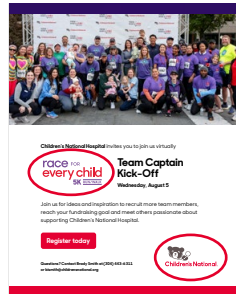


We encourage you to use the Race for Every Child 5K Run/Walk brand to promote your fundraising activity through web, print, e-mail and social media platforms. Please follow these logo usage guidelines to clearly and consistently incorporate the brand in your communications.

Your Children’s National staff liaison must pre-approve all uses of the Race for Every Child logo. When in doubt, just ask!

Logo Pairing

You must always include the standard Children’s National logo in any materials with the Race for Every Child logo. For example, if leading with the Race logo in the top left, include the Children’s National logo in the bottom right. **If you need to use all-white logos for your materials, please email info@raceforeverychild.org.**



If constrained for length, the logos may appear together but with adequate spacing in between.

Do not change the proportions of the logos.

Acceptable Uses



Full-color logo on light background



Black logo on light background



Full-color logo on dark background
(background color must be less than 30% to use the full color version)



White logo on dark background

Unacceptable Uses



Do not use the full-color logo on a dark background



Do not put the logo on top of a photo



Do not use the black logo on a dark background



Do not stretch or condense the logo or place text or images within 1/2" of the logo

Colors

