

Partners for Hope

Logo Usage Guidelines

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pg. 2

Components of Our Logo

pg. 3

Our Logo Library

pg. 4

Sizing and Clear Space

pg. 5

Usage Examples

pg. 6

Additional Guidelines

Components of Our Logo

Hand + heart symbol

Reminiscant of Partnership to End Addiction's heart-check symbol, the heart of this symbol is formed from two hands joined in partnership.

Wordmark

The wordmark for Partners for Hope has been created to match the wordmark for Partnership to End Addiction. When using the full logo, **use the provided artwork** — *do not place the symbol beside live text.*

Masterbrand

The masterbrand makes clear that Partners for Hope is affiliated with/supported by Partnership to End Addiction.



The primary logo includes all three elements: the symbol (A), wordmark (B) and with masterbrand (C).

Our Logo Library

*Primary logo:

In order to include all elements of the logo, the full-color logo (PMS 2612 & PMS 1375) with masterbrand on white background should be used whenever possible.

Additional logos:

This full suite of logos has been created to accommodate a variety of situations where space is at a minimum or dark backgrounds are used.

In situations where the knock-out version is used on the brand purple, and a color must be specified (ex: an embroidered hat), PMS 2572 may replace 75% white.

Please see Usage Examples on page 5.



full-color logo with masterbrand on white background*



Transparent knock-out logo with masterbrand on dark background



full-color logo on white background



Transparent knock-out logo on dark background



full-color symbol on white background



Transparent knock-out symbol on dark background

Sizing and Clear Space

Minimum size:

To ensure legibility, and that the smallest type size is never less than than 7pt, do not reproduce logo smaller than indicated for each version shown at right.

Minimum clear space:

For all versions, the minimum clear space around the logo or symbol should equal half the width of the symbol.



Minimum size for logo with masterbrand: 2 inches wide



Clear space logo with masterbrand: half width of symbol



Minimum size for logo: .875 inches (63px) wide



Clear space for logo: half width of symbol



Minimum size for symbol: .275 inches (20px) wide



Clear space for symbol: half width of symbol

Usage Examples

The examples on this page are **concept designs** (not final art for production) and are included here for reference.



Full logo with masterbrand printed on letterhead



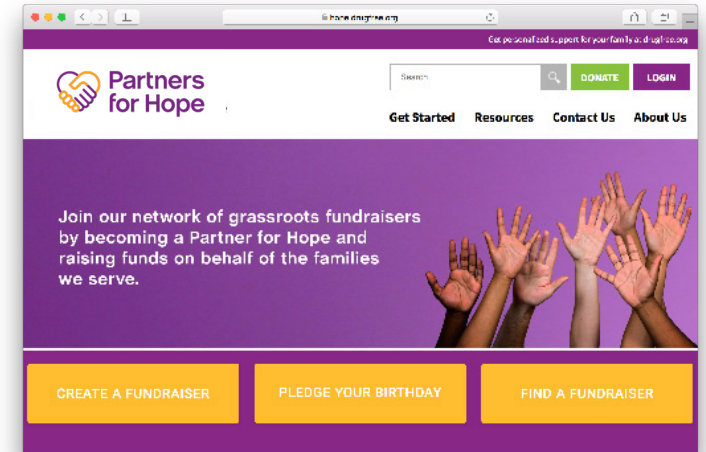
Full logo with masterbrand printed on white t-shirt



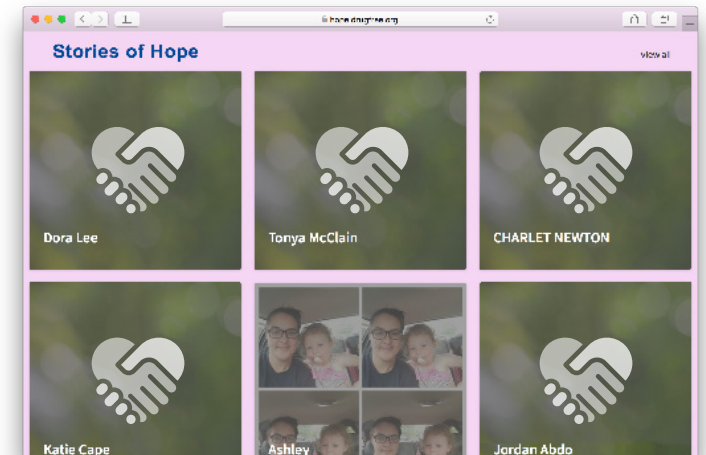
Transparent symbol (using light purple 2572 and 100% white) & text embroidered on dark cap



Transparent symbol etched on neutral bottle



Full-color logo on website header



Transparent symbol used at 75% as placeholder image

Additional Guidelines

How do I make it clear that this fundraising event is supporting Partnership to End Addiction and use Partners for Hope language?

Please indicate on all materials that proceeds raised from your fundraising will benefit Partnership to End Addiction. For written materials, we suggest using the following sentence: “[Insert name of event] is a Partners for Hope event benefitting Partnership to End Addiction.”

Can Partnership to End Addiction help promote my Partners for Hope event in the media?

We cannot directly promote your event in the media. Please contact media@toendaddiction.org.

Partners for Hope and Partnership to End Addiction logo usage

Below are some common questions about the usage of Partners for Hope and Partnership to End Addiction logos in relation to your fundraising events. Please familiarize yourself with these logo guidelines and use them as a reference for answers to all of the questions below.

Can I use Partnership to End Addiction logo on my materials?

The Partnership organizes its own large-scale events each year. By using the Partners for Hope logo, you help distinguish your fundraising event as part of Partners for Hope, supporting Partnership to End Addiction. This lessens confusion about the events officially sponsored by the Partnership (such as the Hope Out Loud Gala) and the events (local runs, bake sales, etc.) that support the nonprofit.

Do my materials need to be reviewed by Partners for Hope before printing?

All Partners for Hope event materials should follow our guidelines, and do not need to be submitted to the organization prior to approval. However, we encourage you to email us pictures and designs of your event materials (collateral, social posts, invitations, etc.) so that we are aware of how Partners for Hope is being supported across the country and in communities. Please send them to events@toendaddiction.org.

Can I create items (shirts, hats, etc.) with the Partners for Hope logo?

Yes, as long as the logo is not redrawn or modified in any way and as long as the items are not being sold. Please use only the provided logos.

Can I sell items with the Partners for Hope logo?

The logo may not be used on any item that is to be sold.