

Visual Style Guide

This guide's purpose is to maintain a solid, consistent brand identity for The Children's Guild Foundation.

The guide defines the correct application of core graphic elements of the Foundation.

Please consider and follow these corporate guidelines when developing any external or internal written or electronic communications.



Logo Variations

The general rule to abide by is: do not change, alter, modify any part of the logo.

PRIMARY FULL COLOR WITH TAGLINE



SECONDARY FULL COLOR



PRIMARY GRAYSCALE WITH TAGLINE



SECONDARY GRAYSCALE



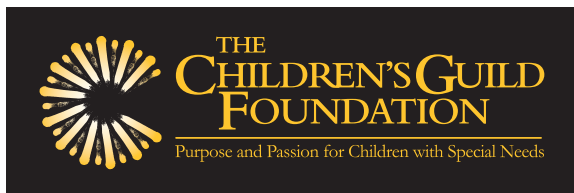
SAFE AREA

An area clear of any other type and graphics should surround the logo at a distance of the capital "F."



REVERSE COLORS

The logo can be reversed out of black backgrounds in white or CGF Yellow.



INCORRECT USAGE

The burst icon is never to be used as a solid color without the gradation.



Corporate Name

Our corporate name includes “The” with a capital “T.” In written copy, once we mention the full name we may then refer to our organization as “the Foundation” using a lower case “t.” The acronym CGF may also be used after the full name appears within the text, preceded by the word “the.”

CORRECT

The Children’s Guild Foundation
the Foundation*
the CGF*

* Only for use after the full organization title is mentioned within the text.

INCORRECT

~~the Children’s Guild Foundation~~
~~The Foundation~~
~~CGF~~
~~Children’s Guild~~
~~CGF Foundation~~

CGF Yellow Color

If the CGF Color cannot be used, black is the preferred color usage.



Pantone	PMS 123
RGB	R255 G198 B39
Process	C0 M23 Y91 K0
Web	HTML #FFC627

Fonts

PRIMARY SERIF FONTS

ITC GARAMOND (AND ITALIC AND BOLD VERSIONS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$^&*()

ITC GARAMOND LIGHT CONDENSED (AND ITALIC AND BOLD VERSIONS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$^&*()

SECONDARY SANSERIF FONTS

FRANKLIN GOTHIC (AND ITALIC VERSION)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$^&*()

FRANKLIN GOTHIC HEAVY (AND ITALIC VERSION)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$^&*()

Burst Icon

The Burst Icon can be used on its own, as bullets in text, in social media, and as repeated graphic pattern

