

## LOGO USE GUIDE

Help us manage the Calgary Foundation's brand visual identity by following the guidelines outlined below.

### Website Use

- If you display the Calgary Foundation logo on your website, you must also include an active link to us at <http://www.calgaryfoundation.org>.
- The ideal logo for website use is either the colour TIFF or JPG. Calgary Foundation logo should never be used smaller than 95 pixels high.
- Contact the Foundation's Marketing and Communication Staff at 403-802-7308 if you have any questions, or if you would like us to preview the position of the logo on your site.

### Print Use

- Both black and white and colour versions of our logo are available for download. Please use the black and white logo for black and white publications and the colour logo for colour publications.
- Ideally, we'd like you to use the EPS (encapsulated post script) versions of our logo whenever possible. The EPS file is vector art file. This means that it can be successfully resized without affecting how crisp and clear it looks — a vector logo will look just as good on a business card as it will on a banner hanging from the side of a building.
- We understand that not all organizations have the ability to work with EPS files. Many standard software packages, including Microsoft Word, can only accommodate JPGs.

- JPGs are not vector art. They are, instead, raster files – compressed photos of the artwork made of a finite number of pixels. That means that the quality of the artwork will suffer when it is manipulated. It cannot be enlarged without causing jagged edges, or pixilation, to occur. A raster file only looks good when it is used at exactly the same size at which it was created. Therefore please **do not** alter the size of the JPGs we've provided for your use.

Again, do contact us at 403-802-7308 if you have any questions regarding the use of our logo, or if you would like us to preview the position of the logo on your print material.

Finally, a Pantone version of our logo is available upon request. Our official colours are Pantone 131 and black.

### **Important to Note**

You may not alter the Calgary Foundation logo in any manner, including its layout, colors or elements. Use of our logo does not constitute a license for its use or any other right to the Calgary Foundation logos or trademarks.