

The Charity Navigator logo is strong yet approachable wordmark anchored by an uplifting star cluster in the top right. The one large star in the cluster harkens back to celestial navigation but is also a metaphor for finding what you're looking for.

In the same way that Charity Navigator can help its audience find the organizations which align with their values.



There are two alternative orientations, vertical and horizontal, which can be used in times of limited space or extreme proportions.



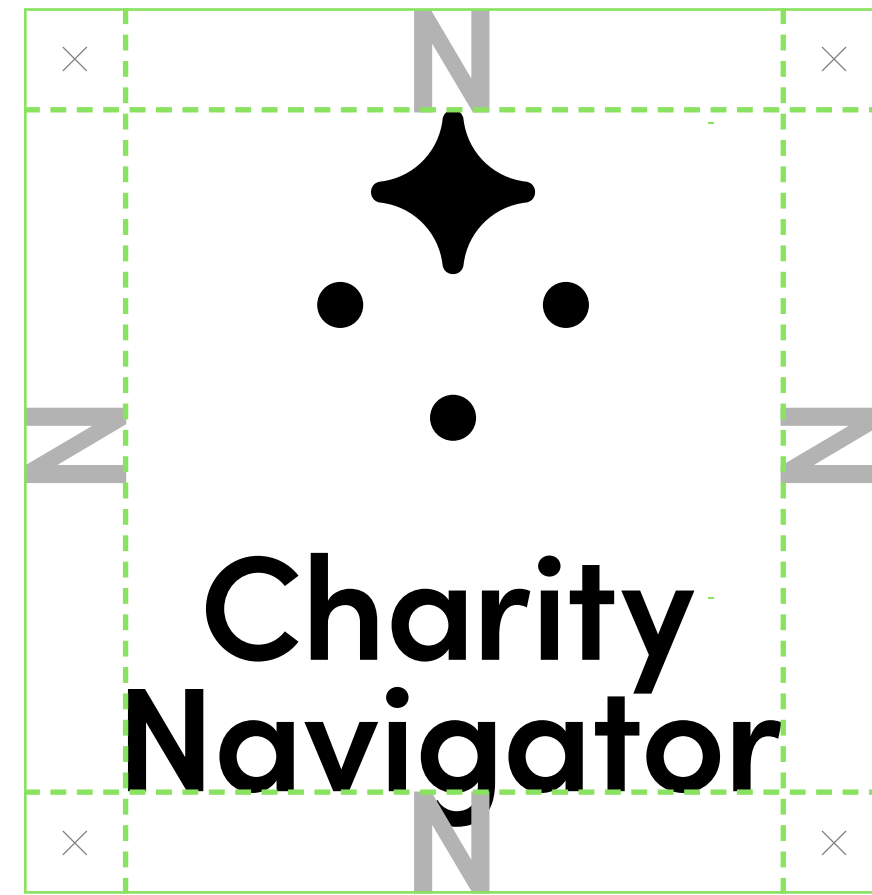
Vertical Orientation



Horizontal Orientation

Clear space around all versions of the logo is defined by the height of the N.

Minimum sizes help keep the logo legible at small sizes. Size recommendations are given for print (inches) and digital (pixels) respectively.



Vertical Logo



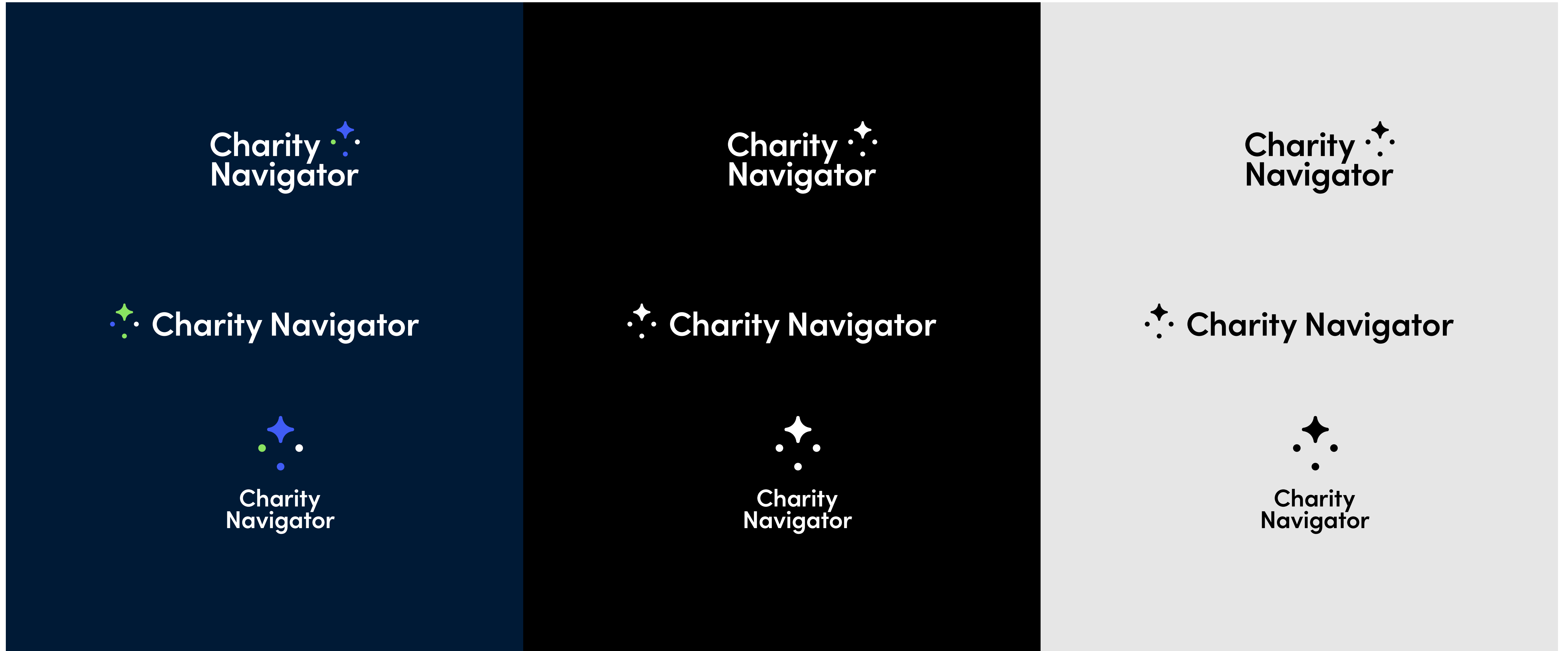
Primary Logo



Horizontal Logo

A full color versions of the logo is available for dark background placements. Additionally, single color white and black versions are as well.

These should be reserved for limited printing or other production needs (such as emroidery, etc).



In order to maintain the integrity of the logo there are some things to avoid which are listed at left:

1. DO NOT rearrange or re-proportion the elements of the logo. Only use the versions provided
2. DO NOT remove elements of the logo
3. DO NOT use different colors for the wordmark
4. DO NOT use different typeface for the Logo elements
5. DO NOT skew, stretch or rotate the logo
6. Do NOT apply strokes, gradients, drop shadows, glows or other filter and lighting effects to the logo.

