Our logo

- Exclusion zone
- Minimum size





Our logo minimum size is set at 20mm, any smaller than this size is not recommended.

To respect the integrity of our logo a clear space (exclusion zone) is set around the logo. No graphics, typography or image should occupy this area.

The exclusion zone is equal to the width of the tri-colour 'E' on all sides of the logo.

Help for Heroes Brand Style Guide 2022