



Brand communication
guidelines

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Logo

To ensure visibility and impact use a 'clear zone' between the logo and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. A clear zone should also be applied to text, images, other logos and design elements. Always aim to leave as much space around the logo as possible to help with distinctiveness.



master logo



master logo - black



master logo - reverse



secondary logo



secondary logo - black



secondary logo - reverse

Logo applications



Never change the logo colours



Never place on similar coloured base



Never scale the logo unevenly



Never warp the logo



Never place on busy images



Never place the logo on an angle



Never add shadows, bevels or embossing

Never redraw or alter the logo, including the placement or angle.

Doing so weakens our identity. Only use authorised artwork from Youth Opportunities.

Colour palette/tagline

Please only use the primary colour blue and the secondary colour green for Make-or-Break collateral.

Blue represents breaking a habit.

Green represents making a habit.

CMYK 95, 11, 0, 13
HEX #0CC6DE

Primary

CMYK 24, 0, 52, 15
HEX #A5D867

Secondary

CMYK 4, 1, 0, 53
HEX #6C6F70

Font

TAGLINE

Change a habit. Change a life.

Social media

Social media posts should always have a call-to-action to help you reach your fundraising goal.

Always use the #MakeorBreakChallenge and tag @youthopportunities when sharing content.

