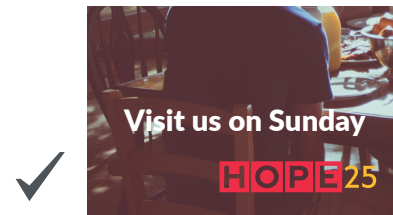# HOPE 25

Design toolkit

Logo

The Hope25 logo is clear and bold, and is easily read at any scale.

You can use the logo with or without the tagline 'Hope in an uncertain world'.

There are three colourways of the logo: black, white and red/yellow, all with a transparent background (using the PNG file type). Choose whichever colourway best suits your design.

Logo usage guidelines

✓

✗

Keep an equal distance of a few mm around all sides of the logo when used with other logos or blocks of text, or near the edge of the page.

✓

✗

Note that when placed over background imagery, the logo should not have a box behind it, but should retain the transparency.

✓ **HOPE25**

✗ **HOPE25**

Ensure the solid colour is always used (ie, don't outline the logo as shown below).

Fonts

The Hope25 typeface is Lato.

If using Canva, it is already pre-loaded.

If you need to install it, you can download and license it for free from *Fontsquirrel.com*.

Heading
Lato black 42pt

Subheading
Lato italic 36pt

Large body text (eg for ppt slides)
Lato regular, 24pt

Section heading
Lato bold, 18pt

Body text (eg for print outs)
Lato regular 12pt

Colours

The colour palette may be used however you wish to promote your Hope25 events and messaging.

Please note, however, that the logo should not be recoloured. Please use one of the three versions as shown on page 2 of this kit.

Black #000000

White #FFFFFF

Purple #991C54
C = 33
M = 100
Y = 46
K = 16

Orange #F36E45
C = 0
M = 71
Y = 78
K = 0

Yellow #F8BC32
C = 2
M = 28
Y = 91
K = 0

Red #EE3547
C = 0
M = 94
Y = 71
K = 0

Photos & layout

There are a number of simple templates for Hope25 that you can customise with your own details available at [link].

If you don't have photos to use, a good source of high quality, royalty-free stock photos is available at *unsplash.com*

Always be mindful of accessibility and legibility, eg, don't put a very busy image behind a lot of text. This can work for a heading or the logo (see cover of this kit for an example), but if you are communicating information, make sure it can be easily read by those with visual impairment.

If in doubt, just use black text over a white background!