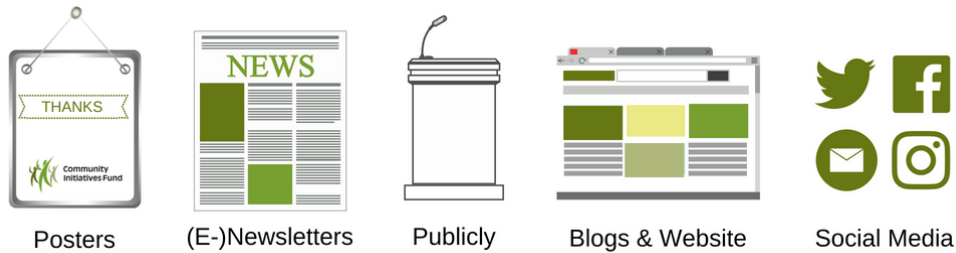


VISUAL IDENTITY STANDARDS TOOLKIT

As a CIF grant recipient, you are required to recognize CIF for providing a grant in support of your project. You are asked to consider every opportunity to recognize CIF throughout project delivery. This may be accomplished in any combination of the following activities:













- electronically through websites, e-newsletters, bulletins, blogs, and/or social media;
- in printed products, advertisements, brochures, posters, newsletters, annual reports, media releases, signage, and/or correspondence; and,
- publicly during a community gathering or celebration, and/or at exhibits and displays.

Logo Access and Use

The CIF visual identity logo is available to download in a variety of formats (EPS, JPG, GIF, PNG, TIF, BMP) on the CIF website (www.cifsask.org). CIF's grant recipients must include the CIF logo on all materials relating to the contribution of CIF's funds to respective community project(s), throughout project delivery.

	PANTONE 5757 CMYK 27-0-95-55 RGB 104-119-24 Hex 667814
	PANTONE 377 CMYK 45-0-100-24 RGB 119-161-49 Hex 77a131
	PANTONE 5777 CMYK 10-0-49-28 RGB 176-184-123 Hex b0b87b
	Black CMYK 0-0-0-100 RGB 0-0-0 Hex 000000

	Horizontal Orientation	Vertical Orientation	Sizing
FULL COLOUR			 <p>To ensure legibility, CIF's horizontal logo should not be smaller than 1" wide.</p>
			
	GREY-SCALE		
REVERSE			 <p>To ensure the logo stands out when displayed, the minimum amount of white space required around the logo should be the size of the logo font & the width of "CIF"</p>