



# **BRAND STANDARDS GUIDE**

# 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.

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.



# 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 knockedout 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.



# 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 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

## RECOGNITION

If you are recognizing Calgary Foundation in your materials, please feel free to reach out to our Communications team if you have questions, feedback, or if you require approval.

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