



LOGO

Our Logo

Elements & Versions

Size & Space

Infinity Icon

Colors

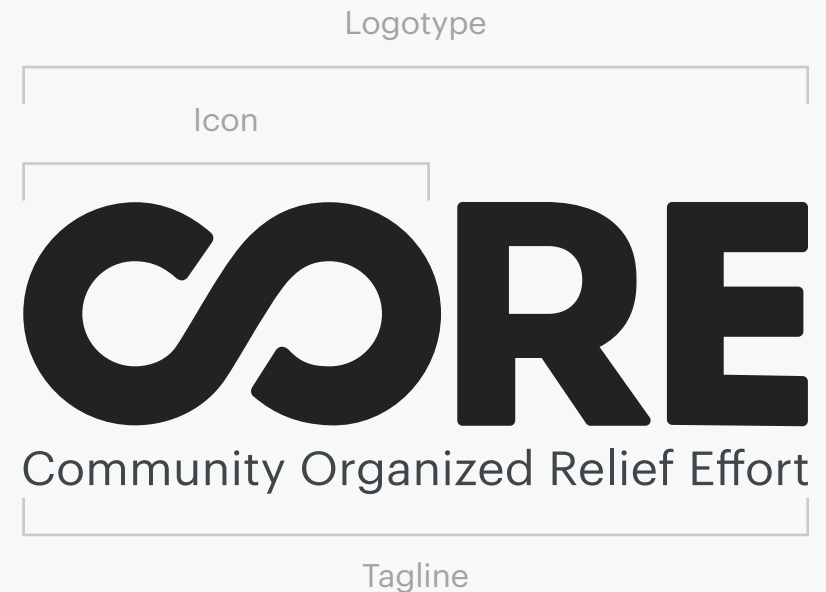
The logo for CORE (Community Organized Relief Effort) features the word "CORE" in a bold, dark gray, sans-serif typeface. The letter "C" is stylized, resembling an infinity symbol or a continuous loop that connects to the "O".

Community Organized Relief Effort

PRIMARY LOGO

**We empower communities
in crisis**

CORE (Community Organized Relief Effort) is a global crisis response organization that brings immediate aid and long-term recovery solutions to underserved communities. CORE gets in early, saving lives and strengthening communities for the future. We act quickly in the face of disaster to mobilize community members and leaders.



SPACING & SIZE

Dynamic and Grid

Logo Clear Space

When you place our logo in a design, please make sure you give it room to breathe. We call this clear space. Always leave a clear space area equal to 1 in. of the logo's typographic weight.



SPACING & SIZE

Limits and Replacements

Logo Minimum Size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats. There will be occasional exceptions, but please stick to the minimum sizes wherever possible.

Print: Minimum width 1.8 in. Below this number, we use the logo without the tag.

Digital: Minimum width 172 px. Below this number, we use the logo without the tag.



MISUSE

The don'ts

Never manipulate or distort the CORE logo, for example by removing the tagline or by stretching or compressing it. Never try to redesign an element of the logo or replace/add an element. Never add words or images or create a composite logo treatment.



Never use a background with insufficient contrast for the logo.



Never stretch or distort the logo.



Never change or rearrange the relative sizes of the icon, tag and type.



Never change the orientation of the logo with angles different than 0 or 90.



Never change or rearrange the relative sizes of the icon, tag and type.



Never switch the colors of the icon. Never add any effects like drop shadows or embossing.



Never shear the logo.

HORIZONTAL LOGO

Secondary Option

When

We use the horizontal logo when we want to highlight the tag of the logo
"Community Organized Relief Effort".

Where to use

Headers on decks, flyers and brochure headers, digital web-menus, or any marketing assets that need to highlight the logo's tag.

Where not to use

Social media posts and digital ads.



HORIZONTAL LOGO

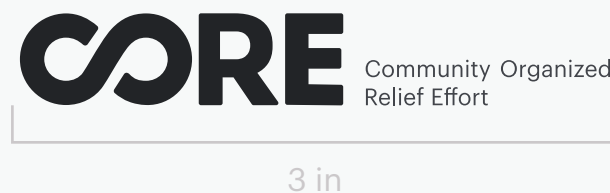
Secondary Option

Horizontal Logo Minimum Size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

Print: Minimum width 3 in.

Digital: Minimum width 288 px.



MISUSE

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Never manipulate or distort the CORE logo, for example by removing the tagline or by stretching or compressing it. Never try to redesign an element of the logo or replace/add an element. Never add words or images or create a composite logo treatment.



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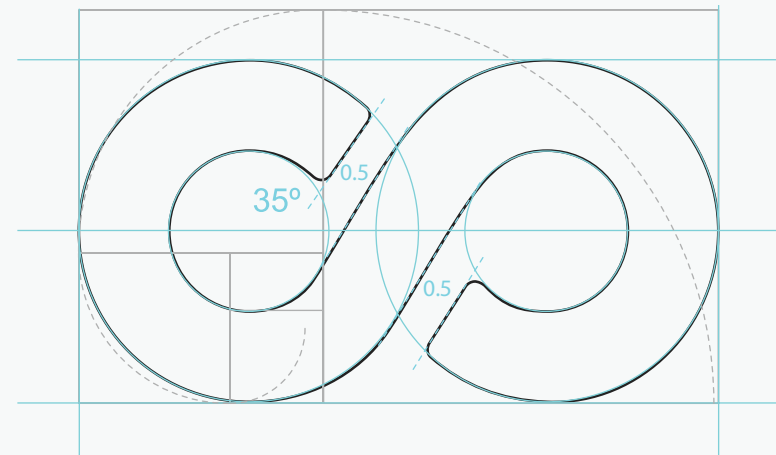
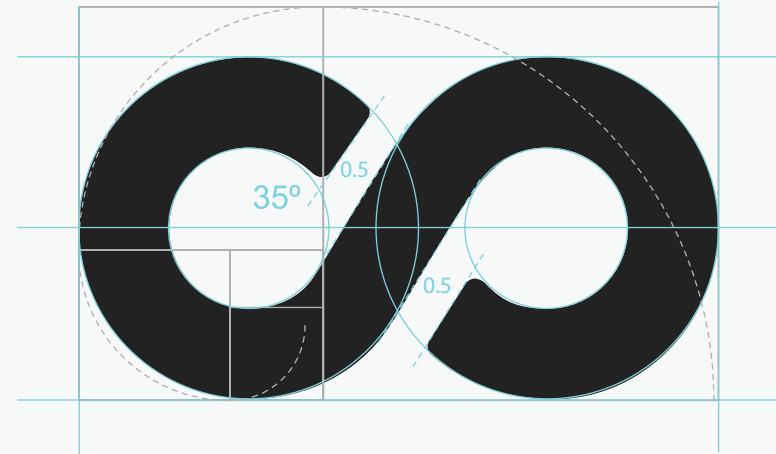
Never shear the logo.

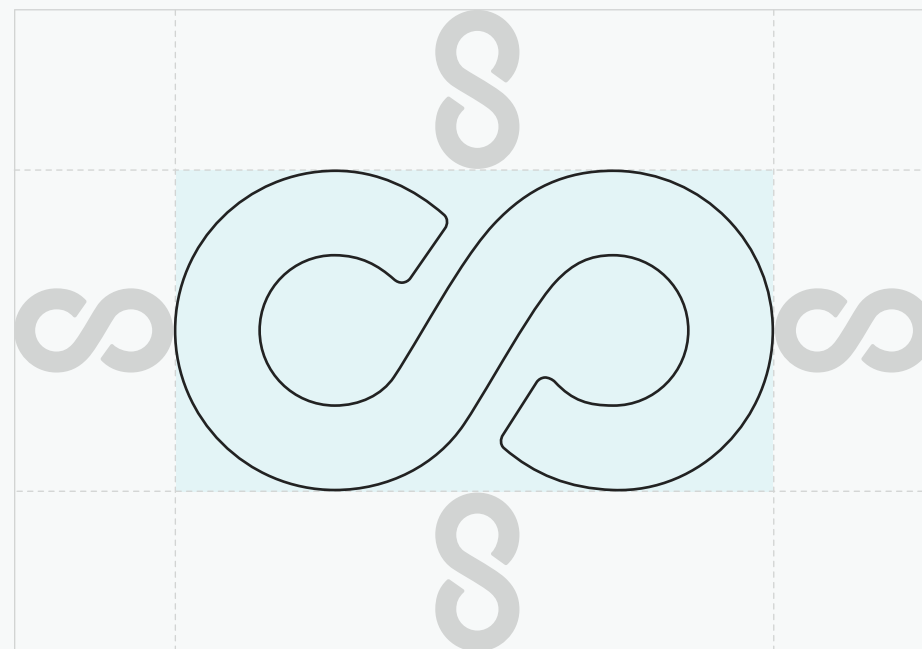
BRAND ICON

Infinity sign

The infinity sign represents something that is unlimited and endless. This is a sacred geometric symbol found in three fields: the mathematical, the physical, and the metaphysical. It represents infinitude, core, harmony, balance, regeneration, and eternity.

Our brand expresses the infinity dynamic by merging C+O. CORE's infinity symbol represents our values and DNA. We help communities to regenerate, restore balance, and we operate in an infinite movement in order to transform lives.





MISUSE

The don'ts

Never manipulate or distort the CORE brand icon, for example by stretching or compressing it. Never try to redesign CORE's icon or replace/add an element. Never add words or images or create a composite icon treatment. The icon has its own specific cut and framing usage presented in the following pages.



Never use a background with insufficient contrast for the icon.



Never stretch or distort the icon.



Never change or rearrange the relative size of the icon.



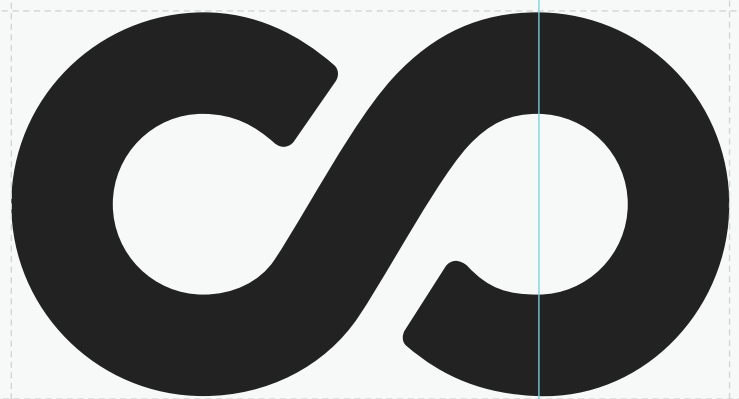
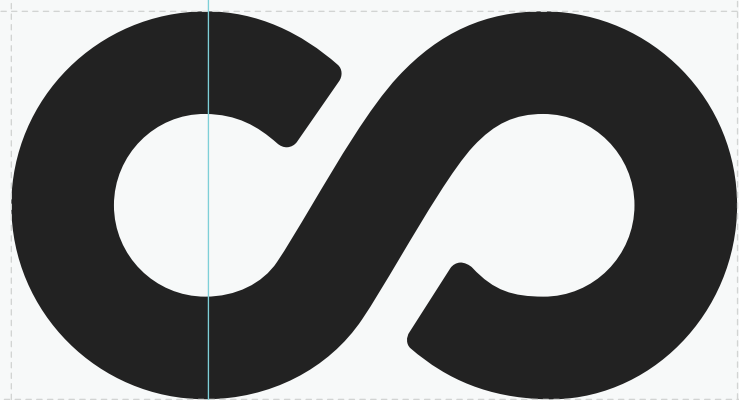
Never change the orientation of the icon with angles different than 0 or 90.

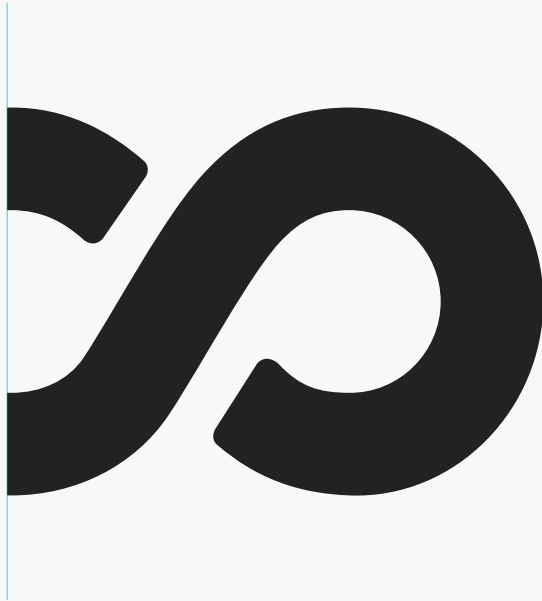


Never add any effects like drop shadows or embossing.



Never shear the icon.

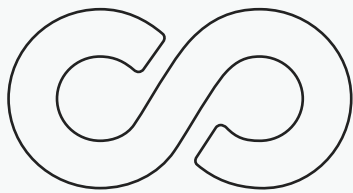




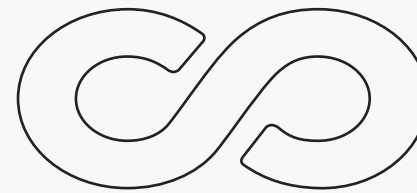
MISUSE

The don'ts

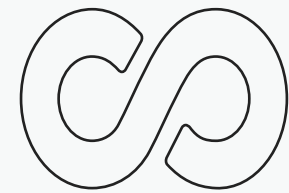
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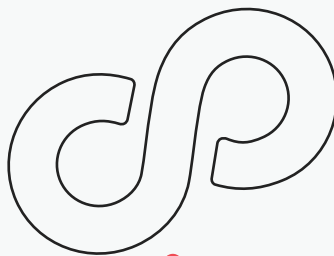
Never use a background with insufficient contrast for the icon.



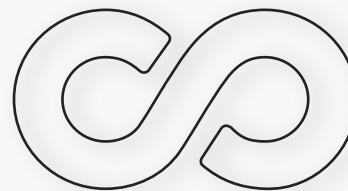
Never stretch or distort the icon.



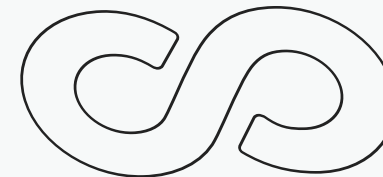
Never change or rearrange the relative size of the icon.



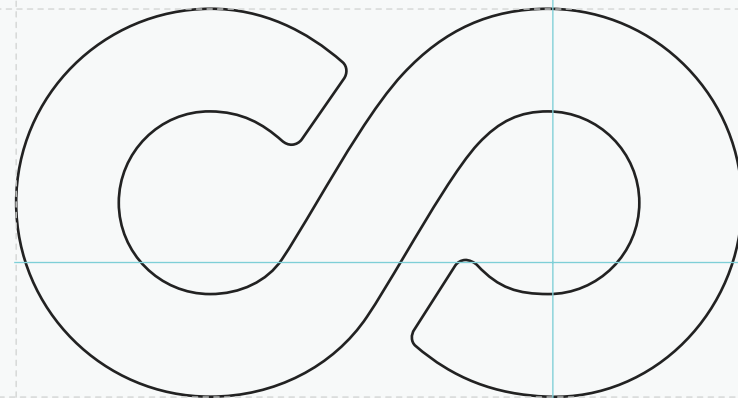
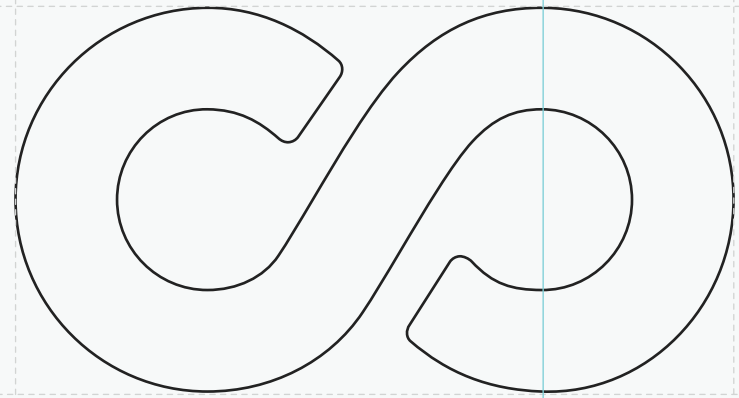
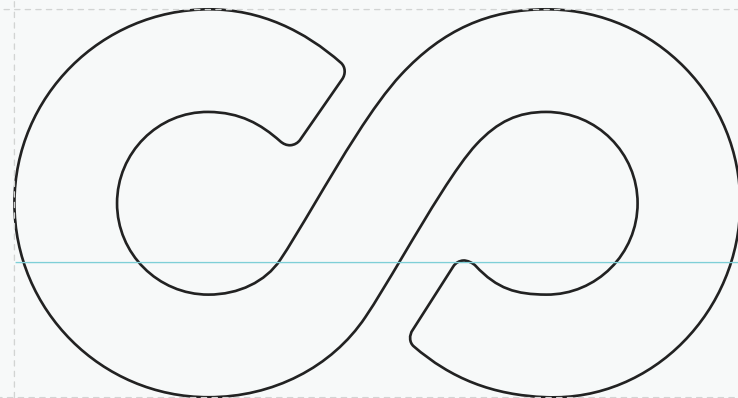
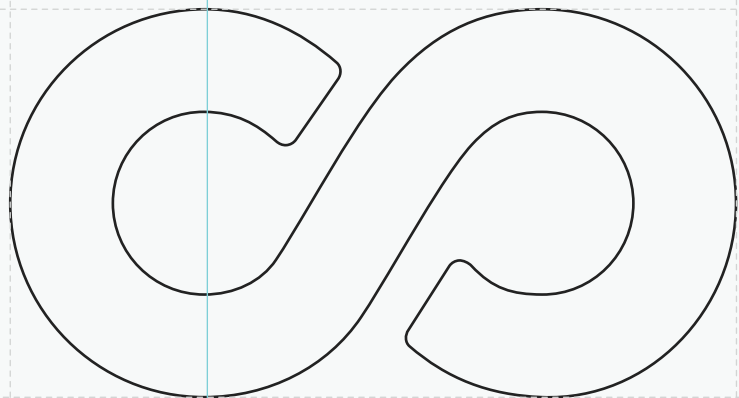
Never change the orientation of the icon with angles different than 0 or 90.

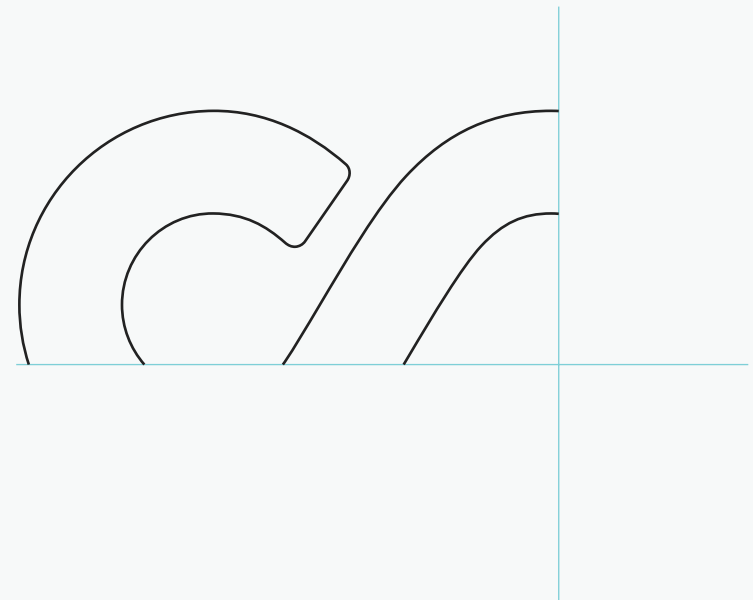
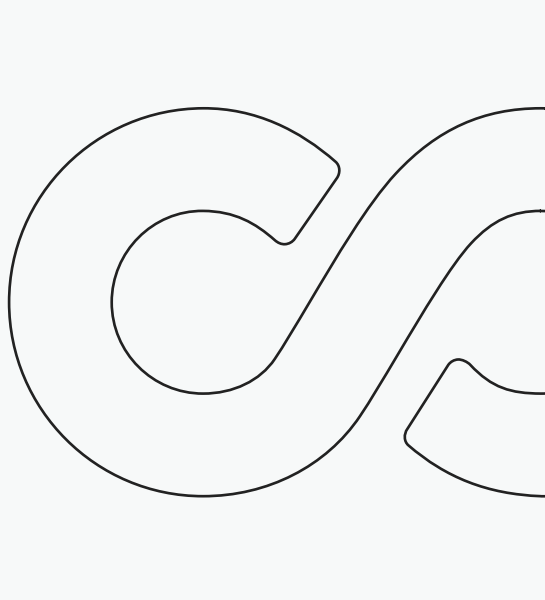
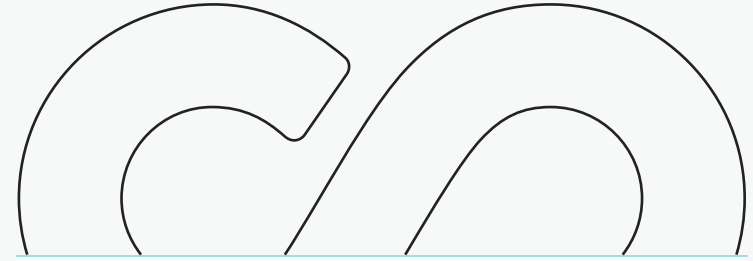
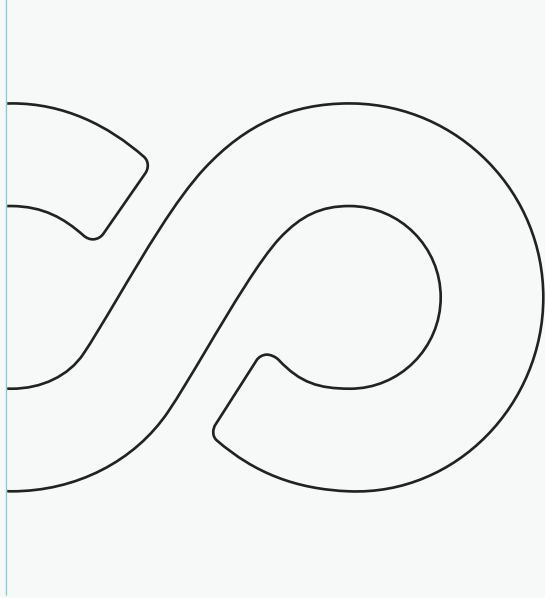


Never add any effects like drop shadows or embossing.



Never shear the icon.





BRAND COLOR

BlackBlueberry

Our logo comes in two colorways to create consistency. The one you use will depend on your background image or color.

Primary Logo:

This default BlackBlueberry logo should be used whenever possible. Must appear on a field of white.

Secondary Reversed Out Logo:

For use only on dark black backgrounds. Inner space of icon should remain transparent.



Community Organized Relief Effort

Primary

BlackBlueberry

RGB: 36 37 41

CMYK: 74% 67% 61% 68%

#242529



Community Organized Relief Effort

Secondary

White

RGB: 255 255 255

CMYK: 0 0 0 0

#ffffff

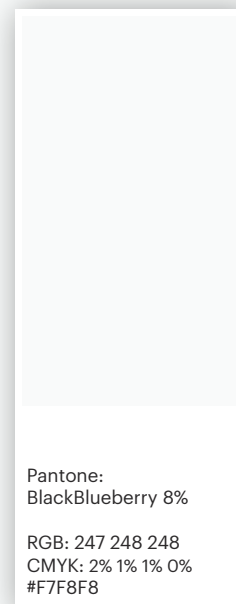
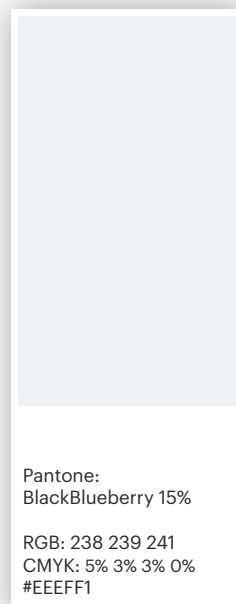
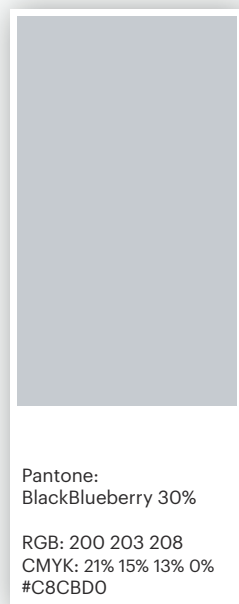
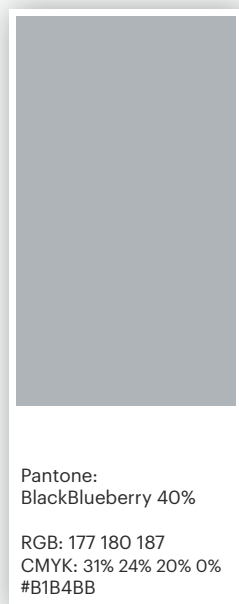
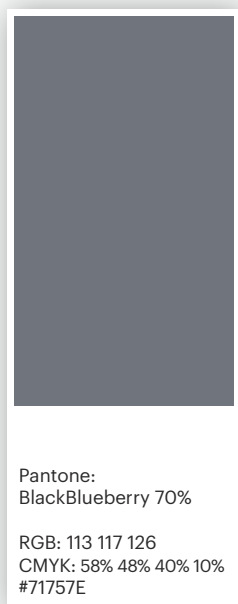
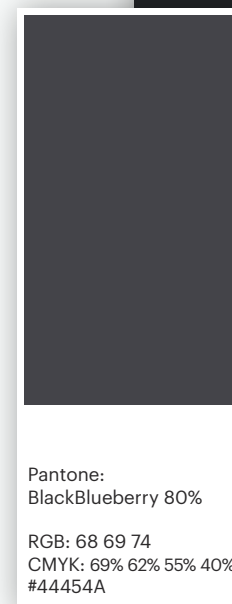


COLORS

COLOR GUIDE

Brand Primary Color

The official CORE primary color is BlackBlueberry. It needs to be in 25% of any CORE layout when applied or combined with secondary or extra color palette.



Alternative PMS: 5395 C
RGB: 36 37 41
CMYK: 74% 67% 61% 68%
#242529

BlackBlueberry®





@coreresponse
www.coreresponse.org