



Visual Identity Guidelines

How to use the Graphic Standards Manual

This manual provides the technical information required to ensure that the visual identity of Volunteer Calgary is used consistently and uniformly. It is critical that each time the public comes in contact with Volunteer Calgary the identity is communicated in the same visual terms, whether it is portrayed on letterhead or merchandise. To ensure correct usage of Volunteer Calgary's marks, refer to this manual and use only approved artwork. For more information and camera-ready art, contact Karen Franco at (403) 231-1436.

About Visual Identity

The term visual identity is used to describe the various visual manifestations of an organization - not only its logo, but the other aspects of its physical presentation, such as its standard layouts (e.g., stationery or signage), typography, color schemes and interior design. The foundation of an organization's visual identity is a symbol or logotype. It is more than mere decoration - it is a carefully defined and developed representation of the spirit of the organization.

Authorized Logo

The official Volunteer Calgary logo is preferred for most standard usages. It must be reproduced using authorized, eps copies obtained from the Volunteer Calgary Public Relations/Marketing Department. To avoid the proliferation of unauthorized versions of the logo and inappropriate applications, the Volunteer Calgary Public Relations/Marketing Department is responsible for all electronic transmissions of the logo to vendors who prefer electronic transfer. Volunteer Calgary logo must always appear as shown in the official logo, and may only be used independently in specific instances determined by Volunteer Calgary Public Relations/Marketing Department.



Color Reproduction

The official logo is to be printed in one colour. The proper ink color is PMS 520 purple or CMYK values. It is acceptable to reproduce the logo in one color of ink, black. Any other colors must be approved by the Volunteer Calgary Public Relations/Marketing Department before printing.

Horizontal Format



PMS#520

C=69 M=94 Y18 K=0



Black

Stacked Format



Reverse Applications

The logo, on occasion, may be printed in reverse (white logo on dark background). When this form of use is required (in black and white or in color), the correct artwork may be obtained from the Volunteer Calgary Public Relations/Marketing Department along with printing advice and approval.



Reproduction and Minimum Size

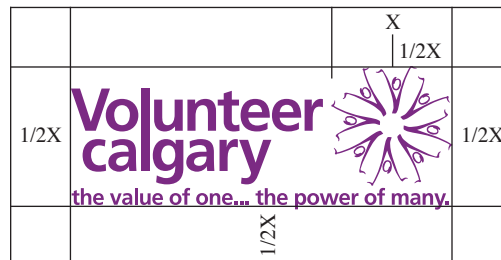
The logo must never be printed smaller than the minimum size, 1 1/2 inches across.



1 1/2"

Protected Area

When using the logo, it is important that the area immediately surrounding the logo remain free of type or design images, so that nothing competes with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows: If x = the width of the icon, then the protected area around the logo is $1/2 x$.



Alterations & Distortions

The logotype must not be altered in any manner. Angle of reproduction The logotype must not be printed on any angle other than horizontal, or vertical. It is important to maintain the same aspect ratio when resizing the logotype.



Color applications

The logotype should be printed in accordance with the color reproduction guidelines on the previous page.

Overprinting

To maintain image clarity, the logotype should not be printed on top of a photograph or a work of art, over a textured design or on top of other words.

Tag line Application

The tag line is an integral part of the overall logo and should always be included when the logo is presented.



Combining Logo with Leadership Calgary Logo

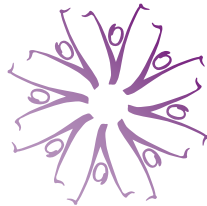
When using both logos together the Leadership Calgary logo does not contain the tag line.



Other Design Elements

As part of Volunteer Calgary's look, floating images of our V-men daisy are available for design purposes. It can be used in various ways with the approval of Volunteer Calgary Public Relations/Marketing Department before printing.

This design element cannot be used to substitute Volunteer Calgary's brand mark/logo.



Font Families

The custom-drawn word mark of the Volunteer Calgary brand mark/logo is considered our primary typeface.

Our secondary typefaces which should be used in all Volunteer Calgary communications, are Myriad Pro, Arial, Helvetica and other similar forms.

Myriad Pro

Regular 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Regular 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed *1234567890*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica

Regular 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Leadership Calgary Visual Identity Guidelines

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Black

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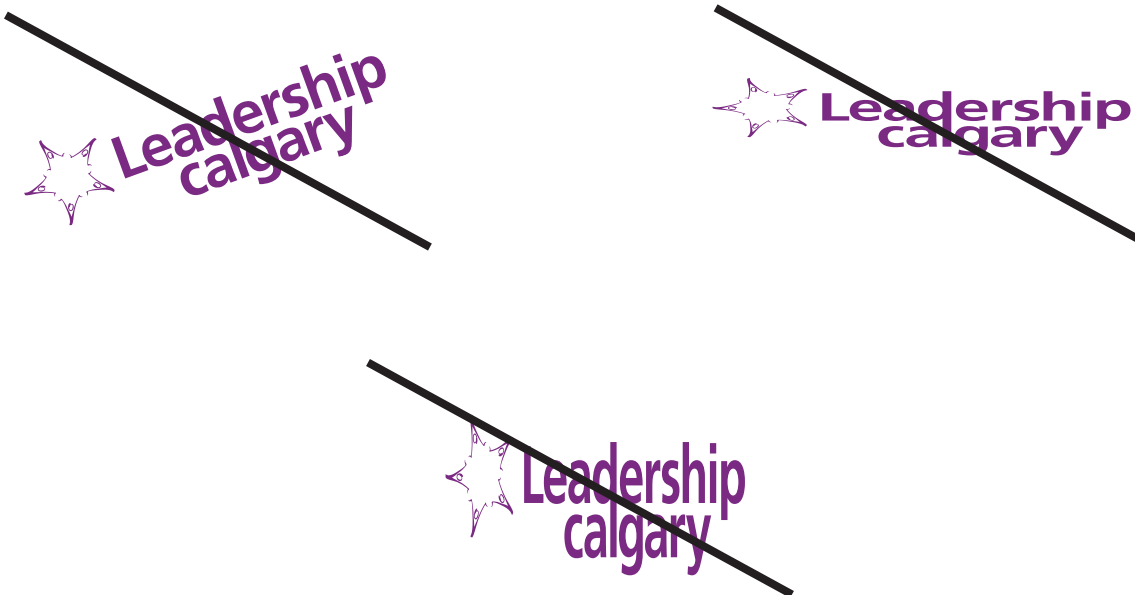
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Tag line Application

The tag line is an integral part of the overall logo and should always be included when the logo is presented on its own.



Combining Logo with Volunteer Calgary Logo

When both logos are presented together the tag line does not appear on the Leadership Calgary logo.



Other Design Elements

As part of Volunteer Calgary's look, floating images of our V-men daisy are available for design purposes. It can be used in various ways with the approval of Volunteer Calgary Public Relations/Marketing Department before printing.

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Operational Policy

Volunteer Calgary's Manager, Communications, together with the Director, Marketing, Enterprise, and Fund Development, and the Executive Director have final approval on all external communications and marketing materials.

These include but are not limited to: brochures, newsletters, certificates, flyers, forms, business cards, all media materials, website, sponsorships/grants and proposals/agreements.

Procedure:

1. Ensure that all materials are clearly written and are well presented.
2. Ensure all materials are culturally sensitive and in plain language.
3. VC logo/identification must appear clearly on all printed materials, in accordance to graphic standards as outlined within this document.
4. Sponsorship/funder agreements must be taken into consideration and recognition of their support noted per our contracts or letters of agreement/understanding where appropriate. If possible, and where negotiated, materials will be sent to the sponsor/funder for approval after the Executive Director approval, but prior to publication.
5. Workshop presenters must review all workshop and seminar flyers prior to circulation and publication.
6. The Manager, Communications is responsible for external communications, therefore all materials prepared by program staff must be reviewed by him/her prior to print or publication.

Use of Volunteer Calgary's Logo by Other Agencies

Volunteer Calgary's brandmark/logo is owned by Volunteer Calgary. Permission to use our images may be granted to outside agencies for use in print and electronic publication on a limited basis. As Volunteer Calgary's Manager, Communications is responsible for all external communications and the use of our brandmark; all materials bearing Volunteer Calgary's mark must be reviewed and approved prior to print or publication.

In the event the Manager, Communications is not available to review any time sensitive materials, items must be presented to the Director, Marketing, Enterprise, and Fund Development or the Executive Director for approval. No exceptions.

Exceptions

As with guidelines in any large organization, there will necessarily be exceptions. These exceptions must be discussed and agreed upon with the Volunteer Calgary Public Relations/Marketing Department.