Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Brand Guidelines

PFC MEMBER LOGO
Ver 1.0 - Feb 2022

Working towards impactful philanthropy.

We are Canada's national philanthropic network
working together towards a more just, equitable and sustainable world.

Members Logo

The PFC logo is our brand's north star, a professional yet inspiring symbol. The logo spells its name in French and English. Each group represents a individual stem/leaf, forming together seamlessly for the appearance of a natural shape and connected by its inner circle.

The main color to be used will be green, but different variations and colour variations can be used.
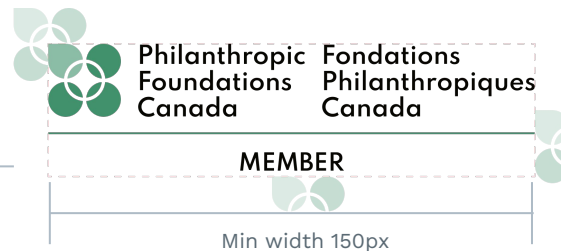

Philanthropic Foundations Canada

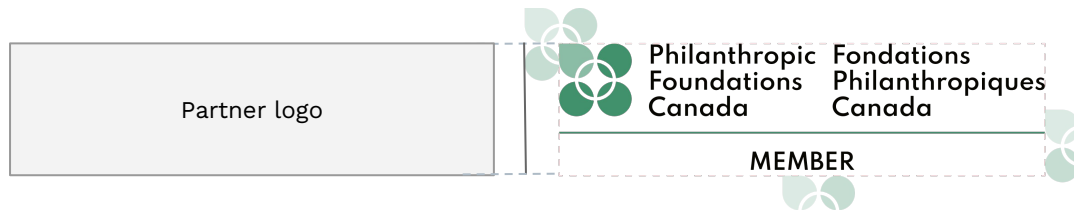Fondations Philanthropiques Canada

MEMBER

Clearspace

Use a measurement of "half the icon" on all sides to give the logo clearspace from copy or other logos.

Philanthropic Foundations Canada

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MEMBER

Min width 150px

Members Logo

Usage

Suggested use of the Members Logo and how to put it next to other logos.

Partner logo

Philanthropic Foundations Canada
Fondations Philanthropiques Canada

MEMBER

Partner logo

Philanthropic Foundations Canada
Fondations Philanthropiques Canada

MEMBER

Members Logos

These are the logos we provide to members and show they are part of our network.

Use these other variations for unilingual communications like social, email, specific events, etc.

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Do's

✓ Use the **Default** and **Dark** color logos on neutral light backgrounds

✓ Use the **White** logos on dark and high-saturation backgrounds

✓ Ensure there's enough contrast so that the text is still legible

Don't's

× **Don't** use the logos on high-saturation backgrounds or images

× **Don't** use the logo on off-brand colours or unapproved combinations (use the White or Black logo instead)

× **Don't** stretch or rotate the logo

Brand Assets

What's in this package

Along with these brand guidelines, please see:

[PFC member logo Folder →](#)

[PFC logos folder →](#)

*You will need access to the PFC account to access the social media templates and brand kit

PFC member logos folder

PFC logos folder