CFC®
Combined Federal Campaign

Campaign Style Guide

- The graphical standards are meant to be a guide for any materials associated with the Show Some Love campaign. Included in this section are editorial guidelines for usage on typography, photography, and color with some indication on potential usage.

- The editorial tone of all materials should be bright, vibrant, fresh, friendly, warm, and human. While the information is direct and clear, it is expressed in a candid and engaging way that celebrates giving.

The Campaign Mark

Campaign Mark

CFC Branding

Call-to-action

The campaign mark should always be used in conjunction with the CFC logo, any added agency partner logos, and the call-to-action or URL. The mark should never live on its own without identifying who is driving the campaign and how to act it on it. To accomplish this, the Show Some Love mark can either be used in conjunction with the branding and call-to-action as it is seen here in the example on the left, or include the CFC logo and call-to-action as part of the mark as it is seen here on the right.

This usage example is NOT a logo lock-up. The relationship between the campaign mark, the CFC logo, call-to-action, and any partner logos will vary depending on the availability of space on the materials, context and scale.

Please use the provided examples and templates as a guide to inform you on how to insert your agency or message.

The insertion of the CFC logo and call-to-action in the campaign mark is helpful, but dependent on usage and scale. This type of usage is appropriate for standalone materials, such as t-shirts and cut-outs, where the campaign mark lives on its own without associated photography and the only available messaging space resides inside the circular area.

The above campaign mark should be used on smaller standalone materials, such as buttons and stickers, where space is limited and the call-to-action would not be legible.

Color Usage

The primary campaign color for the logo mark can be personalized for the context or agency. If the primary campaign blue cannot work, we recommend using one of the following approved campaign color options (as seen below) to maintain a consistently vibrant and playful look and feel.

Primary Palette:

Primary Campaign Blue

C - 57% R - 86 #56c9ed
M - 0% G - 201
Y - 3% B - 237
K - 0%

These colors should be used mostly with headlines, body copy, background colors for boilerplate copy and partner logos and other editorial additions that need to be made.

Dark Grey

C - 0% R - 88 #58585b
M - 0% G - 89
Y - 0% B - 91
K - 80%

Dark Blue

C - 88% R - 38 #253c51
M - 70% G - 61
Y - 46% B - 81
K - 38%

These colors should be used for highlighting or calling out important content like URLs or words. You can also use these accent colors for nuances in the design.

Secondary Palette:

CFC Red

C - 5% R - 172
M - 100% G - 26
Y - 71% B - 47
K - 22% #ac1a2f

CFC Blue

C - 100% R - 0
M - 68% G - 52
Y - 7% B - 121
K - 28% #003479

Warm Blue

C - 82% R - 32
M - 33% G - 136
Y - 30% B - 159
K - 2% #1f879f

Typography

Primary Headline Font:

Typewriter Condensed

The typewriter font is used as a headline font on top of imagery when messaging becomes part of the image. The style and usage of this font should be used playfully with varying sizes, weights, and angles in and around photography as part of the picture. It is NOT meant to be used for body copy in materials.

Regular

AaBbCcDdEe
1234567890

Bold

AaBbCcDdEe
1234567890

Secondary Utility and Body Copy Font:

Univers

Univers is used for legibility, credibility and clarity. It is most commonly used at the bottom of materials in boilerplate language, organization and partner-specific messaging, and body copy.

Regular

AaBbCcDdEe
1234567890

Condensed

AaBbCcDdEe
1234567890

Light

AaBbCcDdEe
1234567890

Light Condensed

AaBbCcDdEe
1234567890

Typography

Campaign Mark Font

MixTapeMike

Regular

AaBbCcDdEe

The logo font, MixTapeMike, is used for the campaign mark to differentiate itself as a spirited approach to a Federal Campaign. It's fun, active, and alive.

http://www.joebob.nl/commercial-font/mixtapemike#node-216

This font should only be used on a select few materials that require a minimal typographic approach to mirror the campaign look and feel. An example of this is the Thank You card at right. Use this font very sparingly so as not to compromise the impact of the ShowSomeLove campaign mark.

Photography

There are 3 styles of photography in this campaign. The goal of all three is to capture a natural, authentic emotion and not seem posed.

1. On Set

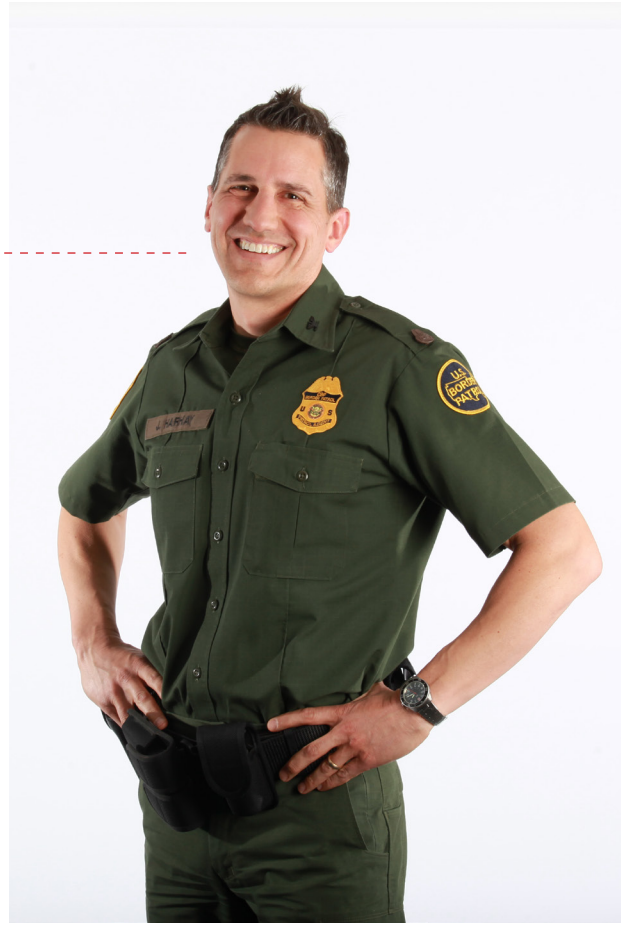
The first is the primary usage of portraiture against a light neutral background.

They are shots of giving participants showing a charismatic, human, and generous personality. The photos should reveal unexpected "caught" moments that don't seem forced or manufactured. Although the photographs are admittingly for the campaign and on a set, their inner qualities and individuality needs to be revealed.

Couples, groups of people, are also encouraged. It's good to get a diverse representation of age and ethnic heritage.

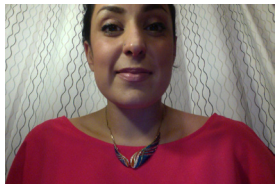
Please do not purposefully load a picture with a diverse group of people. If a photo has more than one person, we want them to be together for a reason. We want people with real relationships because this campaign relies on its authenticity.

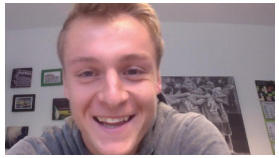
When taking photos, leave lots of room around the person to put your messaging and campaign mark. Could be headroom or next to the person.

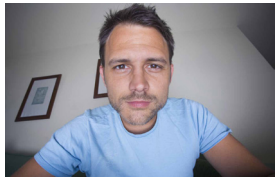


2. On Location

The second type is about engaging and capturing real Federal employees in unexpected places and talking to them about giving and getting them to represent their favorite causes.







3. Selfie / Webcam

The third type creates a way for influencers, ambassadors, and the general audience to participate. For posting in social media, we can get people to participate and illustrate the causes they care about.

Layout of Materials

(With bottom bar)

Campaign mark anchored to top of material seen here in primary campaign light blue. The campaign mark should be anchored to the top of the design when seen with a portrait. Top of circle should be slightly out of frame.

Playful layout of main message in typewriter font overlaid on top of photo's negative space.

Chosen portrait

I.D. Fed Employee and Agency

CFC logo and Call-to-action isolated at bottom in dark blue bar.

Giveaways

On giveaways like the button, the CFC logo and call-to-action should be seen within the circular canvas of the object as seen here.

If t-shirts are two color, they will have the Show Some Love logo with the CFC logo and call-to-action on the front with the CFC logo on the sleeve in white. When t-shirts are one-color, the CFC logo on the sleeve will be in the campaign light blue.