

MAIN LOGO

This version of the logo should be used whenever possible on all print and digital materials.



MAIN LOGO REVERSED

The logo should be reversed to white whenever it's placed on a dark or photographic background.



MAIN LOGO CENTERED

This logo should be used sparingly and only when spacing absolutely requires a centered format.



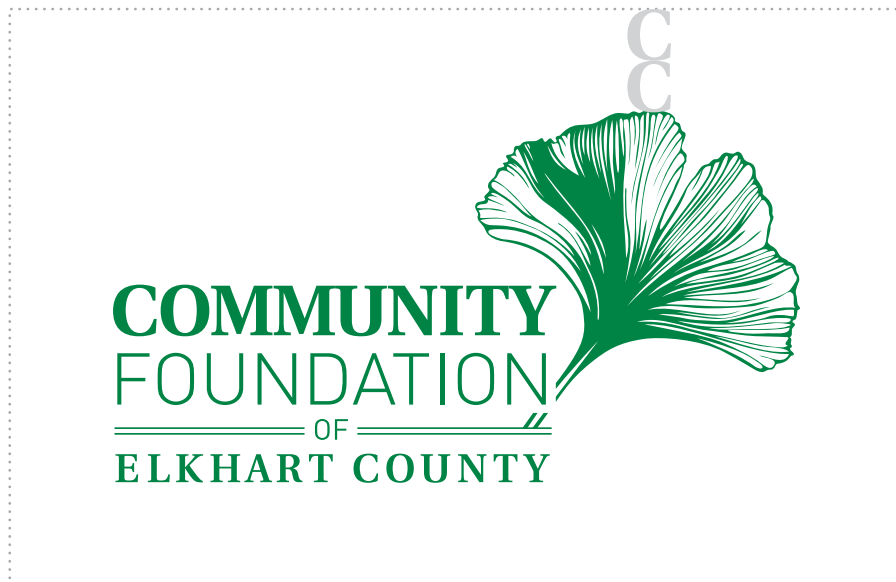
SEPERATED LOGO ELEMENTS

The logo elements alone should not be considered logos but brand assets, and should be used sparingly in independent contexts.



TAGLINE LOGOTYPE

This logotype should be used whenever the tagline is present. The tagline should never appear as regular typeset.



SAFE AREA

On all versions of the logo, a minimum clear space the size of two C's from 'Community' is required on all sides.

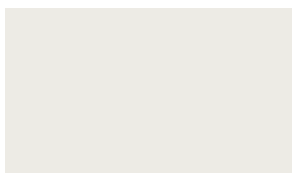
.....



88 / 20 / 100 / 10
#008444
PANTONE 348



75 / 40 / 60 / 53
#426D61
PANTONE 7484



5 / 4 / 7 / 0
#EEEECE7
PANTONE 7527



50 / 45 / 50 / 60
#45443F
PANTONE WARM GREY 11

COLOR PALETTE

*These are the only colors that should be used when the main brand of CFEC is present.
No other colors should be added or swapped in.*

INCORRECT APPLICATIONS



Never stretch or distort the logo.



Never put other elements too close to the logo.



Never add a drop shadow or any effects.



Never make the logo more than one color.



Never replace or remove any of the wording in the logo.



Never change the orientation of the ginkgo leaf.



Never place a non-reversed logo on a dark or photographic background.





MAIN LOGO

This version of the logo should be used whenever a wide space is available in print or digital formats.



MAIN LOGO REVERSED

The logo should be reversed to white whenever it's placed on a dark or photographic background.



MAIN LOGO CENTERED

This version of the logo should be used whenever a narrow space is available in print or digital formats.