

LOGO

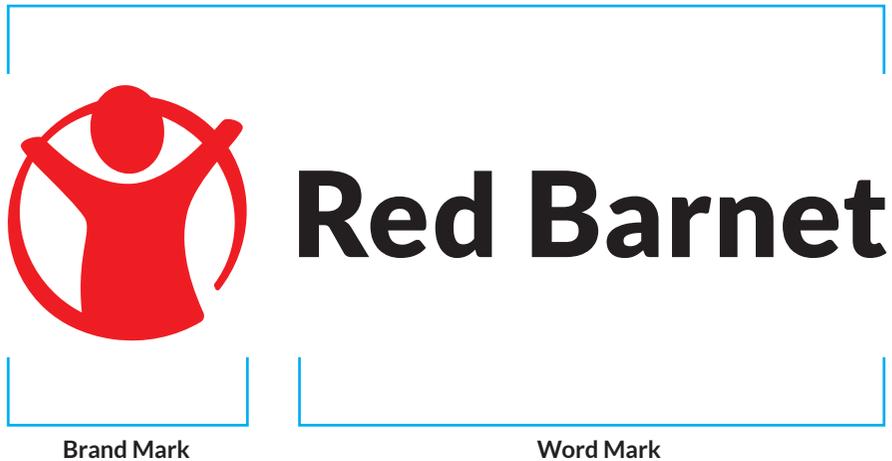
The word mark of our logo has been updated using the Lato font

Please ensure you use the new artwork.

Always use the whole logo (the brand mark and the word mark) are never to be used separately. Never recreate or rearrange it yourself.

DEFAULT LOGO

Color Positive Horizontal logo



Color Positive Stacked logo



- This is the stacked version of our logo.
- Only use the stacked version in exceptional circumstances, when you have to fit the logo into a square space.

COLOR VARIANTS

Grey shown here for illustrative purposes only to make logos legible.



CLEAR SPACE AREA



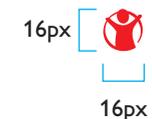
- An area around the logo must be kept free of all other graphic elements.
- The logo can sit on imagery, but avoid any busy areas so it remains visible.

EXCEPTION: DIGITAL USE ONLY

- For alignment with digital web browser standards, the brand mark of our logo can be used in isolation as a favicon.

FAVICON

Minimum size is
16px by 16px.



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DEFAULT LOGO IS ENGLISH

Color Positive Horizontal logo



Brand Mark

Save the Children

Word Mark

Color Positive Stacked logo



Save the Children

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COLOR VARIANTS

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Color Negative Horizontal logo



White Negative Horizontal logo



Black Positive Horizontal logo

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