

The logo features three stylized human figures in white and yellow, with their arms raised in a celebratory gesture. They are set against a background of sparkling stars and a warm orange gradient. The figures are positioned in the upper left quadrant of the page.

# COMMUNITY CHEST AWARD LOGO

Usage Guide

A large, stylized graphic in the bottom right corner, consisting of a thick red diagonal line and a large red oval shape, set against a background of a fine grid pattern and a warm orange gradient.

# USAGE OF COMMUNITY CHEST AWARD LOGO

The **Community Chest Award** logo will be made available to all Community Chest Award winners for use in their publications and publicity efforts. This is in appreciation and honour of their generous contributions. Recipients of multiple awards will be presented with the logo of the highest award category.

The design of the Community Chest Award logo draws its inspiration from the Community Chest logo. The design resembles a star and depicts organisations and people from all walks of life coming together.

The design of wide-open arms symbolises the compassionate acceptance and generous love of our donors for the less fortunate in the community. Coming together hand-in-hand demonstrates the unity of donors and beneficiaries to form a happy healthy community and nation. The strong use of orange reflects warmth, hope and a bright future.

The Award logo is a tribute and endorsement of the fund-raising efforts of the Award recipients and their partnership with Community Chest. Award recipients are encouraged to use the logo as a pledge of their strong advocacy towards community giving and endorsement of their corporate social responsibility efforts.

# USAGE OF COMMUNITY CHEST AWARD LOGO

Award recipients will receive one of the five logos below, corresponding to the Award received.



These Community Chest Award logos will be made available to Award recipients in the following categories:







- SHARE Award
- Individual Award
- Corporate Award
- Partner Award
- Special Events Award

Award winners will receive the image files in the corresponding category.

# COMMUNITY CHEST AWARD LOGO GUIDELINES

## Colour Version

The full colour version of the logo should preferably be used on a white background.

FOR ALL LOGOS		FOR EACH LOGO	CMYK	PANTONE
CMYK PANTONE	M60, Y100 144C   144U		C40, K80	7477C   7477U
			C20, K50	7544C   7544U
			M30, K30	7510C   7510U
			K50	7C   7U
			M70, Y70, K60	1685C   1685U
	CMYK PANTONE	K70 424C   424U		

## Monochrome Version

When full colour printing is not possible, the logo can be applied in black only, as follows:



# COMMUNITY CHEST AWARD LOGO GUIDELINES



Minimum print size:  
15mm for width. For  
web application,  
minimum 140 pixels  
in width.

## Minimum Size

Minimum size restrictions ensure that the Award logo is always clearly legible for print and web applications.



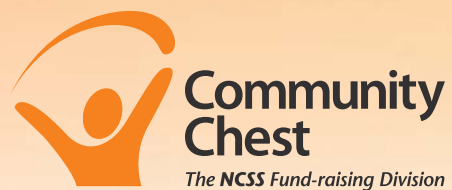
## Clear Space

To ensure that the logo stands out clearly, an area of unobstructed space marked '2x' should be maintained.

## Unacceptable Usage

It is important to ensure consistent application of the logo. Do not change, omit or substitute any elements of the logo. Negative examples are as follows:

<p>Incorrect placement</p>	<p>Incorrect colours</p>	<p>Incorrect proportions</p>
<p>Background with graphics</p>	<p>Missing elements</p>	<p>Incorrect typeface</p>



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