'Create Change' logo specification sheet

Correct use of the Create Change logo

As the cornerstone of our visual identity, the logo should take pride of place in all our communications. To ensure maximum visual impact, it is mandatory to use the logo in the **Colour 1** and **Colour 2** colours, unless the medium poses an obstacle to the use of these colours.

The logo achieves its fullest impact with the logo name reversed into white on a **Colour 1** background and the symbol in **Colour 2**. The examples on this page illustrate the only acceptable colour presentations of the logo.

The logo (2-colours)
Preferred presentations in two colours

On a white background, the logo appears with the C in **Colour 2** and the name in **Colour 1**. This is the preferred presentation of the logo when it is not possible to use a **Colour 1** background

On a **Colour 1** background, the "Create Change" appears in **Colour 2**, while the C is reversed into white. This is the preferred presentation of the logo and must be used wherever possible.

On an uncluttered photo background in a colour approximating **Colour 1**, the logo should appear in **Colour 2** and white to heighten its impact.

The logo (monotone)

Alternate presentations in one colour when the medium poses an obstacle to the preferred presentations of the logo, the entire logo may appear in **Colour 1**, in white, or in black, provided the background offers sufficient contrast for the logo to remain highly visible.

When **Colour 1** is not an option and the logo must appear on a black background or another dark-colour background, the entire logo is reversed into white.
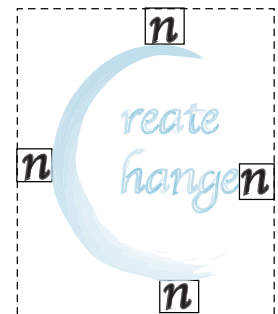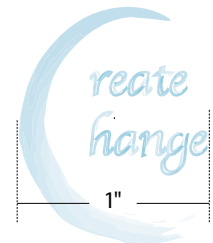
On a white or pale background, the entire logo may appear in **Colour 1**.

Alternately, when **Colour 1** is not an option, the entire logo can appear in black on a white or pale background.

Minimum size

To ensure the legibility of the logo in all applications, a minimum size has been established. It is determined by the width of the symbol, which should never be less than 1-inch.

1"

Protection space

To heighten its visual impact, the logo must always be surrounded on all sides by a protection space equal to the "n" in the Create Change logo. This space must remain clear of all text, graphics and any other visual elements.

Colours

A distinctive combination of colours is an integral part of our unique visual identity. Our colours are **Colour 1** and **Colour 2**. Used consistently, they lend our communications a unified look, **Colour 1** as a reference to the importance of protecting the oceans, and the **Colour 2** as the need to change how we treat the earth.

Colour 1	Colour 2
PANTONE® 7704 (coated, uncoated)	PANTONE® 7728 (coated)
Process: 93C, 4M, 8Y, 24K (coated, uncoated)	Process: 93C, 0M, 75Y, 55K (coated, uncoated)
HTML / HEX: 0085AD	HTML / HEX: 006845
RGB: 0, 133, 173	RGB: 0, 104, 69

Need more information?
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