PUB CHARITY LIMITED
LOGO USAGE GUIDE

Pub Charity Limited

The Pub Charity logo

The Pub Charity Limited logo is at the heart of our branding, so it's important that the correct version of the logo is used. These guidelines are designed to help you use the logo clearly and consistently. There are also some simple guidelines around sizing the logo, spacing around the logo and placement of the logo.

How to use it

This download includes our standard colour logo for use on a white background, and a colour reversed logo for use on a solid colour or darker image. These are our preferred logo formats. There are high resolution formats for printing, as well as files designed for use on the web.

If you have any queries or you feel you need to use another version of the logo such as the single colour logo shown here, or a horizontal format, please email us on info@pubcharitylimited.org.nz

Standard colour logo

Reversed colour logo

Single colour logo

Minimum Size

20mm

The logo should appear no smaller than 20mm wide in order to remain legible.

Logo Clearspace

To maintain clarity and integrity, the logo should be free of competing graphics and text. It must be surrounded on all sides by adequate space.

Don't...

Remove any elements from the logo

Stretch the logo vertically or horizontally

Place the incorrect version on an image or coloured background