Philanthropic
Foundations
Canada

Fondations
Philanthropiques
Canada

Brand Guidelines

Ver 1.0 - Feb, 2022

Working towards impactful philanthropy.

We are a member association that promotes the growth and development of effective and responsible foundations and organized philanthropy in Canada.

Colours

The PFC colour palette includes a variety of colours and hues to represent our vast network and breadth of resources.
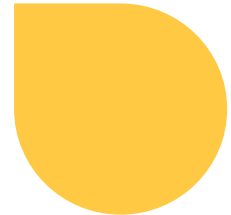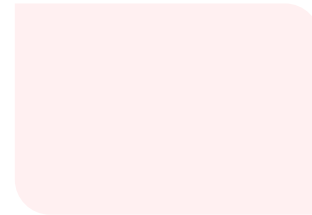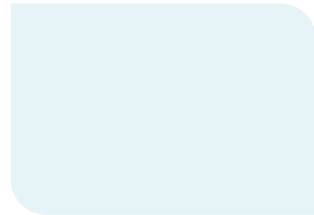
The main color to be used will be Green, but different variations and colour variations can be used.

KEY THEMES: Strength by working for the same end, Humbleness, Moving Forward, Unity.
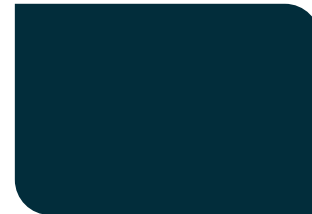
Primary Colours

Muted Colours

Accent Colour

Secondary Colours

Primary Palette

Colour Recipes

The Defaults and Heavy colours are used for main elements in our branding backgrounds and

The lite colours and Muted are used for Semantic Colours.

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Provide these recipes to vendors for colour accuracy in production depending on their needs (i.e. CYMK/Pantone for print, RGBA/Hex for digital).

Heavy

Deep Green
#2C4A07
RGBA(44, 74, 7, 1)
CMYK(41, 0, 91, 71)
2266 C

Hard Red
#A02F07
RGBA(160, 47, 7, 1)
CMYK(0, 71, 96, 37)
PANTONE 1234

Hard Blue
#022D3B
RGBA(2, 45, 59, 1)
CMYK(97, 24, 0, 77)
303 C

Default

Green
#40916C
RGBA(64, 145, 108)
CMYK(56, 0, 26, 43)
7725 U

Red
#E4575A
RGBA(228, 87, 90, 1)
CMYK(0, 62, 61, 11)
1795 U

Blue
#024960
RGBA(2, 73, 96, 1)
CMYK(98, 24, 0, 62)
2182 C

Light

Light Green
#CADFD4
RGBA(202, 223, 212, 1)
CMYK(9, 0, 5, 13)
621 U

Light Pink
#FFD9DB
RGBA(255, 217, 219, 1)
CMYK(0, 15, 14, 0)
698 U

Light Blue
#BBE6F4
RGBA(187, 230, 244, 1)
CMYK(23, 6, 0, 4)
7457 U

Muted

Muted Green
#F5F9F7
RGBA(245, 249, 247, 1)
CMYK(2, 0, 1, 2)

Muted Pink
#000000
RGBA(255, 240, 241, 1)
CMYK(0, 6, 5, 0)
9022 U

Muted Blue
#E6F3F7
RGBA(230, 243, 247)
CMYK(7, 2, 0, 3)
649 U

Semantic Palette

Colour Recipes

The Brown and Oranges are used for tertiary needs related to socal, email, etc. but should be avoided unless explicitly necessary or in an existing template.

The Greyscale and Black are used for Semantic Warnings and contrasts to the brighter colours.

Yellow is our Accent colour and should be used minimally accordion to templates.

_____

Provide these recipes to vendors for colour accuracy in production depending on their needs (i.e. CYMK/Pantone for print, RGBA/Hex for digital).

Heavy

Heavy Brown
#4A3607
RGBA(74, 54, 7, 1)
CMYK(0, 27, 91, 71)
7553 C

Smokey Black
#080600
RGBA(8, 6, 0, 1)
CMYK(0, 25, 100, 97)
Black

Grey 30
#AEBBC6
RGBA(174, 187, 198, 1)
CMYK(12, 6, 0, 22)
7543 U

Default

Tangerine Warning
#F08701
RGBA(240, 135, 1, 1)
CMYK(0, 44, 100, 6)
144 C

Grey 90
#394146
RGBA(57, 65, 70, 1)
CMYK(19, 7, 0, 73)
432 C

Grey 10
#E1E5EA
RGBA(225, 229, 234, 1)
CMYK(4, 2, 0, 8)
649 U

Light

Light Warning
#F7B664
RGBA(247, 182, 100, 1)
CMYK(0, 26, 60, 3)
142 U

Grey 70
#5B6A74
RGBA(91, 106, 116, 1)
CMYK(22, 9, 0, 55)
431 C

White
#FFFFFF
RGBA(255, 255, 255, 1)
CMYK(0, 0, 0, 0)
White

Muted

Muted Warning
#FFF6EB
RGBA(255, 246, 235, 1)
CMYK(0, 4, 8, 0)

Grey 50
#7A8E9C
RGBA(122, 142, 156, 1)
CMYK(22, 9, 0, 39)
5425 U

Yellow
#FFC943
RGBA(255, 201, 67, 1)
CMYK(0, 21, 74, 0)
1225 C

What is a logo system?

Logo systems are a combination of logos, icons and wordmarks in different size and colour variations.

PFC's logo system is an arrangement of the icon and the full name in 2 languages, or a single language depending of the usage.

It Includes multiple colour treatments as well.

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Default Full Logo

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Main Logos

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Stacked Logos

Default 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.

We'll be using this bilingual version for official communications (i.e. letterheads, partner usage, etc.).

KEY THEMES: Strength by working for the same end, Humbleness, Moving Forward, Unity.

Clearspace

Use a measurement of 1 shape the icon on all sides to give the logo clearspace from copy or other logos.

Min width 150px

Other Logos

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

The stacked version (second row) should only be used when absolutely necessary (i.e. to fit with a group of square logos).

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

The Icon

The PFC icon is used to supplement the logo. This format is best suited for small assets or owned assets like social media posts where our name is associated in other ways like a username.

The leaf shape has a transparency of 60%

Min Padding ¼ of width

Min width 16px
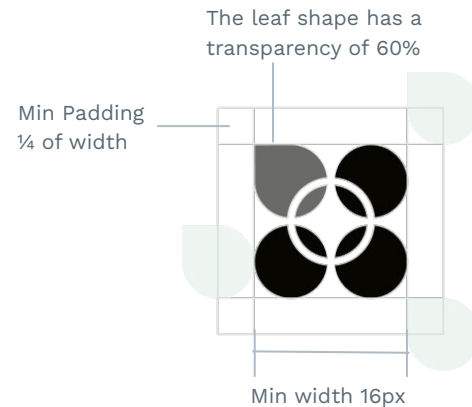
Logo Usage

The logo has the capability of being customized with different colours to suit our multicolor brand palette and can be used on dark, bright, and light backgrounds.

Please ensure you comply with the do's and don'ts guidelines on slide 16.

Logo Variants

These are the variations of the primary application of the logo with the green icon and black and white.

Default + White Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada
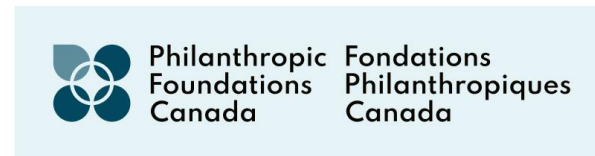
Philanthropic Foundations Canada

Philanthropic Foundations Canada

White Logo + Primary Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Fondations Philanthropiques Canada

Fondations Philanthropiques Canada

Inversed Logo + Black Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Philanthropic Foundations Canada

Philanthropic Foundations Canada

Black Logo + White Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Fondations Philanthropiques Canada

Fondations Philanthropiques Canada

Logo Variants

These are the variations of the primary application of the logo with the green icon and black and white.

Blue Logo + Muted Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Fondations Philanthropiques Canada

Philanthropic Foundations Canada

White Logo + Primary Alt Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Philanthropic Foundations Canada

Philanthropic Foundations Canada

Red Logo + Muted Alt Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Philanthropic Foundations Canada

Philanthropic Foundations Canada

White Logo + Secondary Alt Background

Philanthropic Foundations Canada | Fondations Philanthropiques Canada

Philanthropic Foundations Canada

Fondations Philanthropiques Canada
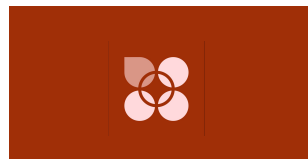
Using the System

To use the logos we provide some examples of usage with different colours and variations.

Use **White**, **Light** or **Muted** backgrounds behind the **Default**, **Primary** and **Secondary** colour logos

Use **Primary**, **Secondary** and **Dark** backgrounds behind the **Default**, Muted and **White** logos

Use a **White** or **Muted** background behind the **Black** logos. Black should be only used in Black and white circumstances.

Do's

✓ Use the **Default, Primaries**, **Secondaries**, or **Black** color logos on neutral light

✓ Use the **White** and **Muted** color 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
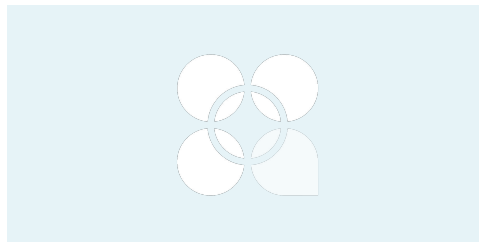
Brand Typography

The fonts are meant to exude professionalism and clarity.

Spartan is our primary brand font, we use it for headers.

Work Sans is our secondary brand font, we use it for body copy in print and web.

The fonts that chosen from Google fonts so that they are always accessible for both internal team members and external vendors.

The fonts are also available in the brand assets folder linked on the last slide.

H5 **Philanthropic Foundations Canada**

H1 **Strengthening Canadian Philanthropy**

H3 Who are we? The voice for organized philanthropy.

Body We activate the power of charitable and non-profit partners to shape their communities and enable environmental protection.

As an organized philanthropic community, we come together with associated foundations across our network, drive grantmakers/funders into action in our efforts to sustain the betterment of society/our community.

Caption *PFC effects change by guiding you to make investments in the common good through trusted, renowned and reliable organizations.*

Links LINK TEXT **BUTTON LINK →**

Brand Typeface

PFC's primary brand typeface is **Spartan**. It's a wide-bodied and subtly stylized typeface. It has a few quirky letterforms and a stylized use of thick & thin strokes to give the brand's messaging an approachable flare, while remaining legible and professional.

This is the typeface used in the brand logo and should be used primarily for headings or short (1-2 sentence) paragraphs. It's not recommended for long-form text. We use Spartan Bold and Normal, and no other font-weights from this type family.

This is a Google font and can be downloaded for free with the link below.

SPARTAN FONT

Spartan Bold

ABCDEFGHIJKLMNOPQRSTUVW
XYZÀÂÈÉÊËÎÏÔÛÙÜÇ
abcdefghijklmnopqrstuvwxyzàâ
èéêëîïôûùüç 0123456789@&?!

Spartan

ABCDEFGHIJKLMNOPQRSTUVW
XYZÀÂÈÉÊËÎÏÔÛÙÜÇ
abcdefghijklmnopqrstuvwxyzàâè
éêëîïôûùüç 0123456789@&?!

H5 Subheading

H1 Heading

H2 Header

H3 Header

H4 Heading

H5 Header

H6 Header

Body Typeface

PFC's primary body typeface is **Work Sans**. It's a clean and legible typeface, with a wide stance (to match the brand typeface). There are many styles and are included in this font stack, so it's great for emphasising important info and for styling comments or quotes.

This typeface should be used for long paragraphs and small captions. It's not recommended for header text, unless the headers are purely structural and not for marketing material.

This is a Google font and can be downloaded for free with the link below.

WORK SANS FONT

Work Sans Regular
ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÂÈÉÊËÎ
ÏÔÛÙÜÇ
abcdefghijklmnopqrst
uvwxyzàâèéêëĩïôûùüç
0123456789@&?!

Lorem ipsum dolor sit amet, sed do eiusmod

Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

Caption Text: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do.

META DATA TEXT

Font Stack Body

Use these specs to format Heading text. The styling across media is the same, just will adjust the size, for web we use pixels and for docs we use points.

SPARTAN FONT

H1 Heading

ALL font-style: normal; font-weight: normal;
WEB font-size: 42px; DOC font-size: 32pt;

H2 Header

ALL font-style: normal; font-weight: normal;
WEB font-size: 32px; DOC font-size: 24pt;

H3 Header

ALL font-style: normal; font-weight: normal;
WEB font-size: 24px; DOC font-size: 18pt;

H4 Heading

ALL font-style: normal; font-weight: normal;
WEB font-size: 42px; DOC font-size: 14.5pt;

H5 Header

ALL font-style: normal; font-weight: normal;
WEB font-size: 32px; DOC font-size: 12pt;

H6 Header

ALL font-style: normal; font-weight: normal;
WEB font-size: 24px; DOC font-size: 10.5pt;

Font Stack Body

Use these specs to format body text in web and documents. The styling across media is the same, just will adjust the size, for web we use pixels and for docs we use points.

WORK SANS FONT

Paragraph Large: Lorem ipsum dolor sit amet, sed do eiusmod

ALL font-style: normal; font-weight: normal;
WEB font-size: 24px; DOC font-size: 14 pt;

Paragraph Normal: Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt.

ALL font-style: normal; font-weight: normal;
WEB font-size: 18px; DOC font-size: 13.5 pt.

Paragraph Large: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

ALL font-style: normal; font-weight: normal;
WEB font-size: 16px; DOC font-size: 12 pt;

Caption Text: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do.

ALL font-style: italic; font-weight: normal;
WEB font-size: 14px; DOC font-size: 10.5pt;

META DATA TEXT

ALL font-style: normal; font-weight: normal;
WEB font-size: 14px; DOC font-size: 10.5pt;

Typography

Suggested Type Treatments

Use White, Muted backgrounds with dark text primarily. This is the most legible and high-contrast treatment.

Use solid dark backgrounds with white text for footers, CTAs or separations in storytelling. Long-form reading is not always recommended in these colours, but 1-2 paragraphs are still legible.

Use a light overlay over images with big text for increased legibility (long form text should never be used in this treatment, and limit body text to 1-2 sentences)

For a light overlay:
rgba(230, 243, 247, 0.65);
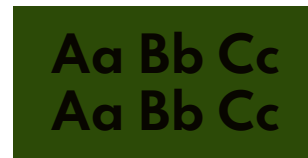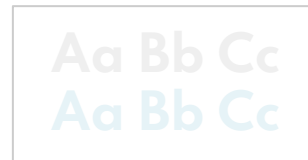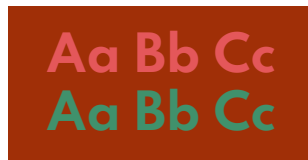
Dark overlay:
rgba(44, 74, 7, 0.55);

Typography

Do's

✓ Use light colours on Dark backgrounds

✓ Use dark colours on white and Muted backgrounds

✓ Ensure there's high enough contrast when combining colours

✓ Use light text on dark overlays and dark text on light overlays

✓ Only use short sentences and large headers on image backgrounds

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Philanthropie

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua.

PRIMARY → **SECONDARY →**

Philanthropie

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua.

PRIMARY → **SECONDARY →**

Don't's

× **Don't** use colours together if there's not enough contrast

× **Don't** use light text on busy images

× **Don't** use light text on light backgrounds

× **Don't** use dark text on dark backgrounds

× **Don't** use light text on busy images

× **Don't** use off-brand colours

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Philanthropy

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PRIMARY →   **SECONDARY →**

What's in this package

ASSETS

Brand Folder →

Logos →

Brand Media Kit

Logos

Philanthropic Foundations Canada

Fondations Philanthropiques Canada

Brand Guidelines Designed by

THIRDWUNDER