



## Brand Identity Guidelines

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## Our Vision

Create a community where everyone's needs are met

## Our Mission

Creates opportunities for charitable giving and channelling those assets to enhance the quality of life within our community.

## Our Values

**Innovative**  
**Collaborative**  
**Integrity**  
**Transparency**  
**Accountability**

## Our Slogan

Supporting Local Innovative Projects

## Wordmark

Proper usage of the Foundation wordmark must meet the following guidelines. It is critical in maintaining brand integrity. The official legal name is Port Coquitlam Community Foundation and it can be referred to in the following ways:

**PoCo Community Foundation** may be used in short form in all communications where "Port Coquitlam" is abbreviated to "PoCo"

PCCF (bold) can be used as an acronym for the Port Coquitlam Communication Foundation only after it has previously been mentioned in its full form as "PoCo Community Foundation (PCCF)".

**The Foundation** with a capital "F" can be used when substituting the official legal name "the PoCo Community Foundation" for a noun.

Do not refer to the Foundation in the following ways:

Poco Foundation  
Poco Community Foundation  
Port Coquitlam Foundation

## Logo Concept



The logo was inspired by the idea of a rock thrown in a pond or lake creating a ripple effect in the water.

The PoCo Community Foundation, through its work, creates a ripple effect of positive social, cultural, emotional and economic benefit to its community.

# Official Logo

## Full color



The logo should always include all it's elements in the proportions shown here. The elements include the PoCo Community Foundation word mark, and the water element under the "C". The logo may also include the website as seen here. The logo should be printed using CMYK profiles in this document.

## Black and White



The logo may also be reproduced as a single color in black.

## Reversed black and white



The logo may also be reproduced in white on black (or any color that is 50% darker than the logo). Care should be taken when printing this version on a paper with a large dot gain - consult your printers for legibility issues.

## Logo on background image with tagline



If the logo must be reproduced over a complex image or background, it may be contained in an semi-opaque (90%) white box to increase its visibility against a complex background. The contained box surrounding the logo should be consistent with appropriate protection space.



If the logo must be reproduced over a complex image or background, it may be knocked out with no box around the logo, but the background must be blurred to create contrast from the logo so that it is visible against the image.

# Logo Usage

## Preferred Size



2 inches

Whenever possible, the logo should be represented at two inches wide on an 8.5 x 11 format. The logo should be given equal presence (in size and placement) to other logos that it appears with.

## Minimum Size



1.25 inches

The logos should not be reproduced any smaller than 1.25 inches wide.



1 inch

If the logo must be reproduced smaller than 2 inches wide, you may use the icon version of the logo without the word "Community". This version should not be reproduced smaller than 1 inch wide.

## Protection Space



When produced at 2 inches wide, there should be a buffer zone of 0.125 inches in all directions around the logo. No other graphic elements, logos or words should cross the buffer.

## Watermark



The logo can not be used as a watermark and should never be replicated at less than 100% opacity.



# Restricted Areas and Free Space

## color changes



Do not change the color of any of the elements of the logo.

## skewing



Do not stretch or warp the logo - it should always retain its proportions.

## file format/scaling



Always use the appropriate format and size of the logo. You should not see any pixilation when printed.

## element relation



Do not alter the size of any of the elements of the logo independently of each other. Do not change the position of any of the elements in relation to each other. Do not remove any of the elements.

## rotation



Do not tilt or rotate the logo. Do not run the logo vertically. The logo should always run parallel to the document it is on.

## font replacement



Do not change any of the fonts of the logo. Also do not add, substitute, or remove any words from the logo.

# Font Selection

Headline: Franklin Gothic 24pt / 26

SUBHEAD: FRANKLIN GOTHIC MEDIUM (ALL CAPS) 14PT / 18

*Secondary Subhead: Franklin Gothic Italic 11pt / 13.5*

Body Copy: Franklin Gothic Regular 10pt / 12.5

*Feature Treatment: Franklin Gothic Italic 16 / 14*

## Color Palette

This palette illustrates the recommended color options for marketing materials. Whenever possible, this palette should be used for the majority of the design elements. Other colors may be used when needed.

### Primary color palette



C100 M53 Y0 K47  
Hex: #0078B2



C100 M25 Y0 K20



C19 M0 Y0 K55



C0 M0 Y0 K100

### Secondary color palette



C34 M5 Y5 K0



C40 M12 Y67 K0



C66 M19 Y85 K0



Paper white

# Placement and Application

## Appropriate Versions

### Official Logo



There are three versions of the logo - the Official Logo, the Web Logo (with the website), and the Icon Logo (without the word "Community"). On materials where there is no other reference or branding opportunities, the Web Logo should be used. Examples include sponsorships, official documents and marketing materials with no other visual identifiers or cultural references. In all other cases, the Official Logo should be used.

### Web Logo



Whenever the space is available, the Official Logo should be used so long as there is room to include the website in another location on the material.

If space is limited and there are no other opportunities to display the website, use the Web Logo version which includes the website address in the Official Logo.

If space is extremely limited, use the Icon Logo version.

### Icon Logo



## PoCo Community Foundation Signature Events and Programs



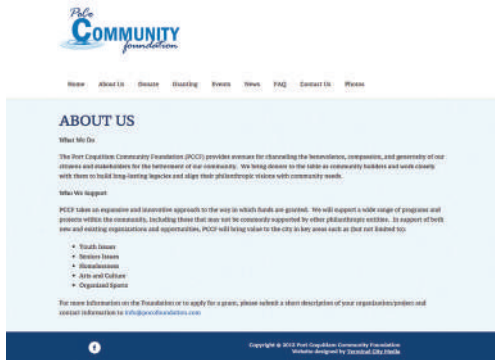
For signature events and programs, the Official Logo may be modified to integrate the title of the event with the PoCo Community Foundation word mark and logo.

Its use and application should be consistent with the official brand guidelines and must be approved by the Marketing Committee.



# Placement and Application (continued)

## Common Application



The logo will most commonly be used on websites, printed materials such as posters and banners, newspaper ads, and festival collateral. For its common uses, these guidelines should be strictly followed. For uncommon uses such as merchandise, alternative printing methods (silk screen) and clothing, the application of the logo should be approved by the marketing department.

## Photographs



The logo may be used on top of a photograph as long as there is appropriate contrast against the background image (see page 4). Care should be taken to ensure that the appropriate protection space is adhered to by placing the logo over the “quiet spaces” of the photograph.



Correct placement of the logo in “quiet spaces”.

Note: Use of the Foundation logos including all versions, must be approved by a marketing representative from the PoCo Community Foundation before printing.