

CCVO Logo & Colour Guidelines

These guidelines contain everything you need for clear and consistent implementation of CCVO's visual identity.

THE LOGO

The CCVO (Calgary Chamber of Voluntary Organizations) logo is the most visual element of our brand. Each letter differs in colour, symbolic of the varied resources CCVO offers as well as relating to diverse communities working together. CCVO's tagline - Empowering Nonprofits – encapsulates our brand promise.

The appearance of the CCVO logo and its application is important in maintaining consistency and recognition.

Logo usage must be approved before publication.

Please contact CCVO Marketing & Communications staff for approvals at communications@calgarycvo.org.



CLEAR SPACE AND MINIMUM SIZE

Proper logo use includes “white space” around the CCVO logo, which is space where no other content, words, logos, etc. can be placed. For each variation of the CCVO brand use the height of the counter (inner circle) of the “O” as an indicator of the clear space needed to protect the marks from visual interference. See examples of proper white space to the right.

Visual integrity can also be preserved by not allowing the scale to drop below the outlined minimum size. Print values for minimum size are denoted in millimeters and pixels are given for screen size.



IMPROPER LOGO USE

The CCVO logo should not be separated, stacked, repositioned, or used with a different typeface. The logo should not be recolored, redrawn, or used on any coloured background. For coloured backgrounds, including photos, please use the white or black logo, available upon request.

Please see examples to the right of incorrect use of the brand. Please adhere to these rules and contact CCVO Marketing & Communications staff if you have questions.



never use the logo with a different typeface or change the spacing between logo and tagline.



never rearrange to a stacked orientation. The only exception for this can be seen on the banners.



never use the coloured logo on a coloured background or photo

BRAND COLOURS

The colour palette is a key element in the CCVO identity. The colour hierarchy block seen to the right gives a sense of the overall colour usage, ranging from the dominant red and light blue to highlight yellow and blue. CCVO Aubergine is used in place of black in all CCVO instances.



CCVO RED
C 0 / M 71 / Y 89 / K 0
HEX #FF6E2E
RGB 255, 110, 46



CCVO CORAL
C 0 / M 62 / Y 72 / K 0
HEX #FF8150
RGB 255, 129, 80



CCVO ORANGE
C 0 / M 41 / Y 99 / K 0
HEX #FFA515
RGB 255, 165, 21



CCVO YELLOW
C 1 / M 16 / Y 97 / K 0
HEX #FFD217
RGB 255, 210, 23



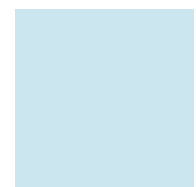
CCVO colour block



CCVO AUBERGINE
C 67 / M 77 / Y 56 / K 67
HEX #2B1626
RGB 43, 22, 38



CCVO BLUE
C 50 / M 8 / Y 13 / K 0
HEX #70C0D3
RGB 112, 192, 211



CCVO LIGHT BLUE
C 18 / M 2 / Y 4 / K 0
HEX #CBE6EE
RGB 203, 230, 238