



LONDON
COMMUNITY
FOUNDATION

Brand Guidelines

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Logo

The **LCF** logo consists of two elements:

1. A graphic illustration consisting of an abstract, circular tree symbol
2. The words London Community Foundation in all caps

The following are the correct colour usages for the **LCF** logo:

- colour version (preferred application)
- black and white version
- logo in white reversed out of black or any dark-coloured background
- logo in green reversed out of black or any dark-coloured background



See the **Notes** section for more information on file types.

Logo

Colour

The following are the correct colour usages for all LCF program logos:

- colour (preferred application)
- black and white version
- the logo in white reversed out of black or any dark-coloured background

Note: For purposes of cost, please use the provided CMYK colour version of the logo on all printed materials running on a digital press. The Pantone version is only to be used when requested by your printer.

Graphic Environment

To make sure that the brand stands out clearly, it should always be framed with an area of unobstructed space.

This space must be the height of the large bottom leaf of the logo as shown in the diagram.

Minimum size restrictions ensure that our logo is always clearly legible.

Usage with LCF Logo

In situations where the LCF logo must be used at the same time as a program logo, the minimum size restrictions for the LCF should change from 1" to the same minimum of the secondary logo (1.5" or 2") so that they appear to be equal weight.

Usage

Graphic Environment

To make sure that the brand stands out clearly, it should always be framed with an area of unobstructed space.

This space must be the height of the largest tree segment from the tree symbol as shown in the diagram.



Minimum size restrictions ensure that the logo is always clearly legible.



Usage Errors



Distorting the logo in unequal proportions.



Applying colours not recommended in brand guide.



Placing the logo on top of a gradient or patterned background.



Placing the logo too near other design elements. Follow graphic environment restrictions as indicated.

Palette

The colour palette for the logo is predominantly black with **LCF Green** as an accent colour.

In marketing materials **LCF Green** should generally be used as an accent colour with Dark Grey body copy on a white background.



Black

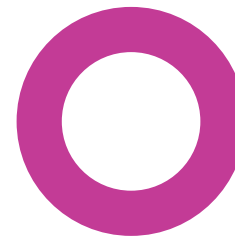
CMYK	RGB
0-0-0-100	0-0-0
PANTONE	HEX#
Solid Colour	00000
(100% black)	



LCF Green

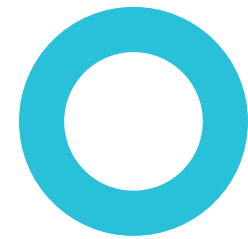
CMYK	RGB
59-0-100-7	108-179-62
PANTONE	HEX#
368C	6CB33E

Complimentary Colours:



Pink

CMYK	RGB
21-90-0-0	196-61-150
PANTONE	HEX#
240C	C43D96



Blue

CMYK	RGB
68-0-13-0	30-192-218
PANTONE	HEX#
311C	1EC0DA



Orange

CMYK	RGB
0-74-100-0	242-103-33
PANTONE	HEX#
166C	F26721

See the [Notes](#) section for more information on colour usage.

Fonts

Helvetica Neue is used on all professional materials whenever possible.

Arial can be substituted for Helvetica Neue if necessary for in-house applications.

Headlines, Subheads & Body Copy

Helvetica Neue – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Emphasizing Body Copy

Helvetica Neue – Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Additional Font Use

(where applicable)

Helvetica Neue – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Additional Font Use

(where applicable)

Helvetica Neue – Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Notes

Colour Specifications

CMYK – Use CMYK (Cyan, Magenta, Yellow, Black) for digital printing applications. Use official Pantone swatches for reference to ensure accuracy.

PANTONE – Use Pantone spot colour in offset print applications where colours must match exactly. This is the most costly yet accurate print method.

RGB – Use RGB (Red, Green, Blue) for electronic applications such as websites and PowerPoint presentations.

HEX – Use HEX codes for digital applications such as HTML websites.

- NOTE: You can expect colour variations across different devices. Computer monitors and digital printers are all colour calibrated differently.
- Do not use this actual brand guide for colour matching. A Pantone colour deck is your accurate reference.

Digital Files

.eps You may need to supply this type of hi-res vector file to professional print companies for large signage and billboards or to graphic designers. You will not be able to open these files without professional software programs such as Adobe Illustrator or Adobe InDesign.

.jpg Best for simple applications such as MS Word where the LCF logo will be displayed against a white background.

.png Best for use in Internet and PowerPoint applications where the background of the LCF logo needs to be transparent and without a white or black box around it.

Contact Information

For information and usage approval, please contact:

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