

Give BIG Green Bay logo guidelines

2021

Logo artwork

The Give BIG Green Bay logo contains custom designed elements and lettering that should not be replaced with any other type.

The proportions of the logo should not be altered. The horizontal logo is available for use when the official logo does not fit a design.

All logos are available in the Nonprofit Toolkit at givebiggreenbay.org. Please use the logo with partners whenever possible.

Official Logo



Logo w/ Partners



Secondary Logos



Colors

The following colors should be used when creating any co-branded content or materials with Give BIG Green Bay.



Hex # 61b4e5
RGB: 97, 180, 229



Hex #1a5732
RGB: 26, 87, 50



Hex # fcb040
RGB: 252, 176, 64



Hex #cddc29
RGB: 205, 220, 41

Co-branding

When creating co-branded materials, use the logo with partners.

- Ensure there is clear space around the logo
- Ensure the Give BIG logo is larger than other logos.
- It is important that no other logos be in direct contact with the Give BIG logo.

