

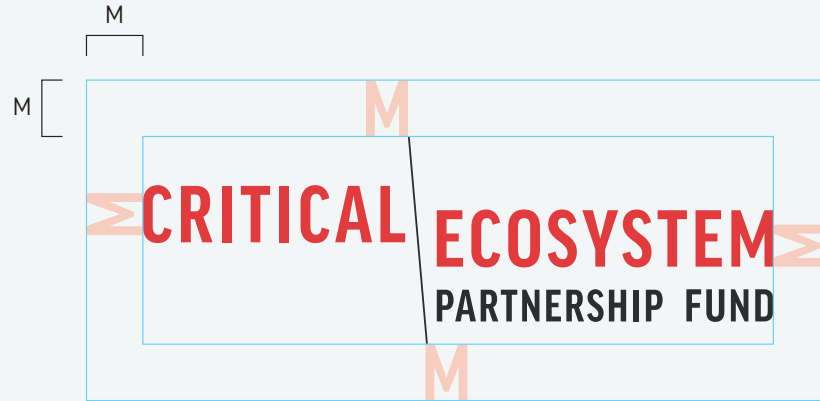
**CRITICAL** | **ECOSYSTEM**  
**PARTNERSHIP FUND**

Brand Identity Guide

# LOGO

Logo should always have a minimum spacing around it that relates to the red 'M' in the logo mark. This includes both vertical and horizontal spacing around the logo.

Logo can never be reproduced any smaller than 1.0" as shown below:



# LOGO

CEPF | Logo variants

## 1. 2-color logo variant

Main use of logo on all white and/or light backgrounds

## 2. White/reversed logo variant

Always use reversed logo on dark backgrounds

## 3. Black logo variant

(100% black)  
For use on 1-color projects or facsimiles

1.

The logo consists of the word "CRITICAL" in red, a vertical line, the word "ECOSYSTEM" in red, and the words "PARTNERSHIP FUND" in red below "ECOSYSTEM".

CRITICAL | ECOSYSTEM  
PARTNERSHIP FUND

2.



3.

The logo is entirely black. It consists of the word "CRITICAL", a vertical line, the word "ECOSYSTEM", and the words "PARTNERSHIP FUND" below "ECOSYSTEM".

CRITICAL | ECOSYSTEM  
PARTNERSHIP FUND

# COLOR

CEPF | Color Palette, Main

Main colors

Pantone 52-15C

Pantone 179-16C

## Pantone 52-15C



C6 M91 Y80 K1

R255 G62 B62

#E13E3E

## Pantone 179-16C



C74 M65 Y60 K60

R43 G47 B50

#2B2F32

# COLOR

CEPF | Color Palette, Variants

## Primary Palette

For use on text, call out, headlines in text.

## Primary Palette



## Secondary Palette

The secondary color palette will complement the primary color palette and be used in text and copy as headers or in callout boxes.

## Secondary Palette



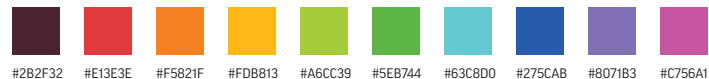
## Tertiary Palette

Tertiary color palette will expand upon the secondary palette and offer additional options to use in charts and graphics.

## Tertiary Palette



## Complete Palette



# TYPEFACE

CEPF | Typography used for identity

## FF Good, Bold

Use on main headlines

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890(@#\$%^&!?)**

FF GoodPro, Bold

## FF Good, Normal

Use as main text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890(@#\$%^&!?)

FF Good, Normal

## FF Good, Light

Use as call out text, large format

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890(@#\$%^&!?)

FF Good, Light

## Amplitude Wide

Can be used as main text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz1234567890(@#\$%^&!?)

Amplitude Wide, Book

## Verdana

Official correspondence

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz (@#\$%^&!?)

Verdana

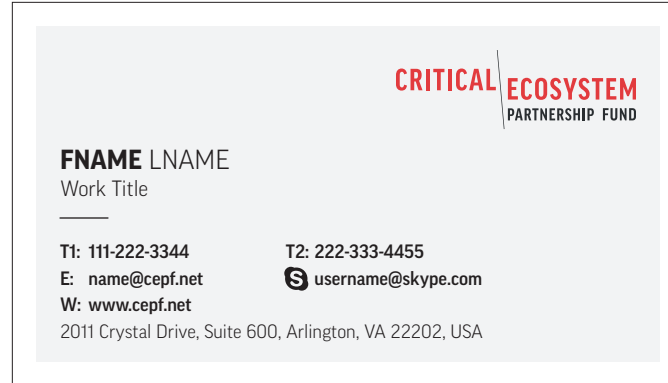
# STATIONERY

CEPF | Business Cards

## Business Cards

Front of card presents contact information in a clean and deliberate format. Options for multiple sources of contact in a variable data format.

Back of card will offer variable data input to showcase different images and corresponding source data (copyright data for photographs).



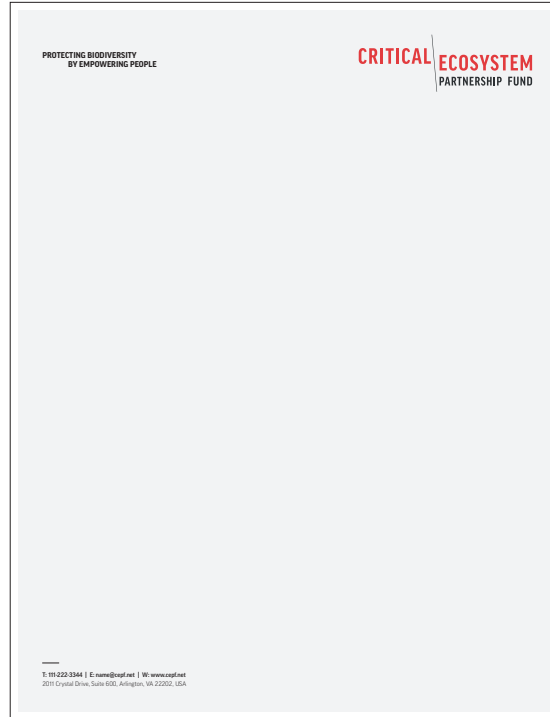
# STATIONERY

CEPF | Letterhead

## Letterhead

Following in line with the business card, the letterhead will present the same continuity in brand palette and visual presentation.

Plenty of space for “real estate” in the layout.





# STATIONERY

CEPF | Envelopes

## Envelopes

Envelope follows the same guidelines and brand guidelines presented in business card and envelope design. Clean, functional, direct and deliberate.

