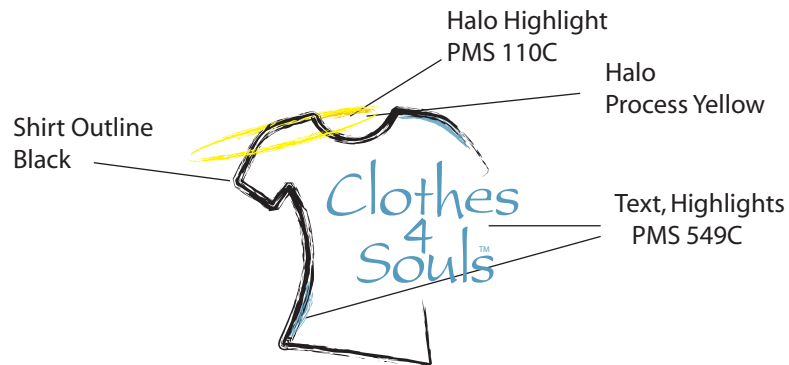




Brand Standards and Logo Usage



Overall Guidelines for Printed Materials and Web Sites

Clothes4Souls encourages the use of its trademarks in marketing, fundraising and other publicity-related materials. That includes advertising stating that a person or organization is raising funds or collecting clothes for Clothes4Souls.

In order to maintain consistent usage of the Clothes4Souls logo worldwide, please adhere to the following ground rules for the usage of our logo. Please read these guidelines and be mindful of them when creating your designs. The following basic guidelines apply to almost any use of Clothes4Souls' trademarks in printed materials, including marketing, fundraising and other publicity-related materials, and websites:

- Proper Form - Clothes4Souls' trademarks should be used in their exact form -- neither abbreviated nor combined with any other word or words (e.g., "Clothes4Souls" rather than "Clothes for Souls" or "Clothes 4 Souls" with spaces);
- Accompanying Symbol - The first or most prominent mention of a Clothes4Souls trademark should be accompanied by a symbol indicating that the mark is a trademark ("™");
- Notice - The following notice should appear somewhere nearby (at least on the same page) the first use of a Clothes4Souls trademark: "[TRADEMARK] is a ["registered"] trademark of Clothes4Souls".



Brand Standards and Logo Usage

Page 2 - Acceptable Usage

Acceptable

Not Acceptable

Do not alter the relative size of any of the elements comprising the entire logo.



Do not alter the spatial relationship of each of the elements to each other.



Do not print any of the logo elements in any other color than specified above.



Do not use any element of the logo by itself as an illustration or graphics.



Do not use the logo over a dark or coarse screen that interferes with the readability of the logo.



Do not use drop shadows with any logo element.



Do not reverse any part of the logo.



Only use the provided black and white artwork, never convert a color file.



WEB USAGE ONLY

All rules of usage apply to web usage. Both options to the right are acceptable for web usage only. Both may be downloaded from the website. When using the logo on the blue background, the blue must be the PMS 549C.

