

Logo

Our logo is the 'face' of our organisation and it is vital it reflects us, and that we use it in a way that is impactful and recognisable.

The logo lock up consists of two parts: the Crisis square and tagline square.

The relationship between the red square and our name within it symbolises our real world knowledge and experience of the issues we face. In other words - we are 'inside' the homelessness crisis.

The distressed effect on the square represents our 'down to earth' and gritty personality. We boldly take on the challenge of ending homelessness - and we aren't afraid to get our hands dirty to achieve this.

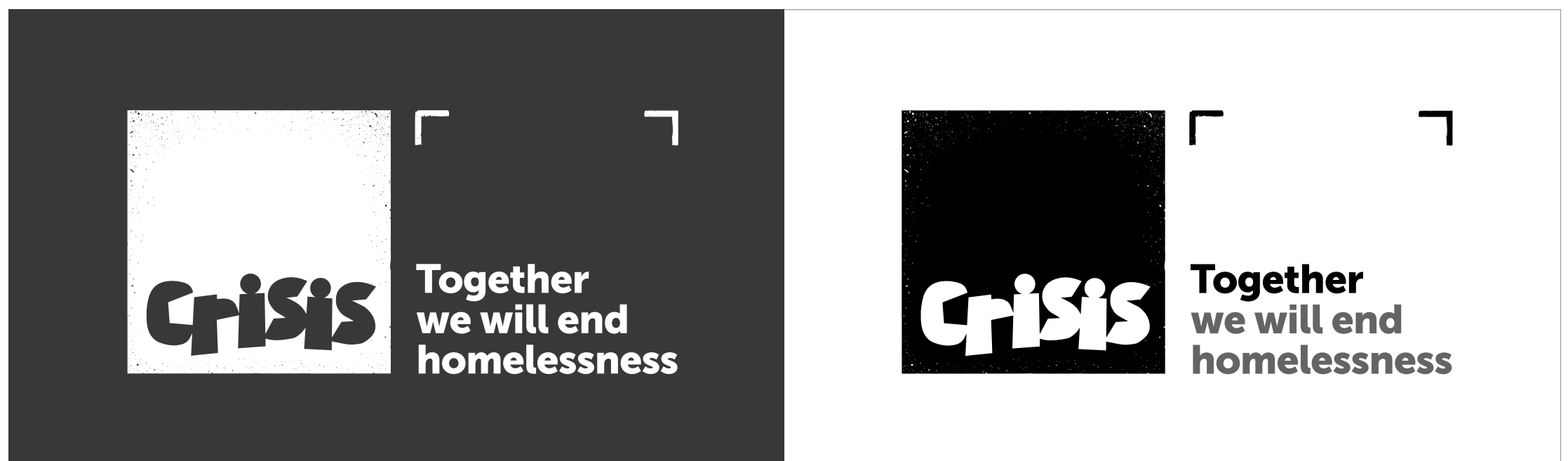
The corners of our tagline square mirror the dimensions of our logo and help to contain and balance the mark.

Mono lock ups should be seen as a single colour stamp - so the background colour will be shown through the crisis letters.

Primary lock up



Mono lock ups



Logo

Our primary logotype is designed to be a consistent and concise expression of our brand. It should be clearly present in all of our materials, printed or digital.

Specific versions of the logo for print and digital usage are included in the brand toolkit. Please use only the authorised versions, observing the guidelines on the following pages.

It is important for us that our brand identity is always presented at its absolute best. To ensure this, we have provided guidance to optimise our brand's impact. Our logo should never be re-drawn or altered and should only ever be used in the approved formats.

Ideally our Crisis square and tagline square should be shown together. This ensures that people understand our intention to end homelessness together.

Where space or format is difficult, the Crisis square can be shown in isolation. In this instance, it is important the 'together we will end homelessness' message comes through in other elements of design or copy.

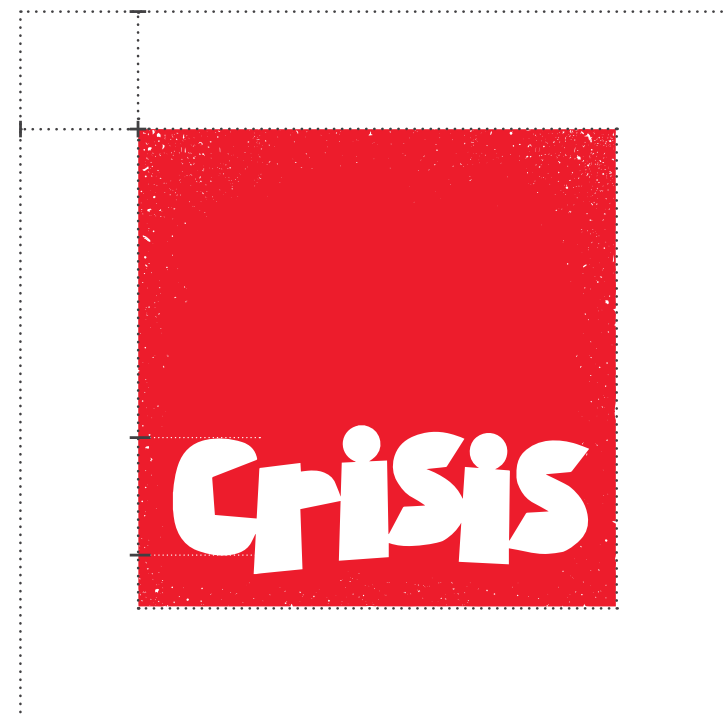
Exclusion

It is important that our brand has breathing space to maintain its impact. To ensure the visibility and legability of our logotype we have an exclusion zone. This is an area which no other graphic elements should infringe on. Our exclusion zone is calculated by the height of the 'C' in Crisis.

Sizing

Guidance on the minimum sizing for our logotype in a variety of formats is provided in the example on this page.

Spacing



Sizing

A6

25mm tall



A5

29mm tall



A4

33mm tall



A3

40mm tall



Logo only minimum print size 20mm high



Minimum screen size 80px high

Logo

We partner with and are supported by a wide range of organisations. This is key to how we will end homelessness.

Because of this there is often a need to show our logotype alongside other brands. When this is the case it is important the relationship between us and other organisations is clear.

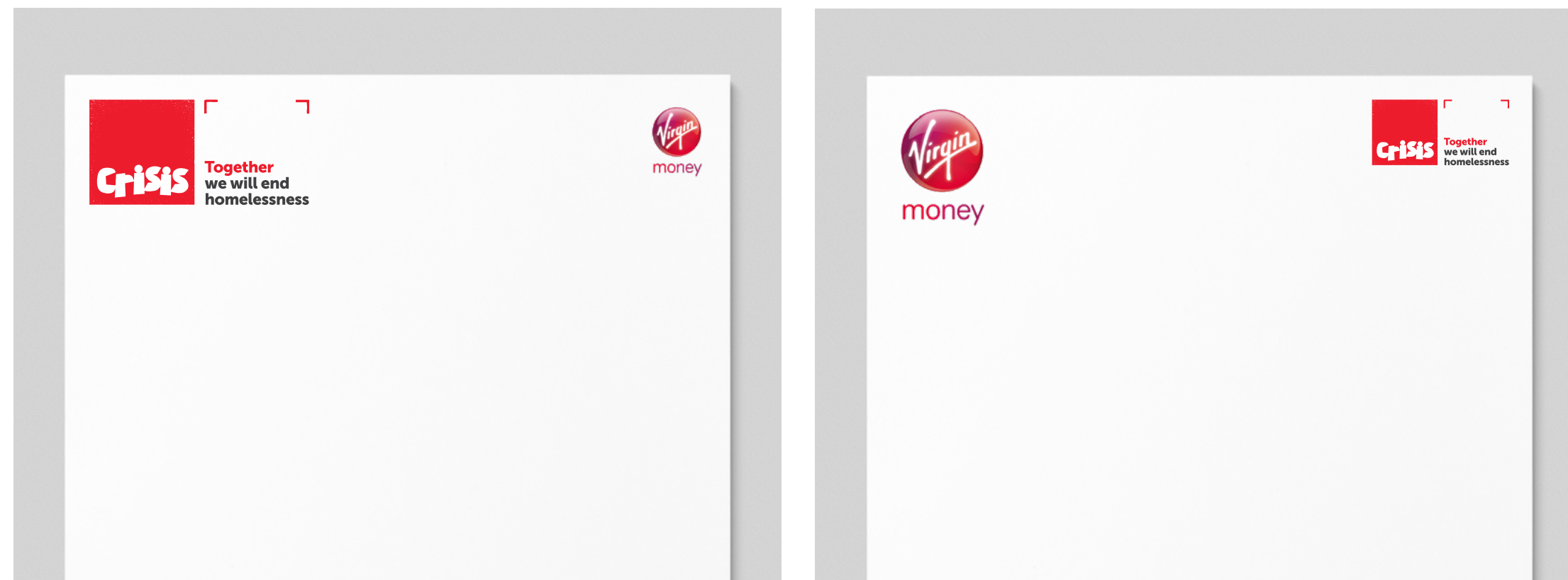
We should help audiences to understand who is leading the messaging across our communications. This is where hierarchy comes in - see examples of this on the right.

When we are leading the piece of communications, the Crisis brand also leads by being more prominent in size.

When others lead and wish to use our logotype the opposite is true.

If there is equal partnership between Crisis and another organisation then equal sizing to the logos should be applied.

For organisations who have not been officially endorsed by us and who are looking to use our brand we ask them to use our 'Supporting Crisis' logo. This should also follow the hierarchy set out above. When there is limited space the logo without the tag line should be used.



Supporting



Supporting

