

Hamilton Community Foundation

Corporate Identity Style Guidelines

As part of its 50th anniversary celebrations in 2004, the Hamilton Community Foundation redesigned its corporate identity.

Designed to be distinctive, memorable, and practical for all of its future applications, the new official logo consists of two elements: a graphic element and text (the name of the organization).

The graphic element was designed to convey movement and momentum and illustrates the ability of the Foundation to make things happen, to be a catalyst for change. This “wheel” shape is grounded in a solid base, conveying longevity and permanency. The elements of the wheel are represented in both white and a warm golden green, which conveys diversity, flexibility and change.

The serif font, chosen for its simplicity and elegance, is presented in capital letters to convey a solid look which complements the icon.

To be effective, the official logo - as described in this style guide - must be used properly for every application. Only through consistent use will the logo become recognized as the new corporate identity of the Hamilton Community Foundation both locally and beyond.

Logo Versions

Following is the official version of the Hamilton Community Foundation logo:



The position of the elements of the Hamilton Community Foundation logo is firmly fixed, and must never be altered in any way. If the logo needs to be made larger or smaller, it's important that the entire logo be proportionately sized.

Reproductions of these elements should always be made from master digital files available through the Hamilton Community Foundation (specific dept.?) 905-523-5600.

Logo Colours

The corporate logo should ideally be reproduced in its two official colours.

For reproduction of the logo on uncoated papers, use the uncoated version ("U") Pantone 613 U (icon) and Pantone 5467 U (text).



Logo Colours (cont'd)

For reproduction of the logo on coated papers, use the coated version ("C")
Pantone 619 C (icon) and Pantone 5467 C (text).



Full-colour process publications:

To reproduce the logo in full-colour publications, it is necessary to use a CMYK version of the logo. For reproduction on uncoated papers, please direct the graphic artist to do a direct conversion of Pantone 613 U (icon) and Pantone 5467 (text) to their CMYK colour equivalents.

For reproduction on coated papers, direct the graphic artist to do a direct conversion of Pantone 619 C (icon) and Pantone 5467 (text) to their CMYK colour equivalents.

One-colour (black) application:

The corporate logo should be reproduced in the two official colours, however, when reproduction in one colour (black) is necessary, use the following logo version:



Reverse application:

Reverse applications of the logo should appear as follows:



Web site reproduction:

For reproduction on a web site, use a JPEG file format of the logo.

Typography

The typeface used for the Hamilton Community Foundation logo is ITC Leawood Book.

Minimum Size

If reproduced very small, both the graphic and text elements of the logo could become illegible. To avoid this, the logo should never be reproduced smaller than the minimum size shown here.



The font sizes used for this size logo are: 7.5 pt.

Logo proportions:

The proportions of the official logo must never be altered. The master artwork locks the graphic elements with the text. Maintaining the minimum size of the logo automatically maintains the text at the appropriate size. Reproductions of all versions of the corporate identity should always be made from master digital files.

Hamilton Community Foundation – Slogan

In addition to the new identity developed for Hamilton Community Foundation, a new slogan – For Hamilton, For Ever – was also adopted. This slogan appears on the business card and letterhead of the organization directly below the text of the logo but is not officially part of the logo. The slogan may be used on any print materials at the judgment and discretion of Hamilton Community Foundation.

Typography

The typeface used for the Hamilton Community Foundation slogan is News Gothic Medium.



For more information on the proper usage of the Hamilton Community Foundation's new logo, please contact:

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