



FOR THE  
HERD

EMERGENCY FUNDRAISER

# BRAND TOOLKIT

Thank you for reviewing the For The Herd Brand Toolkit. In order to maintain the integrity of the initiative's message and visual impact, it's important that all media partners use the brand elements accordingly.

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# Logo

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The following design is the official logo.



## RED

HEX #ed333f

RGB 237, 51, 65

CMYK 1, 94, 77, 0

## DARK GREY

HEX #545659

RGB 85, 87, 89

CMYK 65, 56, 53, 29

## LIGHT GREY

HEX #d1d3d3

RGB 209, 211, 212

CMYK 17, 12, 13, 0

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# Logo Variations

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Use logo variations in different situations. Always use the Full Colour logo with a white background. Use the Grey or Red Reversed logos when the background is complex. **Do not mix and match, do not use any other colour combinations.**

## Full Colour

Full Colour logo (no box)



## Full Colour on White

Full Colour logo on White box



## Grey Reversed

All-White logo on Grey box



## Red Reversed

All-White logo on Red box



# Logo Margin

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Give ample margin space when using the logo. Use the letter H in the logo as a measuring unit. The **minimum** amount of space needed around the logo is shown below.



# Logo Usage

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The use of the logo must be consistent. Please read the following rules and guidelines carefully.



**Always scale proportionally**  
**Always give ample margin**



**Do not stretch / rotate / warp / distort**  
**Do not add or change any colours**  
**Do not use any other colour combinations**  
**Do not add or remove mark or text**  
**Do not change stroke weight, size, or length**  
**Do not rearrange the mark or text placement within the logo**  
**Do not use drop shadow or any effects**



# Logo Usage on Photos (1)

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It is acceptable to use the Full Colour logo on white / clear / bright photo area, as long as the logo is clear and visible. Do not place the logo too close to the photo edge (At least one letter H spacing).



Logo is not visible. Need to use the Grey or Red Reversed Logo.



Too close to the edge, placement is too visually complicated.



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# Logo Usage on Photos (2)

Use the Grey or Red Reversed logo if the background is grey / dark / crowded / visually complicated.



All-Red/ All-Grey is not an acceptable logo. And it's not visible.



Too close to the edge, not visible, should use Reversed logo.



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# Logo Usage on Photos (3)

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Placement of the logo is ideally bottom left or bottom right. Do not place at the center or touch the edge.

Logo size is 4-6 grids as shown below.



Maximum logo size is 6 grids.



Minimum logo size is 2 grids







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# Thank you!

We appreciate your support during these trying times.  
If you have any questions regarding the use of the brand,  
please feel free to contact us at [info@fortheherd.ca](mailto:info@fortheherd.ca)

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