

CAFII New Logo Design and Visual Identity Package

For Board Review and Approval

Background: CAFII released an RFP seeking the services of a graphic designer/design firm to review and modernize or remake the Association's logo and its overall visual identity, which will include creation of a graphics design kit to extend the range of application of the visual identity and ensure a consistent look and feel.

The first stage in the redesign process was to develop a new CAFII logo. Under the direction of the Media & Advocacy Committee and Executive Operations Committee, a new logo has been designed and is being presented to the CAFII Board of Directors for approval.

In order to illustrate how the logo will be used in specific applications, letterhead, envelope and business card applications are also being presented for approval.

1. CAFII ACIFA – full logo set

This 7pg document contains different versions of the CAFII logo, all of which will be provided to the Association upon approval of the full set.

Committee Recommendation: One logo shall be identified as the primary logo to be used in almost all instances. That logo shall be the bilingual version displayed on page 1, with the Association's full name.

Additional versions of the logo will be kept on file for use in special circumstances, including (but not limited to): printing on merchandise such as pens (long version required ie. pg 2-3), coasters or mugs (compact version ie. pg 4-5), printing on solid backgrounds ("reversed" lettering in white, ie. pg 7).

ACTION REQUIRED: Board approval of logo design and full logo set.

2. Letterhead

MAC members are recommending the attached letterhead, in which the header features the CAFII / ACIFA logo and contact information and the footer features the Association's tag line in English and French.

ACTION REQUIRED: Board approval of the recommended letterhead application.

3. Envelope

MAC members recommend that the #10 envelope include the CAFII / ACIFA primary logo and contact information.

ACTION REQUIRED: Board approval of the recommended #10 envelope application.

4. Business Cards

The business card application recommended by the MAC displays a solid bar containing the relevant contact information for the individual. Given that CAFII is a national Association with a commitment to capability in both official languages, the business card displays English content on one side and French on the other. The business card is one example in which the primary logo will not be used. Instead, the English and French logos will be used on either side to help users readily distinguish the English from the French side.

ACTION REQUIRED: Board approval of the recommended business card application.