

Grantee and Fundholder Visual Identity Usage Guidelines

This guide is intended for Grantees and Fundholders who are using the Victoria Foundation brand as part of their own graphic materials. The downloadable logo package includes the following files:



Victoria_Foundation_Logo_Horizontal_RGB.eps/png/jpg
Victoria_Foundation_Logo_Horizontal_CMYK.eps



Victoria_Foundation_Logo_Horizontal_BLACK.eps/png/jpg



Victoria_Foundation_Logo_Horizontal_WHITE.eps/png



Victoria_Foundation_Logo_Vertical_RGB.eps/png/jpg
Victoria_Foundation_Logo_Vertical_CMYK.eps



Victoria_Foundation_Logo_Vertical_BLACK.eps/png/jpg



Victoria_Foundation_Logo_Vertical_WHITE.eps/png

Protective Space

The minimum protective space for the Victoria Foundation logo is 'X', where 'X' equals the height of the 'V' in the Victoria Foundation logotype. This space is required around all sides of the visual identity at all times.



Incorrect Usage



DO NOT use a low-resolution file or file prepared for online use in print applications



DO NOT reproduce the visual identity in anything other than the specified colours



DO NOT substitute typefaces in the visual identity



DO NOT screen back or tint the visual identity



DO NOT add drop shadows to the visual identity



DO NOT stretch or distort the visual identity

Fund Identification

If the name of a fund is desired to be identified with the Victoria Foundation, It can be placed below the 'Victoria Foundation' part of the visual identity, respecting the protective space guidelines.



The Eileen Chow Fund
for Children's Health



**Victoria
Foundation**

The Eileen Chow Fund
for Children's Health

Partner Signature

When a dual sign-off is appropriate between a partner organization and the Victoria Foundation, the example below provides some guidelines on best practices.



For size, try to visually balance the overall visual weight of the two identities.

PACIFIC
OPERA
VICTORIA

Use a 1pt vertical line set to 50% black as a visual divider between the two identities



Allow a generous space on each side of the vertical divider



Align the identities through an imaginary centreline so the whole unit feels balanced vertically