CALGARY FOUNDATION

FOR COMMUNITY, FOREVER

Brand Book

Colours

Corporate Colours

Spot Colour: Pantone 131
4 Colour: C=0, M=32, Y=100, K=9

Spot Colour: Black
4 Colour: 100% Black

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Secondary Colours
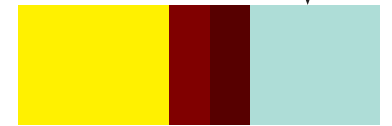
50%

4 Colour: 100 Cyan

4 Colour: 100 Yellow

Spot Colour: Pantone 333
4 Colour: C=61, M=0, Y=34, K=0

Spot Colour: Pantone 877 (metalic)
4 Colour: C=47, M=37, Y=38, K=2

Spot Colour: Pantone 1645
4 Colour: C=0, M=72, Y=82, K=0

The Calgary Foundation logo is the cornerstone of the organization's identity. It is its signature, and must be used consistently and correctly. The corporate logo font is ITC AVANT GARDE GOTHIC BT.

Do not alter the Calgary Foundation logo in any manner, including its layout, colours and elements. Use of the logo does not constitute a license for its use, nor any other right to the Calgary Foundation logos or trademarks. The logo is available for download in various formats in the "TCF logos" tab in the "Resources" section.

The Calgary Foundation logo should only be reproduced in one of the following ways:

Two Colour
Black and Pantone 131

Safe Zone

The "safe zone" is equivalent to the height and width of the graphic area of the logo. To ensure the logo remains clear and the brand strong, this area should remain clear of copy and graphic elements.

The Calgary Foundation logo is the cornerstone of the organization's identity. It is its signature, and must be used consistently and correctly. The font used in the official logo is **ITC AVANT GARDE GOTHIC BT**.

The fonts to be used in corporate communications, memos, etc. are **Tw Cen MT Bold** (headings) and Century Schoolbook Regular (body text).

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4pts or .885 inches in width (21.717 mm)

Minimum size for logo with tagline is based upon the point size of the logo's tagline. Once the tagline is below 4pts or .885 inches in width (21.717 mm), it runs the risk of becoming illegible. Therefore a version of the logo has been produced without the tagline.

At times, the Calgary Foundation logo may need to be represented in a large format. It may also be used in graphic situations where the logo itself becomes the artwork visual. Provided are examples of large banners where the logo can be arranged in a customized way.

Note that the graphic icon can be positioned to cut off on either edge and or at the top. (see samples)

The graphic portion of the logo should never be trimmed at the bottom, which would cause it to lose its visual graphic integrity.

Any other positioning layouts must be submitted for approval to RedPoint Media & Marketing Solutions. Send requests to Pritha Kalar: pkalar@repointmedia.ca

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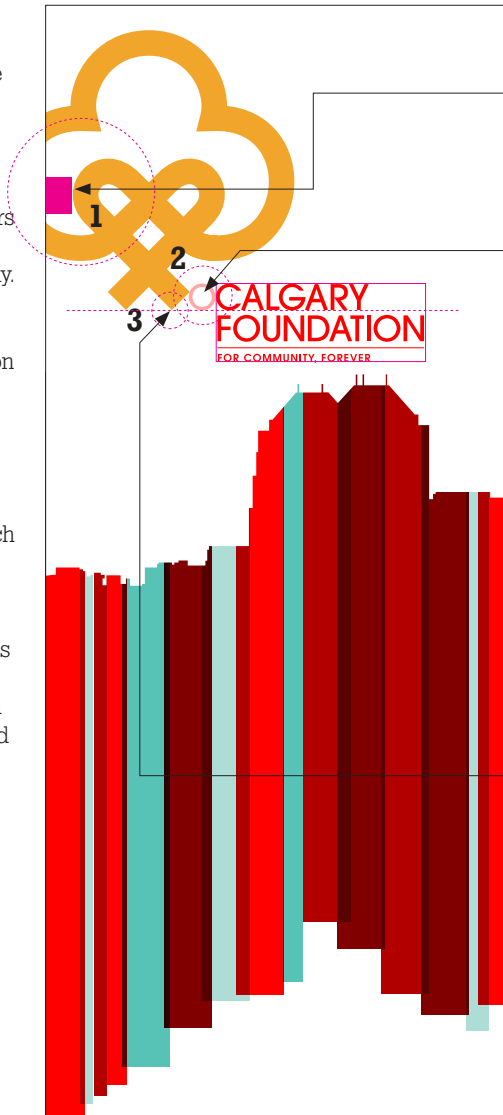
LEFT EDGE CUT-OFF

1 When shifting the logo graphic off the page, use the line width of the graphic as a measurement guide. The middle section of the logo should not sit any closer to the edge of the visual cut-off than the width of the graphic line (see sample).

2 The distance between the bottom corner of the graphic and the "C" in the word portion of the logo is measured by the width of the letter "O" used in the word "FOUNDATION" (see sample).

3 When positioning of the word portion of the logo, the base of the top line of type should line up with the bottom of the graphic (see sample).

RIGHT EDGE AND TOP CUT-OFF

1 When shifting the logo graphic off the right side of the page, use the same measurement as for the left side. The middle section of the logo should not sit any closer to the edge of the visual cut-off than the width of the graphic line (see sample).

2 When the graphic portion of the logo is placed to the right of the word portion, the base of the top line of type should line up with the bottom of the graphic. The distance between the type and the graphic should be the width of the letter "O" (see sample).

3 To position the graphic portion of the logo off of the top of the page, do not trim off more than 1.5 times the line width of the graphic.

maximum cut-off at top for logo

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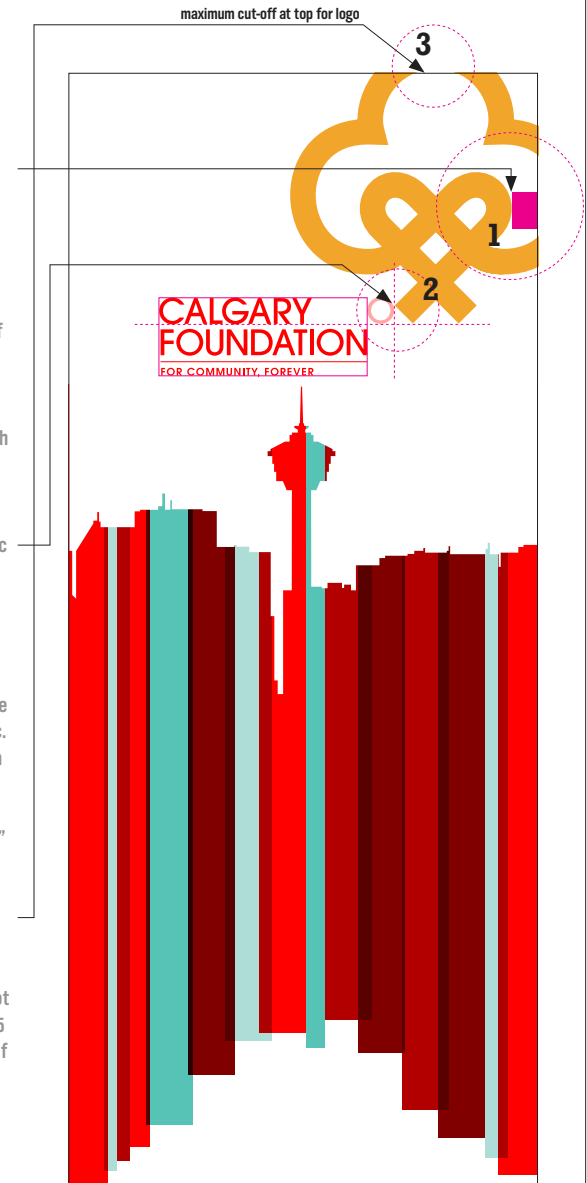
Magazine fonts

Geometric Slabserif has various font thicknesses, each of which also has an italic face. This font is used as the main body-copy type. It also appears in several different applications such as headings, decks, pull quotes, etc.

The other font used for the magazine is **TVNordEFOP-Boldcon.** This font is used on the cover and throughout the magazine in headlines, decks, sidebars, pull quotes, etc.

The use of both fonts adds variety and style to the design. The fonts contrast and complement each other throughout the magazine layout.

The name of the magazine, **SPUR**, is set in **TVNordEFOP-Boldcon** in all caps.

Copy directly beneath the name of the magazine is set in Geometric Slabserif.

Copy on the front cover is **TVNordEFOP-Boldcon,** in upper and lower case. The use of varying point sizes adds to the variety and visual excitement of the cover.

The samples to the left show the different ways the fonts can be used to provide variety and interest throughout the magazine.

SPUR

The Calgary Foundation / Summer 2013

4
ways to improve our food supply

Leave It to Beavers
Reintroducing an iconic species

Sporting Chance
Doc Seaman's record-breaking legacy

Made by Momma
Allyson Palaschuk and the value of helping families

For Art's Sake

King Edward School will take on a new life as the creative hub and nerve centre for Calgary arts groups.

Board Member Profile

On a Roll

From running his business and working with The Calgary Foundation to wheeling down the highway, Dale Ens is always going somewhere.