

Graphic Standards: Identities

Approved Identities

The Community Foundation of Abilene (CFA) identities comprise the institutional “starfish,” logo and descriptor type. These three identities have been developed specifically for CFA and may not be recreated by any conventional typesetting methods. To ensure legal protection and promote proper use, the symbol or identity must never be redrawn, cut apart, condensed, elongated, embellished, or altered in any way.

Logo - single line



Community Foundation of Abilene
Philanthropy that enriches our community.

Logo - double line



Community Foundation
of Abilene
Philanthropy that enriches our community.

Logo - triple line




Community
Foundation
of Abilene
*Philanthropy to enrich
our community*

Graphic Standards: Color / Imaging


Approved Colors

The Community Foundation of Abilene should have their light blue and black dominate on all forms of communication. Pantone® Black #5 and Pantone® 550 are color mixtures and have official ink specifications. CMYK & Pantone spot values are listed to the right.




**PANTONE®
BLACK #5 C**

PRIMARY PROCESS MIX:
 (C) Cyan 63%
 (M) Magenta 73%
 (Y) Yellow 71%
 (K) Black 30%




**PANTONE®
550 C**

PRIMARY PROCESS MIX:
 (C) Cyan 27%
 (M) Magenta 11%
 (Y) Yellow 11%
 (K) Black 0%




**PANTONE®
468 C**

SECONDARY PROCESS MIX:
 (C) Cyan 6%
 (M) Magenta 9%
 (Y) Yellow 23%
 (K) Black 0%



**PANTONE®
166 C**

SECONDARY PROCESS MIX:
 (C) Cyan 0%
 (M) Magenta 60%
 (Y) Yellow 100%
 (K) Black 0%



**PANTONE®
382 C**

SECONDARY PROCESS MIX:
 (C) Cyan 30%
 (M) Magenta 0%
 (Y) Yellow 100%
 (K) Black 0%

Imaging Isolation

To ensure optimum legibility of The Community Foundation of Abilene identity, a clear area surrounding all artwork must be maintained. This area is the minimum allowable distance between the identity and all other imagery (typography, photographs, page trim and folds). Be aware that this image isolation is invisible and *does not print*. This area is only a minimum distance. A generous amount of clear space surrounding the signature is always recommended.



Graphic Standards: Fonts

Approved Fonts

In keeping with the mission and values of The Community Foundation of Abilene, the serif font **ITC Bookman** was chosen for its high readability. Bookman is to represent the primary voice of CFA. The typography reinforces classical and prestigious associations. CFA's second voice of presentation is the san-serif font family **Trade Gothic**. Both fonts are highly versatile fonts, appropriate for a variety of applications, and come with multiple weights.



FONT INSTALLATION INSTRUCTIONS:

1. Click Start – Control Panel.
2. Double-click the Fonts folder.
3. Click File – Install New Fonts.
4. Navigate to the font folder on the CD – Double-click the font you want to install.
5. Repeat steps 3 and 4 for additional fonts.
6. Restart computer.

Glossary of Terms:

Identity Guidelines

The term used to describe a system of visual, verbal and experiential parameters that define the identity of an institution, corporation, product or service. Typically they include graphic standards based on the identity (logo, symbol, etc.), color, typography, imagery, design, voice, etc.

Brand Image

The image that audiences form as a result of their various points of contact or experiences with the brand. The brand exists only in the minds of our audience, so experiences that are inconsistent with our identity guidelines diminish our image.

CMYK

An acronym used to identify full-color process print reproduction and the four specific colors used. When printed as overlapping screens of dots on paper, these four colors create the illusion of a wide range of colors. The four process colors are: cyan (process blue), magenta (process red), yellow (process yellow) and black. The letter K is used for black.

EPS (or Adobe Illustrator)

Encapsulated PostScript (EPS) is a standard format for importing and exporting PostScript language files in all environments. EPS describes an illustration. Because EPS or Adobe Illustrator files are vector graphics, they have the ability to scale limitlessly.

JPG

JPG is a compressed photographic file format. JPGs reduce the original image size by simplifying complex images, allowing them to transfer more quickly across an Internet connection. JPG is a common file format for use primarily in web publishing.

Identity (Logo)

A name, symbol or trademark designed for easy and definite recognition. A graphic element of a trademark or brand, which is set in a special typeface/font or arranged in a particular but legible, way.

PDF

PDF is the universal native file format for Adobe Acrobat. PDF (Portable Document Format) files can contain any combination of text, graphics and images in a simple format. These documents can be very simple or extremely complex with a rich use of fonts, graphics, colors and images.

PMS

Abbreviated for the PANTONE® Matching System, an international system of ink formulas developed for specifying color in reproduction.

San Serif Fonts

Sans serif typefaces do not have the characteristic small horizontal lines at the tops and bases of characters as serif fonts. We have adopted Trade Gothic as our primary sans serif font. Primary use is for subheads, captions, tables and lists where readability at smaller sizes is essential.

Serif Fonts

Term used to describe typeface font with headers and footers within the character letters. Small horizontal lines that rest on the tops and bottoms of character staffs of the font. We have adopted ITC Bookman as our official serif font.

TIF

TIF stands for Tagged Image File. TIFs are appropriate for print publishing and used more often in high resolution situations of printing.

Voice

Voice refers to the personality, style, or tone of either written or spoken communication.