



HABITAT CONSERVATION
TRUST FOUNDATION

Style Guide 2023 – Proponents & Partners

Introduction

This reference guide has been prepared to assist in the correct and consistent use of the The Habitat Conservation Trust Foundation family of logos, approved typography and colours. All HCTF pieces must have a uniform appearance that expresses a consistent identity and should be designed to maintain and strengthen the appearance of the brand.

For Proponents

When promoting a project that HCTF has funded, we request that you clearly acknowledge HCTF's support. By acknowledging HCTF's contribution to your project, you help us raise awareness of support for conservation in BC and encourage additional contributions for projects like yours. HCTF requires that our logo be prominently displayed on all communications materials related to your project. Different file formats of the logo are available for download online at: <https://hctf.ca/media/>

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Primary logo



The first choice for most applications.



For use when a vertical format fits better in the space.

Reverse



For use on dark backgrounds.



For use on busy, dark backgrounds. Particularly greens and blues which would blend with the logo.

Small size



For use at small sizes when text becomes difficult to read. Example: in a collection of sponsor logos.

Clearspace

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 size

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

Note: Use HCTF logo-H-small at small sizes.



Logo misuse



HABITAT
CONSERVATION TRUST
FOUNDATION

Do not skew.



HABITAT
CONSERVATION TRUST
FOUNDATION

Do not alter.



Do not use on busy backgrounds
that conceal the logo.

Acknowledgement

“The **(insert Name of Organization)** recognizes the Habitat Conservation Trust Foundation for making a significant financial contribution to support the **(insert Name of Project)**.
Partnerships are key to conserving BC’s wildlife, fish, and their habitats.”

For text-based materials such as reports and brochures, please include the above acknowledgement statement (in addition to the HCTF logo.



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www.hctf.ca