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# identity guidelines



These guidelines are intended to help anyone who communicates about Variety the Children's Charity. Their purpose is to create a comprehensive understanding of how Variety the Children's Charity can present a cohesive, distinctive and relevant visual identity to all its many audiences. By planning and administering our visual identity, we can help ensure that Variety the Children's Charity's projects and services are clearly recognized, and that its publications, though varied in style and content, will have a family look.

The basic components of the visual identity are quite simple - the name Variety the Children's Charity, the heart and top hat, the red and black color and the use of specific typestyles.

The guidelines for using these elements allow flexibility and choice. Adhering to both the spirit and the letter of the system suggested here will give Variety the Children's Charity a distinctive and memorable visual identity.

Questions concerning the identity and its application should be addressed to:  
[info@varietychildrenscharity.org](mailto:info@varietychildrenscharity.org)

# LOGO STANDARDS

The logo utilizes a unique font and can not be typed. Always use a digitized image. Never recreate the logo.

The X measurement is based on the height of the heart/top hat icon.

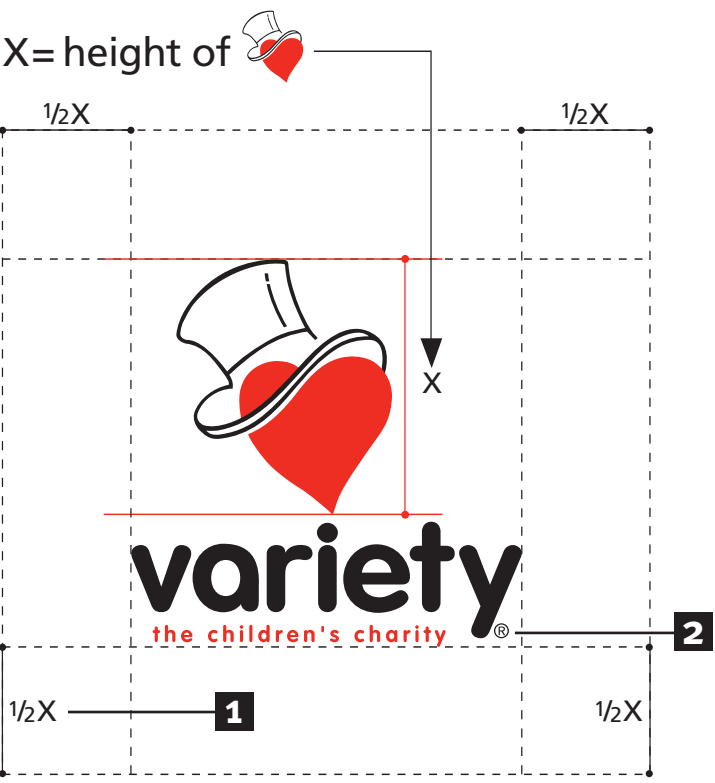
The logo can be used vertically or horizontally.

## 1) Exclusion zone

Do not encroach the exclusion zone. An area around the logo equal to one half the X height should remain free of graphic elements.

## 2) Register mark

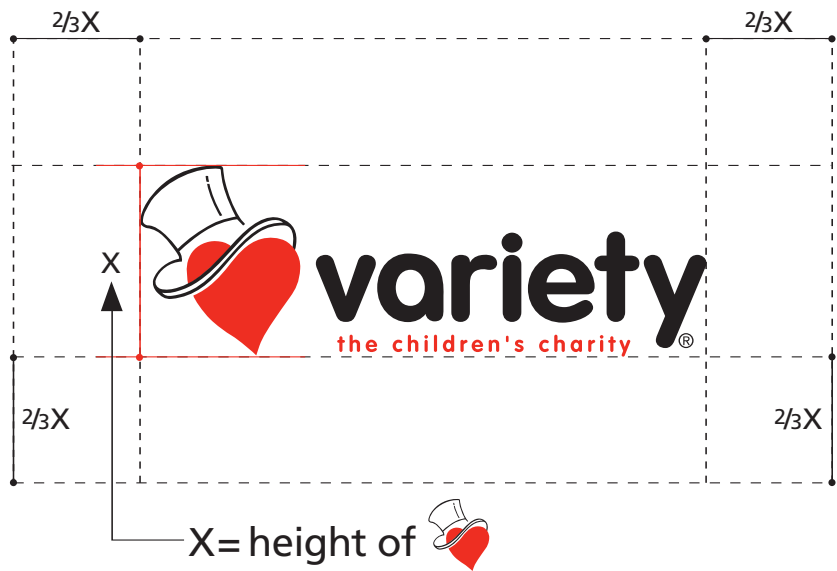
® Register mark does not need print when logo height is less than 10mm.



M: 100%  
Y: 100%



M: 100%  
Y: 100%



LOGO USAGE

Color Usage

The logo should always be the same. Color swatches represent acceptable background colors. The logo can only be printed in PMS 485 coated, PMS 032 uncoated, CMYK equivalent 100% M/100% Y, 100% black, or knocked out in white. Use the 100% Black version for one color reproduction including newsprint.

Incorrect Usage

The examples shown on this page demonstrate several incorrect uses of the logo.

Color Usage



Logo prints PMS 485 and Black 100% on a white background



Logo prints Black 100% on a white background.



Logo KO's from PMS 485 background or image background



Logo prints PMS 485 and Black 100% on a light background



Logo KO's from a mid-tone background



Logo KO's from a dark background

Incorrect Usage



Don't use a drop shadow



Don't tint



Don't substitute colors



Don't change the slant



Don't substitute fonts



Don't fill the logo with graphic elements

# TYPEFACES

Two primary typefaces, MetaPlusBold and MetaPlusBook, have been selected for use on all Variety materials. Through consistent use, these typefaces will help establish a cohesive look and reinforce the Variety identity. These typefaces should be used for all advertising, publications and promotional material.

**Headlines and title:**  
MetaPlusBold should be used for all major headlines and titles. For some situations, MetaPlusBlack is also an acceptable typeface.

**Text:**  
The typeface for text should be as clean and simple as possible. We recommend MetaPlusBook. Arial can be used when the Meta font is not available.

**Headlines and Titles**  
MetaPlusBold typeface should be used for all major headlines in both print and electronic media. It is preferable to use it in upper and lower case, or all lower case. However, it can also be used in all capitals when that is more appropriate.

**FF MetaPlusBold**

A B C D F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
(.,;:?!\$&-\*)

**Text**  
MetaPlusBook typeface is recommended for publications. MetaPlusMedium is also an acceptable version. It should generally be used in upper and lower case.

**Secondary text**  
While MetaPlusBook is appropriate for virtually any kind of publication, for formal or historical situations it may be desirable to use a serif typeface. Adobe Garamond or Times should be used in these situations.

**FF MetaPlusBook**

A B C D F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
(.,;:?!\$&-\*)

## STATIONERY

(Letterhead)

The logo prints PMS 032 uncoated and 100% Black.

### 1) Mission

Mission is set in 9.5pt MetaPlusBook in 60% Black.

## 2) Letter font

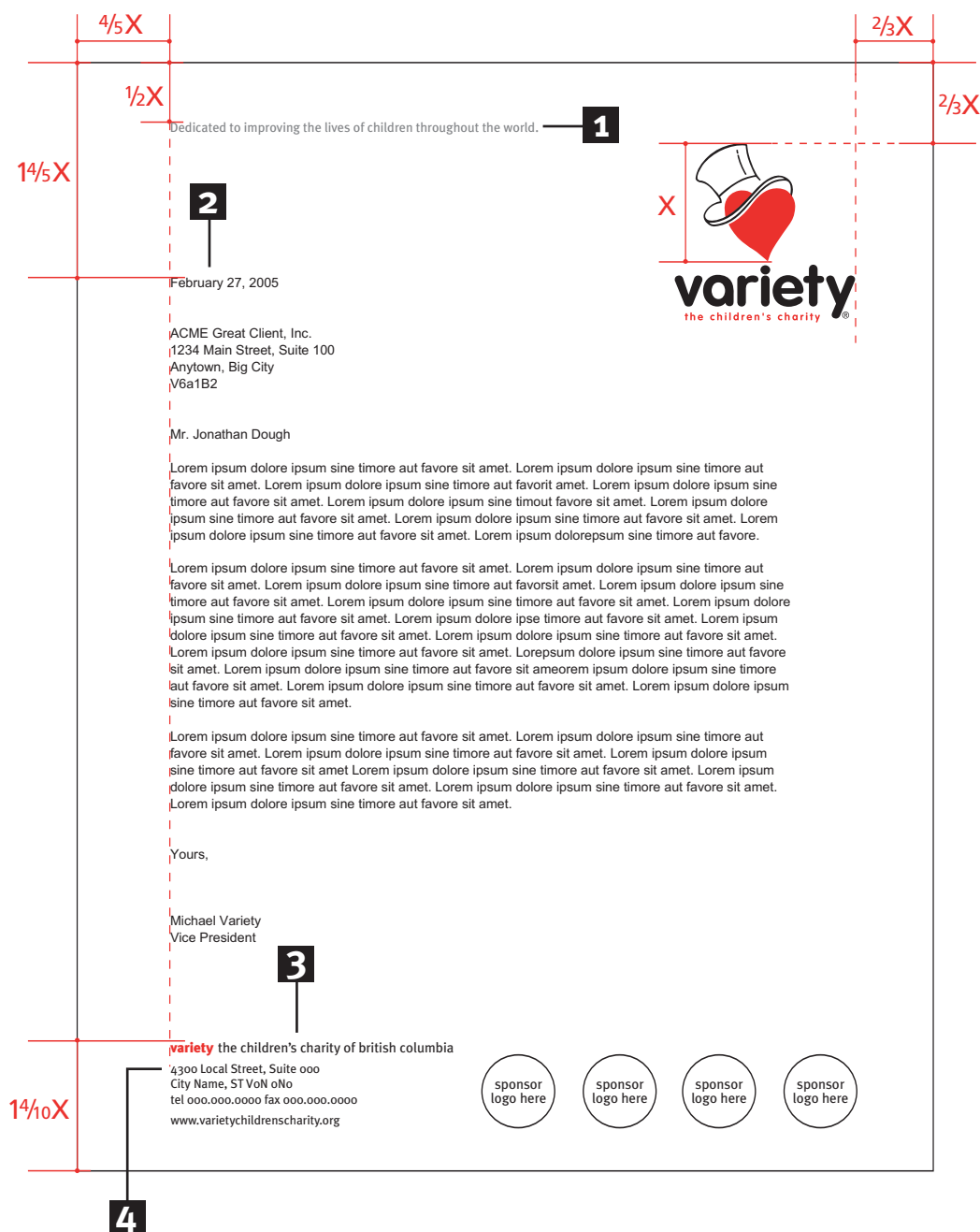
All letters are single spaced using a 9.5 pt Arial on 12pt leading. Flush left, upper and lower case in 100% Black.

### 3) Variety name

Variety name is set in 10pt MetaPlusBlack lower case in PMS 032, and rest is 10pt MetaPlusBold in 100% Black.

#### 4) Address

Address is set in 9pt MetaPlusBook on 11pt leading. Flush left, upper and lower case in 100% Black. 4pt line space between paragraphs.



**STATIONERY**  
**(Business card)**

The logo prints PMS 032 and 100% Black.

**1) Employee name and title**

Name is set in 8pt MetaPlusBold. And title is in 7pt MetaPlusBook on 12pt leading, flush left, upper and lower case in 100% Black.

**2) Variety name**

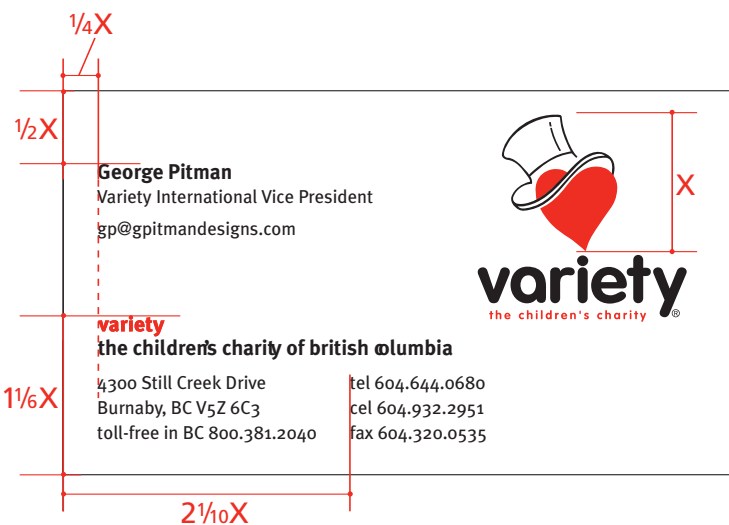
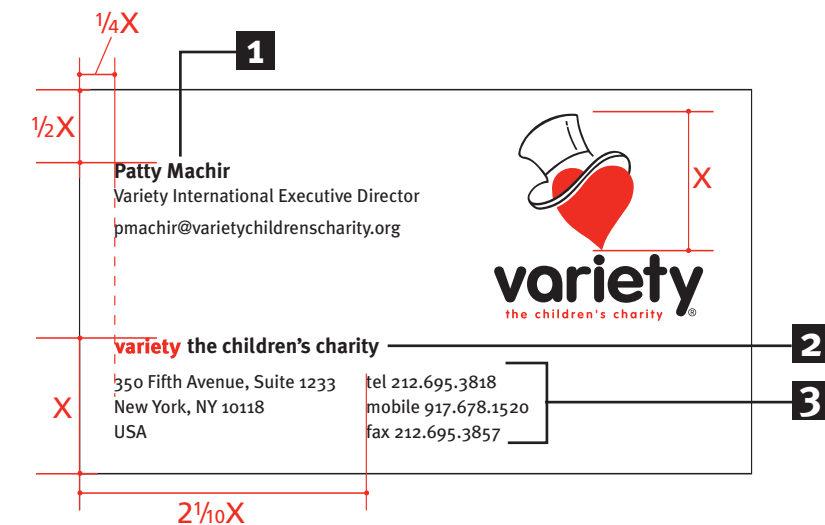
Variety name is set in 8pt MetaPlusBlack lower case in PMS 032, and rest is 8pt MetaPlusBold in 100% Black.

**3) Address**

Address is set in 7pt MetaPlusBook on 9pt leading. Flush left, upper and lower case in 100% Black.

**4) Website address**

Website address is set in 8pt MetaPlusBold and KO's. Production note: back full bleed PMS 032 with varnish.



SIGNAGE

Internal signage

Die-cut acrylic red (match PMS 485 coated and 100% Black). 3D mounted lettering on white wall or acrylic plastic panel.

External signage

Die-cut metal cast (match PMS 485 and 100% Black)) enamel. 3D mounted lettering on any surface.

**Placement:** Centered on narrow wall. Right and or left corner. See Logo Standards for size relationship and exclusion zone.

Internal signage



3D mounted lettering

Internal/External door signage



Glass door: Apply adhesive backed decal centered



Wood or other style door: Print logo on a white panel

External signage



Narrow Wall: Use vertical logo



Corner: Use horizontal logo



SUNSHINE COACH

Vehicles should be marked clearly. Application of logo on a white background is preferred but Diagram C offers an option for dark color vehicles. Scotchguard brand, if available, is the preferred substrate.

**Diagram A side:** 52” ( 1320 mm) width horizontal logo version as indicated.

**Diagram B back:** 16” (406mm) height vertical logo version as indicated.

**Diagram C side and back dark color coach:** Please note that this option is for dark color vehicles. Use logo same size and position as in Diagrams A & B. Heart should always be a PMS 485 match. Other elements white.

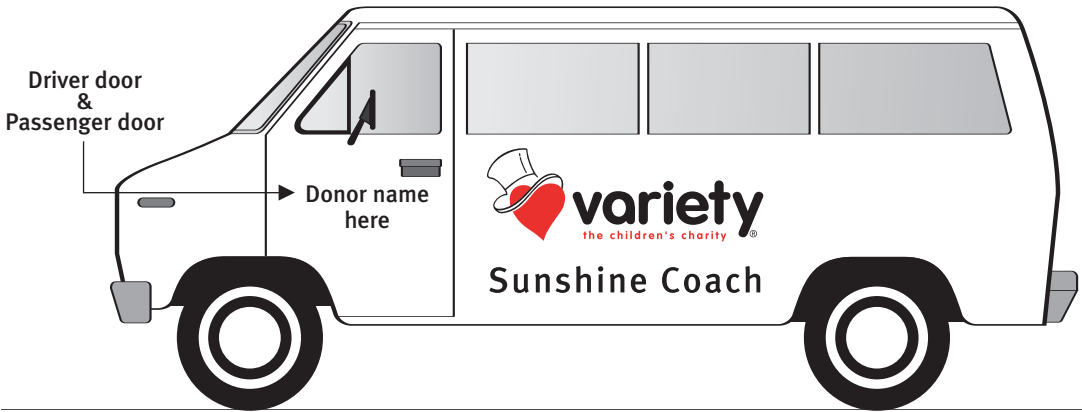


Diagram A: side

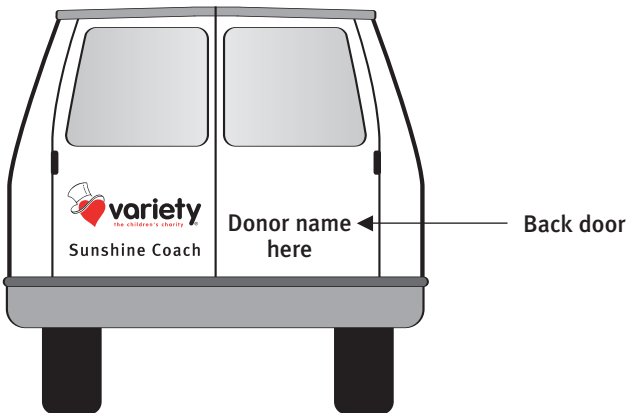


Diagram B: back



Diagram C: dark color coach

OTHER APPLICATIONS

**Button:**

The logo prints PMS 485 coated and 100% Black on white or KO PMS 485 and white on dark colors.

**Lapel Pin:**

The logo icon (heart and top hat) only are manufactured in a gold finish.

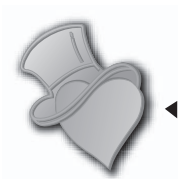
**Powerpoint® Template:**

Always utilize the template provided. Never recreate this document.

Always utilize Arial Bold as the default font as specified in titles, sub-heads, and Arial in text and charts.

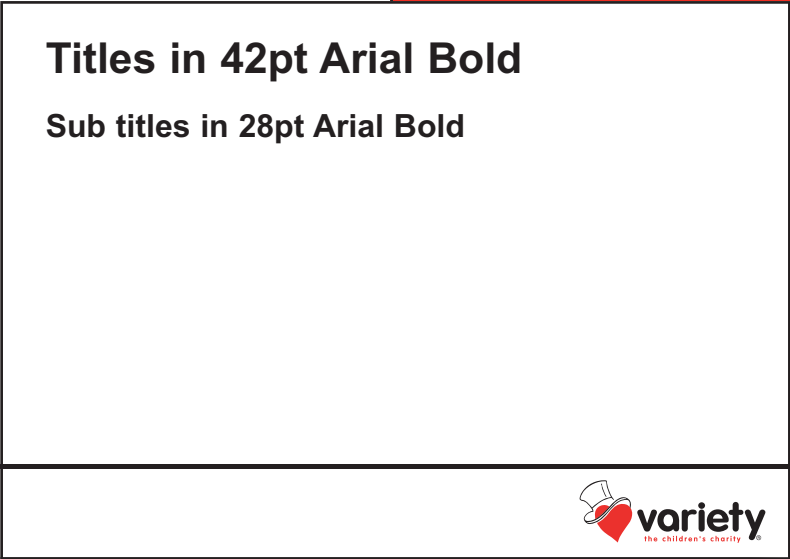
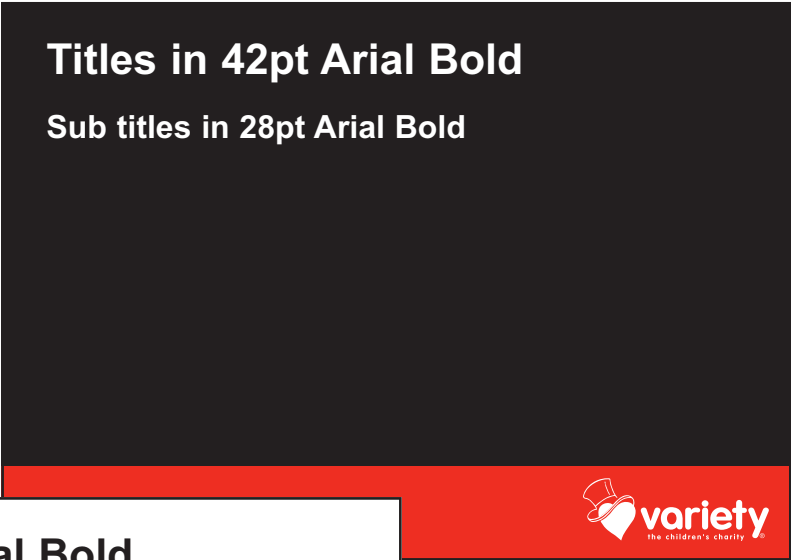


◀ Button



◀ Lapel Pin

Option 1 ▶  
PowerPoint® presentation title slide



◀ Option 2  
PowerPoint® presentation title slide





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