

Cleaning for a Reason Logo Guidelines



— AN **ISSA** CHARITY —

Clean Homes for Cancer Patients™

Cleaning for a Reason Official Logo (with tagline)

To be used on official correspondence, marketing and promotional materials, etc. when space allows.



— AN **ISSA** CHARITY —

Cleaning for a Reason Official Logo (without tagline)

To be used on official correspondence, marketing and promotional materials, etc. when space is limited.



Cleaning for a Reason Partner Seal

To be used by participating organizations on products, promotional materials, advertising, digital media, etc.



Cleaning for a Reason Week

To be used by participating organizations on products, promotional materials, advertising, digital media, etc. during Cleaning for a Reason week.

Cleaning for a Reason Logo Guidelines

Color Guidelines / Primary Logos



Pantone Black / C0 M0 Y0 K100



Pantone 204 C / C0 M58 Y1 K0



Pantone 2100 C / C39 M43 Y0 K0



Pantone Black / C0 M0 Y0 K100



Pantone 204 C / C0 M58 Y1 K0

Cleaning for a Reason Logo Guidelines

Color Guidelines / Secondary Logos



— AN **ISSA** CHARITY —

Clean Homes for Cancer Patients™

● **Pantone Black** / C0 M0 Y0 K100



— AN **ISSA** CHARITY —

Clean Homes for Cancer Patients™

○ **White** / C0 M0 Y0 K0



Pantone 204 C / C0 M58 Y1 K0



Pantone Black / C0 M0 Y0 K100

Cleaning for a Reason Logo Guidelines

Fonts

Montserrat

Montserrat is the primary font for Cleaning for a Reason promotions.

AaBbCcDd
EeFfGgHhIi
JjKkLlMmNn
OoPpQqRrSs
TtUuVvWw
XxYyZz

Being Strong

Being Strong is the secondary font for Cleaning for a Reason promotions. It should only be used in accents and as a display font.

AaBbCcDd
EeFfGgHhIi
JjKkLlMmNn
OoPpQqRrSs
TtUuVvWw
XxYyZz

Cleaning for a Reason Logo Guidelines

Logo Placement



When placing the logo on materials, make sure to leave enough safe space around the logos, at least the width of the circle.

Examples:



Business Cards



Advertising

Cleaning for a Reason Logo Guidelines

Logo Placement



Polo Shirt
Front chest
graphics



Polo Shirt
Sleeve
graphics



T-Shirt
Front chest
graphics



T-Shirt
Sleeve
graphics

Cap
Front & Back
Graphics



Apron
Graphics

