CANFAR

—

BRAND GUIDE 2018

CANADIAN
FOUNDATION
FOR AIDS
RESEARCH

Logo

The CANFAR logo is comprised of a red ribbon and a wordmark of the organization's full name.

Two versions of the main logo are available: one with dark text, and one with white text with the ribbon outlined in white.

CANFAR_LOGO.AI
Used on light coloured backgrounds.

CANFAR_LOGO_WHITE.AI
Used on dark backgrounds or coloured backgrounds
that clash with the normal red ribbon.

Bilingual Logo

The CANFAR logo is also available in a bilingual version, only to be used with publications that are available in English and French.

CANFAR_LOGO_ENGFR.AI
Used on light coloured backgrounds

CANFAR_LOGO_ENGFR_WHITE.AI
Used on dark backgrounds or coloured backgrounds that clash with the normal red ribbon.

Alternative Logos

In the situation where the regular logo cannot be used due to competing colours/graphics in the background (Fig. 1), alternate versions of the logo should be used.

Figures 3-5 show the one-colour versions of the CANFAR logo. These are to be used when colour printing is unavailable, or there is no workable way to incorporate either of the regular CANFAR logos. They can also be used stylistically on brand collateral such as presentation folders, gift bags, etc.

FIG. 1

CANFAR_LOGO.AI

FIG. 2 - First preferred alternative

CANFAR_LOGO_WHITE.AI

OTHER ALTERNATIVES (ONE COLOUR)

FIG. 3

CANFAR_LOGO_SQUARE_RED.AI

FIG. 4

CANFAR_LOGO_SQUARE_WHITE.AI

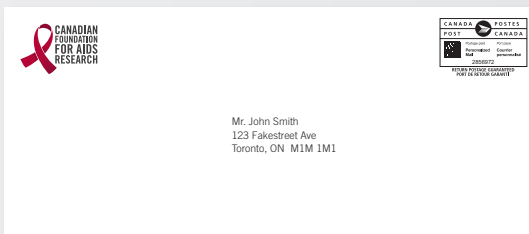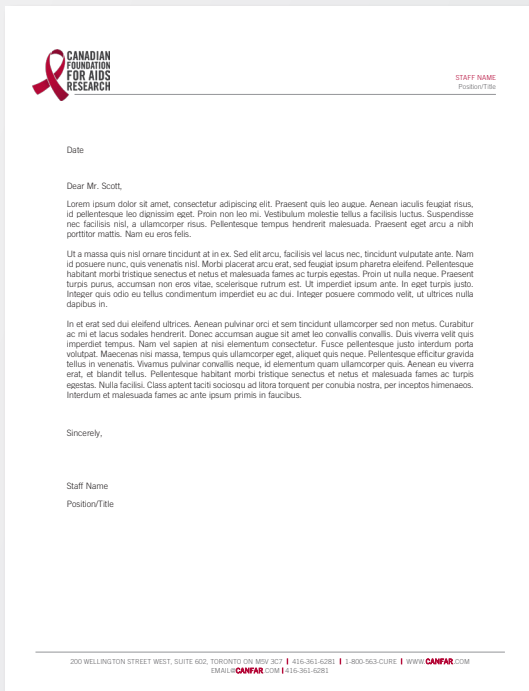FIG. 5

CANFAR_LOGO_SQUARE_BLACK.AI

Logo Spacing

Let the logo breathe! The CANFAR logo should never be closer to another logo or object in any direction than the height and width of the word "FOR" in the word mark.

Logo Placement

Where possible, the CANFAR logo should be placed in the top left or bottom right of documents.

CANADIAN
FOUNDATION
FOR AIDS
RESEARCH

STAFF NAME
Position/Title

Date

Dear Mr. Scott,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis leo augue. Aenean iaculis feugiat risus, id pellentesque leo dignissim eget. Proin non leo mi. Vestibulum molestie tellus a facilisis luctus. Suspendisse nec facilisis nisl, a ullamcorper risus. Pellentesque tempus hendrerit malesuada. Praesent eget arcu a nibh porttitor mattis. Nam eu eros felis.

Ut a massa quis nisl ornare tincidunt at in ex. Sed elit arcu, facilisis vel lacus nec, tincidunt vulputate ante. Nam id posuere nunc, quis venenatis nisl. Morbi placerat arcu erat, sed feugiat ipsum pharetra eleifend. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin ut nulla neque. Praesent turpis purus, accumsan non eros vitae, scelerisque rutrum est. Ut imperdiet ipsum ante. In eget turpis justo. Integer quis odio eu tellus condimentum imperdiet eu ac dui. Integer posuere commodo velit, ut ultrices nulla dapibus in.

In et erat sed dui eleifend ultrices. Aenean pulvinar orci eu sem tincidunt ullamcorper sed non metus. Curabitur ac mi et lacus sodales hendrerit. Donec accumsan augue sit amet leo convallis convallis. Duis viverra velit quis imperdiet tempus. Nam vel sapien at nisi elementum consectetur. Fusce pellentesque justo interdum porta volutpat. Maecenas nisi massa, tempus quis ullamcorper eget, aliquet quis neque. Pellentesque efficitur gravida tellus in venenatis. Vivamus pulvinar convallis neque, id elementum quam ullamcorper quis. Aenean eu viverra erat, et blandit tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla facilisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Sincerely,

Staff Name

Position/Title

200 WELLINGTON STREET WEST, SUITE 602, TORONTO ON M5V 3C7 | 416-361-6281 | 1-800-563-CURE | WWW.**CANFAR**.COM
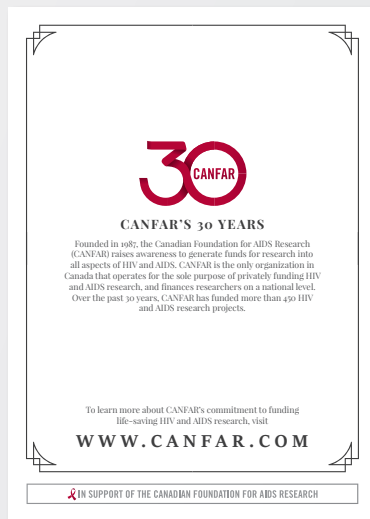EMAIL@**CANFAR**.COM | 416-361-6281

Events Footer

Events in support of CANFAR may have their own branding that may compete with the CANFAR logo. To combat this, a simple footer can be used to replace the CANFAR logo but still point the event toward CANFAR in a clean and elegant way. This footer should be centered when placed.

🎗 **IN SUPPORT OF THE CANADIAN FOUNDATION FOR AIDS RESEARCH**

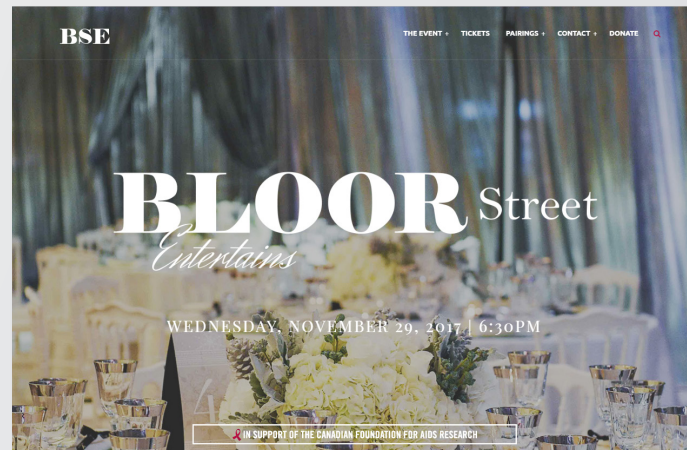🎗 **IN SUPPORT OF THE CANADIAN FOUNDATION FOR AIDS RESEARCH**

Colours

The red ribbon is the symbol of HIV and AIDS awareness. The significance of this red is communicated through CANFAR branding. Red is a very strong and bold colour. It does not typically work very well with other colours, but it stands out when in contrast with white, light greys, or dark greys. 100% black should be avoided as it tends to make the CANFAR red look too heavy. Alternatively, 90% black works nicely.
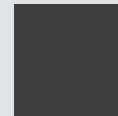
CANFAR RED

C : 0	R : 181
M : 100	G : 9
Y : 65	B : 56
K : 28	

HEX: #b50938

90% BLACK

C : 0	R : 65
M : 0	G : 64
Y : 0	B : 66
K : 90	

HEX: #414042

CANADIAN FOUNDATION FOR AIDS RESEARCH

IMPORTANT NOTE:
Under no circumstances should the ribbon's colour ever be changed. The alternate one-colour CANFAR logos were created in the rare situation where the standard CANFAR logo cannot be used.

Typography

The official font of CANFAR is Trade Gothic. There are a plethora of options to choose from in this font family, but they should be combined tactfully.

Trade Gothic LT Std Bold No. 2

Aa
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Trade Gothic LT Std Light

Aa
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Typography

The official font of CANFAR is Trade Gothic. There are a plethora of options to choose from in this font family, but they should be combined tactfully.

Trade Gothic LT Std Bold Condensed No. 20

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Trade Gothic LT Std Condensed No. 18

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Putting It Together

Below is a template to use when creating word documents.

Trade Gothic Bold Condensed No.20, 20 pt

Main Title Heading

Trade Gothic Light, 11 pt
Trade Gothic Light, 11 pt

SUBHEADING TITLE
Ed quunt earuntem ut aligendam quo ipsusae ptaspidel isque endem quiatias eum restiae. Rovit, tem haris am, im arit oditate mporuptia asim vendis quo cus evero mo cusa dolore recus, exerrore remporpore rendae inimi, odit quo enem volorrum fugit, se volute pariam faccus ne deroria perrum ipiet accus.

Trade Gothic Light, 11 pt
Trade Gothic Light, 11 pt

SUBHEADING TITLE
Omnis estrum aribus, te lam es auda culloreiunte derum ipiducidem everiorro tecat qui berchillaut estiniminci raectis reperspid es accae num nonsento moloren ihicid utenducias commod mi, id quam ab ipicil illandia volupta seque omnim verempore, intem dolorecerum a pro volesto repercim vit in nosapienti volut reria serrum eriore pro te netur audit, cum labo. Quia doloriae ide vento volutem. Ra voluptat.

Trade Gothic Light, 11 pt

FIRST NAME, LAST NAME
Position Title (i.e. "Manager of Development")
email@CANFAR.com
416-361-6281

Photos Are Important

A picture tells a thousand words, and a branded picture tells an even greater narrative. Although not always necessary, a red gradient over a photo helps communicate CANFAR's presence more clearly and effectively. Note the approximate shades of shadows, midtones, and highlights.

SHADOWS   MIDTONES   HIGHLIGHTS

Research in 2018
White text really pops on a red-filtered photo!