



**Public Conservation
Assistance Fund**

Public Conservation Assistance Fund (PCAF)
Brand Guidelines

The logo must maintain adequate contrast and visibility in all applications (e.g. avoid using the logo on a patterned or brightly coloured background that would conflict or clash with the colour or legibility). The logo is available with alternatives for an abbreviated wordmark (PCAF) in addition to the standard format and these are provided in both horizontal or vertical orientation. Greyscale and white (or reverse) formats are also available.

STANDARD

Horizontal format



STANDARD

Vertical format



Public Conservation
Assistance Fund



PCAF

GREYSCALE
Horizontal format



GREYSCALE
Vertical format



WHITE (REVERSE)
Horizontal format



WHITE (REVERSE)
Vertical format



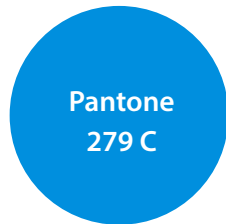
The primary colour palette uses three Pantone colours plus black as seen here with supporting CMYK and RGB values. The lighter green shades in the logo are tints of the Pantone 361 C Green.



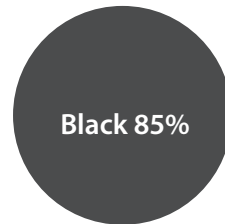
CMYK 100 - 31 - 65 - 16
RGB 0 - 113 - 102



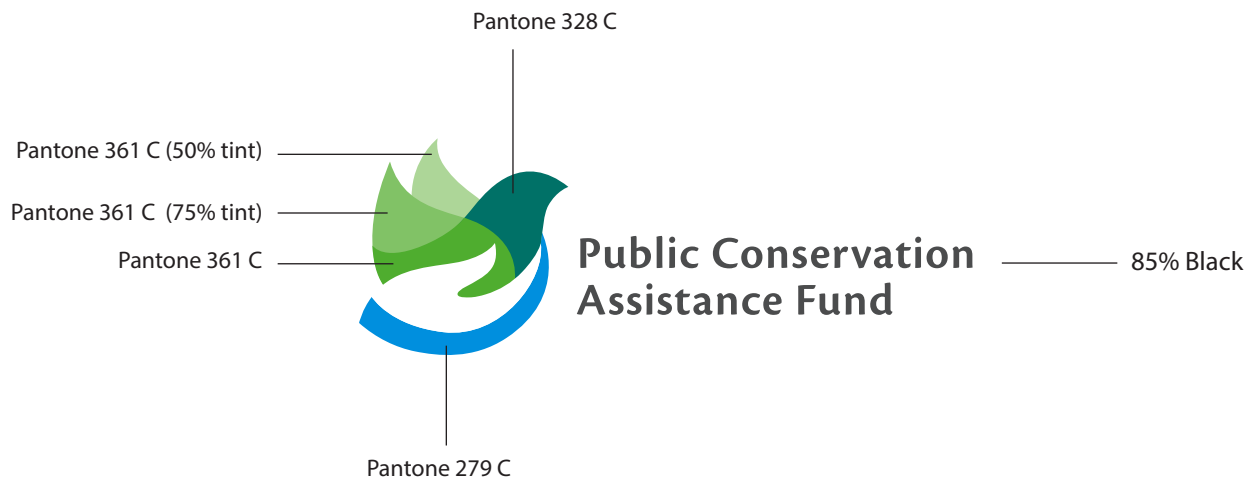
CMYK 74 - 2 - 100 - 0
RGB 63 - 174 - 42



CMYK 71 - 37 - 0 - 0
RGB 62 - 142 - 222



CMYK 0 - 0 - 0 - 85
RGB 77 - 77 - 77



Clear Space

In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text. The minimum clear space should be about half of the height of the graphic in the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence.



Minimum Space

The logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is .4" measured across the height of the logo for the horizontal format and .5" for the vertical format.

Note: The logo must be enlarged or reduced proportionately – not stretched or distorted horizontally or vertically.



The official font used in the logo is Cronos Pro Semibold. It is recommended for use in headlines and supporting materials (using the full range of the font family) to support and compliment the brand.



Public Conservation Assistance Fund — Cronos Pro Semibold

CRONOS PRO - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CRONOS PRO - SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CRONOS PRO - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The logo is provided in both JPG and EPS file formats. The JPG is the standard for on screen viewing and web while the EPS version is best for high resolution printing and large format graphics. The jpg formats provided are in both CMYK and RGB colour space. The EPS formats are in Pantone and CMYK colour space.

The chart below provides a guide to choosing the best file for the application.

Format	Application
EPS (Pantone colour space)	Offset printing Large format signage
EPS (CMYK colour space)	Digital printing Large format signage
JPG (RGB colour space) 72 dpi	On-screen or online only
JPG (CMYK colour space) 300 dpi	Internal printing (laser printing)

Additional file formats are available upon request.