



Accredited Business

BRAND GUIDELINES

Helping you to use, deploy and understand the Business against Poverty brand identity

WHAT IS BUSINESS AGAINST POVERTY

Introduction

The Business against Poverty logo is the key to our brand identity and an expression of our personality and core values.

Business against Poverty is a philanthropic group of businesses and business individuals who through their subscription, support the reduction of International poverty and who have a desire to change the lives of others through the charity People against Poverty. They give you and your business the opportunity to make a difference and to also make a meaningful contribution to a charity set up with this specific goal in mind—however, it's more than just charitable giving.

By joining Business against Poverty it says something significant to your customers and clients about your moral and ethical standing and shows that you care about these issues and are taking action, separating you from your competitors. You get to use the unique Business against Poverty accredited logo on your stationery and email or website to show your commitment.

Fundamental logo guidance

Always use original artwork; do not create your own. The logo can be scaled in size, in proportion, but otherwise do not alter it in any way.



The 'parent organisation'



Our business community



Accredited Business

Our Accredited logo

THE BUSINESS AGAINST POVERTY ACCREDITED LOGO

Working with the Business against Poverty Accredited logo

It is important that you use the Business against Poverty Accredited logo correctly and consistently across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter the logo in any way. Never redraw the Business against Poverty Accredited logo, change it in any way or attempt to create it yourself. You should also never create shapes around the logo. The Business against Poverty Accredited logo should never be used as a substitute for the letters 'Business against Poverty' in a sentence or phrase. It should also only appear once on a single sheet. Duplication can dilute the strength and impact of our logo.

Do: Make sure you use the Business against Poverty Accredited logo consistently and correctly; Only use original digital graphic files.

Don't: Alter the Business against Poverty Accredited logo in any way; Embed the Accredited logo in a line of text; Use the Accredited logo more than once on single sheet.

Colour

Wherever possible, you should use the Business against Poverty logo Accredited against a white or light-coloured background to reinforce our identity. If you are printing in mono, you can reproduce the Business against Poverty Accredited logo in black. If you are printing on a dark background, you can reverse the logo out of your background colour. You should never reproduce the logo in any other colour.



Accredited Business

Colour Logo



Accredited Business

Mono Logo



White Logo (reversed out)

BASIC ELEMENTS

The Exclusion Zone

The 'exclusion zone' is the clear area that surrounds the Business against Poverty Accredited logo. Exclusion zones give our logo breathing space for maximum visibility, ensuring that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. In general you should never enter the exclusion zone.

The logo must stand clear of any other elements. Create an exclusion zone, equal to the height of the letter "Bp" in Business against Poverty, on all sides around the logo. No other graphic or text should appear within the exclusion zone.

Minimum Logo size - 25mm wide.

There is no maximum size.



Accredited Business



Accredited Business



Minimum Logo Size

BASIC ELEMENTS

How not to use the Business against Poverty Accredited logo

Distortion

The Business against Poverty Accredited logo should only be used as specified and must never be distorted in any way.

Do not tilt the logo;

Do not distort the logo;

Do not remove any elements from the logo;

Do not add any more elements to the logo;

Do not try to recreate the Business against Poverty Accredited logo.



BASIC ELEMENTS

Colours

These core colours build the logo and brand identity, creating the basis for visual identification.



Green

| | | | |
|------|------|------|-----|
| C 63 | M 25 | Y 44 | K 2 |
|------|------|------|-----|



Orange

| | | | |
|-----|------|------|-----|
| C 7 | M 76 | Y 44 | K 0 |
|-----|------|------|-----|



Brown

| | | | |
|-----|------|------|-----|
| C57 | M 50 | Y 96 | K 0 |
|-----|------|------|-----|

BASIC ELEMENTS

Typeface Family

Typefaces are an important part of the Business against Poverty identity. The consistent use of the Business against Poverty typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials. The Display typeface family used is AVENIR, the text family is ROTIS SERIF.

AVENIR

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789 §±!@£\$%^&*()_+¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆ«»÷

ROTIS SERIF

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789 §±!@£\$%^&*()_+¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆ«»÷

AVENIR BLACK

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789 §±!@£\$%^&*()_+¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆ«»÷

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