

The Bounce Back 'Icon'

Our 'icon' is for use by construction companies, supporters and partners of Bounce Back who are using, participating in and supporting our services.

It is to acknowledge their valued commitment to working with us to reduce re-offending.

Organisations that engage with us, contributing to the employment of ex-offenders through paid work, are invited to use the iconic mark on their materials in recognition of the relationship.

'ICON' USES

The Icon is available to use on all your marketing collateral, both in print (brochures, ads, reports, etc.) and on-screen (website, emails, film) and is intended to demonstrate your association, support and allegiance with the Bounce back charity and its mission.

SELECTING THE CORRECT 'ICON' FILE

There are a number of 'Icons' available. Please get in touch or download the correct file from the Bounce Back website, these are all available at www.bouncebackproject.com. A small selection of stickers are also available if required, please call **(0)20 7735 1256** for details.



bb_ww_onscreen.jpg
For use on screen.



bb_ww_proprint.eps
For all progressional print.
Both large and small scale



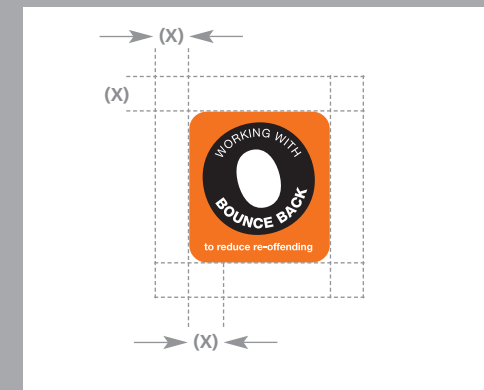
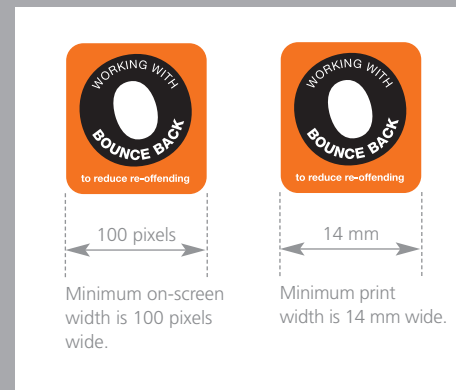
bb_ww_desktop.jpg
For all desktop printing



bb_ww_mono.jpg
For all black and white print.

'ICON' SIZE AND CLEAR SPACE

Typically the logo will gain most of its exposure featuring on associates websites, emails, brochures, etc. Though space is always restrictive the 'Icon' must remain readable so we kindly ask you to adhere to these minimum size suggestions. There is no maximum size, the bigger the better.



In order for the 'Icon' to stand out it is necessary to allow a certain amount of clear breathing space around it. The area indicated (X) is the equivalent of a quarter of the width the 'Icon' and should be considered a minimum. The more space around the 'Icon' the better.

POSITIONING AND BACKGROUNDS

The 'Icon' is designed to be flexible and will fit into most situations and positions. As all the elements feature within the orange (or grey for mono use) square the 'Icon' can feature on all positive, negative and coloured backgrounds regardless of how complicated they are.

