



**CONNECTING PEOPLE OF THE SHUSWAP  
WITH CAUSES THAT MATTER IN OUR COMMUNITIES**

# **BRANDING GUIDEBOOK**

SHUSWAP COMMUNITY FOUNDATION  
PO Box 624 STN MAIN  
Salmon Arm, British Columbia, V1E 4N7  
e: [info@shuswapfoundation.ca](mailto:info@shuswapfoundation.ca) p: 250.832.5428



## Shuswap Community Foundation

Shuswap Community Foundation's identity is a powerful tool to leverage in pursuit of our mission. Preserving our identity through the consistent use of endorsed graphic standards allows us to make most effective use of this commodity, to advance our program objectives and improve the quality of life for present and future generations.

### Graphic Standards

The purpose of this manual is to establish graphic standards for all public print and electronic communications issued by Shuswap Community Foundation. A consistent approach to logo placement, color palette and type choices, and other graphic decisions will help reinforce our identity among grantees, colleagues, and the communities we serve. Consistency across our communications shows that we respect and value our constituent audiences and their need for clear, concise and accessible information.

### Voice and Visual Style

For the communications of Shuswap Community Foundation to be effective, they must first be approachable. The voice and visual style of our publications are inviting and easy to understand. Concepts, copy tone, type, photography and all other design details should engage as well as inform audiences. Final decisions about adherence to SCF graphic standards will be made by SCF staff.

### Color Palette

Not all mediums use colour the same way. For a colour to look consistent in display, it must be properly converted to the appropriate colour mode for that medium. When printing our colors, it is very important to always use the Pantone Matching System and original Pantone swatches. When Pantone cannot be used, the proper CMYK conversions will ensure consistency. For web and other digital applications, the appropriate colour mode is RGB and the supplied RGB conversions may be used.



HEX 1D1B18  
RGB 29 27 24  
CMYK 70 66 68 78



HEX 3399E0  
RGB 51 153 224  
CMYK 71 28 0 0



HEX 7BAB1B  
RGB 123 171 27  
CMYK 58 13 100 0



HEX EB9D10  
RGB 235 157 16  
CMYK 6 42 100 0



HEX 90C420  
RGB 144 196 32  
CMYK 49 2 100 0

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HEX 99999B  
 RGB 153 153 155  
 CMYK 43 35 34 0



HEX BDBDC0  
 RGB 189 189 192  
 CMYK 26 21 19 0



HEX DBDBDD  
 RGB 219 219 221  
 CMYK 13 10 9 0



HEX F0F0F2  
 RGB 240 240 242  
 CMYK 4 3 2 0



HEX FFFFFFFF  
 RGB 255 255 255  
 CMYK 0 0 0 0

## SCF Logo

Shuswap Community Foundation requests that our logo be displayed on any promotional, marketing or donor recognition materials associated with projects we have supported. For example, posters, advertisements, web pages, rack cards, invitations, etc. for the project, should all display the Foundation logo. Please note that the logo should not be squashed, stretched, rotated or modified in any way. The white space surrounding the logo is part of the logo. Logos can be downloaded from the Shuswap Community Foundation website

When using the Shuswap Community Foundation logo on your website, please link the logo with the Foundation's website [www.shuswapfoundation.ca](http://www.shuswapfoundation.ca)



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## Logo Guidelines for Usage

Where possible, please include the following language along with the logo to acknowledge your grant:

This project was funded by (or funded in part by) a grant from Shuswap Community Foundation.

(Please always refer to the Foundation as “Shuswap Community Foundation” rather than “The Shuswap Community Foundation”)

Please respect the following guidelines when including the Shuswap Community Foundation logo in your publicity and recognition vehicles:

Use the appropriate computer format and type of logo for the file or document in which it is being included (i.e. – high-resolution black-and-white logo for printing of black-and-white documents).

## Acceptable uses of the SCF logo (Includes alternate vertical logo):



## Unacceptable uses of the SCF Logo:



Do NOT squeeze or stretch the logo



Do NOT recolor the logo



Do NOT rotate the logo



Do NOT use artistic effects

- Do not substitute any font associated with the SCF logo.
- Do not alter the colour of the logo.
- Do not distort, stretch or tilt the logo.
- Do not change the font or resize the text in the logo or tag line.

## Typography

There are two font types that are preferred by Shuswap Community Foundation for use on collateral and documents, both official and external.

These typefaces should be used in conjunction with Shuswap Community Foundation Logos. The consistent use of these typefaces will establish a long lasting, easily recognizable and memorable visual identity.

The text size should be readable on any document or object from a reasonable distance given the nature of that particular item. However, Shuswap Community Foundation Logo should always be the primary feature when paired with text.

## Primary Font

**Proxima Nova Reg** should be used for headlines on all formal executions and Brand communications.

Use a mixture of Proxima Nova Reg and Proxima Nova Reg Bold to emphasize headlines

Use Proxima Nova Reg for sub-headings

This mix of font types is used to add emphasis in our tag-line:

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## Body Copy

When Proxima Nova Reg is unavailable, the Helvetica typeface may be used as a replacement for internal communications only.

Helvetica should never be used in consumer-facing executions.

The Proxima Nova font family is our choice for all communications. In design applications, Proxima Nova Reg can be complemented by the below fonts in the specified application.

## Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

## Marydale

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

## McGuire Lake Memorial Walkway



White text on dark background



Black text on white background

Corinthia font may be used in Memorial Walkway media items as an accent to the Proxima Nova base font.

## Corinthia

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Corinthia may also be used with a 1pt stroke to provide emphasis or contrast.

## What we ask of Grant Recipients

We like to hear about key milestones in the evolution of the initiatives we fund, so we ask that all grant recipients email us news of your progress, and to forward us social media links. We do our best to retweet, “like”, etc., and may find other ways to profile your achievements.

The Community Foundation also wants to hear about the outcomes and impacts of the initiatives we fund. When you have completed the initiative that received funding, please download the form and submit a Grant Evaluation. This is a requirement for any future funding through the Community Grants Program.

Grants from Shuswap Community Foundation are made possible by generous donors who have contributed funds to support local projects and initiatives. Public recognition of the grant thereby provides recognition to all donors to the Foundation, thus encouraging future contributions to this vital community resource.

## Acknowledgement Requirements

- If your organization receives a grant from Shuswap Community Foundation, we appreciate public recognition wherever possible. The type of recognition you are able to provide will depend upon the nature of your project and organization, but should include some or all of the following activities:
- Acknowledge receipt of your grant through the use of Shuswap Community Foundation logo on any print and audio-visual materials produced to publicize the project.
- Place Shuswap Community Foundation logo with a link from your website to [www.shuswapfoundation.ca](http://www.shuswapfoundation.ca)
- Display Shuswap Community Foundation logo and links to our website in social media posts
- Include news of your grant in any publications your organization produces, such as newsletters, annual reports, lists of supporters, etc.
- Contact local media through a media release, email or personal phone call. While Shuswap Community Foundation will publicize grants through our own media relations activities, it is the actual projects that our grantees are working on that is of most interest to the media. That's why direct communication from you is the most effective method for obtaining coverage of your organization and your initiatives.
- Advise us in advance of any plans to hold a media event, create a photo opportunity, or distribute a news release to publicize your initiative and/or recognize your grant so we can be prepared to respond to inquiries or try to attend your event.

- Put us on your distribution list to receive all copies of news releases and articles that mention Shuswap Community Foundation. Please email all copies to [info@shuswapfoundation.ca](mailto:info@shuswapfoundation.ca)
- Inform us about media coverage so that we too can keep track of news generated by our grantees.
- Send us photographs that will help us tell the story of how your initiative is benefiting the community in our own publications. We will also need photo release forms signed by all subjects in the photographs.

## **Shuswap Community Foundation Description**

When describing Shuswap Community Foundation in any public information, you may use the following summary:

Shuswap Community Foundation is a public, non-profit organization created by and for the people of Shuswap. It connects donors who care with causes that matter and serves as a trusted resource for addressing issues and leveraging opportunities in the community. It attracts and manages a growing endowment, the invested earnings of which provide grants to community service organizations.

The Foundation's role is as a neutral broker in support of all charitable causes that contribute to the community's quality of life. With a growing profile, Shuswap Community Foundation has built an enviable reputation for astute financial management, high-quality donor services, strategic grant-making and innovative partnerships. For more information, visit [www.shuswapfoundation.ca](http://www.shuswapfoundation.ca)

If you have any questions about grant recognition and publicity, please contact:  
Monica Sigurdson, Executive Director, Shuswap Community Foundation