



Heritage Community Foundation
Visual Identity Guidelines

Logo use

The Heritage Community Foundation logo is designed to keep the flavor of its predecessor while being modernized and updated to match the established look and logo of the Foundation's signature project AlbertaSource.ca. Because this logo identifies the organization and serves to maintain that identify, the logo must always be used only in ways that enhance and carry out the purposes of the organization.

The Logo

The Heritage Community Foundation logo is comprised of the "Heritage Community Foundation" logotype and the Foundation's symbol.

The symbol is derived from the previous logo - originally designed as an Inukshuk made from the stylized letters "i" and "t", the symbol has been skewed and altered to resemble people, developing a stronger sense of community. A gradient of color is used to maintain the subtle emphasis on the "it" in Heritage like the previous logo featured.

The logo should always be depicted exactly as shown with the only options being color (see next page for details). Both elements - the symbol and the logotype - are to only be used in unison. Neither component should be depicted on its own.

Clear Space

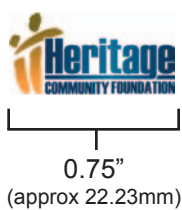
To avoid unnecessary crowding of the Heritage Community Foundation logo, a minimum amount of clear space is needed around all sides.

Minimum Size

To ensure that the Heritage Community Foundation logo is readable at all times, it should be used at a minimum size of 0.75" (roughly 22.23 mm) for all print applications and 100 pixels for any web based application.



Minimum Size
(print)



Minimum Size
(web)



Colors

The colors in the Heritage Community Foundation logo combine flavors of the original logo and those of the Foundation's A to Z Campaign Case Statement. This allows the logo to maintain a slight reference to its previous version while also becoming modernized with the Case Statement's corporate color palette.

Colors

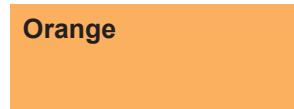
The Heritage Community Foundation logo is composed of three Pantone colors. It is important to maintain these colors across different applications in order to keep the visual identity consistent. If Pantone colors are unavailable, CMYK, RGB or HEX#'s should be used using the values provided.

The full color logo should be used whenever possible on any colored background. The white outline around the logo will ensure it stands out from any color it is used on. A greyscale version has been created for applications where full color is not an option. If provided variants are unable to be used, the logo may be reproduced in solid black (not depicted).

On dark colored backgrounds a non-outlined version of the logo can be used to increase clarity. The only color that can be used in this case, however, is white.



Blue
 equivalent to:
PANTONE® 295
C 100 **R** 17
M 57 **G** 70
Y 0 **B** 121
K 40
HEX# 114676



Orange
 equivalent to:
PANTONE® 150
C 0 **R** 232
M 35 **G** 176
Y 70 **B** 102
K 0
HEX# E8B066

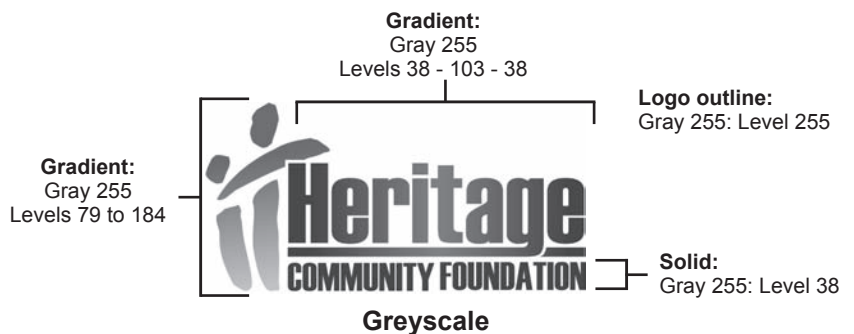


Green
 equivalent to:
PANTONE® 385
C 3 **R** 126
M 0 **G** 123
Y 100 **B** 23
K 83
HEX# 7E7B17

The CMYK values have been derived from the Pantone Solid To Process Guide found on the official Pantone website. RGB and Hexadecimal colors have been interpreted from these CMYK values and are not exact conversions. They are approximations which render the closest results.

PANTONE® is a registered trademark of Pantone, Inc.

Process Color	Web Color
C Cyan	R Red
M Magenta	G Green
Y Yellow	B Blue
K Black	



Incorrect Logo Use & Typography

Incorrect Logo Use

In order to ensure that the Foundation's visual identity remains professional, the logo must not be altered in any way when used. Stretching and skewing the logo in any way is not an appropriate use of the logo. When enlarging or reducing the size of the logo once placed in a document it is very important to make sure the proportions are being scaled proportionately. If not the logo becomes stretched and squished and this reflects poorly on how it is perceived. Other examples of incorrect usage are displayed to the right.



Do not use the logo without the symbol.



Do not use a different typeface for the logotype.



Do not stretch or squish the logo.



Do not skew the logo.



Do not rotate the logo on an angle.



Do not use the full color version without the white outline.



Do not depict the logo in unspecified colors.

Typography

The Heritage Community Foundation logo uses the "Haettenschweiler" font as its typeface. This typeface must be maintained at all times when using the logo in any medium (*print, web, etc.*).

Haettenschweiler

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz