

Children's Fund Branding Guidelines

A large, stylized green silhouette of a person with arms raised in a celebratory gesture, set against a background of a bright yellow sunburst.

Giving hope for brighter tomorrows

This document outlines the graphic identity standards related to logo use, colors and graphic elements that create a strong visual identity. Consistent use of the Children's Fund logo, tagline and colors is critical to maintaining a strong and memorable brand.

Primary Logo

The Children's Fund logo is made up of two elements—the symbol and the wordmark. The relationship between them is fixed and must never be altered.



Minimum Size

The Children's Fund logo should never appear smaller than shown at right.



Logo with Tagline

This Children's Fund logo variation includes our "Giving hope for brighter tomorrows" tagline. The relationship between the logo and tagline is also fixed.



Clear Space

To ensure that the logo is free from visual distraction, always surround it with a field of clear space. This clear space surrounding the logo must be kept free of text, graphic elements, photos and page edges.

The clear space should always be 1X minimum (X = the cap height of the "C" in "Children's") on all four sides of the logo (more clear space is recommended when possible). Clear space requirements are the same for logo applications.



Color is a vital component of the Children's Fund identity program. When carefully and consistently applied to all of our communications, the color palette supports and strengthens the recognition of our brand.

The Children's Fund logo was designed for use on a white background only.

4-Color Logo (preferred)

The full-color CMYK Children's Fund logo, which consists of custom color gradations, is shown at right. This version should be used whenever possible.



Gray Scale Logo - Limited Use

For certain applications, such as a facsimile, there is a gray-scale logo available. This version must be printed using black only.



1-Color Blue Logo - Limited Use

For 1-color applications, there is a PMS 287 Blue logo available.



Digital logo files are available upon request.

Color Specifications

The Children's Fund color palette is equivalent to the Pantone® numbers listed to the right. For 4-color applications, refer to the CMYK values. For on-screen applications (Powerpoint, video, broadcast) refer to the RGB values specified. For Web applications, refer to the HTML values.

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PANTONE 287
CMYK: 100/68/0/12
RGB: 0/56/147
HTML: #003893



PANTONE 123
CMYK: 0/24/94/0
RGB: 255/198/30
HTML: #FFC61E



PANTONE 376
CMYK: 50/0/100/0
RGB: 127/186/0
HTML: #7FBA00

Frutiger and **Sabon** are the two primary typefaces for all Children's Fund communications including stationery, business forms and marketing materials. Their range of weights provides the flexibility necessary for our diverse communications. It is preferable to use black copy on light backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background. If these typefaces are unavailable, Calibri and Garamond are acceptable replacements.

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Frutiger Font Family

Frutiger Light
Frutiger Roman
Frutiger Bold
Frutiger Black

Frutiger Light Condensed
Frutiger Condensed
Frutiger Bold Condensed
Frutiger Black Condensed

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sabon Font Family

Sabon Roman
Sabon Bold
Sabon Italic
SABON SMALL CAP

Incorrect use of the Children's Fund logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the logo. Under no circumstance may any of the following applications be used to represent the Children's Fund logo.

Do not tint or "screen back" the logo.



Do not distort, skew or "stylize" the logo.



Do not expand or "stretch" the logo.



Do not compress or "squeeze" the logo.



Do not modify the configuration of the logo.



Do not change the logo colors.



Do not make logo font substitutions.



Do not add drop shadows or "effects" to the logo.



Do not place text or graphics within the clear space.



Do not use colors for the 1-color gray-scale logo.



Do not reverse or "knock out" any part of the logo.



Do not place the logo on photos or backgrounds.



The Children's Fund stationery system communicates a clear and professional image. One of our most personal communications, stationery often represents the first step in a deeper relationship with Children's Fund.



Month 00, 2099

Mrs. Letter Receiver
Company Name
1234 Main Street
City, ST 98765

Dear Mrs. Receiver,

The communications potential of a letter goes beyond its content. As a picture frame can complement or detract from the picture itself, so the letter design plays its role at the personal communications level. Choice of font, paper stock and typing format also contribute to the overall impression.

Our letterhead's left margin is 1" with a visual equivalent at the right margin. The letter text format is "rag right" or non-justified. The top margin is 2-1/4." Leave at least 1" of clear space at the bottom of each page. The letter body font is 12 pt. Calibri, with 14 pt. leading (line spacing).

The Children's Fund stationery was developed to reflect a look of expertise, stability and professionalism. The cohesive look for the stationery elements ensures a positive, organized impression for those who receive our correspondence. The success of the stationery system — and all our visual materials— depends largely on the consistency with which it is implemented. Adherence to the branding guidelines will produce a consistent appearance that will project an image of high quality, an image that is reflective of how we want to be known.

Sincerely,
Letter Writer
Title
cc:



Name
Title

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ErinPhillips@childrensfundonline.org

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