

Variety Brand Guidelines

Logo

It's important to remember that your fundraising event is raising funds for Variety – the Children's Charity, and is not a Variety event. Recommended wording for events is 'Proudly supporting Variety - the Children's Charity.' Variety can provide you with copies of the logo to use at your events. The logo cannot be altered in any way.



Wording

The charity's full name, **Variety - the Children's Charity**, must be used in its whole phrase for headings. The charity may be referred to as Variety in basic content, but please send all content to the Variety office for approval. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.

Colours

Red is our primary colour, and white and black are our secondary colours. Below are the exact colours to be used:

PANTONE Merchandise, Caps, Shirts
CMYK Printed collateral eg. flyers
RGB Digital collateral eg. Facebook
HTML Website and Enews

PANTONE 485
CMYK 0,95,100,0
RGB 228,35,27
HTML #EE3123

PANTONE BLACK
CMYK 0,0,0,100
RGB 0,0,0
HTML #000000

PANTONE WHITE
CMYK 0,0,0,100
RGB 0,0,0
HTML #FFFFFF

Approval

Any marketing materials must be submitted to Variety for approval before use. Approval is given within a day in most cases and we're happy to provide you with ideas too! By helping us be consistent with our branding, you're helping us increase the impact we are collectively creating for kids in need.