Samaritan's Purse
STYLE GUIDE

Operation Christmas Child
Logo Standards

Use of the Operation Christmas Child logo must conform with the standards in this Style Guide. Any use other than as permitted in this Style Guide requires prior written approval from Samaritan's Purse.

Sub-Branding Standards: **Approved Logos**

The following are the only approved Operation Christmas Child logos that should be used, and should not be customized or altered in any way. The logo is a registered trademark, and must be accompanied by the ® symbol.

Full Color (Spot)
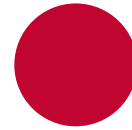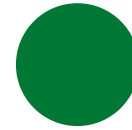

Full Color (4-Color Process)

1-Color (Black Only)

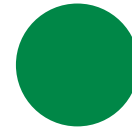1-Color Reversed (White Only)

Pantone® Spot Colors

 PMS 200

 PMS 356

4-Color Process (CMYK)

 P 60-8 C
(from Pantone CMYK Coated Swatchbook)

Cyan 0%
Magenta 100%
Yellow 59%
Black 17%

 P 140-8 C
(from Pantone CMYK Coated Swatchbook)

Cyan 100%
Magenta 0%
Yellow 94%
Black 24%

Sub-Branding Standards: **Logo Spacing**

Maintain Clear Space Around Logo

Maintaining a clear area around the extreme points of the logos (free from other text or other logos) helps ensure logo visibility and clarity. We use a relative measuring system, meaning the clear space measurement is always based off of the exact logo size you are using. So any appropriate amount of clear space can be determined regardless of the size of the logo. Use the guidelines below to calculate the *minimum* clear space that must surround the logo.

How to Determine Logo Spacing

STEP 1

Determine the extreme points of the logo (shown here with blue dotted line).

STEP 2

Use the appropriate measurement and calculate your clear space.

- Use the measurement of the width and height of letters "Pu" in "Purse."

The example demonstrates the appropriate amount of clear space with the gray dotted line.

Sub-Branding Standards: **Logo Minimum Sizes**

Minimum Logo Sizes

To make sure the logos are always readable, we recommend adhering to the following *minimum* sizes that will maintain logo integrity.

MINIMUM REPRODUCTION SIZES: PRINT

1"

25.4 mm

MINIMUM REPRODUCTION SIZES: DIGITAL

68 x 68 pixels

Only the color logo should be used for digital purposes.

Incorrect Logo Use

To ensure the strong impact of the Samaritan's Purse identity, do not modify or distort the logo trademarks in any way. The uses shown on this page are all unacceptable reproductions. Each of these variations describes how the full-color primary trademark should NOT be used.

Never use logo in place of a letter within a word.

Whenever possible, avoid using drop shadows or other effects.

Do not change the proportions of the logo.

Do not rotate the logo.

Avoid positioning logo on top of visually dense areas of an image.