



## Logo Use Policy

Care Camps Foundation logo use policy is intended to make it easy for our partners to:

- Clearly understand acceptable uses for our logo in their respective marketing and public relations efforts, and
- Provide a process to submit their prospective use of our logo for approval.

Written approval is always required for any third party to use the Care Camps Foundation logo. However, our logo use policy does not define every imaginable use of the logo and therefore is intended to provide guidance on the basic rules of use and show a simple process to submit materials and obtain the written approval required for all third-party use.

### PROPER USE

**All rules are summarized by the following two principles:**

- 1) The Care Camps Foundation logo cannot be altered or changed in any way.
- 2) All partners/third parties must submit any prospective use of either logo to Care Camps Foundation for review and secure written permission **before** its use.

The Care Camps Foundation logo is available in various *trademarked* formats. Care Camps Foundation will supply a high-resolution file(s) of our logo based on the partner's specified preference and format. The Care Camps Foundation logo cannot be modified and must always appear in its whole and original form.

*See the attached Care Camps Foundation Logo Design Guidelines for specific details to maintain our logo integrity.*

### WRITTEN PERMISSION IS REQUIRED FOR ALL THIRD-PARTY USE OF THE CARE CAMPS FOUNDATION LOGO

Donors, partners and supporters of Care Camps Foundation are encouraged to use our logo to promote their organization's philanthropy and receive the deserved goodwill among your clients and employees. Third parties will be authorized to use the Care Camps Foundation logo in advertising, marketing collateral, online media, or website communicating their charitable relationship with Care Camps Foundation by following this "Logo Use Policy" and obtaining written authorization after submitting the prospective materials for approval as outlined below.

Acceptable uses of the Care Camps Foundation logo include:

- Communicating support of Care Camps Foundation mission.
- Acknowledging an organization's charitable giving relationship with Care Camps Foundation.
- Promoting a fundraiser that gives net proceeds to Care Camps Foundation.

- Promoting volunteerism or other company-wide participation in Care Camps Foundation activities and events.

## **WRITTEN PERMISSION AND % OF NET SALES ARE REQUIRED FOR VENDORS SELLING MERCHANDISE WITH CARE CAMPS FOUNDATION LOGO**

In addition to obtaining written permission, if the Care Camps Foundation logo is used for the purposes of selling merchandise or apparel, the vendor will provide Care Camps Foundation a 3% donation of net sales.

### **SUBMISSION INSTRUCTIONS:**

Written authorization is always required before use of the Care Camps Foundation logo in any manner for advertising, marketing, public relations, promotional materials, product labeling, or communication directly to media or the public. Please provide a description detailing the intended usage of Care Camps Foundation logo and submit a request for review and written approval to [info@carecamps.org](mailto:info@carecamps.org).

Once submitted, Care Camps Foundation will review and respond in writing within 5 business days providing an approval or change request. Once authorized, Care Camps Foundation will provide high resolution file(s) of the logo for the approved third-party use.

### **PROHIBITED USE:**

Examples of prohibited use of the Care Camps Foundation logo include, but are not limited to, the following:

- Use of the logo in any manner that might imply an endorsement of your company by Care Camps Foundation. Likewise, the Care Camps Foundation logo may not be used on any promotional or marketing materials in a way that suggests that a company's goods, services, websites, or publications are sponsored, endorsed, licensed by, or directly affiliated with Care Camps Foundation.
- Neither the logo nor the Care Camps Foundation name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- The logo may not be used in a manner that would disparage Care Camps Foundation or their services.

*Care Camps Foundation reserves the right in its sole discretion to terminate or modify permission to display the logo and may request that third parties modify or delete any use of the logo that, in Care Camps Foundation sole judgment, does not comply with these guidelines, or might otherwise impair Care Camps Foundation rights in the logo. Care Camps Foundation further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law. If such a situation arises that the Care Camps Foundation board deems the reputation of the sponsor/donor/partner has been negatively impacted by a moral lapse of judgment or other situation that could negatively impact Care Camps Foundation reputation, the board reserves the right to immediately terminate permission for our logo to be used by that entity.*

By the signatures below, both parties agree with all terms of the Care Camps Foundation logo use policy.

\_\_\_\_\_  
Care Camps Foundation Representative

\_\_\_\_\_  
Requesting Company Representative

\_\_\_\_\_ [Date]

\_\_\_\_\_ [Date]

# Care Camps Foundation Logo Design Guidelines

## Logo

The logo consists of a symbol and logotype. These two elements have been designed, proportioned and arranged as an integrated unit. Consistent logo appearance is vital for effective brand recognition. Therefore, the proportion, arrangement and colors shown here should never be altered for any reason.

### Guiding Principles:

- DO NOT stretch the logo, change the logo colors, place the logo on a distracting background or pattern, crowd the logo, or modify the logo in any way (existing sign structures can be an exception).
- Use horizontal or vertical logo as appropriate, depending on layout.
- Refer to Logo Color Use, Logo Staging, and Logo File Formats guidelines.

Horizontal



Vertical



## Logo Staging

A minimum clear space (X = height of "C" in "Care") is required to allow the logo to communicate without interference. When space allows, it is recommended that more clear space surround the logo to enhance a clean and uncluttered logo staging.



## Logo Color Use

The preferred color use is the full-color positive logo on a bright white background.

The reverse logo should be used only on a dark background of sufficient contrast, such as Care Camps Green.

Logo files have been created in a variety of color modes for different uses:

CMYK – for most printing purposes

RGB – for web and digital use

PMS – for special printing purposes, such as silk screening and sign fabrication

Grayscale – when only black ink is available

Black Only – for use when no screen tints can be used, such as etching and embossing

## Logo File Formats

Logo files have been created in a variety of file formats for different uses:

**AI (Vector)** – preferred by printers, silk screeners, sign shops

**JPEG** – for web and digital use (opaque white background)

**PNG** – for web and digital use (transparent background)

Full-Color Positive  
(Preferred)



Grayscale Positive



Black Only Positive



Full-Color Reverse



Grayscale Reverse



White Reverse



Logo on Care Camps Yellow  
Background (Restricted)



## Color

A limited color palette allows for ease of application and consistency of brand identity.



Care Camps  
Orange



Care Camps  
Orange



Care Camps  
Yellow

### Guiding Principles:

- Maintain sufficient contrast when placing type of other elements over pattern backgrounds.
- Utilize color for appropriate emphasis of content.

## Typography

When used consistently, typography is a strong and recognizable brand identity element. Use of the recommended font promotes visual organization and clarity of messaging.

### Guiding Principles:

- Use Montserrat font for all text (headlines, titles, subheads, body copy, captions).
- In most cases, limit styles to Regular, Semibold and Bold.
- In most cases, use an upper and lower case, flush left/ragged right typesetting style to enhance readability. Center text or flush right when appropriate. Avoid using all caps, except in special situations.
- Maintain sufficient contrast between type and background.

Montserrat Regular

**Montserrat Semibold**

*Montserrat Italic*

***Montserrat Semibold Italic***

**Montserrat Bold**

***Montserrat Bold Italic***