

TAP TO GIVE™



Tap to Give Brand Guidelines
Version 2 © June 2020

2.0 THE TRADEMARK

3.0 APPROVED LAYOUTS

4.0 CLEARZONE AND MINIMUM SIZE

5.0 RESTRICTIONS, COLOURS AND TYPOGRAPHY

6.0 FURTHER INFORMATION & QUERIES

TAP TO GIVE™

“TAP TO GIVE”, “TAP 2 GIVE” and “Taptogive” are registered trade marks / trade mark applications of The Good Box Co Labs Ltd in the United Kingdom (trade mark numbers UK00003194434 and UK00003191878).

We have registered the “TAP TO GIVE” mark to allow Charities using Contactless Payments to easily be identified and to encourage and promote the making of charitable donations by using Contactless Payments.

To ensure that the “TAP TO GIVE” mark is protected for the benefit of all Charities and that it can be trusted by potential donors, we have prepared these brand guidelines that must be adhered to in conjunction with agreeing to the terms and conditions of the open license agreement.

Any Charity can use the “TAP TO GIVE” mark at no charge. All you need do is be a registered charity and to register with us by completing the registration form accessible at www.taptogive.com.

You can start using the “TAP TO GIVE” mark as soon as you have registered and we have granted permission in response to your application.

We have approved 3 layouts of “TAP TO GIVE” in order to give flexibility of placement. The following presentation of the trademark are therefore made available to you.

Level:

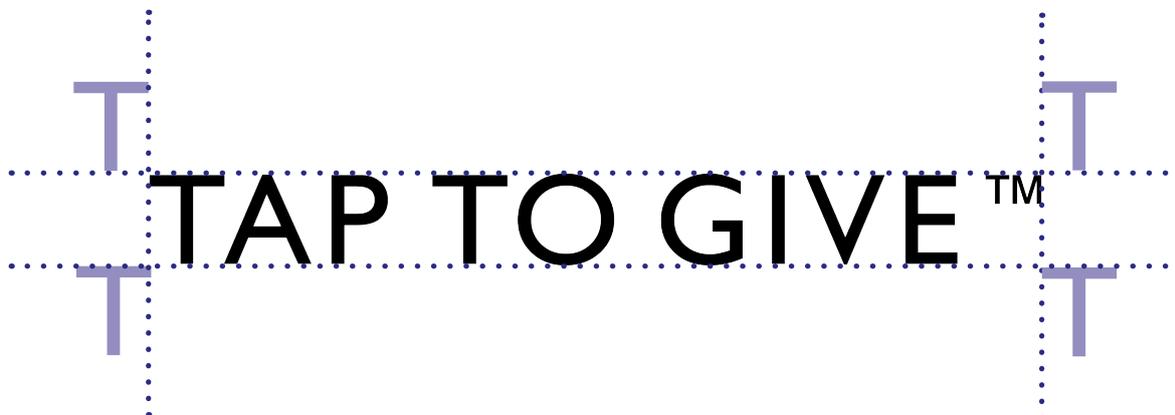
TAP TO GIVE™

3 Lines:

TAP
TO
GIVE™

Stacked:

TAP TO
GIVE™



Clear Zone: Breathable margins must be respected around the logo.

When reproduced clear margins should be adhered to. As a rough guide, please use the relative size of the 'T' in "TAP TO GIVE" to be a relative, scalable measurement of clear space.

Trademark Minimum Sizes

On **printed materials** the trademark should never appear smaller than 25mm in width. This is to avoid problems of reproduction, legibility, and correct print registration.

TAP TO GIVE™
25mm

In digital reproduction the trademark should be no smaller than 94.5 pixels (25mm).

Restrictions



Please refrain from adding effects to the trademark.



Please refrain from altering the proportions of the logo.



Please refrain from adding details within the clear space.

Colours



We grant you permission to use any of the 3 versions of the mark in either black or white and on any coloured background of your choosing.



Please refrain from changing the colour of the text from anything other than black or white.

Typeface: Gill Sans

The Trademark is presented in the typeface Gill Sans Std Roman for which GoodBox is a licensed holder. In abiding by the terms and conditions as set out in our open licence agreement you may use the trademark files as supplied to you from our website. Please note, further use of the Gill Sans Font will require you to have your own licence. Licenses can be applied for at www.monotype.com.

For further information please contact info@goodbox.com