





Our Logo

The preferred use of the Anti-Poverty Week logo is over a white / light background.

The fonts used for the logo are Avenir Heavy and Avenir Heavy Oblique.

Uses of the logo where it is presented at 7cm or less in width should use the alternate logo without the 'act on poverty' tagline.



Logo Exclusion Zone

The minimum clearance area is determined by the width of the 'a'.

No type, images or other graphic elements may appear within this area.

Please note this is a minimum clearance area. Additional clearance should be given if possible or appropriate



Grayscale Usage

Should the Anti-Poverty Week logo need to be rendered in grayscale, the above approved grayscale alternate of the logo is to be used.



✓ Correct



✗ Incorrect

Correct Grayscale Usage

For accessibility, please avoid using a converted version of the colour logo.



✓ Correct

✗ Incorrect

Black/Dark Background Usage

If the logo must be placed on a light background or color options are limited then the Dark Background alternate of the logo can be used.



0B435E

C: 97 R: 11
M: 79 G: 67
Y: 42 B: 94
K: 29



A7CE63

C: 38 R: 167
M: 01 G: 206
Y: 79 B: 99
K: 00



939598

C: 00 R: 147
M: 00 G: 149
Y: 00 B: 152
K: 50