2022 CFC Identity Guidelines

For a complete brand style guide, please refer to the 2022 CFC Graphical Standards document.

Visuals

The visual impact of the campaign is driven by photos of real federal employees and retirees - changemakers championing the act of giving through the CFC. The tone of the imagery is open, candid, personal and friendly. Natural light. Colorful backgrounds. These photos come alive with personality. The campaign bears witness through storytelling and natural photography, showing people where they work and live in an authentic way.

Marks

CFC Logo

The CFC logo should be used on all materials. Visit the **OPM website** to obtain the CFC logo and brand standards.

Theme Mark

The Face of Change graphic serves as the theme mark for the campaign and is paired with the CFC logo.

Colors

To raise the CFC brand presence throughout, the color palette is limited. The blue, red, and grey colors should be used mostly with subtext, footer copy, logos, and other editorial additions that need to be made. Use blue as the default color.

CFC Blue

C - 100%	R - 0	#003479
M - 68%	G - 52	Pantone:
Y - 7%	B - 121	294 C
K - 28%		

CFC Red

C - 5%	R - 172	#ac1a2f
M - 100%	G - 26	Pantone:
Y - 71%	B - 47	187 C
K - 22%		

Dark Grey

C - 0%	R - 88	#58585b
M - 0%	G - 89	Pantone:
Y - 0%	B - 91	11 C
K - 80%		

Typography

Theme Mark: Franklin Gothic

The main campaign theme mark is set using Franklin Gothic. Franklin Gothic is a traditional and strong sans serif often used as a masthead or header graphic. Use Franklin Gothic for headers only. If you do not have Franklin Gothic, use Calibri bold in its place.

Franklin Gothic — Book Regular
Franklin Gothic — Book Italic
Franklin Gothic — Medium Regular
Franklin Gothic — Medium Italic
Franklin Gothic — Book Demi

Body Copy: Calibri

The widely available Calibri font is used for the body copy. You will most likely only need the regular weight but can use italics and bold for emphasis when needed.

Calibri — Regular
Calibri — Bold
Calibri — Italic
Calibri — Bold Italic