

## care Logo User Manual

This document provides guidance for the correct use of the *care* logo across all applications. It ensures consistency, recognisability, and professionalism in every context.

### LOGO VERSIONS

The *care* logo is provided in several versions to cover different applications:

- **Primary logo:** black wordmark with orange connector element (for use on white or light backgrounds).
- **Inverse logo:** white wordmark with orange connector element (for use on dark backgrounds).
- **Monochrome logo:** all-black version (for single-colour applications).
- **All-white logo:** for embossing, printing on dark or coloured backgrounds.



### FAVICON / ICON USAGE

The favicon is derived from the “c” and the orange connector element. This simplified version ensures brand recognition at very small sizes (browser tabs, app icons, social media).



### COLOUR SPECIFICATIONS

The *care* logo uses two official brand colours.

Always reproduce these colours exactly:

**Black**  
**HEX #000000**

RGB 0 / 0 / 0

CMYK 0 / 0 / 0 / 100

**Orange**  
**HEX #FBAD38**

RGB 251 / 173 / 56

CMYK 0 / 31 / 78 / 2

### FILE FORMATS DELIVERED 4 October 2025

The *care* logo package includes the following files:

- AI / Adobe Illustrator and EPS (vector, master files)
- SVG (scalable web use)
- PNG with transparent background
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- Favicon: PNG set, SVG and AI master file