GLOBAL COLLABORATION for RESILIENT FOOD SYSTEMS

MCKNIGHT FOUNDATION

Logo Usage Guidelines | August 2023 (updated)



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. 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 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.

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

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Full-color logo on a white color field

GLOBAL COLLABORATION for RESILIENT FOOD SYSTEMS MCKNIGHT FOUNDATION

Reversed logo on a dark color field with sufficient contrast



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



Reversed logo on an image with sufficient contrast

LOGO USAGE

Word Docs

GLOBAL COLLABORATION for RESILIENT FOOD SYSTEMS

Lorem Ipsum Dolor

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GLOBAL COLLABORATION for RESILIENT FOOD SYSTEMS

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Report Covers



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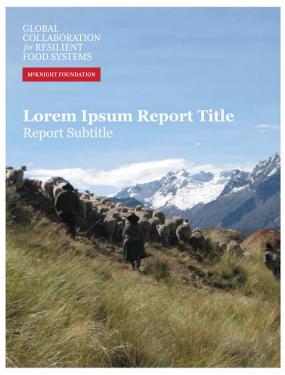
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Lorem Ipsum Dolor
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LOGO USAGE AND PPT TEMPLATES

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



GLOBAL COLLABORATION for RESILIENT FOOD SYSTEMS

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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.

FRANÇAIS

COLLABORATION pour les SYSTÈMES **ALIMENTAIRES** RÉSILIENTS

COLLABORATION pour les SYSTÈMES ALIMENTAIRES RÉSILIENTS

MCKNIGHT FOUNDATION

MCKNIGHT FOUNDATION

ESPAÑOL

COLABORACIÓN para SISTEMAS **ALIMENTARIOS** RESILIENTES

MCKNIGHT FOUNDATION

COLABORACIÓN para SISTEMAS ALIMENTARIOS RESILIENTES

MCKNIGHT FOUNDATION