

CLEAR SPACE

"Clear space" is the space around the logo that is clear of any other objects when put in application. The clear space keeps the logo from being crowded and ensures visibility no matter the context of the application. Determined by the thickness of the forms that create the individual D and C icon, the perimeter around the logo is at least two times the thickness of these forms. Utilizing this manner of measurement allows the ratio to appropriately scale no matter the size of application.



BACKGROUNDS

Atop dark colored backgrounds and photos, use an entirely white version of the logo so that the DonorConnect branding remains visible. Continue to account for clear space even in layered applications.



On White



On Color



Don't ever...

Don't ever give your tagline a penthouse view.



Don't ever play around with white space.



Don't ever make it groovy.



Don't ever stack the logo elements.



Don't ever use an off-brand color.



Don't ever use the icon to take DonorConnect to the "DC" power.



Don't ever try to make it cute & quirky.



Don't ever mess with logo proportions.



Don't ever use ill-advised color gradients.



Don't ever use a low resolution logo.



Don't ever outline the logo.



Don't ever bullet point using the icon.



Don't ever color swap.



Don't ever crush the logo.



Don't ever replace the typeface for the logo.



Don't ever misplace the icon.

