



BRAND GUIDELINES

OUR LOGO

The logo is the most visible element of our identity – a universal signature across all CHS Alliance communications. Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

The three interlocking circles of the CHS Alliance logo represent the three pillars of the CHS Alliance: quality, accountability and people management.

LOGO CONSTRUCTION

1
Interlocking Rings
Graphic



CHS Alliance

2
Logotype

The CHS Alliance logo consists of two core elements which are fixed in size and proportion — interlocking rings graphic and the CHS Alliance logotype.

1 Interlocking Rings Graphic

This fits alongside the logotype and must never be rotated, flipped or made larger, and should always appear in the CHS Alliance corporate colours.

2 Logotype

The logotype should always be used with the interlocking rings graphic, it has been specifically designed to work together so it should never be used on its own.

CHS Alliance Member LOGO

1



The member logo indicates that your organisation is associated with the CHS Alliance.

Member Logo

In the event that your organisation needs to communicate its association with the CHS Alliance, you may want to include this logo on your layouts.

EXCLUSION ZONE & MINIMUM SIZE

1



2



To protect the clarity and visual integrity of the logo, it has an exclusion zone and minimum size.

It should, where possible appear legibly on a white background.

1 Exclusion Zone

To preserve the logo's integrity, always maintain a minimum exclusion zone around the logo. This is to protect the CHS Alliance logo.

The size of this zone is determined by the height of the 'e'. This is a minimum recommended exclusion zone area – more space will always aid visibility. Never position text, graphics or other elements inside this exclusion zone.

2 Minimum Size Logo

When the logo is reproduced too small, its legibility and impact is diminished. The CHS Alliance logo should never be less than 43 mm wide.

INCORRECT USAGE

1



2



3



4



5



6



To maintain a strong, distinctive brand it is important to use the logo in a consistent way. Always use the provided CHS Alliance logo and do not alter it in any way.

Here are some examples of what should not be done.

1 Fonts

Do not substitute fonts or reset the logotype.

2 Colour

Do not change the logo colours. The logo must always be in the CHS Alliance colours

3 Exclusion Zone

Do not encroach on the minimum clear space. Here the 'In association with' text is too close.

4 Orientation

Do not rotate the logo or the graphic.

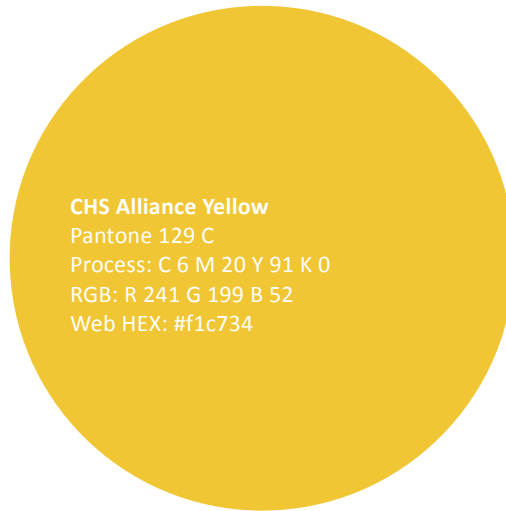
5 Relationship of Elements

Do not adapt or change the layout or positioning of the logotype and graphic.

6 Effects

Do not add embellishments like drop-shadows, embossing, etc. to the logo.

COLOURS



The colour palette for CHS Alliance when consistently applied in combination with photography, graphics and fonts helps to define, communicate and reinforce the CHS Alliance brand.

Primary Colour Palette

CHS Alliance's primary colours are Pink, Yellow and Grey. It is important that these colours are positioned at the heart of its identity.



CONTACT

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