

# Logo Use Guidelines



## Logo

### Download

For our standard logo in colour and black and white (eps, jpg and tiff versions), visit [ourtrust.org/logo](http://ourtrust.org/logo).



If your design requires either of the alternate versions, contact [communications@cbt.org](mailto:communications@cbt.org):

- Solid reversed (white).
- Grayscale.

### Minimum Size



Our logo should never be reproduced where it will not be clearly legible. The minimum width is 1.25 inches for print and 160 pixels (at 72 dpi) for screen.

### Exclusion Area

Our logo should always be surrounded by an adequate amount of white space to prevent other graphic elements or type from competing or clashing with it.



### Improper Use

Our logo should never appear modified or pixelated in any way. High-resolution files must be used at all times. If our logo is put directly on a photo or image, it must be placed so that the area behind the mark has enough contrast to clearly define the logo. For lighter backgrounds, the positive version of the logo must be used, and for darker backgrounds, the reverse version must be used. If it is not possible to use the logo on the intended background, it should be placed in a white bounding box as defined by the Exclusion Area.

## For More Information

Contact the Trust Communications Department:

- 1.800.505.8998
- [communications@cbt.org](mailto:communications@cbt.org).