CIF Graphic Standards for Printed Material and Social Media

The CIF Logo

The Community Initiatives Fund of Kahnawà:ke logo is the official trademark of the CIF and is used to signify the presence of the CIF in all visual communications. It is the single method the CIF uses to sign its name and must be included in all visual material. By consistently and properly using the logo, the CIF's identity is established throughout the community and elsewhere.

The CIF logo was designed by community member *Bear Lazare*. The artist incorporated a tree representing the Tree of Peace to show an aspect of our culture, but it also shows upward growth for the economy. The tree (or arrow) leads into a silhouette of a larger building, to signify improvement and strengthening of both culture and economy. Inspiration also comes from blanket designs linked to our culture.

Wordmark

In the event the CIF logo cannot be implemented, a wordmark may be used with the Helvetica or Arial font, as follows: COMMUNITY INITIATIVES FUND of KAHNAWÀ:KE. All capital letters (except of) and of KAHNAWÀ:KE with 70% shading.

Policy

The CIF has adopted these graphic standards to provide clear and consistent guidelines for the use of the CIF logo. These standards establish and maintain a strong visual image for the CIF and are created for anyone who uses the CIF logo. The standards also apply to recipients of CIF funding. It establishes simple rules for applying our logo consistently and correctly. Non-standard uses of the logo are to be approved by the CIF.

Colour

The official colours for the logo are:

CMYK: 48-25-83-4 (dark green)	Pantone: 5767 C
CMYK: 41-15-76-1 (light green)	Pantone: 577 C
CMYK: 35-6-71-0 (lightest green)	Pantone: 365 C
CMYK: 27-0-62-35 (green letters)	Pantone: 5777 C
CMYK: 2-2-86-0 (dark yellow)	Pantone: 106 C
CMYK: 2-1-51-0 (light yellow)	Pantone: 601 C
CMYK: 58-49-49-16 (grey letters)	Pantone: 424 C

Logos can be accessed from the CIF Media tab on our website www.kahnawakefund.com.