

Logo

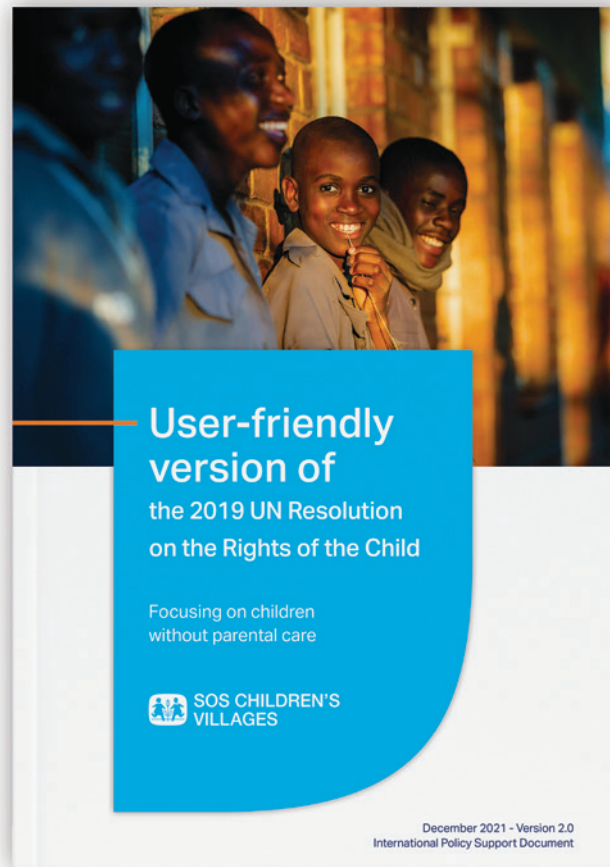


Summary

The SOS Children's Villages logo identifies the organization, creating visual unity worldwide. It is available in both a negative and a positive version which can be used interchangeably.

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Logo variations

The logo exists in both a positive (A) and a negative (B) version which may be used **interchangeably** for internal and external purposes. The logo should always be reproduced in high quality to ensure that it is legible.

A. Positive



B. Negative



Logo alterations

The logo must never be re-created by adding a line or by changing the typeface. The complete logo must be consistent (all positive or all negative) and there must be no colour combinations, filters, gradients, shadows or transparency applied to the logo.

Don't



Margins, size & orientation

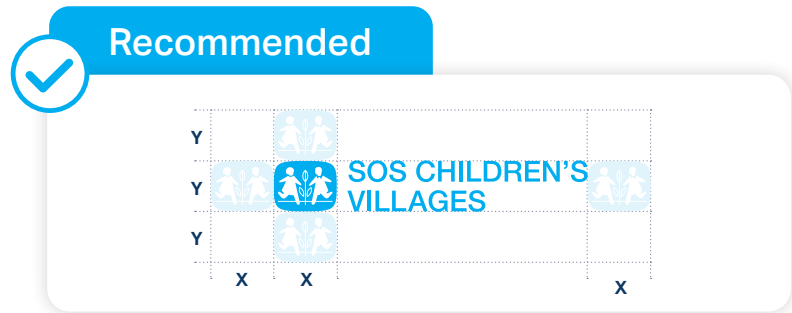
The logo should always be surrounded by a margin of empty space to ensure a high degree of visibility and legibility. It is recommended that the logo (emblem + word name) be surrounded by a margin of empty space **equal to** the size of the emblem. The minimum margin of empty space around the logo **must never be less** than the emblem's width, horizontally nor half of the emblem's height, vertically.

The minimum margin must always be respected. It must not be decreased, but may, on the other hand, be enlarged.

The size of the logo should always be optimally adjusted relative to the overall structure of a composition and it must always be used horizontally: the logo must not be rotated.



Recommended



A diagram showing the recommended logo placement. The logo is centered within a grid. The height of the emblem is 'Y' and the width is 'X'. The margin around the logo is equal to the emblem's width (X) horizontally and half its height (1/2Y) vertically.

Only if needed



A diagram showing the logo placement when the margin is only used if needed. The logo is centered within a grid. The height of the emblem is 'Y' and the width is 'X'. The margin around the logo is equal to the emblem's width (X) horizontally and half its height (1/2Y) vertically.

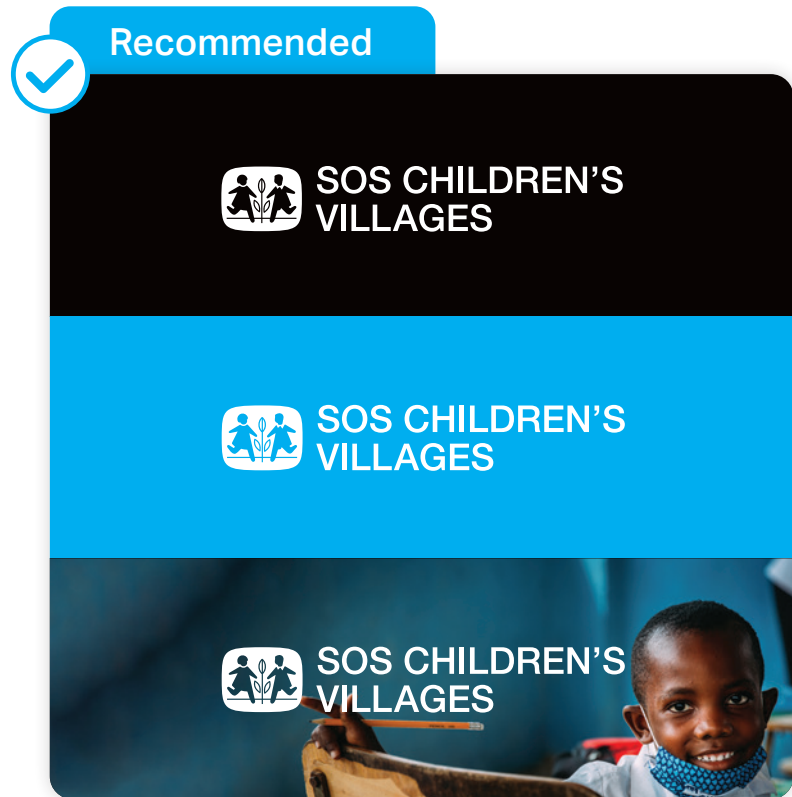
Don't



Three examples of incorrect logo placement: 1. The logo is rotated vertically. 2. The logo is rotated diagonally. 3. The logo is rotated horizontally.

Negative logo rules

The negative logo is white and must not be changed to any other colour. It may be placed on any background with sufficient contrast to support legibility, including: dark colours, a member association's primary colour, or a suitable photo background.



Positive logo rules


The positive logo must be used in a member association's primary brand colour or, when necessary, in black (e.g. in black and white printing). The positive logo should only be used on a **white** background or on the **20% version** of a member association's primary colour.




 **Recommended**

| | | |
|-------|--|--------------------------------|
| White |  | SOS CHILDREN'S VILLAGES |
| 20% |  | SOS CHILDREN'S VILLAGES |

Incorrect uses of the positive logo

The positive logo may not be filled with any other colours than those shown on the left. Also, it may not be used on top of a picture, nor on any other background colour than white or 20% of a member association's primary colour.

 **Don't**

| | |
|---|--------------------------------|
|  | SOS CHILDREN'S VILLAGES |
|  | SOS CHILDREN'S VILLAGES |
|  | SOS CHILDREN'S VILLAGES |

Sub-branding, events and partnerships

At times, the logo will need to be displayed alongside the logos of SOS Children's Villages sub-brands, events and partners. In these cases, the positive logo should be displayed beside the additional logo(s), separated by a dark blue bar. The negative logo can also be used with a white bar when needed to achieve contrast with the background of a composition.

Recommended



Framing the logo

Though the Guidelines prefer use of the positive and negative versions of the logo without a frame, it is sometimes necessary to display the logo inside of a frame to ensure legibility. In such cases it is recommended that the negative logo be used on a solid rectangular background filled with a member association's primary colour. When a framed logo is displayed beside an SOS Children's Villages sub-brand, event or partner logo, it does not require a dark blue separator line.

Recommended

