

# CPF Corporate Logo Style Guide

City Parochial Foundation's logo consists of three elements – the cpf lower case Italic Garamond font in Green and the title in Helvetica Neue Light upper and lower case in black. The tag line in green in Helvetica Neue bold. The relation between these two should not be altered or distorted.

## Two Colour version of logo

Base of CPF lines up with title wording City Parochial.

Both CPF and title are kerned close.

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cpf Garamond italics lower case kerned close, to appear in green Pantone 348 or in CMYK Cyan 100% Yellow 79% Black 27.5%.

The tag line under main logo should appear in green.

The tag-line in Helvetica Neue in bold. Range to right inline with 'L' on Parochial.

## Black and white version of logo



Garamond italics lower case kerned close, to appear in grey, 60% of black

## CPF logo positioning



The logo for CPF requires a clear area around it so it is not overpowered by other logos, text, illustrations or photographs – visualise an X of the same size around the logo.