

Hospitality Action Logo: Style Guide



To obtain our logo please visit our homepage, right click on the logo at the top and save picture as a jpeg logo to your desktop.

The Logo

The logo is a stylised speech bubble. It signifies communication and action and reflects the organisations key role:

To offer vital assistance to all who work, or have worked within hospitality in the UK and who find themselves in crisis.

Colours

The principal colours of the logo are black and red. The logo colours must not be altered in any way, for example, changed to a tint or swapped within the design. Wherever possible, the logo should appear in its principal colours.

C 66	R 0	C 0	R 237
M 66	G 0	M 100	G 28
Y 66	B 0	Y 100	B 36
K 100		K 0	

Usage

The Hospitality Action logo should appear equal to other logos, or as large as appropriate if appearing in isolation. No specific minimum size has been set, however the words – Helping our people – must be legible in all executions.

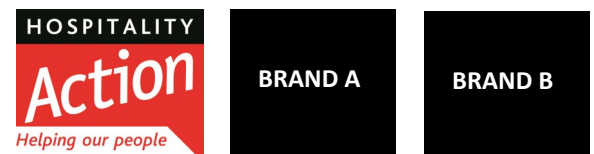
Clear - Space

No graphic or text elements can appear within the clear space area. This is to preserve the integrity of the logo and to maximise visual impact and legibility.



Application with other logos

When placed with other logos, it is preferable that the Hospitality Action logo appears equal to other logos. If aligned horizontally with other logos, it is preferable that the Hospitality Action logo appears to the left of all other logos, or appears above other logos when placed vertically.



Incorrect Usage

Here are two examples of **incorrect** use of the logo.

If you have any queries please contact the Fundraising Team via:
fundraising@hospitalityaction.org.uk



Do not tilt or place the logo on an angle.



Do not stretch or warp the logo.