

THE KINDNESS PROJECT IDENTITY

Colour and Usage Guidelines

MAIN LOGO



The Kindness Project

Do good. Feel good.

This is the main The Kindness Project logo, This stacked full-colour version should be used in most situations.

LOGO VARIANTS



The Kindness Project

Do good. Feel good.

The horizontal logo can be used whenever this configuration offers the best use of space.



The Kindness Project

Stacked/horizontal logos can be used without the positioning statement.

LOGO USAGE

Always:

- Use one of the final, approved files that have been provided.
- Keep ample “clear space” around the logo, separate from other elements/text.
- Use a coloured or black logo on a light background.

Do not:

- Move/reconfigure the logo elements.
- Stretch the logo.
- Fill the logo with a pattern or shading.
- Change the colours from the approved versions.
- Use a colour or black logo on a dark background.

BLACK AND WHITE



The Kindness Project

Do good. Feel good.



The Kindness Project

Do good. Feel good.

Solid black and white versions of both, stacked and horizontal logos have been provided.

TYPOGRAPHY

The main The Kindness Project font is Gotham Medium. Positioning statement font is Gotham Book.

Use Gotham Medium and Regular for all supporting text.

COLOURS



CMYK (full colour printing)
C: 0 M: 98 Y: 20 K: 0

PMS (spot colour printing)
Pantone 71-8 C

RGB (digital/on screen)
R: 237 G: 8 B: 116

HEX (web)
#ED0874



CMYK (full colour printing)
C: 12 M: 100 Y: 49 K: 1

PMS (spot colour printing)
Pantone 68-16 C

RGB (digital/on screen)
R: 215 G: 7 B: 97

HEX (web)
#D70761



CMYK (full colour printing)
C: 35 M: 100 Y: 37 K: 11

PMS (spot colour printing)
Pantone 76-16 C

RGB (digital/on screen)
R: 167 G: 0 B: 99

HEX (web)
#A70063



CMYK (full colour printing)
C: 0 M: 24 Y: 25 K: 0

PMS (spot colour printing)
Pantone 179-13 C

RGB (digital/on screen)
R: 182 G: 184 B: 186

HEX (web)
#B6B8BA



CMYK (full colour printing)
C: 0 M: 58 Y: 57 K: 37

PMS (spot colour printing)
Pantone 280 C

RGB (digital/on screen)
R: 84 G: 84 B: 86

HEX (web)
#545456