Jonathan
Pollock

Captives Free
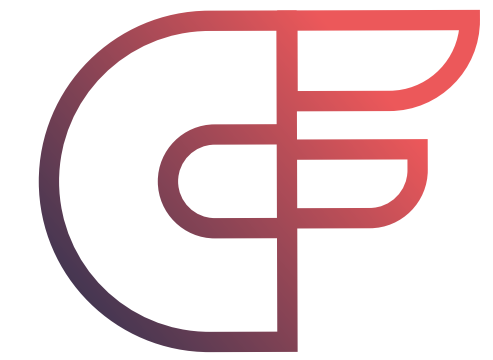
Style Guide

Our Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.

Icon

In cases when the Captives Free brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

Please note: The Full version of the icon and logo should only be used on a black or white background, for any other background you should use a monochrome logo.

The black logo should be used on light coloured backgrounds.
The white logo should be used on dark coloured backgrounds.

Exclusion Zone

The logo and the icon's exclusion zone is equal to the height of the icon (marked as ×
in the diagram, x = "a" width / height).

1x

1x

1x

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — **there are no exceptions.**

⊘ Do not distort or warp the logo in any way.

⊘ Do not change the typeface nor recreate or manipulate the wordmark and the icon.

⊘ Do not outline or create a keyline around the logo.

⊘ Do not Do not change the logo colour or tone

⊘ Do not rotate the logo.

⊘ Do not switch position between logo and icon

Colors

Our Colors are images about who we are. They should be used over white, black, or pictures when it is possible. If the background color or background image makes it impossible to read the brand should be used in high contrast / monochromatic mode (black or white)

R:	43	C:	89
G:	49	M:	82
B:	80	Y:	41
		K:	37

R:	237	C:	1
G:	88	M:	82
B:	90	Y:	64
		K:	0

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Patterns

To generate background texture, it's valid to use clean patterns similar as the one shown in the images.

CALL TO
ACTION TEXT

CALL TO
ACTION TEXT

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Font

We have two main fonts.
Wordmark: Neulis SemiBold / Neulis Alt (Light Italic)
Text: Source Sans Variable