



BANG Logo Use & Corporate Style Guide

Updated: July 2025

BANG Edutainment is a youth-led charity. Our logos and brand identity are critical in representing our values, programmes, and partnerships. This guide ensures consistent and correct use of the BANG brand across all platforms.

1. General Logo Guidelines

- **Do not modify, distort, or recolour** any BANG logo without written permission from the CEO or Head of Digital Strategy & Marketing.
- **Maintain clear space** around the logo equivalent to the height of the “B” in BANG to ensure visibility.
- **Use high-resolution files only.** Avoid screenshots or low-quality copies.
- **Logos must not:**
 - Be stretched, squashed, or rotated
 - Be combined with other text or graphics unless authorised
 - Have shadows, gradients, or filters applied



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2. Logo Versions

BANG has three main categories of logos:

a) BANG Logo

- **Primary logo** for general documents, website, reports, and graphics.
- Use on any material that represents the organisation as a whole.
- Available in full colour, black, and white versions.

b) Project-Specific Logos

- For materials about a single BANG programme (e.g., **Stacks, Create Change, BANG Evolution, RiseUP, Grow**).
- Use **only** when the content relates specifically to that project.

c) Partner Logos

- Include funder or partner logos only if approved by the Head of Digital Strategy & Marketing.
- Maintain equal height alignment and adequate spacing between logos.



3. Digital and Print Use

- **Internal and external documents:** Use the BANG Strap Logo in the header or footer for general materials; use project-specific logos for project materials.
- **Reports and Flyers:**
 - Always include either the **BANG Strap Logo** or the **relevant project logo**
 - Ensure logos are proportionate and not dominating the layout
- **Social Media:**
 - General posts = **BANG Logo**
 - Project-specific posts = **Relevant project logo**
 - Avoid overloading posts with multiple logos

4. Legal and Credit Requirements

- BANG logos are **copyrighted assets** and should not be used without permission for commercial purposes.
- For any **third-party use** (press, partners, media), provide logos **without alteration** and share this guide.
- Credit any images or photography used alongside logos as required.



Contact for Logo Use & Approval

- **Head of Digital Strategy & Marketing** – Derrick Ogole
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This guide ensures that every representation of BANG is consistent, professional, and aligned with our mission to deliver world-class services for children, young people, and their communities that develop skills for life and careers.