

Pennies Brand Snapshot

Master logo

This is our master logo, which should be used the majority of the time within communications.

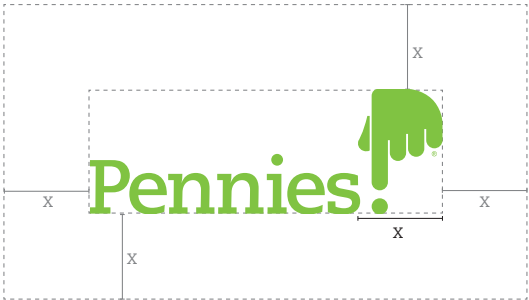
This should not be altered in any way.



Clear space

There should always be an area of clear space around our logo to keep it uncluttered from other logos and design elements.

Simply use the width of the symbol to indicate the safe area other logos should not cross.



Colour palette

Primary colours

Pennies Green Pantone 376		White Light	
C	55%	C	0%
M	0%	M	0%
Y	100%	Y	0%
K	0%	K	0%
RGB	122/184/66	RGB	255/255/255
HEX	#7AB842	HEX	#FFFFFF

Supporting colours

Pennies Aqua Pantone 321		Grey	
C	100%	C	0%
M	7%	M	0%
Y	0%	Y	0%
K	42%	K	40%
RGB	0/139/149	RGB	154/155/156
HEX	#008B95	HEX	#9A9B9C
Pennies Teal		Pennies Mint	
C	100%	C	66%
M	0%	M	0%
Y	17%	Y	30%
K	41%	K	27%
RGB	0/150/125	RGB	63/187/131
HEX	#00967D	HEX	#3FBB83

Use of symbol and minimum sizes

The hand symbol can be used without the wordmark, but only as a supplement to the full master logo and in marketing collateral.



Don't use the logos smaller than stated below, to avoid the logos becoming hard to read.



Typefaces

Arial is our digital typeface of choice. Arial can also be used for Pennies body copy and numeric tables.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Caecilia LT is the typeface used in the Pennies logo, on our printed materials and as large headings online. Its use links our brand with our logo.

Caecilia LT Roman
Caecilia LT Italic
Caecilia LT Bold
Caecilia LT Heavy

Pennies
Pennies
Pennies
Pennies

Caecilia LT font family can be purchased from:
www.linotype.com/1313/pmncaecilia-family.html

Please use these typefaces if you are creating items that features Pennies as the lead or dominant brand.

Help and support

Please follow our Best Practice Guides when you are implementing Pennies. Following these guides will ensure that your customer journey is smooth, you'll help maximise donations and also fulfil your legal requirements.

Pennies look is very flexible. So as long as you have the correct solicitation statement and display our logo, you are free to design your items to 'fit' your brand.

If you require copy or images to promote or explain Pennies further, then our marketing team can provide help and advice that is suitable for the format you are using.

If you have any questions, please contact Pennies marketing team:

Email: media.relations@pennies.org.uk
Tel: 020 7600 9286