

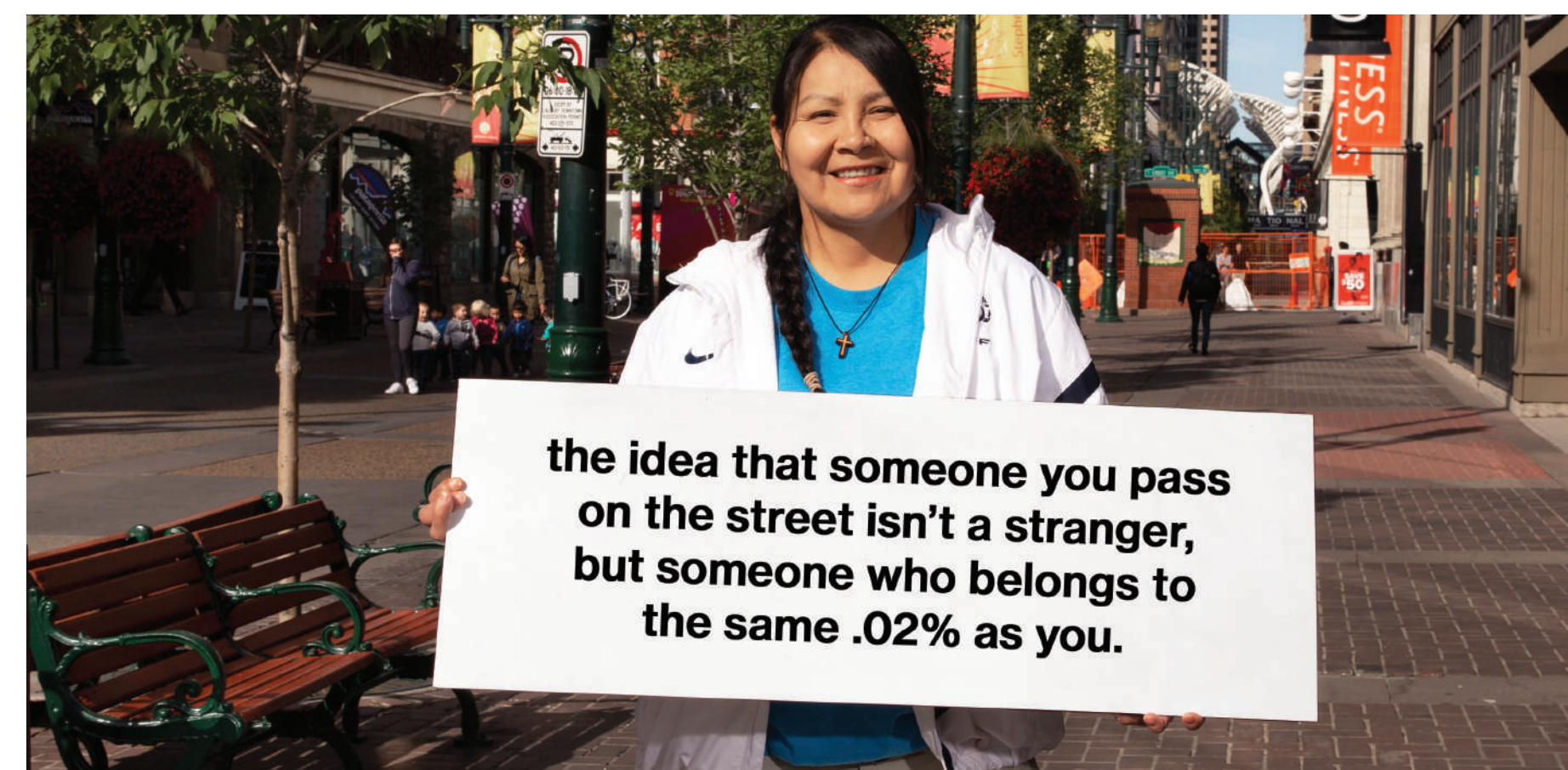
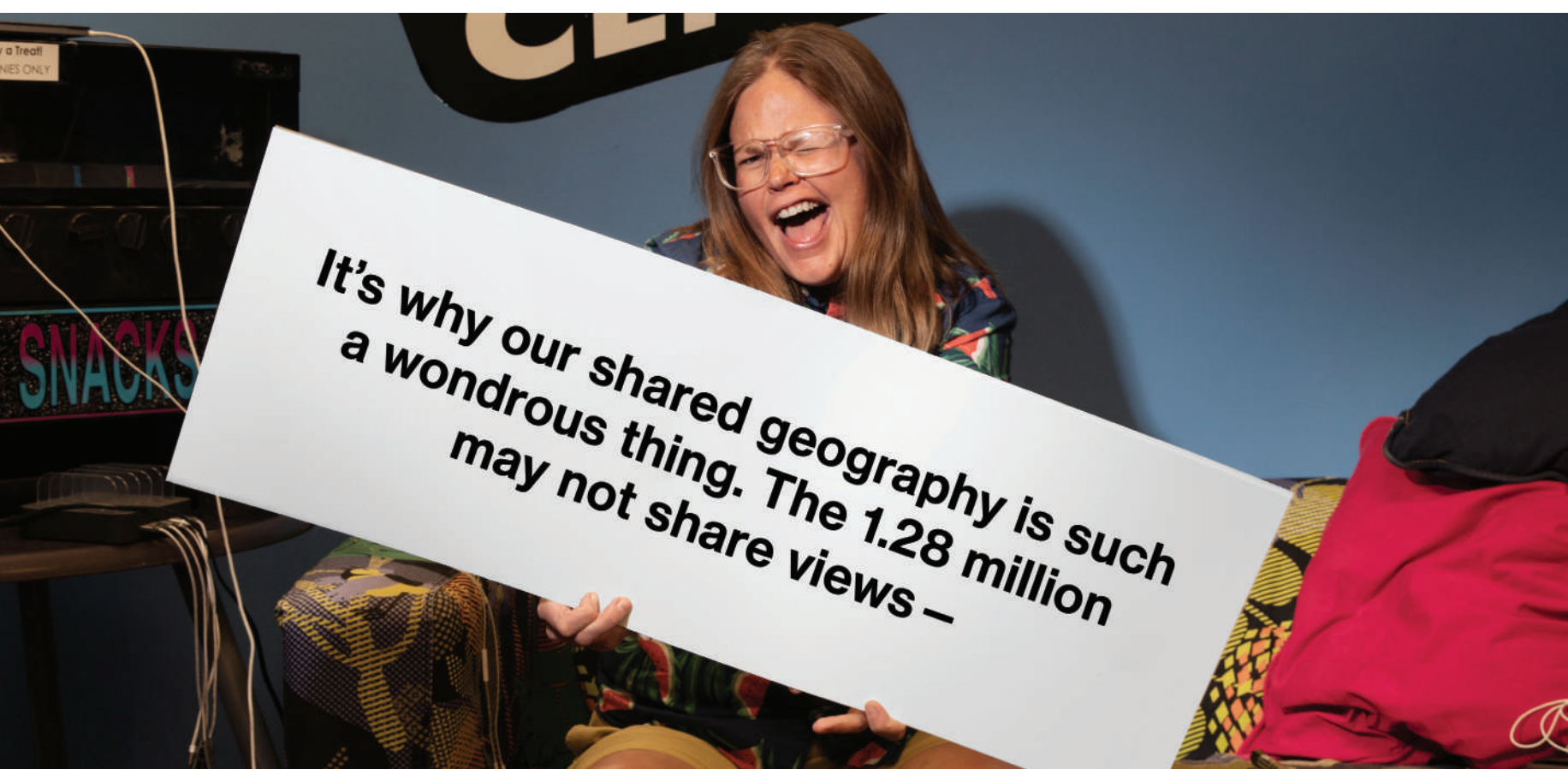
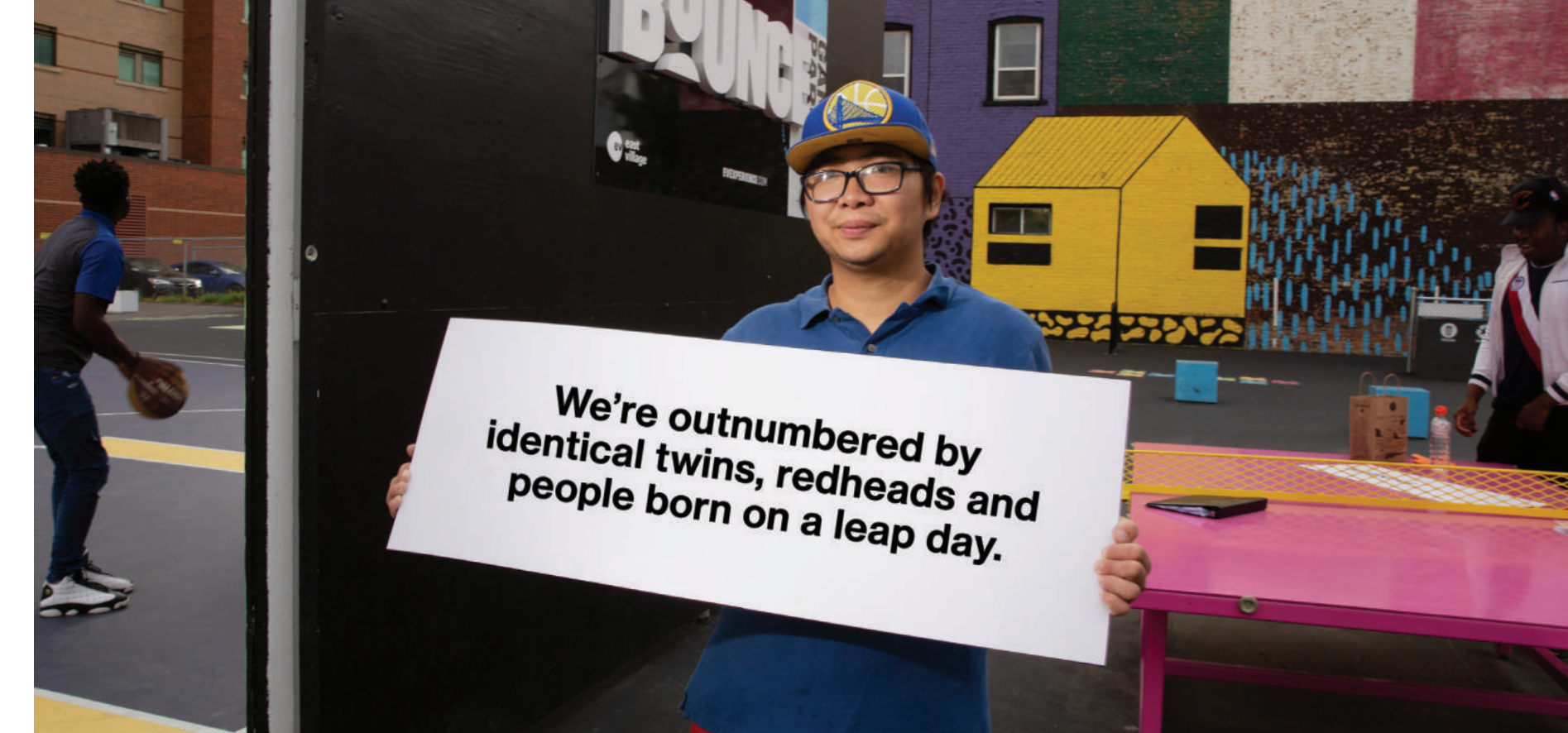


CALGARY FOUNDATION

BRAND STANDARDS GUIDE



Calgary's **Foundation**



QUICK COPY



Calgary Foundation is a friendly, trustworthy, people-centred community organization – all branded written communications should reflect this.

The strength in actions stem from the ability to share optimism, hope, and kindness, but our tone should remain stoic, confident, and not overly tender. It's important to remember that we are a corporate entity—and while we should always show empathy—we should not speak in overly emotive terms, instead remaining confident in our positivity.

Do

- Use plain language
- Use language that conveys confidence
- Maintain a positivity and optimistic viewpoint
- Use language and viewpoints that represent all Calgarians
- Be solution-focused

Don't

- Use jargon
- Let confidence become overly corporate
- Let positivity become oversentimental
- Be dramatic

THE “THE” QUESTION



As a name, Calgary Foundation exists without “the” as an article. Because of this, it has caused many to be extra careful of using the word “the”. To the point where some are fully restructuring sentences to skirt around using article altogether.

Though this is a rule to keep in mind, it should not be a source of stress when speaking about our brand. Hopefully these rules lend some clarity.

Our name is “Calgary Foundation”, not “The Calgary Foundation”. This does not mean that the word “the” never comes before our name.

When in doubt, try to replace “Calgary Foundation” in a sentence with “Nike” or another one-word brand name.

Examples:

- The Calgary Foundation annual report
- Calgary Foundation’s annual report
- John Doe has supported Calgary Foundation for years
- John Doe has supported the Calgary Foundation vision for years

PRIMARY LOGO



The primary logo lockup consists of the brand icon, “Calgary Foundation” wordmark, and “for community, forever” tagline.

For demonstrations of logo usage, view the Applications page at the end of this document.



**CALGARY
FOUNDATION**

FOR COMMUNITY, FOREVER

OTHER LOGOS



The secondary logo is similar to the primary, but with the tagline removed. This logo should be used if the size or application means that the tagline will be difficult to read.

If the logo is used more than once in one piece of communication, you can start with the full logo (including tagline) then use this abbreviated one.

In cases where there is a headline or larger subhead that echoes or repeats the sentiment of the tagline, consider using this secondary logo on its own to increase the impact of the other text.

Consider using the icon by itself if the text of the logo will be too small to be legible.

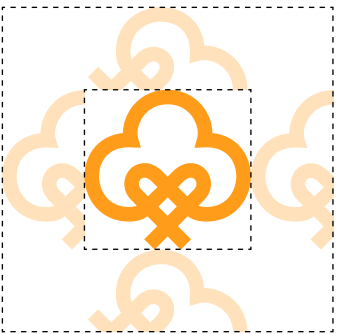
For demonstrations of logo usage, view the Applications page at the end of this document.



LOGO CLEARSPACE



Use a measurement of 'half of the icon' on all sides to give the logo clearspace from copy or other logos.



LOGO USAGE



The Calgary Foundation logo is the main defining mark of the organization, and should always be used in a way that preserves the visual integrity of the brand.

Acceptable uses of the logo include full-colour and single-colour versions of the logo, clearly displayed on brand-coloured backgrounds. If using the logo on a photo, it must be knocked-out in an area that does not confuse the shape or clarity of the logo.

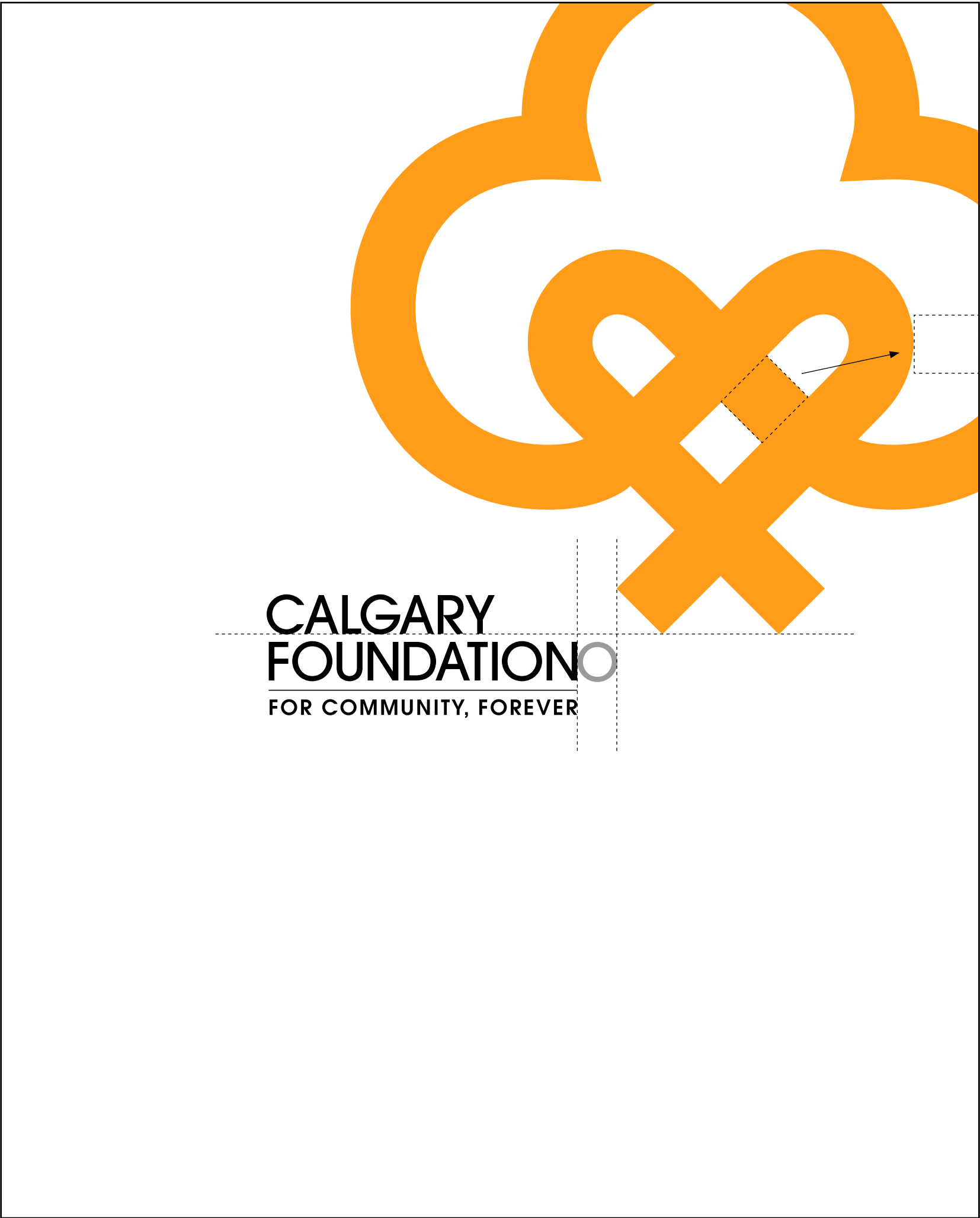
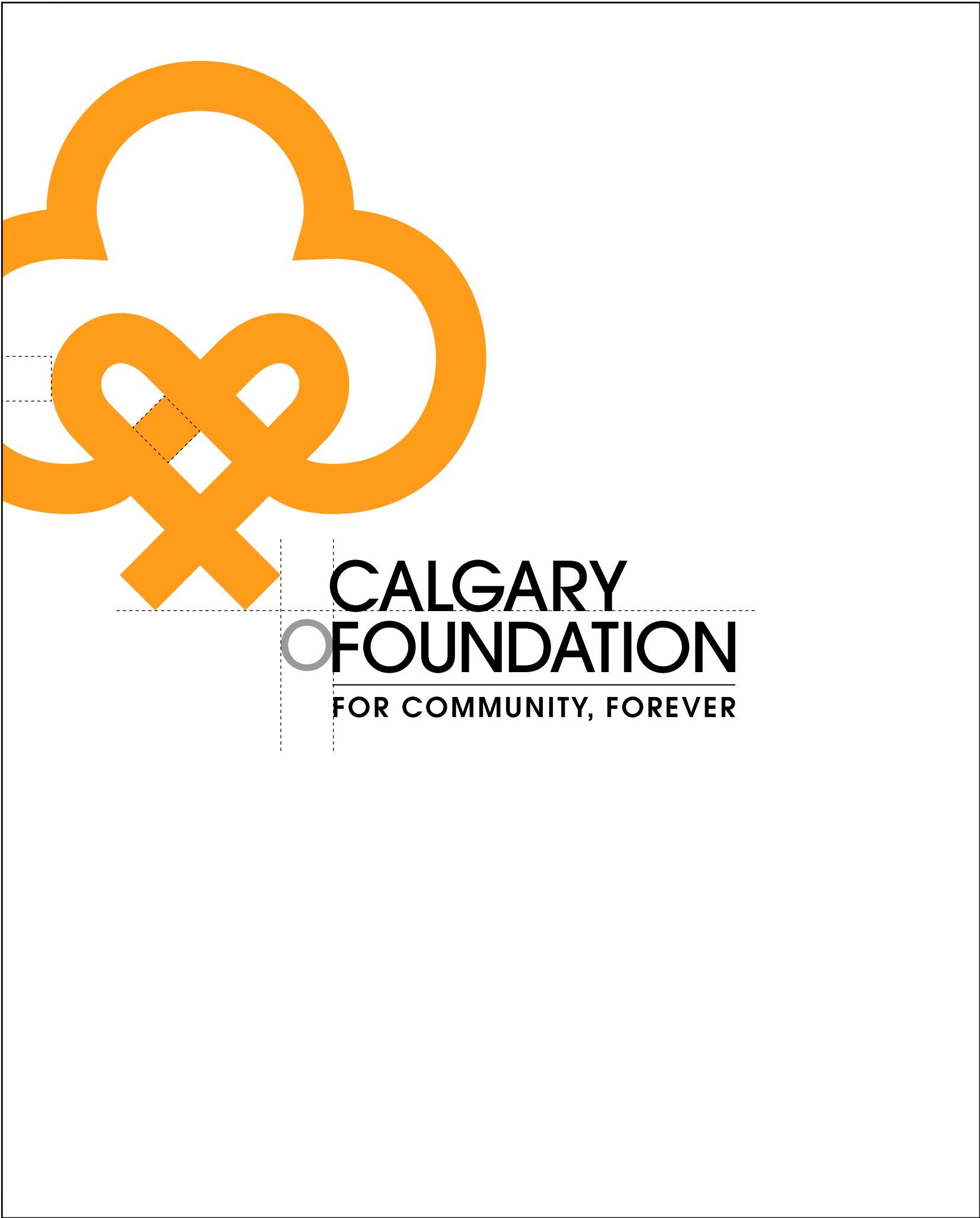
Please don't use the logo in non-brand colours, and don't change the relationship of the icon to the text unless you are doing it for a distinctive graphic effect (see next page).



LOGO USAGE — LARGE



In some instances, the icon may be treated as a graphic element, by being enlarged on the page. If this is done, there are some guidelines that should be adhered to, so that the visual integrity of the icon isn't sacrificed.



LOGO FUND LOCKUPS



Fund names can be shown in tandem with our logo. In this case, the secondary logo is used, to reduce the amount of text characters being shown.

Fund names are written in ITC Avant Garde Gothic BT Bold, with 25pt tracking.

Keep in mind that the font specifications will need to change based on the size of the application. For this reason, the fund lockup template should be used to export a scalable graphic. If this is not possible, follow these parameters:

This logo is displayed at 94px across, and at this size, the accompanying font is 29pt in size, with 35pt leading.

JAMES RICHARDSON FISH MEMORIAL 25 YEAR FUND



GALVIN FAMILY FUND



PROGRAM LOGOS



Calgary Foundation is a large, generalized corporation that houses several smaller, more focussed programs.

Most of these programs can be simply articulated in similar fashion to Stepping Stones and Neighbour Grants, where ITC Avant Garde Gothic BT Book is used to display the name underneath the Calgary Foundation primary logo, in place of the tag line.

In some situations, one of these programs may need an identity of its own. In this instance, there are no set rules other than it should remain tied to the Calgary Foundation mother brand in terms of either colours, fonts, or Calgary Foundation logo. The example of the Pandemic Recovery Program adheres to all of these except font, where a choice was made to use a new font specific to that sub-brand.

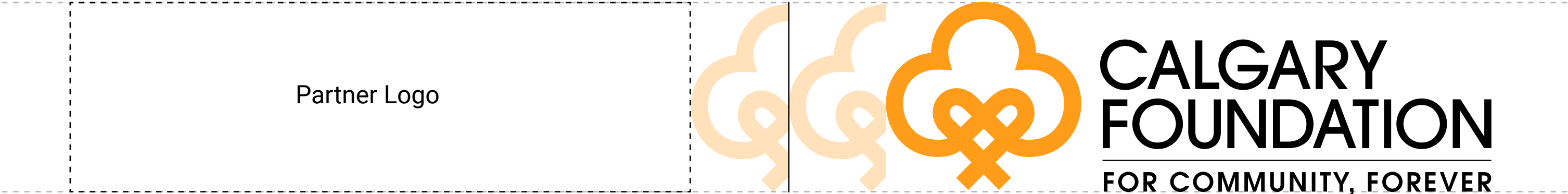


LOGO PARTNERSHIPS



Sometimes, Calgary Foundation must visually represent its relationships with a parter. This can be done quite simply, by placing the logos on top of, or next to, each other.

Calgary Foundation prides itself in being a silent-but-loud partner, one who lifts up their allies. For this reason, the partner logo must always come first, either on the top of the vertical layout, or on the left of the horizontal layout.



COLOURS



Our primary colour palette consists of gold, black, and white. These are the colours that make up the logo, and should be used for most corporate applications, like business cards, letterheads, and corporate advertisement.

Our expanded colour palette is vibrant and optimistic – a diverse range of colours built to be useful and eye-catching in many different situations. This is the colour pool that can be dipped into for expanded brand touchpoints such as editorials, web or social media assets, or any other situation within which the brand has already had an opportunity to be established.

Communal Gold

PMS 1375
#ff9d1b
CMYK: 0/46/96/0
RGB: 255/157/27

Resolved Black

Black
#000000
CMYK: 75/68/67/100
RGB: 0/0/0

Clear White

White
#ffffff
CMYK: 0/0/0/0
RGB: 255/255/255

Purposeful Pink

PMS 226
#d6006d
CMYK: 13/100/26/0
RGB: 214/0/109

Creative Orange

PMS 1585
#ff6b12
CMYK: 0/72/98/0
RGB: 255/107/18

Optimistic Yellow

PMS 102
#fce200
CMYK: 5/5/100/0
RGB: 252/226/0

Loyal Blue

PMS 3125
#00aac9
CMYK: 96/2/21/0
RGB: 0/170/201

True Teal

PMS 3375
#70dfc0
CMYK: 50/0/35/0
RGB: 112/223/192

TYPOGRAPHY



These fonts are meant to exude professionalism and clarity.

Our primary brand font is ITC Avant Garde Gothic BT. This is used for headers.

Our secondary brand font is Roboto, and is used for body copy in both print and web. Roboto has been selected due to its ubiquity as a Google Font, able to be downloaded and used by anybody with an internet connection, regardless of Apple or Windows computers.

—

If there’s ever an issue with using the brand fonts, Verdana can be used as a replacement for ITC Avant Garde Gothic BT, and Arial can be used as a replacement for Roboto.

H1	_____	We are the .02%.
H2	_____	Calgarians make up .02% of the nearly 8 billion people on earth.
Body	_____	We are outnumbered by identical twins, redheads, and people born on a leap day. This seemingly vast city of ours is but a small blip on the face of the earth. That’s why our shared geography is such a wondrous thing. All 1.3 million of us may not share views, but we share a home. We may not look, think, or sound the same – but we are profoundly connected. Our work is to strengthen, support, and foster those connections. Each year, nearly 50 million dollars flows through a web of organizations to every corner of our city, to support causes as myriad as our citizens – from large organizations to lending libraries. As that funding spreads across the city, our hope is that it brings something else with it – an idea. The idea that we’re more connected than we know.
Caption	_____	<i>So, maybe the next time you pass someone on the street you won’t see a stranger. You’ll see someone who belongs to the same 0.2% as you.</i>
Links	_____	<u>Text Link</u> BUTTON LINK

OUR PHOTOGRAPHY



Photography should add connection and empathy to our communications - it takes the success of our funding model and portrays it on a compelling human scale.

When composing new photography, aim to focus on the story that the photo tells through the subject matter and the environment. Colours should be bright and optimistic where possible, and photos should feel vibrant and active rather than staged and passive.

When working with provided images, use cropping to find and focus on a human or story element within a larger photo.





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