

National Carers Week

visual guidance

Logo



Colour



Mono



Reverse

Using the logo

Logo use

The primary National carers week logo should only be used on a white background.

Mono and reverse should only be used on a coloured background.

Exclusion zone

The logo exclusion zone is the height of the W (marked as w in the diagram).



Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

The logo should never be smaller than 220px wide in digital or 70mm in print.



Logo misuse

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document – there are no exceptions.



Do not rotate the logo.



Do not distort or warp the logo in anyway.



Do not use a stacked version of the logo.



Do not use colour logo on coloured background

Logo colours



RGB: 0:0:0

HEX: 00000

CMYK: 0:0:0:0



RGB: 203:89:95

HEX: cb595f

CMYK: 8:76:51:10



RGB: 62:134:174

HEX: 3e86ae

CMYK: 73:32:12:9



RGB: 80:200:232

HEX: 50c8e8

CMYK: 59:0:6:0



RGB: 133:194:66

HEX: 85c242

CMYK: 52:0:98:1