



# Give Next Style Guide

For External Use

## How to use the logo



Primary logo Multicolor  
Only used on white backgrounds

Primary logo Multicolor inverted  
Only used on Bohemian Blue background.

## Font

Gill Sans - For body text in documents

## Tagline

Only use a logo with the tagline when the logo is larger than 6 inches wide. Large logos have the tagline embedded in for this purpose.

The tagline can be used separately from the logo, such as in a document footer or web heading. To ensure correct formatting, please only use the picture version of the tagline rather than typing it.

This example is too small to have a tagline included, but is shown for instructional purposes.  
Minimum width: 6 inches.



INSPIRING YOUTH | BUILDING COMMUNITY

INSPIRING YOUTH | BUILDING COMMUNITY

If the tagline is on one line, it should have a separating bar.

INSPIRING YOUTH  
BUILDING COMMUNITY

If the tagline is on two lines, it does not require a bar.

## Logo placement

Logos should not be stretched.



## Logo size

The logo should not be cropped tightly or re-sized to less than 1 inch. Please do not expand the logo larger than the original size. If you need a larger logo, use the PDF or EPS files made for large projects.

Minimum width: 1 inch



## File Types

### Print documents

For print documents (i.e. word documents, posters) use **PDFs** located in the **Print Logos** folder.

### Website files

Use **PNGs** located in the **Web Logos** folder.

### File sizes

The print and web logos are sized for practical use on word documents, posters, and website graphics. If you need the logo to be bigger, **do not enlarge** it by clicking and dragging. Instead use a bigger logo file from the **Large Logos** folder.

### Large projects

If the document is very large (i.e. large hanging banner or video) use the **large PDF or EPS** files. **EPS** files can be edited using Adobe Photoshop and Illustrator, so please be careful not to alter the logo.

### White logo files

The white logo files may appear to look blank, but the logo will be visible when placed on top of a dark background. **PDF** and **PNGs** have transparent backgrounds to allow the dark background to show through.