Brand Guidelines
September 2017

Community Foundation

Contents

Our Logo:
Introduction

Our logo is the most visible element of our identity. It is our universal signature across all Community Foundation communications.

Our logo is a bold, simple, graphic statement. The logo is made up of two elements: the symbol and the logotype.

This document has been complied to highlight the correct usage of our logo and how we communicate across all aspects of our brand communications.

Brand Symbol   Logotype

Logo

Our Logo:
Variations

We have a suite of logos, this ensures legibility across all communication both on screen and in print.

The use of our logo variations is determined by the available space, aesthetics, function and visibility.

Primary Lock-Up

Primary Lock-Up With Strapline

Vertical Lock-Up

Brand Symbol

Favicon

Our Logo:
Spacing

To ensure that our logo is clearly visible in all applications, sufficient clear space is applied to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them is determined by the size of the logo.

The spacing is calculated by the width of the inner petals.

Primary Lock-Up

Vertical Lock-Up

Our Logo:
Positioning & Sizing

Positioning
On any given format, landscape or portrait, the preferred logo placement is in any corner position whilst adhering to the logo spacing rules outlined previously.

Minimum Sizing
Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. We have two minimum sizes for our logo, one without our strapline and one with. This ensures clarity across all communications.

Logo Positioning
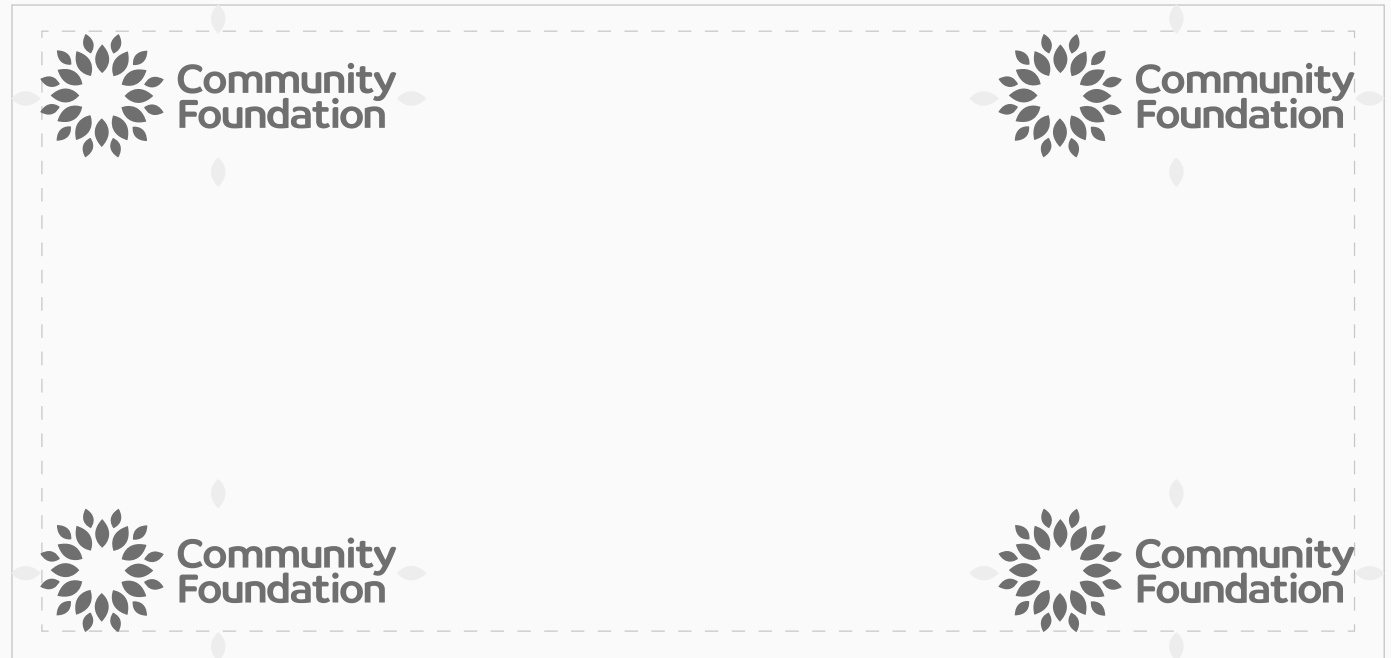
Minimum Sizing

Without Stapline

With Stapline

20mm

35mm

Our Typography:
Primary

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic.

Open Sans is our primary typeface. We use it in two weights, Semi Bold and Light.

Open Sans - Semi Bold

Aa Bb Cc

Open Sans - Light

Aa Bb Cc

Our Typography:
Secondary

Arial is our secondary typeface. We use two weights, Bold and Regular. Arial ensures that our communication are aligned when Open Sans is not available.

This is predominately used internally.

Arial - Bold

Aa Bb Cc

Arial - Regular

Aa Bb Cc

Our Colour Palette:
Primary

Our primary colours are taken directly from our logo. This ensures that our branded communications stand out and have the Community Foundations distinctive aesthetic.

Our primary colours are what give us our personality. We're bright, bold, and colourful.

Process Cyan
C-100 M-0 Y-0 K-0
R-0 G-159 B-223

Pantone 485
C-0 M-95 Y-100 K-0
R-218 G-41 B-28

Pantone 2746
C-100 M-98 Y-0 K-0
R-23 G-28 B-143

Grey
C-0 M-0 Y-0 K-90
R-62 G-62 B-61

Our Colour Palette:
Secondary

Our primary colour palette is bold, and our secondary colour palette has been specifically selected to highlight and compliment it.

Pantone 1225
C-0 M-19 Y-79 K-0
R-255 G-200 B-69

Pantone 360
C-63 M-0 Y-84 K-0
R-108 G-194 B-74

Pantone 2577
C-40 M-54 Y-0 K-0
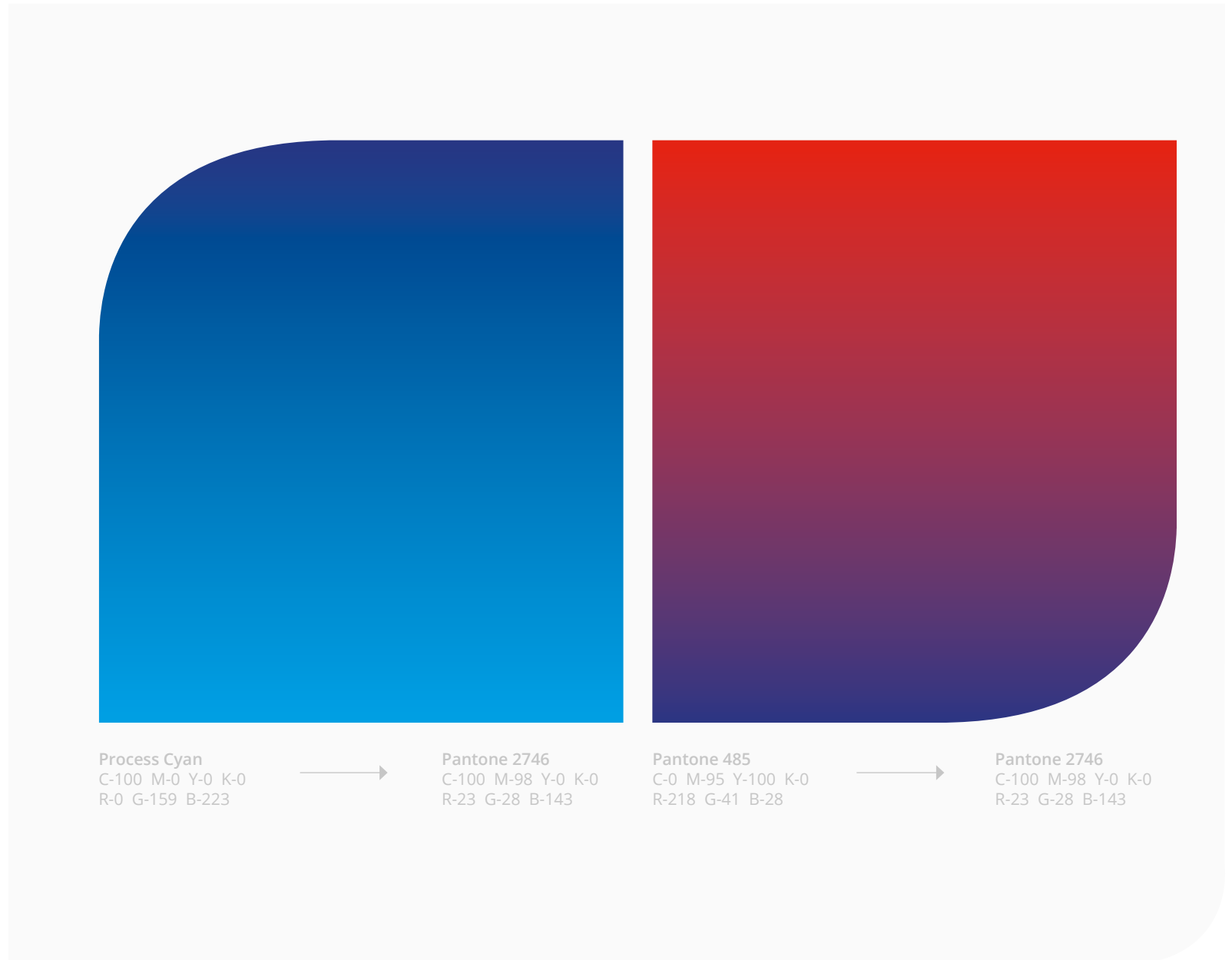R-167 G-123 B-202

Process Magenta
C-0 M-100 Y-0 K-0
R-230 G-0 B-126

Our Colour Palette:
Gradients

We use our gradients online and within editorial communications only.

They are used to pull out specific pieces of information such as quotes, facts and figures.

Both gradients appear vertically, consisting of two primary brand colours.

Process Cyan
C-100 M-0 Y-0 K-0
R-0 G-159 B-223

⟶

Pantone 2746
C-100 M-98 Y-0 K-0
R-23 G-28 B-143

Pantone 485
C-0 M-95 Y-100 K-0
R-218 G-41 B-28

⟶

Pantone 2746
C-100 M-98 Y-0 K-0
R-23 G-28 B-143

Photography:
Style

Our photography can be broken down into two sections, team and community shots.

Our photography captures a slice of everyday life, whether it's our staff, donors and grantees.

It should make you feel like you are right there in the room. It's about telling stories through personalities, interactions, and experiences. So it feels real, honest and straightforward.
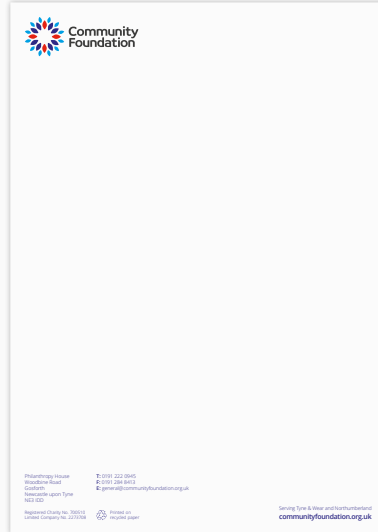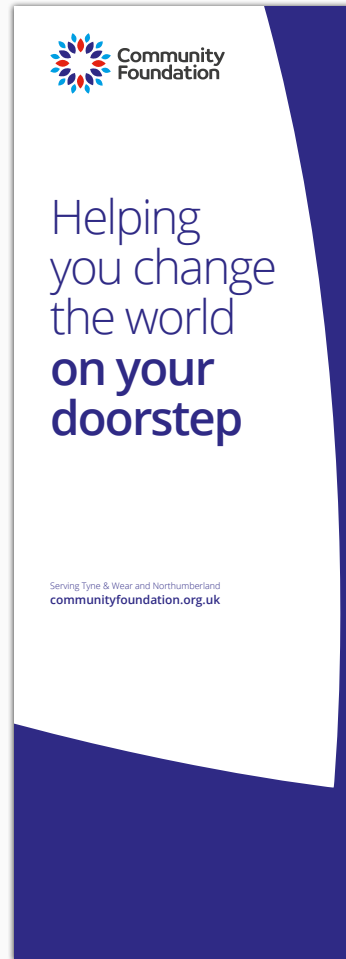
Team

Community

Design Implementation:

Letterhead

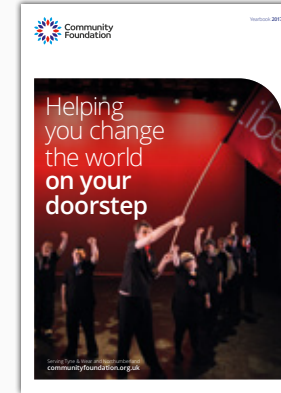### Folder

Business Cards

Banner Stand

Brochure

Name Badge

Adam Lopardo

Alastair Conn
Treasurer

Contact

If you ever have additional questions about our visual identity and its application, please contact **Iain Riddell** on **ir@communityfoundation.org.uk**

Community Foundation