HelpAge network member logo

With a licensing agreement from HelpAge International, global network members can use a HelpAge style logo.

Construction
The red HelpAge panel shape and the proportions of the HelpAge name inside it are a fixed element. Always start with a ready-made vector artwork available from HelpAge International.

The orange country name panel must:

– be below and to the right of the HelpAge panel

– be a rhomboid shape, with vertical sides and angled top and lower edges

– overlap the red panel to make a dark red middle segment. This segment should be a bit deeper on the right than the left, i.e. the top and lower edges shouldn't be parallel.

The orange panel size, the type size inside it and the top and lower angles can be adjusted to suit the country name length, and whether the name is written in one or two lines.

Typeface
The country name is written in Lexia XBold. Lexia is not a free-to-use font. If required, it can be obtained from HelpAge by emailing **info@helpage.org**

Colour values
HelpAge red
CMYK 0/100/60/0 RGB 237/19/80

HelpAge dark red
CMYK 0/100/100/25 RGB 187/15/24

HelpAge orange
CMYK 0/80/100/0 RGB 242/88/33

More than just the logo
Network Members who use a HelpAge style logo should also use the HelpAge colours, typefaces and design style for all their communications.

Step 1 Start with the ready-made HelpAge red panel (which is the same as in the HelpAge International logo).

Step 2 Draw an orange rhomboid and write the country name inside.
The type size can vary depending on the length of the country name.
Shorter names are generally larger – but never as big as HelpAge.

Step 3 Overlap the two panels and adjust the position and size of the orange panel to create a similar middle segment as in the HelpAge International logo.
(TIP: use semi-transparent orange to help you see the overlap shape)

Step 4 Divide the red and orange panels to create the separate middle segment and re-colour it dark red.
Ensure the transparency is removed from the orange panel (i.e. make it solid, 100%)
Lastly, outline the country name and group the logo.