

# 2023 CFC Identity Guidelines

For a complete brand style guide, please refer to the 2023 CFC Graphical Standards document.

## Visuals



The visual impact of the campaign is driven by photos of real Federal employees and retirees — with an emphasis on community, togetherness, and happiness. The tone of the imagery is open, candid, personal, and friendly. Diversity, excitement, happiness, energy, and playfulness are represented in both videography and photography — showcasing the GIVE HAPPY theme in group settings, as well as through employee storytelling and natural portraiture.

## Typography




### Theme Mark & Body Copy: Source Sans Pro

The main campaign theme mark is set using Source Sans Pro. This font is also used for body copy. Source Sans Pro is a simple, clean, and strong sans-serif font for use in headers, titles, mastheads, and graphics. It also makes an easy-to-read font choice for body copy. Source Sans Pro aligns with OPM's updated branding, and is part of Google Fonts' library of open source font families and can be downloaded for free here.

Source Sans Pro	Light
Source Sans Pro	Regular
<b>Source Sans Pro</b>	Semibold
<b>Source Sans Pro</b>	Bold
<i>Source Sans Pro</i>	Light italic
<i>Source Sans Pro</i>	Regular italic
<i><b>Source Sans Pro</b></i>	Semibold italic
<i><b>Source Sans Pro</b></i>	Bold italic

## Colors

To reinforce the CFC brand presence throughout the campaign materials, the color palette is limited. The blue, red, and grey colors should be used primarily on subtext, headers, titles, footer copy, logos, and editorial additions that need to be made.

	<b>CFC Blue</b>		
	C - 100%	R - 0	#003479
	M - 68%	G - 52	Pantone:
	Y - 7%	B - 121	294 C
	K - 28%		
	<b>CFC Red</b>		
	C - 5%	R - 172	#ac1a2f
	M - 100%	G - 26	Pantone:
	Y - 71%	B - 47	187 C
	K - 22%		
	<b>Dark Grey</b>		
	C - 0%	R - 88	#58585b
	M - 0%	G - 89	Pantone:
	Y - 0%	B - 91	11 C
	K - 80%		

## QR Code

Use the QR code on printed materials to quickly direct people to GiveCFC.org. Do not use on digital-only materials. Download the QR code here.



## Marks

### CFC Logo

The CFC logo should be used on all materials. Visit OPM.gov to obtain the logo files and CFC branding standards.



### Theme Marks

The GIVE HAPPY graphics serve as theme marks for the 2023 campaign and are paired with the CFC logo. Use either the horizontal or vertical configuration to best fit your needs. White logos with a transparent background are also available. Download them here.

