WORLD CONSUMER RIGHTS DAY – LOGO GUIDELINES

We have created a World Consumer Rights Day logo that you can use to brand your material for the day.

HOW TO USE THE LOGO

Using a logo will enable us to showcase the global nature of the day. This will also help us to build recognition for World Consumer Rights Day, so we are in a stronger position when communicating with campaign targets. Please use this logo for your World Consumer Rights Day activities, rather than Consumers International organisational logo.

Combining your logo with the World Consumer Rights Day logo – You can use your own organisation's logo alongside the logo.

Choosing the colour – In this pack, you will have received black and white coloured logos. The black logos should be used on white or light coloured backgrounds. The white logos should be used on black or dark coloured backgrounds.

File type – The logo will be available in AI and PNG format. If you need the logos in a different format, please email wcrd@consint.org.

Spacing and clear zones – The clear zones represent the area into which other graphic elements surrounding the logo shouldn't encroach. They are proportional to the size at which the logo is being used – namely the height of the 'W' of 'World' from the perimeter of the mark. Where possible give the World Consumer Rights Day logo as much space as possible around it.

Thank you.