

2021 CFC Identity Guidelines

For a complete brand style guide, please refer to the 2021 CFC Graphical Standards document.

Visuals



The visual impact of the campaign is driven by photos of real federal employees and retirees - changemakers championing the act of giving through the CFC. The tone of the imagery is open, candid, personal and friendly. Natural light. Colorful backgrounds. These photos come alive with personality. The campaign bears witness through storytelling and natural photography, showing people where they work and live in an authentic way.

Colors

To raise the CFC brand presence throughout, the color palette is limited. The blue, red, and grey colors should be used mostly with subtext, footer copy, logos, and other editorial additions that need to be made. Use blue as the default color.



CFC Blue

C - 100%	R - 0	#003479
M - 68%	G - 52	Pantone:
Y - 7%	B - 121	294 C
K - 28%		



CFC Red

C - 5%	R - 172	#ac1a2f
M - 100%	G - 26	Pantone:
Y - 71%	B - 47	187 C
K - 22%		



Dark Grey

C - 0%	R - 88	#58585b
M - 0%	G - 89	Pantone:
Y - 0%	B - 91	11 C
K - 80%		

Marks



CFC Logo

The CFC logo should be used on all materials. Visit the [OPM website](#) to obtain the CFC logo and brand standards.



60th Anniversary Mark

The 60th anniversary mark should be on all pieces that allow it, paired to the left of the CFC logo in the footer.



Theme Mark

The Face of Change graphic serves as the theme mark for the campaign and is paired with the CFC logo.

Typography

Theme Mark: Franklin Gothic

The main campaign theme mark is set using Franklin Gothic. Franklin Gothic is a traditional and strong sans serif often used as a masthead or header graphic. Use Franklin Gothic for headers only. If you do not have Franklin Gothic, use Calibri bold in its place.

Franklin Gothic	Book Regular
<i>Franklin Gothic</i>	Book Italic
Franklin Gothic	Medium Regular
<i>Franklin Gothic</i>	Medium Italic
Franklin Gothic	Book Demi

Body Copy: Calibri

The widely available Calibri font is used for the body copy. You will most likely only need the regular weight but can use italics and bold for emphasis when needed.

Calibri	Regular
Calibri	Bold
<i>Calibri</i>	Italic
<i>Calibri</i>	Bold Italic