

Using the HelpAge International global network logo

**HelpAge
International**

age helps

Introduction

As an affiliate of HelpAge, you are a member of the HelpAge global network.

We have created the global network logo for use throughout your work, identifying your organisation as a member of a global network and associating yourself with our internationally recognised brand.

We want our brand to be used as much as possible. It will increase our reach and impact, and enable us to deliver our vision in more places to more people.

These guidelines explain when and how to use the logo.

When to use the logo

You can use the logo on any form of external communication. This can be on stationery, publications, or multimedia.

Files provided

**HelpAge
International**

global network

HelpAge-logo-CMYK.eps
HelpAge-logo-3col.eps
HelpAge-logo-RGB.png
PNG version for staff to use in
Word, PowerPoint and web

**HelpAge
International**

global network

HelpAge-logo-2col.eps

The 2-colour versions, above, are for litho printing only. The dark red area is made from a 25% tint of black, overprinted on HelpAge red.

**HelpAge
International**

global network

HelpAge-logo-1col.eps
HelpAge-logo-black.png

The black and white versions, above, should only be used where a colour version is not possible, e.g. press advert or fax.

Rules for using the logo

You must use the logo if a project is directly financed by HelpAge, otherwise, it is optional.

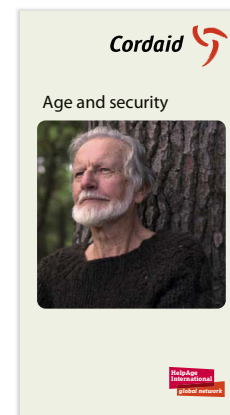
On printed material and websites, the global network logo should be placed at opposing ends of the page and should never be sized larger than 75% of your organisation's logo. Do not place the two logos side by side.

The logo should not be used on material your organisation produces for projects which do not involve work with older people.

Ample clear space should be provided around the logo where possible and it should be placed on a clear background.

Care should be taken to ensure the logo is reproduced correctly and accurately. A range of logo files is provided, which are displayed below.

Best practice examples



Publication



Letterhead



Campaign banner



Banner



Business card