

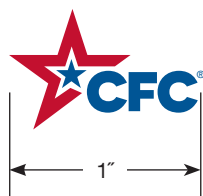


Brand Standards



The CFC logo

Red, white, and blue. Stars within stars. The new CFC logo* is a perfect representation of the Combined Federal Campaign by immediately portraying the connection between patriotism and giving.



Minimum size allowed.

Please note that Combined Federal Campaign type is removed at this size and no other small font type may be used.



Recommended minimum size with type.

CFC Colors

Red. White. Blue. The CFC color palette demonstrates the campaigns deep commitment to patriotic ideals. In order to ensure consistency, please use specified uncoated and coated PANTONE colors depending on the paper selected.



CFC Blue
Pantone 294

C	100	R	0
M	68	G	52
Y	7	B	121
K	28		

Web color #003479



CFC Red
Pantone 187

C	5	R	172
M	100	G	26
Y	71	B	47
K	22		

Web color #ac1a2f

CFC Colors

In some instances, the two-color CFC logo cannot be used (e.g. to lower costs, black and white placements, etc.). When this occurs, use one of the one-color logos below. Whenever possible, use the recommended blue one-color logo.



One-color CFC Blue Logo (recommended)



One-color Logo Knocked-out on CFC Blue



One-color CFC Red Logo



One-color Logo Knocked-out on CFC Red



One-color Black Logo



One-color Logo Knocked-out on Black

Improper uses

Please familiarize yourself with the improper uses of the CFC logo to ensure maximum brand recognition.



Do not place the logo on colored backgrounds that do not provide adequate contrast.



Do not alter the proportions of the logo. The vertical and horizontal proportions must always be equal.



Do not alter the colors in the the logo.



Do not use a low-resolution version of the logos.



Do not place the logo on textured backgrounds that do not provide adequate contrast or that detract from the logos.

Logo Clearspace

To give the CFC logo maximum impact and recognition, please be sure it has enough clearspace around it.



The logo requires one smaller star shape halo on all sides of the logo.

CFC Fonts

Bureau Eagle* is the official font for the CFC logo. When adding an organization, region, or state's name, please use Times New Roman.

Print Options

Bureau Eagle Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Bureau Eagle Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

CFC Fonts (cont.)

For Web or PowerPoint presentations please use the Trebuchet fonts below.

Web and PowerPoint

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

CFC logo family

The logos below show the correct font usage when adding state or region names to the main CFC logo. Right justification is used when adding state or region names.



An example of a State logo. The state type is created using Times New Roman Italic at 7 points and right aligned to the “n” in “Campaign”.



An example of a region logo. The region type is created using Times New Roman Italic at 7 points and right aligned to the “n” in “Campaign”.



The approved charity logo.

This logo is available for charities that are eligible to be in the CFC. There should be no alteration of the words “Approved Charity” or additions to the mark.