

Brand Manual

Protect Children | July 2024



Protect Children's Brand

Protect Children (Suojellaan Lapsia in Finnish) is a non-profit, non-governmental Helsinki-based organisation working internationally with a dedicated team advocating for the right of the child to be free from sexual violence. Our team collaborates with organizations all over the world and our brand is a versatile element in our communication that adapts to any situation. In the next pages you will find all the necessary versions of our brand, in order of use priority.

Access our brand materials:

https://drive.google.com/drive/folders/1KUjppfNUUesz5AVEiDZAnkUSmt8MPcRS?usp=drive_link



Main Logo

When should I use it?

Please, use this version of the logo whenever possible. This is Protect Children's main brand so it should be used with the highest priority. We prefer the brand to be used over white or clear background, but you will also find a white version for darker backgrounds.

Quick download: https://drive.google.com/drive/folders/1n_-OOTbsjTf2NgU2NmplMMnqjeRH5Qiv?usp=drive_link



Download for digital use: [JPG](#) | [PNG](#) | [Vector](#)

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Safe Area

What is the Safe Area?

The safe area is the space around the brand that needs to be clear for the elements to be properly displayed. All the files provided have the area around them, so please respect those limits and use it as guideline. In some cases, you can adjust the safe area, but use common sense to avoid any incorrect brand use. Good visibility is always a priority!





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