



**CENTRAL NEW YORK
COMMUNITY FOUNDATION**

LOGO STANDARDS GUIDE V.01

06.2019

The Community Foundation logo is the most visible element of our identity. It is our universal signature across all Community Foundation communications. Our logo is made up of two elements: the tree symbol and the logo type. The following provides guidelines on the correct usage of our logo across all aspects of public communications.

LOGO VARIATIONS

HORIZONTAL

This logo is to be used in an instance that works with the alignment of content / layout.
For CNYCF use only



STACKED

This is the original and preferred mark for all applications.



BRAND MARK

The brand mark is to be used in an instance where there are legibility issues, for instance an icon for on-screen use.
For CNYCF use only



CLEAR SPACING

Our logo needs a minimum amount of clear space in order for the mark to be effective and clear. This protects against competing elements such as patterns and other graphical elements.



USE THE TREE SYMBOL AS A REFERENCE FOR PROPER CLEAR SPACING.

SIZING

When sizing the logo and icon, legibility is always a priority. There are minimum sizing restrictions set in place to avoid losing the readability of the logo. There is no maximum size restrictions for the logo. The clear space rule should be applied always.

MINIMUMS

PRIMARY

H: .5"

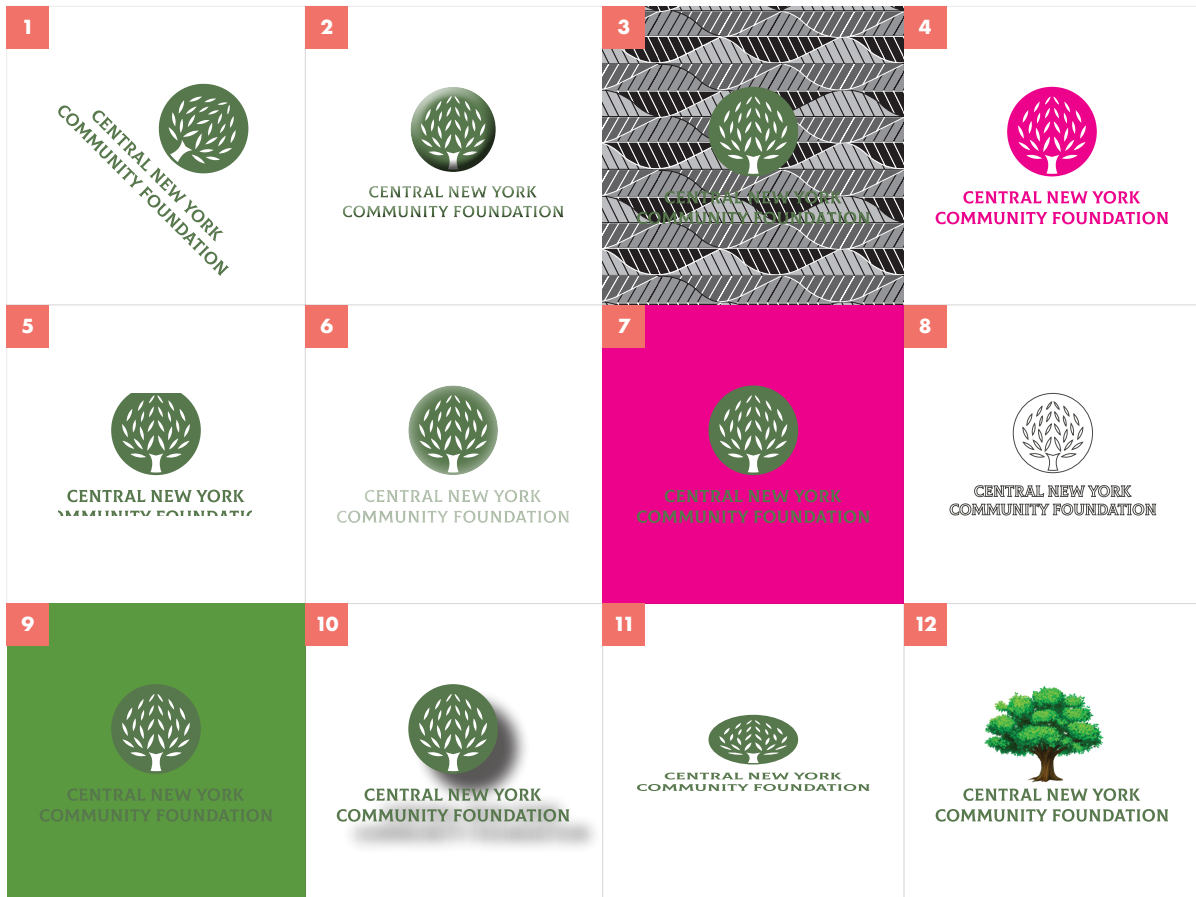


W: 1.25"



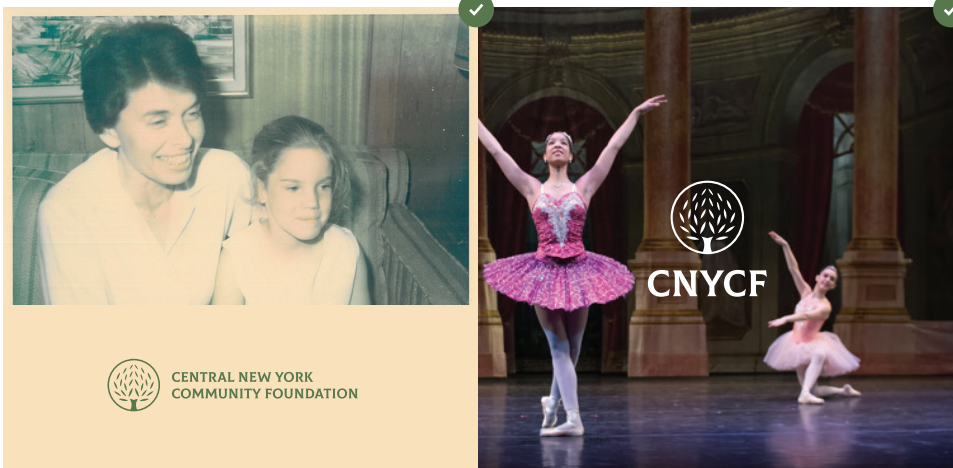
THINGS NOT TO DO.

1. DO NOT CHANGE THE LOGO'S ORIENTATION.
2. DO NOT BEVEL OR EMBOSS THE LOGO.
3. DO NOT PLACE THE LOGO ON A BUSY PHOTOGRAPH OR PATTERN.
4. DO NOT CHANGE THE LOGO COLORS.
5. DO NOT CROP THE LOGO IN ANY WAY.
6. DO NOT ADD "GLOW" EFFECTS TO THE LOGO.
7. DO NOT PRESENT THE LOGO ON "VIBRATING" COLORED BACKGROUNDS.
8. DO NOT OUTLINE THE LOGO.
9. DO NOT PLACE THE LOGO ON A SIMILAR COLORED BACKGROUND.
10. DO NOT PLACE A DROP SHADOW BEHIND THE LOGO.
11. DO NOT STRETCH OR RESIZE THE LOGO TO DISTORT IT'S PROPORTIONS.
12. DO NOT RECREATE OR REPLACE ELEMENTS WITH SOMETHING ELSE.



PROPER USAGE

BELOW ARE A FEW EXAMPLES OF HOW TO UTILIZE OUR LOGO PROPERLY.



USAGE GUIDELINES

TO ENSURE CONSISTENCY AND APPROPRIATE BRAND IDENTITY, A GENERAL SET OF GUIDELINES FOR LOGO USAGE IS OUTLINED AS FOLLOWS.

- 01** The logo artwork should not be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator based EPS.
- 02** Minimum clear space must be maintained on the perimeter surrounding the logo. Use artwork provided.
- 03** Logo must be uniformly scaled. Do not distort the logo artwork in anyway.
- 04** Logo artwork should always appear upright.
- 05** EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- 06** Logo should appear against a solid background to ensure maximum and proper contrast.
- 07** Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- 08** Do not reproduce the logo in colors other than those specified in these guidelines.

OFFICIAL ARTWORK

To ensure the best quality, use only the official Community Foundation logo digital artwork. It is available for download in various formats (eps, jpg, png) at: <http://www.cnycf.org/pressroom>.

