Graphic Standards for Using
The Winnipeg Foundation's Logo

The Winnipeg Foundation's logo may be used by grant recipients, agencies holding endowment funds at the Foundation and our funding partners for their print materials, signage and websites. The logo is available electronically in both black & white and colour and in EPS or JPG format. Please let us know how you plan to use the logo so we can help you get the best results.

In any application, it is the responsibility of the agency to ensure that following standards are met so the Foundation's logo is legible and clearly reproduced.
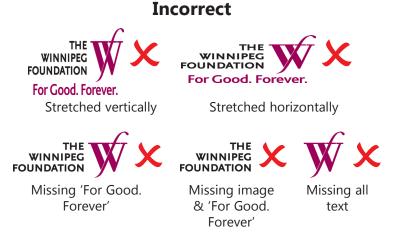
Legibility The logo should not be placed over a complex image or photo as it will interfere with legibility. The logo may be printed entirely in black or in colour (black and Pantone 228). If the logo will be appearing on a dark background, it may be inverted and printed in white.

Size On a print application, the logo **should never measure less than 3 cm or 1.25" across**. Reproducing the logo smaller will render it illegible. If physical space does not allow the logo to appear at this minimum size, please use the words "The Winnipeg Foundation" in text in place of the logo (**Note, The 'T' in 'The' is capitalized**).

Proportion The logo may be resized but it must remain proportional and intact.

Incorrect

Correct

THE WINNIPEG FOUNDATION
For Good. Forever. ✓

proportional &
not cropped

THE WINNIPEG FOUNDATION
For Good. Forever. ✗
Stretched vertically

THE WINNIPEG FOUNDATION
For Good. Forever. ✗
Stretched horizontally

THE WINNIPEG FOUNDATION ✗
Missing 'For Good. Forever'

THE WINNIPEG FOUNDATION ✗
Missing image & 'For Good. Forever'

✗
Missing all text

If your project does not enable you to adhere to these standards, please contact The Winnipeg Foundation's communications department before proceeding.

An digital copy of The Winnipeg Foundation's logo can be downloaded from the Logo & Recognition page on our website (wpgfdn.org).

If you have any questions, contact the Communications eam at 204.944.9474 (toll-free 1.877.974.3631) or comm@wpgfdn.org.