Branding Guidelines

_Vital Signs_ illustrates the unique nature of community foundations. It embodies our role as convenors, it builds community knowledge, it provides a framework for our grantmaking and donor engagement, and enables us to undertake more new business activities, and supports us to fulfill our community leadership role. In addition, because _Vital Signs_ aims to a high profile UK initiative it has tremendous potential for growing the overall profile of the community foundation movement. The _Vital Signs_ brand is a valuable resource for the community foundation movement in the UK and Canada and, as such, requires our consideration and care.

Below are the branding guidelines agreed to by all Vital Signs participants:

- **Report title:** The title of _Vital Signs_ reports will be comprised of the words _Vital Signs_ preceded by the name of the user’s community e.g. “Tyne & Wear’s Vital Signs”. The words _Vital Signs_ and the name of the User’s community shall be presented in a form and style that does not give prominence to the name of the community foundation over _Vital Signs_.

- **Wordmark:** To build UK recognition, the report title will feature the _Vital Signs_ wordmark as described and illustrated below. The wordmark will be used as the title on the front covers of the reports and on _Vital Signs_ webpages. Digital artwork for the wordmark is available in electronic format on the _Vital Signs_ collaboration space.

- **Trademark:** The ® symbol will be used with use of the “_Vital Signs_” name in print.

- **Logo:** All _Vital Signs_ reports will feature the UK Community Foundations logo to signify that _Vital Signs_ is a UK initiative in our community foundation movement and the following text:

  “_Vital Signs_ is a community philanthropy guide from your local community foundations, measuring the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. _Vital Signs_ is supported by UK Community Foundations.”

You must credit UK Community Foundations as a member of the network and Community Foundations of Canada and their _Vital Signs_ initiative as a Supporting Partner by placing their logos in your materials as appropriate. Logos are available below.
City name: Univers 57 condensed, all caps
Mark: Univers 75 black and 46 light
City Name is 1/3 x where x is height of Mark

Space between City Name and Mark is 1/2 x
where x is height of Mark

In English:
City Name and Mark align left.

If City Name is longer than Mark they align right.

In French:
City Name and Mark align right.

Colour:
Mark appears in Black, reversed to white
or in your own Community Foundation
corporate colour.