

GLOBAL  
COLLABORATION  
*for* RESILIENT  
FOOD SYSTEMS

MCKNIGHT FOUNDATION

Logo Usage Guidelines | August 2023 (updated)



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## Introduction

This guide explains how the CRFS logo is used in different contexts, such as on websites, on materials, in PPTs, etc. The different logo formats described below can be found on our website, at [ccrp.org/about-us/brand-guidelines](https://ccrp.org/about-us/brand-guidelines). These formats include:

### JPEG

The JPEG is for use in Word, Excel, and PPT documents. These JPEGs have a logo in a white box which disappears when placed on a white background, such as a letter on the left side of page 5, below.

### PNG

The PNG also works well in Word, Excel, and PPT documents. The PNG files contain the logo in a transparent box, so when placed over an image or color background, only the logo is visible, as in the examples on the right side of page 5.

### SVG

The SVG file for use on digital platforms. The files can be increased in size without losing resolution and also have a transparent background so can be placed over images or colors.

### EPS

The EPS file is called a vector graphic, specifically for use in professionally-printed materials. It also can be increased in size without losing resolution, and sits in a transparent background.

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## LOGO USAGE

### COLOR LOGO

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### REVERSED LOGO — FOR USE ON IMAGE OR DARK COLOR FIELDS

“Reversed” means the name is in white, which will stand out more clearly on dark backgrounds.

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## LOGO USAGE

GLOBAL  
COLLABORATION  
*for* RESILIENT  
FOOD SYSTEMS

**MCKNIGHT FOUNDATION**

Full-color logo on  
a white color field

GLOBAL  
COLLABORATION  
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FOOD SYSTEMS

**MCKNIGHT FOUNDATION**

Full-color logo on a light color field  
with sufficient contrast

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**MCKNIGHT FOUNDATION**

Reversed logo on a dark color field  
with sufficient contrast

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**MCKNIGHT FOUNDATION**

Reversed logo on an image with  
sufficient contrast

# LOGO USAGE

## Word Docs

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**Lorem Ipsum Dolor**  
Ipsandae sa con conecul luptatestrum autas vidicie nestrum ea nienis est peratur, cum, isqui dundae nonsent apistrum simodi conseqi beaquis des adignatur? Quiant.

Et quos sum eturentet liqui officisim ditiqui voloria spellatessin nos re, te et ut volorem ilic torestamus sint volup-tae la doluptas aut que vent, cume natem hit rest et auta et eosapic iliquunt.

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Corum es a perupenis et que perum et ma prat labor simporia andit volore nonecabo. Ut eum nimus vendunt fuga. Inimnustis dignate volore, odis est, assimol uplatem.

- Es conet modit, cuscia cum eum fuga
- Bit parcimn consensit dit aut eum ea sinusanda qui
- Issimal onsent eument explaborum quatusa dolent

**Lorem Ipsum Dolor**  
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**Lorem Ipsum Dolor**  
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## Report Covers

GLOBAL COLLABORATION  
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# Lorem Ipsum Report Title

## Report Subtitle

**Ipsandae sa con conecul luptatestrum autas vidicie nestrum ea nienis est peratur, cum, isqui dundae nonsent apistrum simodi conseqi beaquis des adignatur? Quiant.**

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Rum dolupta spediion sequa aliquatio int et expellam exerio nonsegu osaeariae. Picis mo temos volenhil inimendebis vol pitiaquam, quisto voloresequis molorep ematem vernatur ali nonsed qui rem lum latorepudae exere, ut fugit, sequi officia aut la pra volest stemponumque cum alicita turepud aectias ci te saped quam is acpep saniantentur?

**Lorem Ipsum Dolor**  
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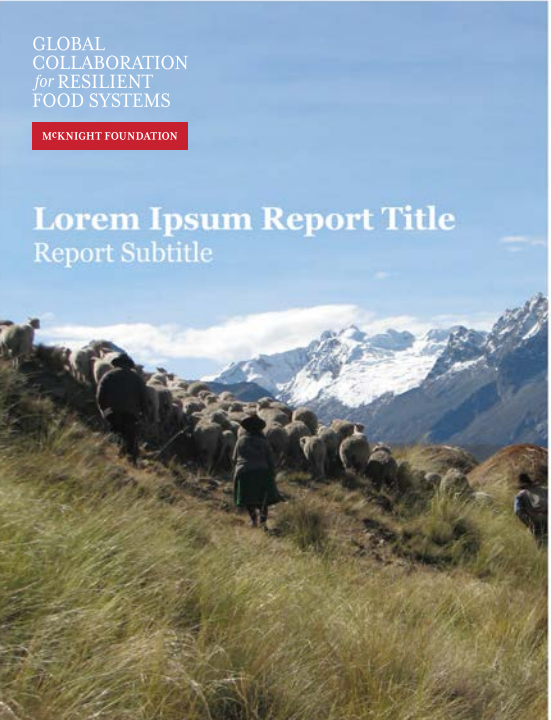
Volorum ndinctio tem untarecto mossenias essequiaspid qui nosam as vernam qui qui tem. Et rehni uparco consero offis luptatio qui culpa ni cuscumus et expera audiam et la cone estem reptibus ad ma seditate latem aliquis alitem inum eam

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# Lorem Ipsum Report Title

## Report Subtitle



## LOGO USAGE AND PPT TEMPLATES

Below are examples of PPT title slides. You'll find CRFS PPT templates on our website, at [ccrp.org/about-us/brand-guidelines](https://ccrp.org/about-us/brand-guidelines).



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Lorem Ipsum  
Dolor Set

Date



## LOGOS: FRENCH AND SPANISH

Below are the French and Spanish versions of the logos. You'll find all the variations on our website, at [ccrp.org/about-us/brand-guidelines](https://ccrp.org/about-us/brand-guidelines).

### FRANÇAIS

COLLABORATION  
*pour les* SYSTÈMES  
ALIMENTAIRES  
RÉSILIENTS

MCKNIGHT FOUNDATION

COLLABORATION *pour les* SYSTÈMES ALIMENTAIRES RÉSILIENTS

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### ESPAÑOL

COLABORACIÓN  
*para* SISTEMAS  
ALIMENTARIOS  
RESILIENTES

MCKNIGHT FOUNDATION

COLABORACIÓN *para* SISTEMAS ALIMENTARIOS RESILIENTES

MCKNIGHT FOUNDATION