



# CFICE Brand Style Guide

## CFICE LOGOS

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**Community First: Impacts of Community Engagement (CFICE)**, a major SSHRC-funded project, aims to strengthen Canadian communities through action research on best practices of community-campus engagement. We ask how community-campus partnerships can be done to maximize the value created for non-profit, community based organizations in four key areas: poverty, community food security, community environmental sustainability, and reducing violence against women.

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Social Sciences and Humanities  
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Conseil de recherches en  
sciences humaines du Canada





Canada



## Logo Size and Placement

### Acceptable Logos and Backgrounds

The following versions of the logo are acceptable for use to convey the CFICE brand.

Full Colour with Full Name	
Full Colour with only Image	
Monochrome Negative (with or without text)	
Monochrome Positive (with or without text)	

The CFICE logo can be printed on coloured paper or placed on coloured backgrounds provided the logo can be clearly read and the background colours do not clash with the logo.



## Unacceptable Logos and Backgrounds

Do not use the CFICE logo on similar coloured backgrounds. Do not print the CFICE logo in alternate colours, including grayscale, on any official or branded documents. Never use a low resolution version of the logo in any printing—if the image is even slightly pixelated, it is unacceptable.

## Minimum Size

The minimum size of the logo with the full name must be no smaller than 160 x 143 pixels on web or printed materials.

Example:



The minimum size of the logo with image only (no text) must be no smaller than 140 x 141 pixels on web or printed materials.

Example:



## Clear Zone

The minimum required clear space around the logo must be no less than 10% of the logo height.

Example:



## Colours

CFICE brand colours are listed in CMYK, Pantone, and RGB below.

### CMYK

Turquoise	Grey
89, 0, 7, 34	65, 57, 53, 30

### Pantone

Turquoise	Grey
7716 C	445 C

### RGB

Turquoise	Grey
#13a89d	#3e4d54