

APPENDIX C– Branding Guidelines

Vital Signs illustrates the unique nature of community foundations better than any other CFC program. It embodies our role as convenors, it builds community knowledge, it informs our strategic direction, and it provides a framework for our grant-making and donor engagement. In addition, because *Vital Signs* is a high profile national (and global) program it has tremendous potential for growing the overall profile of the community foundation movement.

The *Vital Signs* brand is a valuable resource for the community foundation movement and, as such, requires our consideration and care. Please find below the branding guidelines agreed to by all *Vital Signs* participants.

- **Consistency in branding:** All *Vital Signs* material will be branded as *Vital Signs*, regardless of the method of engagement (Vital Brief, Vital Focus, Vital Conversation, or a full report). The specific type of engagement may be indicated, as long as the primary branding is *Vital Signs*.
- **Report title:** The title of *Vital Signs* reports will be comprised of the words *Vital Signs* preceded by the name of the community (e.g. “Toronto’s Vital Signs”). The words *Vital Signs* and the community shall be presented in a form and style that does not give prominence to the name of the community over *Vital Signs*.
- **Wordmark:** To build national recognition, *Vital Signs* material will feature the *Vital Signs* wordmark as described and illustrated below. The wordmark will be used as the title on the front covers of the reports and on *Vital Signs* webpages. (Note that digital artwork for the wordmark is available in electronic format on the *Vital Signs* collaboration space.)
- **Trademark:** The ® symbol will be used with use of the “Vital Signs” name in print. When using the “Signes vitaux” name in print, please use the ^{MC} symbol.
- **Logo and acknowledgement text:** All *Vital Signs* reports, focuses, briefs and conversations will feature the Community Foundations of Canada logo to signify that

Vital Signs is a national initiative of Canada’s community foundation movement and the following acknowledgement text:

English: “*Vital Signs* is a community check-up conducted by community foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. *Vital Signs* is coordinated nationally by Community Foundations of Canada.

The Vital Signs trademark is used with permission from Community Foundations of Canada.”

French: “Le rapport *Signes vitaux* est un portrait dressé par des fondations communautaires dans tout le Canada. Il mesure la vitalité de nos villes, identifie les grandes tendances et évalue à l’aide d’indicateurs un éventail de secteurs déterminants de la qualité de vie. Il est coordonné au niveau national par les Fondations communautaires du Canada.

La marque de commerce Signes vitaux est utilisée avec la permission de Fondations communautaires du Canada.”

Logo Design:

City name: Univers 57 condensed, all caps
 Mark: Univers 75 black and 45 light
 City Name is 1/3 x where x is height of Mark



Space between City Name and Mark is 1/2 x
 where x is height of Mark



In English:
 City Name and Mark align left.



If City Name is longer than Mark they align right.





VitalSigns.

In French:
City Name and Mark align right.

Signes**vitaux**
DE VOTRE VILLE

Colour:
Mark appears in Black, reversed to white
or in your own Community Foundation
corporate colour.

Signes**vitaux**
DE VOTRE VILLE

Signes**vitaux**
DE VOTRE VILLE