LOGO ELEMENTS + VERSIONS

The Show Hope logo consists of two elements—the word mark "SHOW HOPE" and the tree icon. While the tree icon is often used alone, the word mark should never be used without the tree icon.

Most of the time, we use our logo in Show Hope Dark Blue, Show Hope Black, or White. However, there are some circumstances when the four color version of the logo may be used.

FULL LOGO   ICON ONLY

SHOW HOPE BLUE

SHOW ⊕ HOPE

SHOW HOPE BLACK

SHOW ⊕ HOPE

WHITE

SHOW ⊕ HOPE

FOUR COLOR

SHOW ⊕ HOPE

COMMON MISTAKES

1. Do not change the capitalization. Use all caps in both words.
2. Do not change the arrangement of the logo. If the entire logo will not fit in the space available, use the tree icon.
3. Do not change the font.
4. Do not change the relative size of the tree icon to the word mark.
5. Do not stretch, squish, or skew the logo.
6. Do not place the logo on a background that renders it illegible (e.g., too busy or not enough contrast).
7. Do not use the logo in watermark style. The tree icon may be used as a watermark.

Show ⊕ Hope

SHOW
HOPE

SHOW ⊕ HOPE

SHOW ⊕ HOPE

SHOW ⊕ HOPE

SHOW ⊕ HOPE

SIZE + SPACE

Our logo needs to be clearly recognizable wherever it is used, so correct size and spacing are important.

MINIMUM
LOGO + ICON
WIDTHS

SHOW ⊕ HOPE

PRINT: 1.5 INCHES
SCREEN: 428 PIXELS

PRINT: .25 INCHES
SCREEN: 72 PIXELS

MINIMUM
LOGO CLEAR
SPACE

SHOW ⊕ HOPE

HALF THE HEIGHT OF
THE "E" ON ALL SIDES