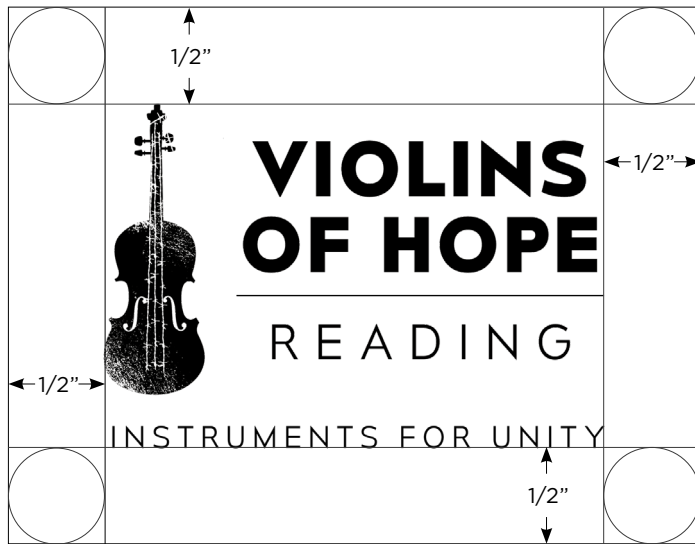


MAIN LOGO

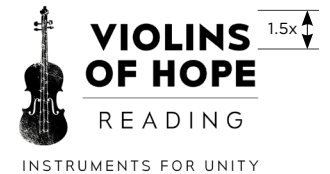
The Violins of Hope logo is the brand's most important visual element, and therefore must be used as it appears in this guide. Any deviation from the guidelines weakens the brand's recognition and integrity. The logo should always appear in its entirety (as shown below).



The Violins of Hope logo should be surrounded with a minimum of 1/2" clear space in all directions to isolate it from competing graphic elements. The diagram above illustrates the areas of white space that surrounds the logo.

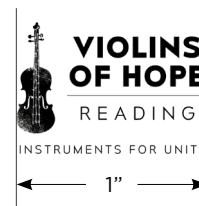
EXCLUSION ZONE

To ensure that the logo stands out and maintains its visual impact, it should always be surrounded by a clear space. The x-height of the logotype (the height of the lower case letters), multiplied by 1.5, is the minimum clear space that should surround the logo to prevent crowding by other elements.



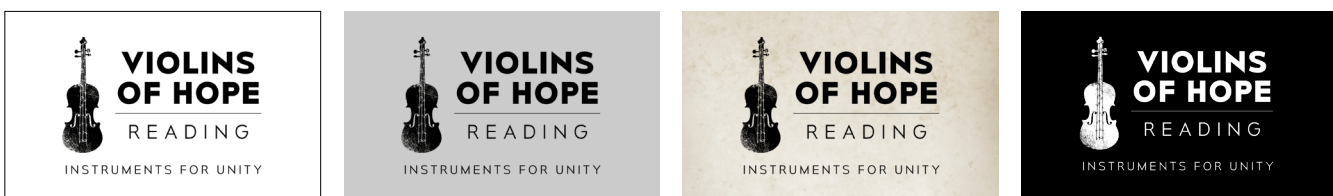
MINIMUM SIZE

Very small reproductions of the logo should not be used to avoid readability and printing problems. To ensure proper reproductions, the logo should not be used smaller than a minimum width of 1".



DO'S AND DON'TS

The logo can be used on white, light gray, or a light textured background. It can be used in white on a dark background. It should never be used in a color other than black or white.



✓ **DO** use the primary logo where possible and always on a white or light background



✗ **DO NOT** distort the primary logo in any way

✗ **DO NOT** use the primary logo on image backgrounds

✗ **DO NOT** use the primary logo on colored backgrounds

✗ **DO NOT** use color versions of the primary logo