



Brand Identity Guidelines

Last Updated February 19th, 2019

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NANAIMO FOUNDATION / BRAND STORY



LOGO RATIONALE

The Nanaimo Foundation Logo uses an asymmetrical layout to communicate flexibility, inspiration and confidence. The icon is comprised of overlapping letters N and F for Nanaimo Foundation. This overlapping section of the icon represents the concept of connection, community, approachability, and integrity. By placing the icon at the top left corner of the logotype, we achieve a framing effect which communicates stability, strategy and inspiration. Contrasting the round and inviting icon with a bold sans serif font in sentence case brings emphasis to the brand as a cooperative, connected and community minded organization.

Your fund. Your cause. Your legacy.

TAGLINE RATIONALE

The Nanaimo Foundation Tagline puts “you” the donor in the driver’s seat. It makes you feel important and gives you something great to accomplish. You choose what cause matters to you and how others will remember you. It also speaks to Nanaimo Foundation’s personalized funds and strategic, thoughtful planning.

NANAIMO FOUNDATION / VISUAL IDENTITY

COLOUR PALETTE

Green and Charcoal Grey are the primary colours for Nanaimo Foundation and should be used when creating any collateral, documents or materials. These can include but are not limited to stationery, advertising, signage, etc. The secondary colour palette approved for supportive graphics including banded footer graphic, callouts, calls to action, etc.

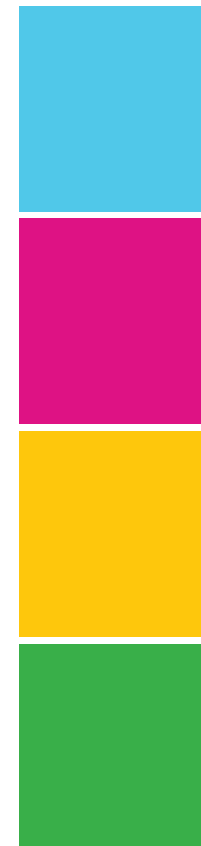
PRIMARY COLOURS



PANTONE: 425C / 425U
CMYK C: 48/29/26/76
CMYK U: 25/18/15/51
RGB: 84/88/90
HMTL: 54585A

PANTONE: 375C / 375U
CMYK C: 46/0/90/0
CMYK U: 39/0/75/0
RGB: 151/215/0
HMTL: 97D700

SECONDARY COLOURS



PANTONE: 305C / 305U
CMYK C: 54/0/6/0
CMYK U: 54/0/10/0
RGB: 89/203/232
HMTL: 59CBE8

PANTONE: 219C / 219U
CMYK C: 1/92/4/0
CMYK U: 3/76/0/0
RGB: 218/24/132
HMTL: DA1884

PANTONE: 7548C / 7548U
CMYK C: 0/12/98/0
CMYK U: 0/12/98/0
RGB: 255/198/0
HMTL: FFC600

PANTONE: 361C / 361U
CMYK C: 77/0/100/0
CMYK U: 56/0/87/0
RGB: 67/176/42
HMTL: 43B02A

CLEAR SPACE

Always maintain a clear space around the Nanaimo Foundation logo to ensure optimal legibility and clean esthetic in layout. Minimal amount of clear space on all sides of the logo are equal to the 2x the height of the letter “N” in the logo type.

MINIMUM SIZE

The Nanaimo Foundation logo should be sized appropriately for every communication and should never be less than 0.75” wide in print applications or less than 80 pixels wide in online applications.

When resizing, the Nanaimo Foundation logo should be scaled only proportionally larger or smaller and never stretched, skewed or cropped.

NANAIMO FOUNDATION LOGO



CLEAR SPACE



MINIMUM SIZE



PRINT 0.75 inches wide
ONLINE 80 pixels wide

COLOUR VARIATIONS

The samples on the right show the allowed colour variations of the Nanaimo Foundation logo.

- 1 / Grey and Green Logo on White
- 2 / White and Green Logo on Grey
- 3 / Greyscale Logo on White
- 4 / Greyscale Logo on Black

1



2



3



4



INCORRECT USAGE

The Nanaimo Foundation logo incorrect usage includes, but is not limited to, these examples.

- 1 / DO NOT skew, squish, stretch or resize unproportionally
- 2 / DO NOT place logo on busy or distracting background
- 3 / DO NOT alter logo layout or remove icon from logo type
- 4 / DO NOT rotate logo or place logo on an angle
- 5 / DO NOT alter logo colours
- 6 / DO NOT alter the logo type font
- 7 / DO NOT use old version of logo
- 8 / DO NOT add any elements to the logo or place the logo in any containment graphics



DYNAMIC GRAPHIC

The Nanaimo Foundation Dynamic Graphic is comprised of the secondary colour palette and is used to illustrate the key qualities of the Nanaimo Foundation: Leadership, Integrity, Stewardship, Growth, Impact, Power Of Giving, Inspiration, Flexibility, and Trust. This graphic is best used as an anchoring element at the bottom of a vertical layout or on the right of a horizontal layout. Colours should not be altered and no graphical elements should be placed over or touching the dynamic graphic.



VERTICAL LAYOUT WITH ANCHORING DYNAMIC GRAPHIC AT THE BOTTOM



HORIZONTAL LAYOUT WITH ANCHORING DYNAMIC GRAPHIC ON THE RIGHT

NANAIMO FOUNDATION / TYPOGRAPHY

Aa

ROBOTO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa

ROBOTO MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Aa

ROBOTO MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

FONTS & USAGE

Roboto Regular, Medium and **Bold** are the fonts used for the Nanaimo Foundation logo. Currently, Roboto is free to use personally and commercially and is available for download through Google Fonts. Visit <https://fonts.google.com/> and search for “Roboto”

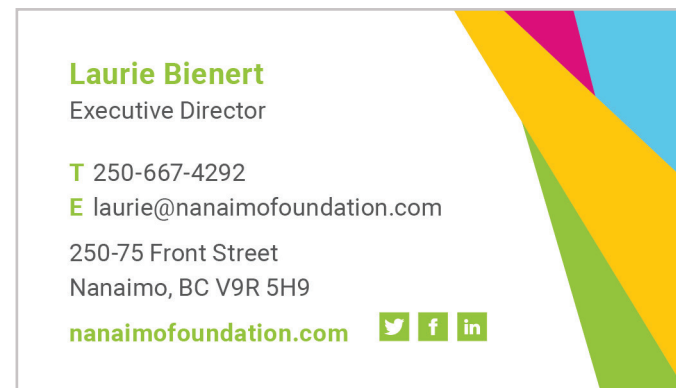
NANAIMO FOUNDATION / CORPORATE STATIONERY

BACK

BUSINESS CARD




FRONT - OPTION A (NO STAFF NAME)



FRONT - OPTION B (WITH STAFF NAME)

LETTERHEAD







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COMMUNITY
FOUNDATIONS
OF CANADA
for community



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