HABITAT CONSERVATION TRUST FOUNDATION

INTRODUCTION

ABOUT THIS GUIDE

This reference guide has been prepared to assist in the correct and consistent use of the
The Habitat Conservation Trust Foundation family of logos, approved typography and
colours. All HCTF pieces must reveal a uniform appearance that expresses a consistent
identity and should be designed to maintain and strengthen the appearance of the brand.

When promoting a project that HCTF has funded, we request that you clearly acknowledge
HCTF's support. By acknowledging HCTF's contribution to your project, you help us raise
awareness of support for conservation in BC and encourage additional contributions
for projects like yours. HCTF requires that our logo be prominently displayed on all
communications materials related to your project. Different file formats of the logo are
available for download online at: http://www.hctf.ca/communications/guidelines-logos

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PRIMARY LOGO

Should be the first choice for most applications. Available in both horizontal and vertical formats as shown below.

REVERSE

When working with a dark or image-based background, the reverse version of the logo should be used. This should be the preferred version for use on a dark background (as opposed to the white version). Adding white or lighter coloured shapes behind the main logo is not permitted.

GREYSCALE

For use in greyscale printing.

HABITAT CONSERVATION
TRUST FOUNDATION

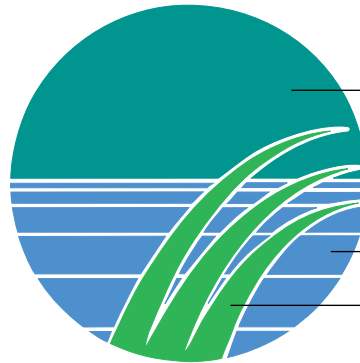HABITAT
CONSERVATION TRUST
FOUNDATION

CLEARSPACE & MINIMUM SIZE REQUIREMENTS

The minimum area surrounding the logo, known as clear space, provides breathing room for the logo and eliminates visual clutter. Half the height of the logo graphic defines the minimum clear space requirement for the logo and is required in all directions surrounding the logo. A minimum size has also been established to ensure the logo is clearly visible and reproduced consistently. The size is .4" measured across the height of the logo for the horizontal format and .6" for the vertical format.

HABITAT CONSERVATION
TRUST FOUNDATION

HABITAT CONSERVATION
TRUST FOUNDATION

.4"   HABITAT CONSERVATION
       TRUST FOUNDATION

.6"   HABITAT
       CONSERVATION TRUST
       FOUNDATION

HABITAT
CONSERVATION TRUST
FOUNDATION
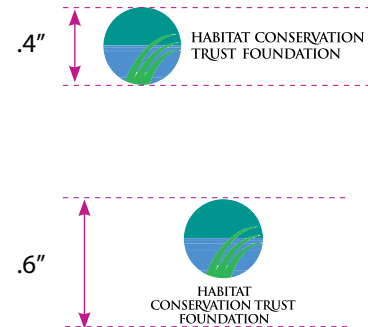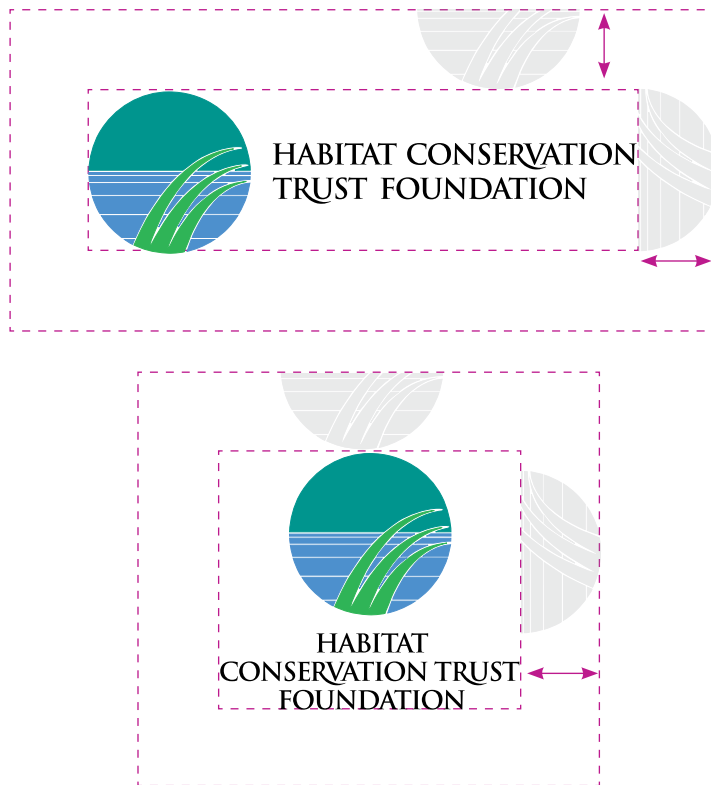
LOGO COLOURS

Pantone **3285 C**

Pantone **279 C**

Pantone **361 C**

HABITAT CONSERVATION TRUST FOUNDATION
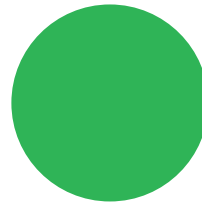
100% Black

BRAND COLOUR PALETTE
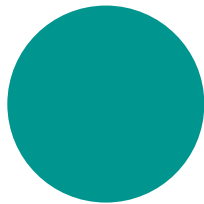
The following colours make up the HCTF colour palette.
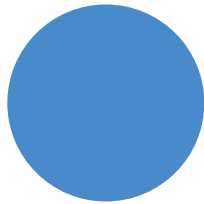
BLUE

PANTONE	279 C
CMYK	C69 M34 Y0 K0
RGB	R77 G144 B205
HEX	#4D90CD

GREEN

PANTONE	641C
CMYK	C76 M0 Y91 K0
RGB	R47 G180 B87
HEX	#2FB457

TEAL

PANTONE	3285 C
CMYK	C100 M0 Y47 K15
RGB	R0 G149 B142
HEX	#00958E
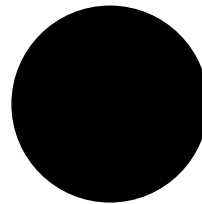
BLACK

CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX	#000000

APPROVED FONTS

The offical brand font is Trajan Pro and should be used sparingly (reserved for titles and headlines only.) The font Myriad Pro should be used for all other copy including body copy and subtitles.

AA

Trajan Pro

_____

Trajan Pro, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trajan Pro, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Aa

Myriad Pro

_____

Myriad Pro, Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro, Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro, Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro, Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro, Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro, Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

TYPE HIERARCHY

Primary Headline | Trajan Pro, Regular | Size Shown: 30 pt | Leading: 35 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheadline | Myriad Pro, Bold | Size Shown: 16 pt | Leading: 20 pt

abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Subheadline | Myraid Pro, Semibold | Size Shown: 10 pt | Leading: 15 pt

abcdefghijklmnopqrstuvwxyz
1234567890

Main Body Copy | Myriad Pro, Light | Black | Size Shown: 9 pt | Leading: 15 pt

abcdefghijklmnopqrstuvwxyz
1234567890

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