EDMONTON COMMUNITY FOUNDATION

LOGO GUIDELINES

Logo

E D M O N T O N
C O M M U N I T Y
F O U N D A T I O N

ECF_Logo-Blue.eps

ECF's main logo is the symbol that represents the organization and should be featured on all brand materials. **Note that the logo may be used in reverse (white text on a blue background).**

INITIALS ICON

ECF

ECF_Initials-Blue.eps

When space does not allow for use of the main logo please use the reduced initials icon.

The logos are provided in a variety of different file formats and colour variations (including black, Pantone, and reverse [white on blue]). Vector files are infinitely scalable and should be used for print applications — they are in CMYK colour mode (or Pantone, for spot colour printing). Raster files are created for web usage and are in RGB colour mode.

The table below will help you remember what files to use for any application.

FILE NAME	FILE TYPE	COLOUR MODE	USE
.eps	Vector	CMYK/Pantone	Print
.ai	Vector	CMYK/Pantone	Print
.jpg	Raster	RGB	Web
.png	Raster	RGB	Web

ECF

Logo Usage

LET THE LOGO BREATHE

The logo should always have clear space around it. The diagram above shows the amount of space that is required at all times around the logo.

The magenta box shows that the clear space required is equal to the height of the two lines of text: "Edmonton Community". The light blue shows the spacing applied to all sides of the logo — no text, imagery, or other logos should enter this space.

Ensuring the right amount of clear space is incorporated around the logo keeps it clear and readable, no matter where it is used.

MINIMUM SIZE

To maintain readability, the logo should not be printed smaller than 4 cm in width. **When a logo is required for use in a smaller application, please use the ECF Initials Icon.**

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Logo Usage

RESPECT THE LOGO

Do not rotate the logo so it does not sit on the correct axis.

Do not stretch or distort the logo from its correct proportions.

Do not apply a gradient to the logo.

Do not remove or rearrange any elements of the logo.

Do not apply a drop shadow to the logo.

Do use the logo in white on a blue background.

SPECIAL USAGE

Note that in some cases, such as on *Legacy in Action* covers, the logo may be presented in the colour of that application (instead of ECF's brand colours).
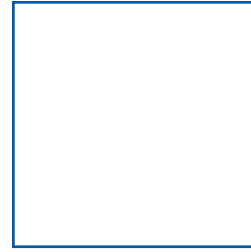
Brand Colours

PRIMARY COLOURS

PANTONE 293 C

■ 100 ■ 69 ■ 0 ■ 4

#003DA5

WHITE

■ 3 ■ 64 ■ 100 ■ 0
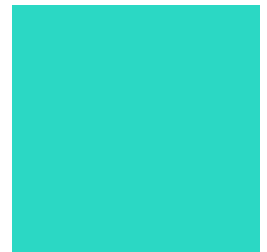
#F37223

SECONDARY COLOURS

PANTONE 2965 C

■ 100 ■ 63 ■ 16 ■ 78

#2A4B64

PANTONE 2925 C

■ 85 ■ 21 ■ 0 ■ 0

#2D8ED5

PANTONE 333 C

■ 49 ■ 0 ■ 28 ■ 0

#2FDAB8

ECF's primary colours are blue and white. The Pantone numbers given apply to both coated and uncoated stock.

When a more dynamic colour palette is required, ECF's secondary colours can be used.

ECF

ECF