

# Logo Standards and Guidelines

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Operation Christmas Child®



## 1 Approved Logo Versions

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**Full Color Logo**  
*Four Color Process*



**One Color Logo**  
*Prints Black Only*



**Reverse Logo**  
*For use on dark backgrounds*

### Minimum Size

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Do not use the logo smaller than 1" from wingtip to wingtip.

### Area of Clearance

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Do not place any type or graphics within the blue area around the circular portion of the logo. This margin is equal to the width of the green band in the logo.

## 2 Incorrect Logo Usage

### Full Color Logo



Do not compress or “squeeze” the logo— always size it proportionally.



Do not rotate the logo from its original axis.



Do not add any borders, boxes, or other elements to the full color logo.

### One Color Logo



Do not use the one color logo in any color other than black.\*



Do not add any boxes, borders, or other elements to the one color logo.



Do not change the one color logo to be reversed out of a color or black background. Use the approved reverse logo shown in Section 1.

### Reverse Logo



Do not change the reverse logo to print in black.



Do not change the reverse logo to print in any color. It is only acceptable for the reverse logo to appear white.\*



\* An exception may be when the logo is used large in a subtle way as part of a background design.

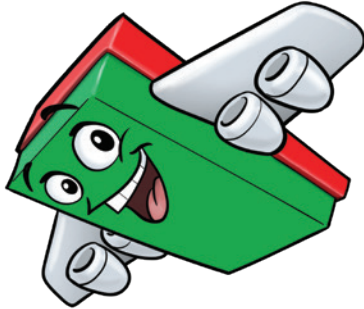
## 5 Approved Logo Versions

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### Full Color Logo

*Four Color Process use only*

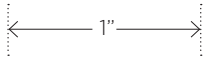


### Full Color Logo

*Can be flipped horizontal to face either direction.*

## Minimum Size

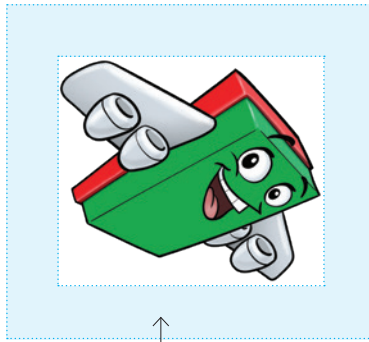
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Do not use the logo smaller than 1" from wingtip to box corner.

## Area of Clearance

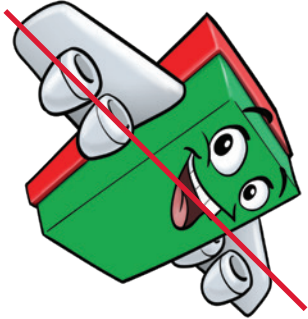
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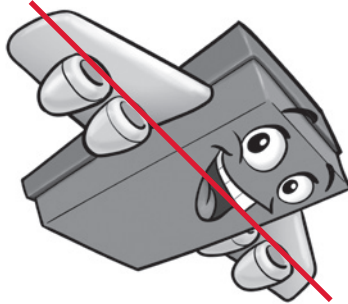
Do not place any type or graphics within the blue area around the logo.

## 6 Incorrect Logo Usage

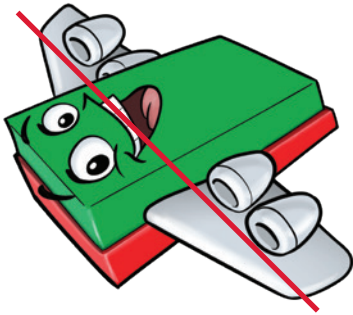
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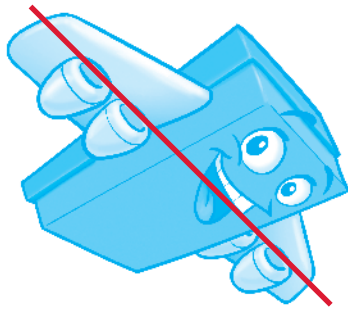
Do not compress or "squeeze" the logo—always size it proportionally.



Do not use the logo in one color. It must be used only in full color promotions.



Do not rotate the logo from its original axis. It can be flipped horizontally.



Do not change the color of the logo in any manner.



Do not add any borders, boxes, or other elements to the full color logo.