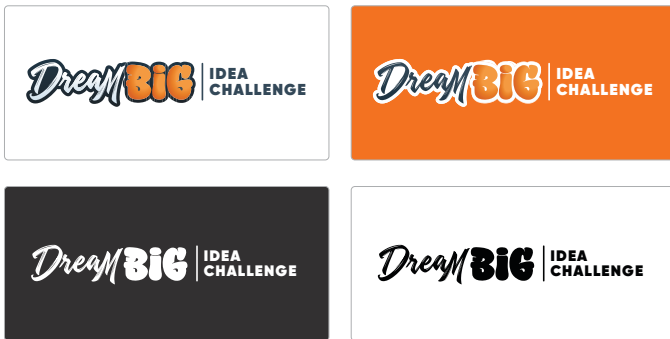## Horizontal Logo

DOWNLOAD

The 'Dream Big: Idea Challenge' logo in horizontal form comes in a selection of color palettes based on its placement on any given background color or medium of use.

File Names:
CHD - Dream Big Logo - Horizontal - STANDARD
 › Standard usage on plain and blank white backgrounds.
CHD - Dream Big Logo - Horizontal - INVERTED
 › Used on the brand's orange background only.
CHD - Dream Big Logo - Horizontal - WHITE
 › Used on top of images and dark backgrounds for legibility.
CHD - Dream Big Logo - Horizontal - BLACK
 › For printing in black and white.

Stacked Logo

DOWNLOAD

The 'Dream Big' logo in stacked form is to be used in spaces limited to a 1:1 ratio, or less than the wide ratio of the horizontal, an alternative for consistency when displayed with other logos, large areas where the logo is the only focal point, or smaller than average areas where legibility for the typography in the horizontal form would be limited. This comes in a selection of color palettes based on its placement on any given background color or medium of use. File names mirror the horizontal version, with the only difference being that "Horizontal" is replaced with "Stacked"

Colors

	Primary	
Tango	**HEX:**	#F37121
	CYMK:	0 69 100 0
	RGB:	243 113 33

	Secondary	
Picklewood	**HEX:**	#324858
	CYMK:	74 63 0 46
	RGB:	36 51 138

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