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Brand Identity

The Community Foundations of Canada brand identity is an important part of 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 it—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 organization over time. It is important that the brand identity and all components of the design system be used correctly and consistently, so that our audiences will recognize our brand and associate it with the vision and accomplishments of Community Foundations of Canada.
Brand Identity Goals and Principles

With every piece of content we publish, we aim to:

Empower. Help people understand our work by using language that informs them and encourages them to make the most of our materials.

Educate. Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you’re the expert, and readers don’t have access to everything you know.

Guide. Think of yourself as a tour guide for our readers. Whether you’re leading them through our educational materials or a task in our app, communicate in a friendly and helpful way.

Speak simple truth. Understand CFC’s place in our users’ lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

In order to achieve those goals, we make sure our content is:

Clear. Understand the topic you’re writing about. Use simple words and sentences.

Useful. Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

Warm and Accessible. Use plain language. Write like a human. Don’t be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to system alerts, should be warm and human.

Appropriate. Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you’re writing to and what you’re writing about.
Brand Identity Voice and Tone

Voice

Philanthropy and the community foundation ecosystem are complex. As Community Foundations of Canada, our goal is to communicate in a useful and timely way and uphold our credibility, experience and knowledge. That said, as an organization, we want to stay true to some key values: authenticity, accessibility and being friendly and warm.

Using offbeat humor and a conversational voice, we play with language to bring joy to their work. We prefer the subtle over the noisy, the wry over the farcical. We take the issues and our work seriously, but we don’t take ourselves too seriously.

Whether people know what they need from us or don’t know the first thing about marketing, every word we say informs and encourages. We impart our expertise with clarity, empathy, and wit.

Tone

CFC’s tone is usually informal, but it’s always more important to be clear than entertaining. When you’re writing, consider the reader’s state of mind. Are they relieved to be finished with a campaign? Are they confused and seeking our help on Twitter? Once you have an idea of their emotional state, you can adjust your tone accordingly.

CFC has a sense of humor, so feel free to be funny when it’s appropriate and when it comes naturally to you. But don’t go out of your way to make a joke—forced humor can be worse than none at all. If you’re unsure, keep a straight face.
Logo

The CFC 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. The logo is composed of a dozen shapes, in various colours and sizes, all moving together in harmony. It is modern and inviting, representing our movement and the spirit of community.

Canadian community foundations are asked to include the CFC logo on key communications, including websites, annual reports and programs to signify their membership in our national 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 our public profile to grow.
Logo Versions

The logo is available in English, French and bilingual versions.

COMMUNITY FOUNDATIONS OF CANADA

ENGLISH

FONDATIONS COMMUNAUTAIRES DU CANADA

FRENCH

COMMUNITY FOUNDATIONS OF CANADA  |  FONDATIONS COMMUNAUTAIRES DU CANADA

BILINGUAL
Logo Colour Versions

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 in any occasion, on a white background. A black logo may be used, if needed, on a white or light coloured background. The white logo may be used on any coloured background that offers sufficient contrast and visibility.

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

The preferred position of our logo is left aligned to either the top or bottom margins of any given application.
The CFC logo is available in three file formats, each with specific purposes for use. For additional support in selecting the appropriate file format, please contact our marketing department.

### Logo File Formats

<table>
<thead>
<tr>
<th>FILE FORMAT</th>
<th>EPS</th>
<th>JPEG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>RASTER</td>
<td></td>
<td>✓</td>
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### COLOUR PROFILES

<table>
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<tr>
<td>RGB</td>
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<tr>
<td>PANONE</td>
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### FEATURES

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<tr>
<td>SCALABLE</td>
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<td></td>
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### OUTPUT

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<th>JPEG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>WEB</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### BEST USED FOR...

- **EPS**
  - print materials
  - logo enlargement
  - stickers and labels
  - clothing and swag
  - web applications
  - white backgrounds
  - small file sizes
  - easy access and sharing
  - web applications
  - social media
  - digital documents
  - colored backgrounds
Logo Protection

It’s important that the area surrounding the logo be kept free of other graphic elements. This is to ensure our logo is prominent and visible, and maintains the identity and impact of the CFC 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 minimums indicated below, as doing so will affect legibility. When changing the logo size, ensure the proportions remain the same. The logo should never be stretched or distorted in any way.
The CFC logo has been custom-designed and should only be used according to these brand guidelines. Artwork files are available to accommodate every usage need. The logo, including all of its parts, should not be recreated or manipulated in any circumstance.

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.
The CFC logo will often be used in conjunction with other logos of equal prominence, and 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 grey vertical keyline, measuring 0.25 pt in weight, should be used between adjoining logos, with consideration given to minimum clear space guidelines.
Typography

Typography is an extension of our brand’s voice and plays a major role in creating a consistent look across all communications. Whitney was chosen as the primary font for its simple and contemporary type style, which complements our logo.

When Whitney is not available, or a web-safe font is required, Proxima Nova should be used in its place.

**PRIMARY FONT | WHITNEY**

- Light
- Light Italic
- LIGHT SMALL CAPS
- LIGHT SMALL CAPS ITALIC
- Book
- Book Italic
- BOOK SMALL CAPS
- BOOK SMALL CAPS ITALIC
- Medium
- Medium Italic
- MEDIUM SMALL CAPS
- MEDIUM SMALL CAPS ITALIC
- Semibold
- Semibold Italic
- SEMIBOLD SMALL CAPS
- SEMIBOLD SMALL CAPS ITALIC
- Bold
- Bold Italic
- BOLD SMALL CAPS
- BOLD SMALL CAPS ITALIC
- Black
- Black Italic
- BLACK SMALL CAPS
- BLACK SMALL CAPS ITALIC

**SECONDARY FONT | PROXIMA NOVA**

- Light
- Light Italic
- Light Condensed
- Light Italic Condensed
- Regular
- Regular Italic
- Regular Condensed
- Regular Italic Condensed
- Semibold
- Semibold Italic
- Semibold Condensed
- Semibold Italic Condensed
Colour Palette

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 seen, in some capacity, on all of our branded materials.

Colour breakdowns are available in Pantone for universal colour matching, CMYK for print, and RGB for digital use. Darker shades of each primary colour have been introduced to allow for extension of our palette in special circumstances, and should be used with care.
Colour Palette Suggested Pairings

Colour pairings should be considered at all times when combining colours. Below are just some suggested pairings that can be used. In most cases, limiting the colours used per page, or per execution, will create a stronger and more streamlined impact, versus using all 10 colours in unison.
Imagery

Our imagery is an opportunity to channel our unique brand personality. When appropriate, imagery can be combined with our brand colours, shapes and patterns in a variety of ways to bring content to life. Below are a few examples.
Imagery | Icons

A basic set of icons have been developed for use in print and digital applications. Additional icons can be created in a similar style to the selection below. It is suggested that icons use the dark grey from our colour palette, along with two additional colours. In situations where these are being placed on a coloured background, white should be used in place of one of the two additional colours.
Imagery Patterns

Our unique shape has three iterations: solid, striped and dotted. The use of these patterns—indipendently, combined or in conjunction with imagery—channels the energy of our brand. Below are examples of how these patterns can be used.
Imagery Photography

The imagery used in CFC marketing materials should reflect the brand principles we stand for: empowerment, education, guidance, and simple truths. Our images fall into two camps: people and places. Regardless of subject matter, images should be authentic, engaged, diverse and colourful.
Applications

The following examples showcase the application of our brand in different situations. Use these 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 the page, and use photos and clean, simple charts to convey information. The CFC logo should sit left aligned to either the top or bottom of the page.
Applications Information Design

When creating infographics, avoid using colours with limited contrast that could hinder distinction between content. Below are examples that demonstrate how our brand colours can be used. Charts should be clean and minimal, including only the information that is critical to communicating the content.
Applications Marketing Material
For more information on these brand guidelines and the use of the CFC identity, please contact the Communications team at communications@communityfoundations.ca.