



# CARE

# Brand Usage & Style Guide

2024 Version





# Logo Usage

## Logo with the Slogan

Recipient use their best efforts to ensure that all playbills, advertisements, brochures, flyers, banners, news releases, programs, publications, and other printed and electronic materials describing activities or events that are funded in full or in part by CARE Tax revenues, bear the CARE logo.

## Appropriate Sizing

In addition the CARE logo should be used in a size and manner that is easily identified. The CARE logo should not be smaller than 1" x 1.25" in size. Do not “crowd” the logo.





# Event Acknowledgments

## **Announcement**

To help Orem residents recognize how CARE Tax revenues are being spent, if Recipient provides waived or discounted admission with CARE Funds, Recipient should publicly announce (in some manner) that the event or activity has been sponsored by the City of Orem CARE Program.

## **Digital Assets**

All CARE digital assets for use by CARE groups can be found @orem.org/carelogo

## **Questions?**

Contact Orem Communications by emailing [communications@orem.gov](mailto:communications@orem.gov) or text (801) 229-7000