# Brand Guidelines

Our Primary Logo

This is our primary logo. This represents our face to the world. This is who we are. This logo has been created to convey a sense of hope for those who we serve—relief. Knowing tomorrow will be a better day with help from E4E Relief.

The primary logo should be used in all applications.

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Minimum size

The primary logo should not be used in applications where the logo is less than 1".

1"
112 pixels
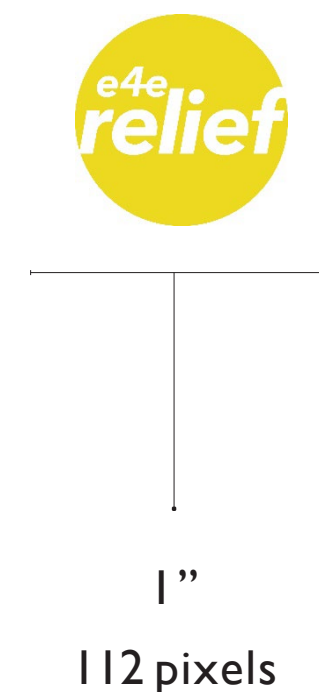
Our Primary Logo Usage

The primary logo can be used in many ways. The logo can be used where you can view the entire logo or the logo can be cropped to the edge of layout. There are only three accepted cropped versions as shown below. Thus, keeping the primary logo fresh without becoming too predictable.

Top edge of layout.

Cropped on the top and bottom edge.

Right edge of layout.

Careful not to crop out more than shown here.

Clear Space

Maintain a margin of clear space all around the logos equal to the half of the width of our "circle" shape. Don't allow any other elements in this margin. An exception is made for our tagline.

Co-Branding

In co-branding applications, the E4E Relief logo and the partner logo should be used at the same size, side-by-side keeping in mind our clear space.

Please Do Not

Avoiding these mistakes will help us present our brand clearly and consistently.

X Don't   Don't rotate the logo.

X Don't   Don't scale, distort, or rotate the logo.

X Don't   Don't use any colors that are not specified in the color system.

X Don't   Don't add any unnecessary embellishments.

The Best

Color System

All our colors can be used across the brand. Giving the brand a diverse color palette with a sense of energy while keeping the brand fresh.

Note: The primary color (PMS 604) should not be used as a background color in online or PPT applications.

PMS 604

C 10
M 7
Y 96
K 0

R 237
G 218
B 38

edda26

PMS 654

C 100
M 84
Y 31
K 112

R 0
G 58
B 112

003a70

PMS 151

C 0
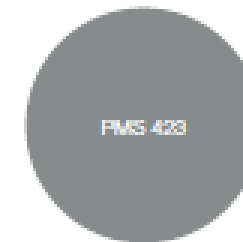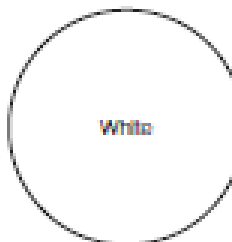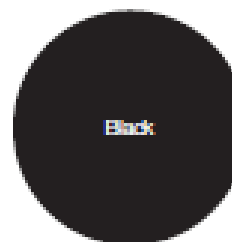M 59
Y 100
K 0

R 255
G 132
B 0

ff8400

PMS 375

C 47
M 0
Y 100
K 0

R 148
G 214
B 0

94d600

PMS 632

C 92
M 24
Y 23
K 0

R 0
G 145
B 179

0091b3

AI Options will consist of these colors, as well

Black

White

PMS 423

PMS 423

C 49
M 39
Y 39
K 3

R 137
G 140
B 141

898c8d

E4E Relief in Text

Below illustrates the correct use of the brand name when used in a text application.

E4E Relief	Compassionate companies come to E4E Relief to create a plan for providing support during unforeseen crises.