



COMMUNITY
FOUNDATIONS
OF CANADA
all for community

Our Brand Guidelines

Community Foundations of Canada

The Community Foundations of Canada brand identity is an important part of our brand and our story. It is a reflection of our culture, our goals, and our personality. It is the core element that captures the spirit of our organization, and what we represent.

Our identity is, for many people, the first point of contact with our organization, and therefore it has a big role to play. Because our brand identity affects how we are perceived, it is important that the rules governing the use of these logo elements — as outlined in this document — are adhered to.

We have designed these Brand Guidelines to ensure we portray a unified, consistent and clear brand message across a wide range of communications. These guidelines were created to ensure consistency with the Community Foundations of Canada brand when reproducing and using the identity, building the awareness and reputation of our brand over time.

The Brand Guidelines also provide specific directions for Canadian community foundations who want to use CFC's brand to create their own logo or wordmark.

It is important that the brand identity and all components of the design system be used correctly and consistently over time, so that our audiences will recognize our brand and associate it with the vision and accomplishments of Community Foundations of Canada.



Contents

1.0 The Brand	4
2.0 Our Logo	5
2.1 Logo Versions	6
2.2 Colour Variations	7
2.3 Protecting the Logo	8
2.4 Improper Use	9
2.5 Program & Partner Logos	10
3.0 Brand Colours	11
4.0 Typography	12
5.0 Layout Samples	13
6.0 Community Foundation Logos	14
6.1 CFC Logo Placement	15
7.0 Contact Information	16



1.0 The Brand

The Community Foundations of Canada brand is one of the most important visual components of our identity. Its function is to represent the national network for Canada's community foundations.

In March 2017, we refreshed the design of CFC's brand, logo, tagline and font to give it more impact, while keeping the vibrant elements of the brand designed to convey a powerful and exciting idea about CFC and the community foundation movement in Canada.

The logo and look for CFC's communications reflect the spirit of the brand and the many elements that come together to make communities strong and vital.



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2007

2017

2.0 Our Logo

CFC's logo is composed of a dozen shapes, all moving together in harmony. The shapes, colours and sizes represent the variety of communities that are home to Canada's community foundations. The logo is modern and inviting, full of movement and the spirit of community.

CFC's new logo acts as a unifying symbol. It is designed to represent the community foundation movement — a collection of many unique parts, all coming together to achieve a common purpose.

Canadian community foundations are asked to include CFC's new logo on key communications such as websites, annual reports and programs like *Vital Signs*, to signify their membership in a national community foundation movement.

This request is a direct result of what CFC has learned through multiple branding processes — that donors and other key audiences identify the movement's national reach as a key differentiator and that this sense of a 'national movement' needs to be strengthened for the public profile to grow.



**COMMUNITY
FOUNDATIONS
OF CANADA**

SYMBOL

WORDMARK

LOGO

2.1 Logo Versions

Our tagline, “all for community,” expresses the driving idea of our movement: that everything we do, all of us together — as community foundations, community leaders and community philanthropists — adds up to make community vitality happen. The logo is available with and without the tagline — in English, French and bilingual versions.

WITHOUT TAGLINE



COMMUNITY
FOUNDATIONS
OF CANADA

ENGLISH

WITH TAGLINE



COMMUNITY
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OF CANADA
all for community

ENGLISH



FONDATIONS
COMMUNAUTAIRES
DU CANADA

FRENCH



FONDATIONS
COMMUNAUTAIRES
DU CANADA
ensemble pour tous

FRENCH



COMMUNITY
FOUNDATIONS
OF CANADA

FONDATIONS
COMMUNAUTAIRES
DU CANADA

BILINGUAL



COMMUNITY
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all for community

FONDATIONS
COMMUNAUTAIRES
DU CANADA
ensemble pour tous

BILINGUAL



2.2 Colour Variations

To maintain consistency in brand communications, the CFC logo has been developed with a specific colour palette and optimized for reproduction on a white background. The full-colour logo may be used on any occasion, on a white background. A black logo may be used, if needed, on a white background. In some cases, a white logo may be used on a black or coloured background.

Note that the colour logo is available in CMYK (Cyan, Magenta, Yellow, Black) for use in print applications, and RGB (Red, Green, Blue) for use in digital spaces.



COMMUNITY
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COMMUNITY
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FULL COLOUR

BLACK



COMMUNITY
FOUNDATIONS
OF CANADA



COMMUNITY
FOUNDATIONS
OF CANADA

WHITE



2.3 Protecting the Logo

It's important that the area surrounding the logo be kept free of other graphic elements. This is to ensure the logo is prominent and visible, and maintains the identity and impact of the brand. The minimum required clear space is defined as 1/4 of the symbol size on all sides.

The CFC Logo begins to lose its readability when reduced below a certain size. Do not use a size smaller than the specified minimum as doing so will decrease legibility. When changing the logo size, ensure the proportions remain the same. Never stretch or distort the logo in any way.

CLEAR SPACE



MINIMUM SIZE



2.4 Improper Use

The CFC logo has been custom-designed and should only be used according to brand guidelines. Artwork files are available in a variety of formats to accommodate every usage need. The logo, including all of its parts, should not be recreated or manipulated in any circumstances.

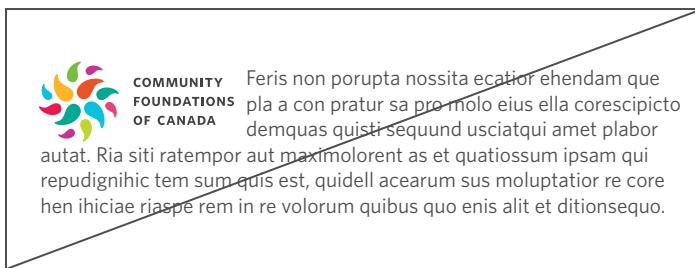
Do not alter or redraw the logo.



When resizing, ensure the proportions are not altered and that the logo appears crisp and clear.



Leave enough white space around the logo to give it room to breathe.



Use the logo only for charitable, educational, or non-commercial purposes.

Use provided and approved artwork files only.

2.5 Program & Partner Logos

In circumstances where the CFC brand identity will be used in conjunction with other logos of equal prominence, it is important to maintain balance and clarity for every organization's identity. Care should be taken to ensure a perceived equivalence in size, as determined visually, rather than specifically aligning height or width.

A 0.25 pt gray vertical keyline may be used to add visual separation between identities, with consideration given to minimum clear space guidelines.

PROGRAM LOGO LOCK-UPS



CFC LOGO



PROGRAM LOGO



CFC LOGO

PROGRAM LOGO

PARTNER LOGO LOCK-UPS



CFC LOGO



PARTNER LOGO



CFC LOGO



PARTNER LOGO

3.0 Brand Colours

The brand colour palette is made up of the ten colours used in the CFC logo and represents the core of our personality. The consistent use of these colours defines and reinforces our distinctive character and should be used, in some capacity, on all our brand materials.

Colour breakdowns are available in Pantone for universal colour matching, CMYK for print and RGB for digital use.



PMS 240



PMS 205



PMS 1925



PMS 166



PMS 1235

C 19	R 202
M 94	G 45
Y 0	B 146
K 0	

C 3	R 239
M 89	G 79
Y 26	B 145
K 0	

C 2	R 237
M 100	G 21
Y 62	B 86
K 0	

C 4	R 244
M 82	G 123
Y 100	B 32
K 0	



PMS 382



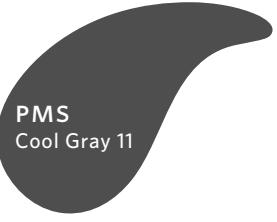
PMS 368



PMS 3268



PMS 311



PMS
Cool Gray 11

C 29	R 193
M 1	G 215
Y 100	B 46
K 0	

C 58	R 122
M 2	G 193
Y 100	B 66
K 0	

C 90	R 0
M 3	G 175
Y 58	B 159
K 0	

C 69	R 65
M 0	G 196
Y 12	B 220
K 0	



4.0 Typography

Typography is an extension of our brand's personality and plays a major role in creating a consistent look across all communications. Whitney was chosen to render the wordmark of the CFC logo, a simple and contemporary type style that complements the graphic symbol. This typeface is used extensively on all CFC promotional materials.

When a web-safe font is required, Roboto should be used.

PRIMARY FONT | WHITNEY

Light	Medium	Bold
Light Italic	<i>Medium Italic</i>	Bold Italic
LIGHT SMALL CAPS	MEDIUM SMALL CAPS	BOLD SMALL CAPS
light small caps italic	medium small caps italic	bold small caps italic
Book	Semibold	Black
<i>Book Italic</i>	<i>Semibold Italic</i>	<i>Black Italic</i>
BOOK SMALL CAPS	SEMIBOLD SMALL CAPS	black small caps
book small caps italic	semibold small caps italic	black small caps italic

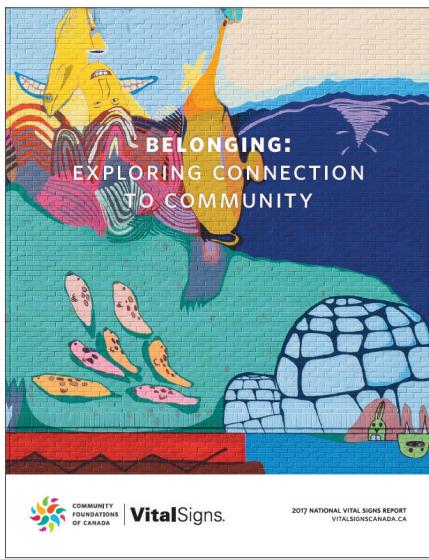
SECONDARY FONT | ROBOTO

Thin	Regular	Bold
Thin Italic	<i>Regular Italic</i>	Bold Italic
Light	Regular Condensed	Bold Condensed
Light Italic	Regular Condensed Italic	Bold Condensed Italic
Light Condensed	Medium	Black
Light Condensed Italic	Medium Italic	<i>Black Italic</i>



5.0 Layout Samples

The below samples showcase the application of the new brand guidelines. Use these examples as inspiration, or as a guide when designing your own material. In most instances, a simple, branded template will work best. Don't crowd too much text onto each page, and use photos or clean, simple charts to convey information. The CFC logo should sit in the preferred bottom left position on the page.



REPORT COVER

ISSUE AREA

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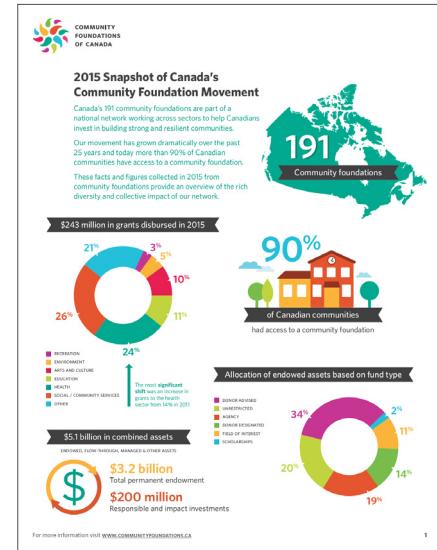
Year	15-19	20-24	25-30	31-36	37-40
2005	50	40	30	20	10
2010	55	45	35	25	15

CONSEQU OIGNIS VID QUATIAT

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TITLE HERE

2017 NATIONAL VITAL SIGNS REPORT
VITALSIGNSCANADA.CA



REPORT PAGES

FACT SHEET



6.0 Community Foundation Logos

Canadian community foundations may adapt the CFC logo for their own use. The adapted symbol can be monochromatic, using one of nine colours from the CFC brand palette, or a variation of several colours chosen by the community foundation. The community foundation name can be laid out to the right of the symbol using bold text, in 90% black and on a maximum of three lines. The text placement and image-text ratio should remain consistent with the CFC logo.

The community foundation logo should appear to the right side of the CFC logo, divided by a 0.25 pt gray keyline. Both logos should be equal size and vertically centered. The colour version of the CFC logo should be used when possible.

Canadian community foundations are asked to include CFC's new logo on key communications materials, such as websites, annual reports and *Vital Signs* publications, to signify their connection as part of a national community foundation movement. Donors and other key stakeholders identify the movement's national reach as an important value proposition, and communicating this relationship to a 'national movement' must be strengthened for our public profile to grow.

FULL COLOUR LOCK-UP



COMMUNITY
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all for community

CFC LOGO



ANY TOWN
COMMUNITY
FOUNDATION

COMMUNITY FOUNDATION LOGO

SINGLE COLOUR LOCK-UP



COMMUNITY
FOUNDATIONS
OF CANADA
all for community

CFC LOGO



ANY TOWN
COMMUNITY
FOUNDATION

COMMUNITY FOUNDATION LOGO



6.1 CFC Logo Placement

ANNUAL REPORT MONTREAL

The cover of the Fondation du Grand Montréal Annual Report features a large red header with the foundation's logo and name. Below this, there is a photograph of children wearing helmets, with the text "AMPLIFIER LE COEUR DU GRAND MONTREAL" overlaid. The main body of the report includes sections for Mission, Vision, and Values, along with financial highlights: "243 000 000\$ distribués en subventions", "5,1 milliards de dollars d'actifs", and "19 fondations pour le mieux-être de la communauté au Canada".

VITAL SIGNS REPORT CALGARY

The cover of the Vital Signs report for Calgary features a large image of a person wearing a mask and goggles. The title "Calgary Foundation's Vital Signs 2017" is prominently displayed. The report includes a section titled "2017 Community Research Partners & Sources" and a "Key Findings" section. It also contains a "2016-2017 Calgary Foundation Data Facts" summary at the bottom.

WEBSITE VANCOUVER

The Vancouver Foundation website has a white header with the foundation's logo and navigation links. The "About Us" page contains detailed information about the foundation's mission, history, and impact. It also features a "OUR COMMITMENT TO RECONCILIATION" section and a "VANCOUVER FOUNDATION IS A PROUD MEMBER OF..." section.

WEBSITE RED DEER

The Red Deer Foundation website has a light blue header with the foundation's logo and navigation links. The "GRANTS" and "ENDOWMENTS" sections feature calls to action. The "CURRENT INITIATIVES" section highlights the "11th ANNUAL WOMEN OF EXCELLENCE AWARDS". The "SIGN UP TO STAY IN TOUCH!" section includes a sign-up form for newsletters.

VITAL SIGNS REPORT KINGSTON

The Kingston Vital Signs report cover features a white header with the foundation's logo and navigation links. The main content area includes a section for the "2016 Census: Canadians 65+ now outnumber its children BUT Seniors have outnumbered children in Kingston since 2008!". Below this are several photographs of seniors engaged in various activities. The report also includes a "Did you know?" section and a "Public Health" section.



7.0 Contact

For more information about these brand guidelines and the use of CFC's brand identity and logo, please contact the Director of Communications with Community Foundations of Canada by email at info@communityfoundations.ca.

