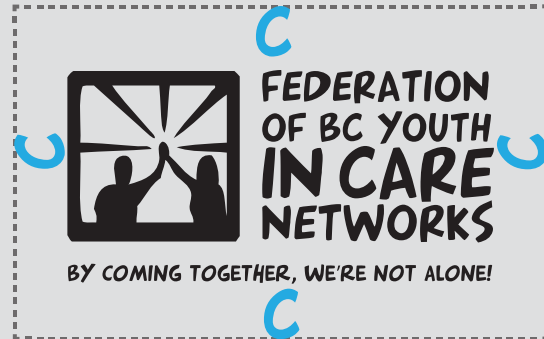


# BRAND GUIDELINES

## LOGO WITHOUT TAGLINE



## LOGO WITH TAGLINE



- Our primary logo is black, with the tagline
- Select logo colour that will stand out against the background
- Maintain logo dimensions (don't stretch the logo).
- Words must be legible. Do not use logo smaller than 1.5 inches high.
- If the required logo is too small to read the tagline, use logo without tagline
- Keep a border approximately the size of the letters in "CARE" around the logo

## COLOUR PALETTE

0, 35, 85, 0	0, 0, 0, 20	18, 0, 1, 0	6, 94, 89, 0	41, 5, 100, 0	50, 67, 0, 0	2, 0, 38, 0
0, 50, 100, 0	0, 0, 0, 80	55, 4, 0, 0	6, 94, 89, 36	75, 0, 100, 0	75, 100, 0, 0	2, 0, 66, 0
0, 72, 100, 91	0, 0, 0, 100	70, 15, 0, 0	6, 94, 89, 61	86, 18, 100, 4	75, 98, 2, 31	3, 1, 96, 0

## TYPOGRAPHY

### HEADERS – ARNOLD 2.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Normal - Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Sub-headers - Comic Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890