



Logo Use and Recognition

Waterloo Region Community Foundation (WRCF)'s logo is the visual expression that we use to identify ourselves. Below you will find information and guidelines pertaining to proper logo use.



Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. The logos you receive from WRCF will have the clear space guidelines already built into them for ease.



Minimum Size

WRCF's logo must perform well at all sizes. Use the guidelines provided here for proper implementation of the logo, at the minimum recommended size. A small primary logo should never be rendered at a size less than 0.5 inches high.





Colour Logo Usage on Backgrounds

The full colour logo is preferred for recognition purposes wherever possible; however, the full colour logo should be used only on white or black coloured backgrounds. Avoid using full colour logos on photographs unless the logo sits on a black or white area of the image.

One Colour Use

The full colour logo will not perform well on most photography and various background colours. In those cases, a one colour logo in black and/or white, as shown here, should be used.





Improper Use

Always use the logo files provided by WRCF. Never attempt to recreate any of the logos on your own. Be sure to keep all parts of the logo intact and never introduce new elements or alter existing elements.

Examples of improper use:

- Stretching the logo
- Moving the logo icon to a different side of the word mark
- Having text or imagery encroaching on the clear space
- Enlarging the icon separate from the word mark
- Flipping the logo so it is sideways or upside down
- Changing one or more of the colours
- Making the logo opaque
- Placing a coloured logo on a coloured background or over a busy image

To help maintain the integrity of our brand, we ask that you send us any files and recognition to WRCF for review before they are shared externally. Please send recognition review requests to Rochelle Benoit at rochelle@wrcf.ca.

Questions

If you have any questions about recognition, contact Rochelle Benoit at rochelle@wrcf.ca or 519-725-1806 x 209.