



Community Initiatives Fund

Connect • Engage • Thrive

VISUAL IDENTITY STANDARDS TOOLKIT

Updated July 2015

1. Introduction, Background

The **Community Initiatives Fund** (CIF) has many assets. One of its most important assets is its name, which gives it a recognized identity. Another asset is its reputation. So, too, is its newly-approved visual identity, which is the way this organization is represented by symbols, typography, colour and other graphic elements in visual media such as print, video, electronic media, clothing and other promotional items. Visual identity is an extremely valuable asset.

A clear, consistent visual identity protects and differentiates the CIF image from any other organization with a similar name or mission. It helps reduce the chance of current and potential grant recipients and delivery partners from becoming confused with the CIF's role in funding their respective programs and projects.

Adherence to the Visual Identity Standard Operating Procedures is crucial in ensuring that CIF projects a consistent overall look of professionalism in its programming and programs delivery. Through appropriate use of CIF's visual identity, the Ministry of Parks, Culture and Sport and the Saskatchewan Gaming Corporation will also be recognized for their respective efforts relating to CIF programming and delivery. (Refer to required narrative declaring association.)

The most important aspect of any visual identity program is consistent participation. CIF requires program delivery partners and grant recipients to give adequate attention to detail and demonstrate a real willingness to recognize and follow CIF's Recognition Policy. It is also critical CIF officials follow the Standard Operating Procedures in all print and visual production relating to the CIF.

2. Application of Visual Identity Standards Toolkit (Standards)

Standards are applicable and relevant for CIF officials, CIF program delivery partners and CIF grant recipients, and cover the production of any visual item that projects CIF's messages or identity, including recognizing CIF as the sole or partial funder of an approved program or project, regardless of audience.

This Standard assumes placement of the CIF visual identity logo, tagline of "Connect. Engage. Thrive." and accompanying "Community Initiatives Fund" words, as placed.

Examples of venues whereby Standards are applicable:

For CIF

Advertisements, Invitations, Publications, AV materials, Displays, Media releases, Signage, Stationery, Brochures, Purpose Orders, Annual reports, Posters, Website, Electronic presentations, Email (discretionary).

For PCS Ministry and Saskatchewan Gaming Corporation

Media releases relevant to CIF, Annual report narrative relevant to CIF (discretionary).

For grant recipients

All CIF-funded efforts including: Advertisements, Invitations, Publications, AV materials, Displays and backdrops, Media releases, Placemats, Posters, Direct mail, Electronic presentations, Signage.

3. Logo Access and Use

The CIF visual identity logo will be available from CIF officials and downloadable from the CIF website at: www.cifsask.org

CIF officials shall include the CIF logo on all materials for external audiences including media advisories and media releases and Email communication. CIF's programs delivery partners must include the CIF logo on all materials relating to program delivery and reporting, including media advisories and media releases. CIF's programs grant recipients must include the CIF logo on all materials relating to the contribution of CIF's funds to respective community project(s) and for the life of the said community project.

4. Maintaining Logo Integrity

The CIF visual identity logo cannot be modified. Do not add words to the logo or immediately below the logo. Do not break the visual component, change the relative size of the logo elements or use a different typeface/font.

Colour presentations and file formats of the logo are available on the CIF website www.cifsask.org

File formats appropriate for specific applications are indicated on back page. Specific questions relating to logo application and placement should be directed to the CIF communication consultant:

Angela Tremka
#105 – 2550 – 12th Ave.
Regina, SK S4P 3X1
Tel: 306.780.9394
Fax: 306.780.9396
admin@cifsask.org

Logo Colour Applications

Full-colour application:

From left to right, use PANTONE 5757, 377, 5777. All words are to be printed in basic black. Colour dots between tagline words are PANTONE 377. This is the standard colour application for CIF and is the preferable application.

CIF also has a **horizontal logo available in full-colour.**



PANTONE 5757
CMYK:
C-27, M-0, Y-95, K-55



PANTONE 377
CMYK:
C-45, M-0, Y-100, K-24



PANTONE 5777
CMYK:
C-10, M-0, Y-49, K-28



BLACK
CMYK:
C-0, M-0, Y-0, K-100



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Two-Colour application:

The logo visual is rendered in shades of PANTONE 377 and basic black.

When the logo is rendered as a positive (black and PANTONE 377), it must appear on a white, cream, or similarly pale, light background.

Image on right indicated correct use of logo when being displayed on a dark or black background.



PANTONE 377 = 100%
BLACK = 50%
(Transparency)



PANTONE 377 = 100%



PANTONE 377 = 65%



BLACK = 100%



One-Colour application:

(Black, Grey, White). Due to cost or medium restrictions, the logo may need to appear as a one-colour application. When the logo is rendered as a one-colour positive, it may appear in screens and black. When the logo is rendered as a one-colour negative (reverse application), it may appear all in screens and white. Again, the one-colour negative application is intended for use with dark backgrounds.



CIF also has a **horizontal logo available in grey style.**



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Minimum Allowable Size and Isolation Placement

Vertical Logo:

To ensure sharp reproduction and legibility, the CIF logo should not be reproduced smaller than 1.125" (h) x 0.875" (w). There is no maximum size for this logo application.



To ensure the CIF logo stands out when displayed, the minimum amount of white space required around the logo and wherever possible, more white space is desirable. See "A" space right.



Horizontal Logo:

To ensure sharp reproduction and legibility, the CIF logo should not be reproduced smaller than .83" (h) x 2.14" (w). There is no maximum size for this logo application.



To ensure the CIF logo stands out when displayed, the minimum amount of white space required around the logo and wherever possible, more white space is desirable. See arrows.



Each logo presentation is available in the following electronic file formats:

VECTOR formats

EPS *encapsulated postscript*

Files are vector and are for **PROFESSIONAL** desktop publishing software application and can be enlarged without losing any image quality.

RASTER formats

JPG or JPEG *Joint Photographic Experts Group*

GIF *Graphics Interchange Format*

PNG *Portable Network Graphic*

TIF *Tagged Image File (Vertical logo only)*

BMP *Bitmap Image File (Vertical logo only)*

These formats are suitable for placement in most desktop publishing software as well as Microsoft products including Word and PowerPoint. **GIF** and **PNG** files are also most commonly used on the web or for placement in email signatures.