Community Foundation
for Kingston & Area

Corporate Guidelines

Logomark

Wordmark

Community Foundation
for Kingston & Area

Basic Community Foundation for Kingston & Area. Identity Usage Guidelines

Consistent and proper usage of the Community Foundation for Kingston & Area corporate identity will help reinforce branding efforts. The corporate identity consists of two main elements – the logomark, and the wordmark.

These two main elements should not be used separately unless in very few special circumstances and with written approval from Community Foundation for Kingston & Area.

Corporate Fonts

The primary corporate font for Community Foundation for Kingston & Area is Myriad Pro. This is a sans-serif font that is best used for titles, small amounts of type, and electronic formats. (Myriad Pro is used in this document as the title, sub heading and body text font.) The secondary corporate font for Community Foundation for Kingston & Area is Minion Pro. This is a serif font that is best used for large amounts of type at small sizes. The web fonts for Community Foundation for Kingston & Area are Verdana or Arial. Below are examples of the corporate fonts.

Myriad Pro   Minion Pro   Verdana   Arial

Corporate Colours

The Community Foundation for Kingston & Area corporate identity uses two spot colours; Pantone 3125 for Shoal Blue, and Pantone 301 for Lake Ontario Blue. Below is a breakdown of the corporate colours to CMYK for full colour process printing, RGB values for multimedia applications, and Hex values for the web.

Shoal Blue
PMS: Pantone 3125
CMYK: C89 M0 Y20 K0
RGB: R0 G176 B202
Hex: #00B0CA

Lake Ontario Blue
PMS: Pantone 301
CMYK: C100 M46 Y5 K18
RGB: R0 G82 B147
Hex: #005293

Colour Palette

The Community Foundation for Kingston & Area corporate identity is provided in the following colours: solid black; grayscale; Lake Ontario Blue (Pantone 301); two spot (Full) colours (Pantone 3125 and Pantone 301); and white (reversed-out). When used on a Shoal Blue or Lake Ontario Blue background, the white (reversed-out) logo must be used; otherwise, depending on application and background colour, a black or white corporate logo can be used when the logo is placed over a solid colour or image.

Full Colour Version

The ideal representation of the Community Foundation for Kingston & Area corporate identity is the full colour version of the logo. Community Foundation for Kingston & Area strongly recommends its use on all colour materials.

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One-colour Versions

In black-and-white or one-colour media such as newspaper articles, ads, or flyers, the logo can be reproduced in solid black, Lake Ontario Blue, white or grayscale. A grayscale version of the logo is available for black-and-white print projects that can accommodate a greater level of detail.
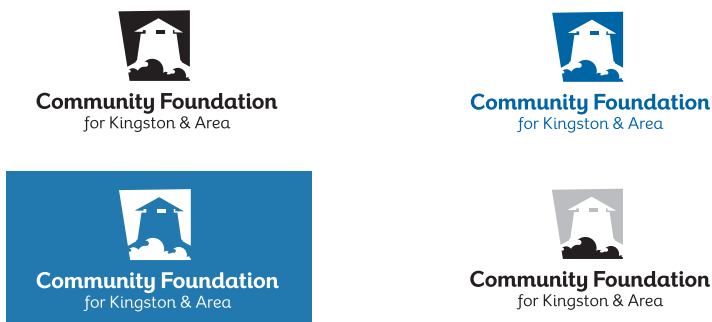
Background Colours

The preferred background colour for the Community Foundation for Kingston & Area corporate identity is white. The logo can appear on colour or black backgrounds, as long as the legibility of the identity is not compromised. Below are examples of how the identity should be used on different backgrounds. Never place the identity on a busy background.

Electronic File Formats

Electronic file formats are available for both Macintosh and PC platforms, in Adobe Illustrator EPS, PDF, GIF, JPEG and DWG formats. The EPS or PDF format should be used for all printed material (such as brochures, datasheets, banners and signage). GIF and JPEG files should be used for digital applications (such as web and multimedia applications).

Clearspace

To assure the prominence and clarity of the Community Foundation for Kingston & Area corporate identity, it is important to make sure that the corporate identity always has room to breathe. The minimum clearspace is very important to ensure that the corporate identity stands out and is not competing visually with other graphic elements. Do not place graphics, type, photographs, or illustrations inside this space.

The minimum clear space is the height of the letter "F" in the wordmark Community Foundation for Kingston & Area. Always measure the clearspace from the entire width or height logo as shown. Where possible please allow more clear space around the logo.

Minimum Identity Size

To ensure legibility of the Community Foundation for Kingston & Area. corporate identity, a minimum size has been determined.

The Community Foundation for Kingston & Area. corporate identity cannot be any smaller than 1.5 inches in width for print and 108 pixels in width for the web. However, the preferred minimum identity size is 1.75 inch in width for print. The solid black identity works best at small sizes.

Minimum Size for Print

Minimum Size for Web

1.0"

109 px

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Alternate Corporate Identity

The original Community Foundation for Kingston & Area corporate identity should be used whenever possible. In situations where the primary corporate identity absolutely will not fit, an alternative logo may be used. This alternate identity should only be used when the identity is required to fit in an extreme horizontal space.
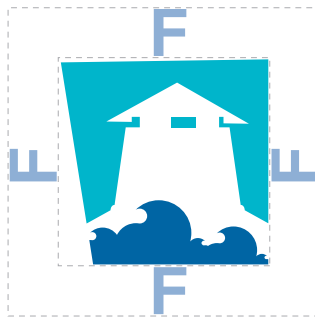

Alternate Corporate Identity Clearspace

The minimum clear space is the Y height of the letter "F" in the wordmark Community Foundation for Kingston & Area. Always measure the clearspace from the entire width or height logo as shown. Where possible please allow more clear space around the logo.

Logomark

The logo mark should never be altered and the proportions should always be maintained.

The minimum clear space is the height of the letter "F" in the wordmark Community Foundation for Kingston & Area. Always measure the clearspace from the entire width or height logo as shown. Where possible please allow more clear space around the logo mark.

Wordmark

The wordmark should only be used by itself in very few special circumstances and with written approval from Community Foundation for Kingston & Area. The wordmark should never be altered and the proportions should always be maintained.

The minimum clear space is the height of the letter "F" in the wordmark Community Foundation for Kingston & Area. Always measure the clearspace from the entire width or height logo as shown. Where possible please allow more clear space around the logo.

Unacceptable Applications

DO NOT alter in any way the electronic logo artwork either in proportion or colour. The Community Foundation for Kingston & Area corporate identity should only be used as specified in this document. Special attention should also be paid when placing the corporate identity on a solid background, and it should never be placed on a busy background image. Below are examples of some UNACCEPTABLE applications of the corporate identity.
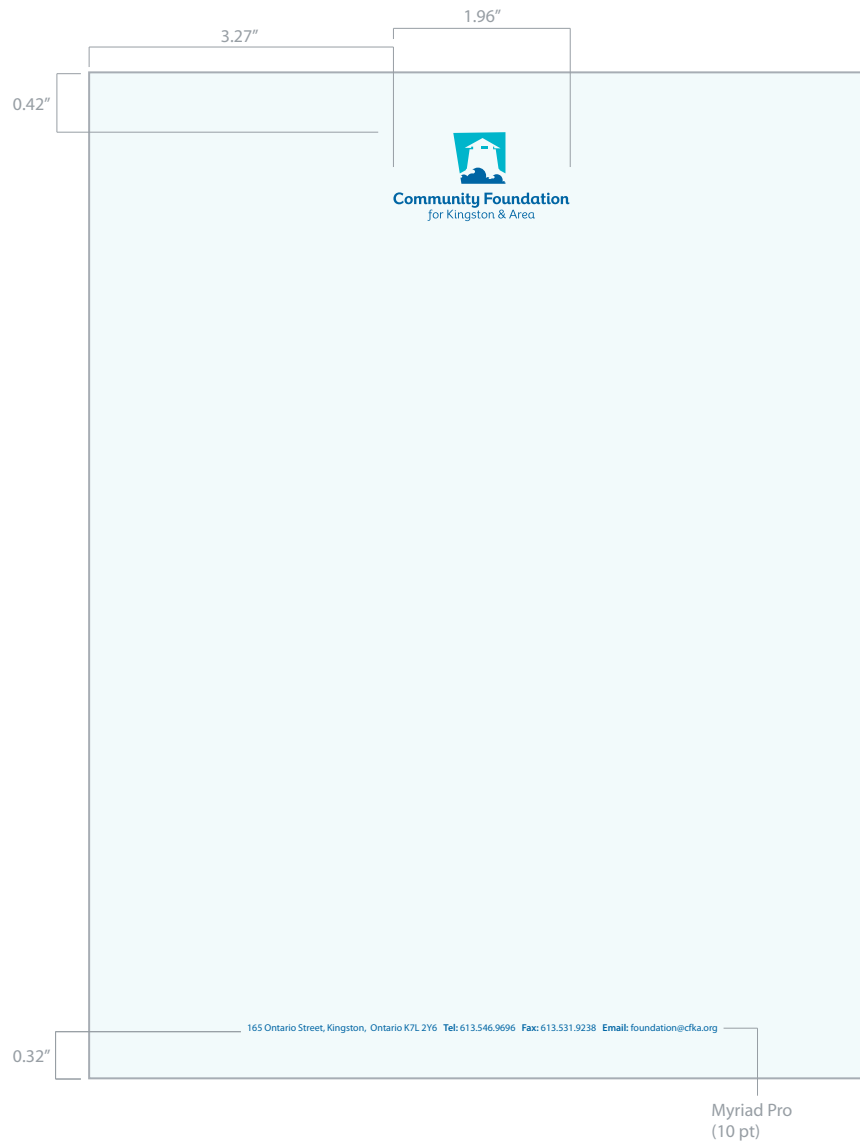
Stationary

Business Card

Do not alter the layout of the business cards, scale the logo or change the size of the font. The Community Foundation for Kingston & Area business card should only be used as specified in this document. Electronic template files of the business card are available on request. All business cards are 3.5"w x 2"h. Business cards are shown at 100% of actual size.

1.4"

0.26"

Myriad Pro
(9pt)

Community Foundation
for Kingston & Area

0.25"

Myriad Pro
(6 pt)

Name Lastname
Job Titile

Myriad Pro
(7 pt)

165 Ontario Street, Kingston, Ontario K7L 2Y6
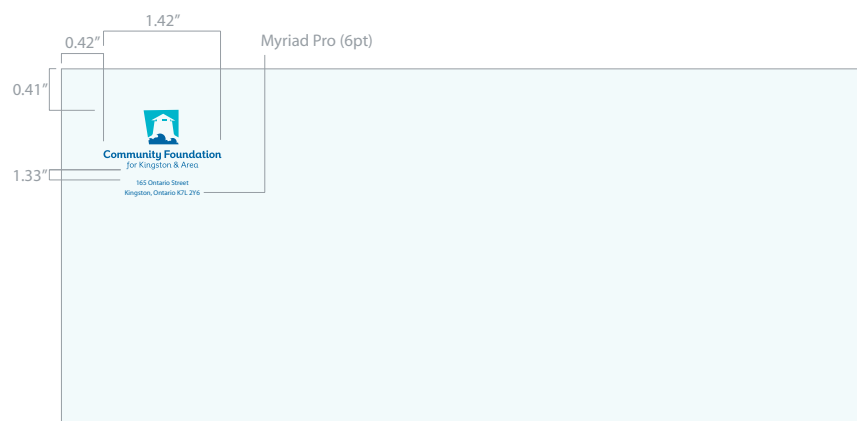**Tel.** 613.546.9696 **Fax.** 613.531.9238 **Email.** name@cfka.org

0.20"

Letterhead

Do not alter the layout of the letterhead, scale the logo or change the size of the font. Electronic template files of the letterhead are available on request. The letterhead is 8.5"w x 11"h. Example letterhead below is not at actual size.

1.96"

3.27"

0.42"

Community Foundation
for Kingston & Area

165 Ontario Street, Kingston, Ontario K7L 2Y6 **Tel:** 613.546.9696 **Fax:** 613.531.9238 **Email:** foundation@cfka.org

0.32"

Myriad Pro
(10 pt)

Envelope

Do not alter the layout of the envelope, scale the logo or change the size of the font. Electronic template files of the envelope are available on request. The envelope is 9.5"w x 14.11"h. Example envelope below is not at actual size.

1.42"

0.42"

Myriad Pro (6pt)

0.41"

Community Foundation
for Kingston & Area

1.33"

165 Ontario Street
Kingston, Ontario K7L 2Y6

Donation Envelopes

Myriad Pro (8pt)

0.19"

Charitable Registration Number 89143 2395 RR0001

Myriad Pro (10pt)

0.27"

E: foundation@cfka.org   www.cfka.org
T: 613.546.9696   F: 613.531.9238

Community Foundation
for Kingston & Area

0.27"

0.64"

1.58"

2.60"

0.53"

Community Foundation
for Kingston & Area

Myriad Pro (10pt)

0.28"

165 Ontario Street, Kingston,
Ontario K7L 2Y6

1.26"

Myriad Pro Light (10pt)

The Community Foundation for Kingston & Area provides an opportunity for each of us to say **"thank you"** to the community that has been so good to us. Your gift enables the Foundation to support many vital organizations in the community.

Myriad Pro (11pt)

Please contact me about:

Myriad Pro Light (11pt)

☐ Including the Foundation in my estate planning.
☐ The latest tax incentives from Canada Revenue Agency on charitable giving.
☐ Setting up a fund.

0.56"

0.27"

Myriad Pro (8pt)

Name _____
Address _____
City _____ Postal Code
Telephone ( ) _____ Fax ( ) ____
Email _____

Amount $ _____
☐ I request anonymity

Method of Payment

☐ Cheque   ☐ MasterCard
☐ Visa   ☐ AMEX

Myriad Pro (6pt)

Signature _____
☐ Apply my gift to: _____
☐ Apply my gift where most needed.
☐ Apply my gift to a permanent endowment fund.

Number _____

Expiry Date

Myriad Pro Light (8pt)

Myriad Pro Light (6pt)