



Brand Guidelines

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# Introduction

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## About The Festival

The Toronto Comic Arts Festival, or TCAF is a free-to-attend week-long comics event for all ages that is modelled after comic festivals like the Small Press Expo and the Angouleme Festival. Comic book fans had been volunteering to organize author appearances, book signings and miscellaneous events for years before deciding to bring all of these things together in one week to promote the artistic and literary value of graphic novels and comic books. The event was founded by Peter Birkemoe and Chris Butcher of The Beguiling, a popular comic book store in Toronto. The first festival was held back in 2003, welcoming approximately 600 attendees. Attendance at the festival has grown immensely since then: in recent years, over 25 000 members of the public have attended each year. The Toronto Comic Arts Festival has been held in large tents at Honest Ed's department store, Trinity-St.Paul's United Church and the Victoria College building of the University of Toronto. Since 2010, TCAF has been held at the Toronto Reference Library.

Events at TCAF include panel discussion, readings, presentations, portfolio reviews, gallery shows and a large exhibition of publishers, comic authors and artists. However, TCAF is not limited to fans of comic books. Over the years, the Festival has grown to also celebrate the intersection of comics and video games with Comics X Games, which includes an exhibition of indie video games.

# Mission & Values

## Mission

The Toronto Comic Arts Festival aspires to bring the literary and artistic merit of comic books and graphic novels to the general public. It aims to achieve this by bringing professionals from the industry to share their works and their knowledge, as well as allowing newer members in the industry to showcase their skills and promote themselves to a large audience.

## Values

The Festival prioritizes seven main values:



### DREAM BIG

TCAF Encourages Creativity



### BUILD COMMUNITY

TCAF Encourages Inclusivity



### EXPRESS YOURSELF

TCAF Encourages Freedom of Expression



### BE AMAZED

TCAF Encourages Wonder



### HAVE A BLAST

TCAF Encourages Fun



### CELEBRATE DIFFERENCES

TCAF Encourages Diversity



### MAKE DISCOVERIES

TCAF Encourages Learning



# Section 1: Logo

# Current and Proposed Logos

## Current Logo

The current logo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam rhoncus, magna viverra rutrum dictum, mauris odio accumsan sem, eget vestibulum ante eros sed eros. Aliquam rhoncus, magna viverra rutrum dictum, mauris odio accumsan sem, eget vestibulum ante eros sed eros. Morbi condimentum pretium dui ac eleifend.

Current Logo



## Proposed Logo

The proposed logo's icon uses interlocking shapes and letters to represent the different groups of fans and creators who originally came together to combine their separate events into one large comic event: TCAF. The smiling face formed by the curved "T" and "F" provide a friendly and welcoming feel without appearing childish. The speech bubble and the exclamation mark evoke elements that are commonly found in comic books, but do not point any specific genre of comics.

Proposed Logo



# Application & Sizing

## Combination Logo

The icon and logotype come together to form the combination logo. This should be used as often as possible, particularly in cases in which the viewer would not already be familiar with the brand.

## Icon

The icon can be used in cases when the combination logo is too wide to fit within a space and still remain legible. It may also be used on merchandise and promotional items.

## Logotype

The logotype is only to be used within the combination logo, never on its own.

## Minimum Size

In order to preserve legibility and visibility, the logo's height should be no less than 0.5" when using the icon alone. The combination logo should be no less than 1.85" wide.

Combination Logo



Icon



Logotype

**toronto comic  
arts festival**

Minimum Icon Height



Minimum Combination Logo Width



# Safety Zones

The TCAF logo requires adequate spacing around it to ensure its legibility and consistency between visual elements and applications. This zone should be considered as the absolute minimum safe distance. The spatial and proportional relationships between the logotype and the icon has been predetermined and should not be altered.

To conduct the minimum spacing, use the height of the "I" in the logotype.



# Taglines

The Toronto Comic Arts Festival's official tagline is: **Comics For Everyone**. This tagline may be used in promotional and marketing materials as well as on TCAF merchandise. When being used with the logo, the tagline should be attached to the icon. To preserve legibility, the tagline should not be presented at sizes smaller than 11pt and should not be used when the icon is shorter than 1.5 inches.

An alternate tagline, **Comics for \_\_\_\_\_** may be used for promotional and marketing materials so that users may write in their own categories (ex: Comics for Gamers, Comics for LGBTQ+, Comics for Teens, etc.) This is to encourage users to interact with the brand as well as envision themselves as comic book readers and creators.

Minimum size for Logo with Tagline



1.5"

Logo with Alternate Tagline



# Incorrect Usages

**Do not** stretch/compress the logo



**Do not** add any elements to the logo



**Do not** outline the logo



**Do not** crop/cut off the logo



**Do not** use gradients on the logo



**Do not** add effects/textures to the logo



**Do not** change the placement of the logotype



**Do not** change the typeface of the logotype





# Section 2: Typography

# Fonts

---

## Primary Font: Typold

Typold is a modern low contrast geometric sans serif. This is the primary typeface and it should be used as often as possible.

Typold Regular

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 ,.;:-\_=@%\$<>!?&\*#()

Typold Bold

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 ,.;:-\_=@%\$<>!?&\*#()

Typold Extra Bold

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 ,.;:-\_=@%\$<>!?&\*#()

## Secondary Font: DM Sans

DM Sans is a finely balanced geometric sans serif. A free on Google Fonts, it is the secondary typeface and should be used when Typold is not available or the user does not have access to Typold.

DM Sans Regular

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 ,.;:-\_=@%\$<>!?&\*#()

DM Sans Bold

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 ,.;:-\_=@%\$<>!?&\*#()

# Using Typold

---

Statements  
Typold ExtraBold  
48pt

# This is a Statement

Headings  
Typold Bold  
26pt

## This is a Heading

Subheadings  
Typold Bold  
16pt

### This is a Subheading

Body  
Typold Regular  
Font Size: 12pt  
Line Height: 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur ornare nibh sed feugiat. Morbi fermentum aliquam turpis eget viverra. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut laoreet ornare mauris, nec placerat enim efficitur sed. Cras in tortor mi. Proin sed arcu dui. Suspendisse venenatis est ut risus semper, amet pellentesque telos sed efficitur eleifend condimentum.

Captions  
Typold Regular  
10pt

This is a Caption.

# Using DM Sans

---

## Statements

DM Sans Bold  
50pt

# This is a Statement

## Headings

DM Sans Bold  
30pt

## This is a Heading

## Subheadings

DM Sans Bold  
16pt

### This is a Subheading

## Body

DM Sans Regular  
Font Size: 12pt  
Line Height: 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur ornare nibh sed feugiat. Morbi fermentum aliquam turpis eget viverra. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut laoreet ornare mauris, nec placerat enim efficitur sed. Cras in tortor mi. Proin sed arcu dui. Suspendisse venenatis est ut risus semper, amet pellentesque telos sed efficitur eleifend condimentum.

## Captions

DM Sans Regular  
10pt

This is a Caption.



## Section 3: Colors

# Primary Palette

---

The primary colors consist of the three colors that are to be used for the logo: orange, navy and pale blue. Navy should be prioritized for type applications, particularly in corporate communications.

In the 2-color logo, orange is used for the icon. Navy is used for the logotype on light backgrounds and pale blue is used for the logotype on dark backgrounds:

2-Color Logo on Light Background



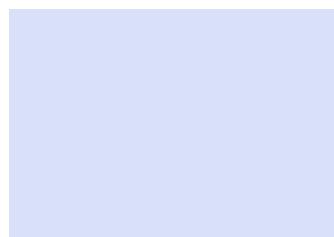
2-Color Logo on Dark Background



TCAF Orange  
#FF6800  
RGB: 255, 104, 0  
CMYK: 0, 73, 100, 0  
PANTONE: 1505 C



TCAF Navy  
#02154B  
RGB: 2, 21, 75  
CMYK: 100, 95, 34, 45  
PANTONE: 2766 C



TCAF Pale Blue  
#D9E0FA  
RGB: 217, 224, 250  
CMYK: 13, 8, 0, 0  
PANTONE: 9380 U

# Secondary Palette

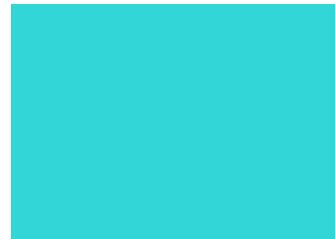
---

The secondary palette consists of TCAF Blue, TCAF Turquoise and TCAF Light Orange. You are free to use the secondary colors and their tints for applications of the fluid elements as well as for any backgrounds and headings for non-corporate communications applications.

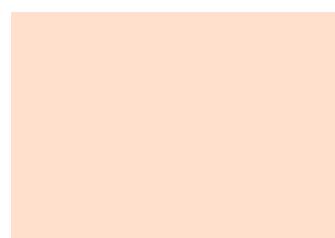
The secondary palette is particularly suited for creating diversified visuals in more playful applications such as in social media posts, advertising and marketing and promotional items.



TCAF Blue  
#4866E5  
RGB: 72, 102, 229  
CMYK: 76, 64, 0, 0  
PANTONE: 2130 C



TCAF Turquoise  
#32D6D6  
RGB: 50, 214, 214  
CMYK: 61, 0, 23, 0  
PANTONE: 319 C

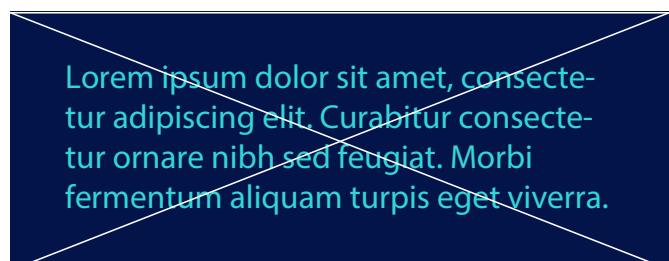


TCAF Light Orange  
#FFE1CC  
RGB: 255, 225, 204  
CMYK: 0, 13, 17, 0  
PANTONE: 9220 U

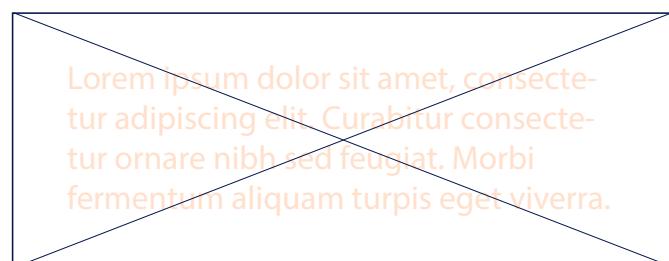
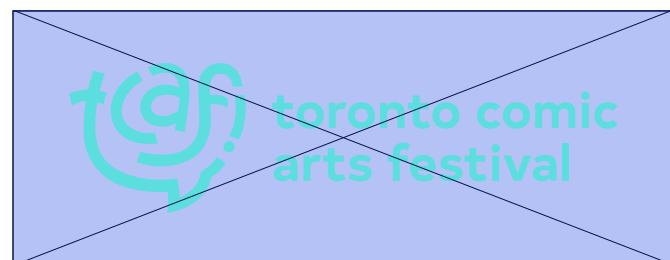
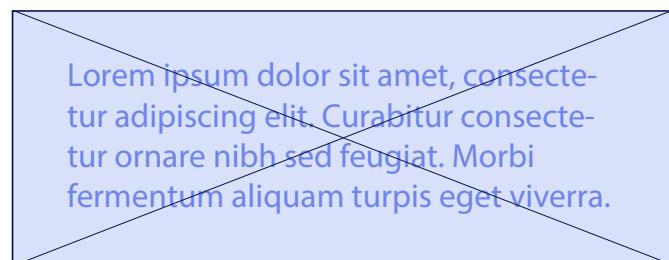
# Incorrect Color Combinations

Beware of using color combinations that have low contrast or are too bright, as this will affect legibility and accessibility:

**Do not** use any of the secondary colors for body text



**Do not** pair colors that have low contrast together



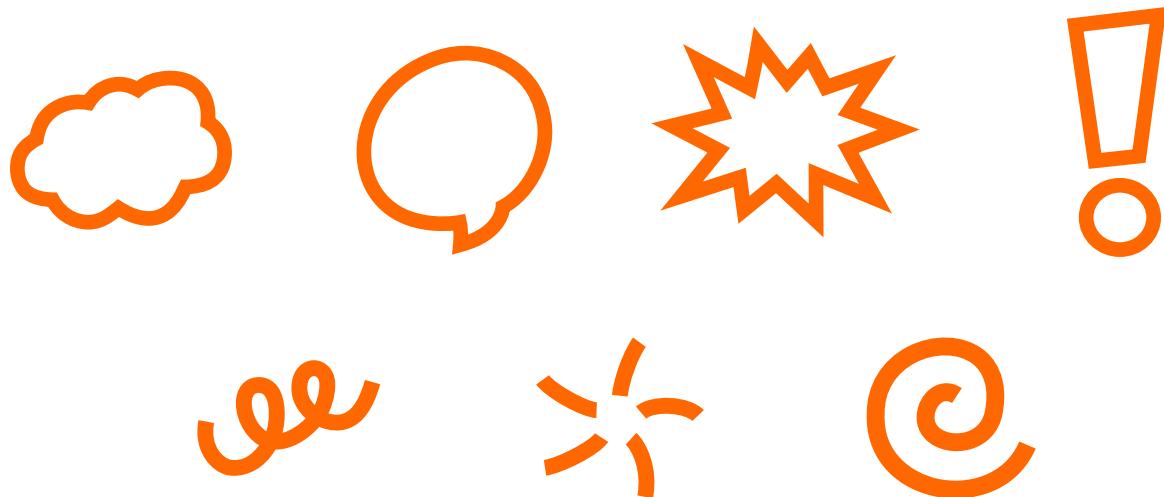


## Section 4: Fluid Elements

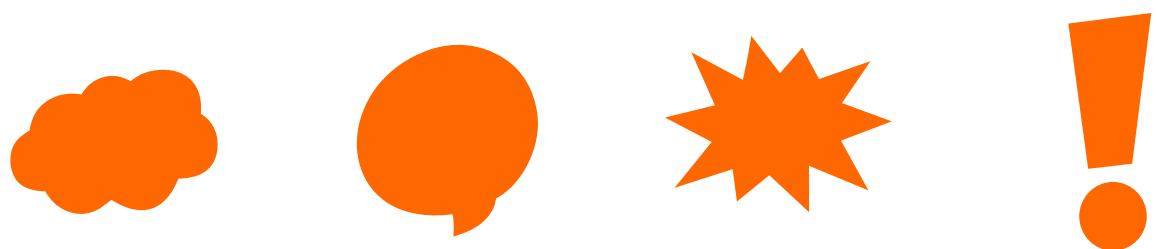
# Fluid Elements

The fluid identity elements are comprised of seven main graphic icons that were created to enhance the TCAF brand with dynamic visuals while still matching the style of the logo. The fluid elements were based on icons that are commonly found in comic books and each one represents one of the brand's values.

Outlined Icons



Solid Icons





The cloud represents creativity, as TCAF encourages visitors to dream big.



The star represents diversity. The five separate pieces come together to form a firework shape, as our differences are something to celebrate.



The squiggle resembles two people embracing, representing inclusivity: TCAF encourages community building through comics.



The speech bubble represents freedom of expression as TCAF promotes comics and art as a way of self-expression.



The spiral represents the endless possibilities for learning from the comic world offers visitors at TCAF.



The starburst represents fun. TCAF invites visitors to engage in fun activities to experience the joy that comics can bring.



The exclamation mark represents wonder, as visitors are sure to be surprised and amazed by the talent showcased at TCAF.

# Application of Fluid Elements

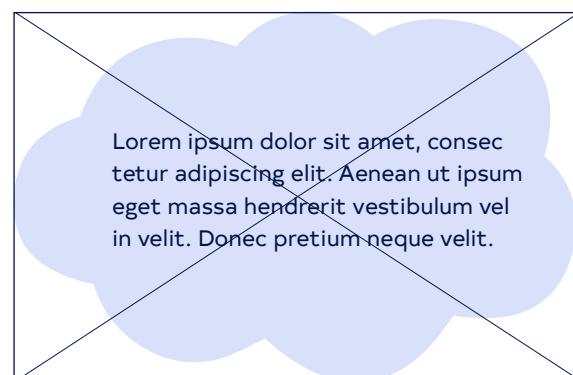
These icons may be used to create different patterns, compositions and characters as well as contain some information. There are three graphic symbols that may be used as containers to hold the other icons: the starburst, the cloud and the speech bubble.

## Containers

**Do** use speech bubbles, starbursts & clouds to highlight small amounts of text like dates or names



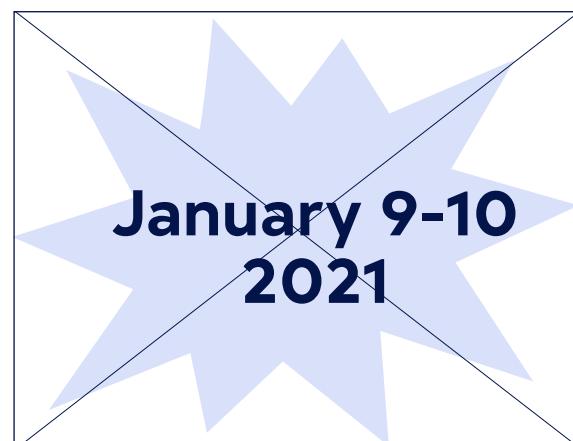
**Do not** use place any amount of body text inside speech bubbles, starbursts or clouds



**Do** use other shapes as accents to decorate the containers



**Do not** let the text touch the edges of the container



## Patterns

**Do** use speech bubbles, starbursts & clouds to contain other shapes



**Do** keep icons the same stroke color as their containers



**Do** keep stroke weight consistent for icons of the same size



**Do** use solid symbols with outlined symbols



**Do** overlap outlined icons with solid icons of other colors



**Do** use at most two different sizes of icons



**Do not** create patterns that use less than three different icons



**Do not** use icons of more than two different sizes



**Do not** give icons a different stroke color from their containers



**Do not** overlap outlined icons with each other



**Do not** place other icons inside the exclamation mark



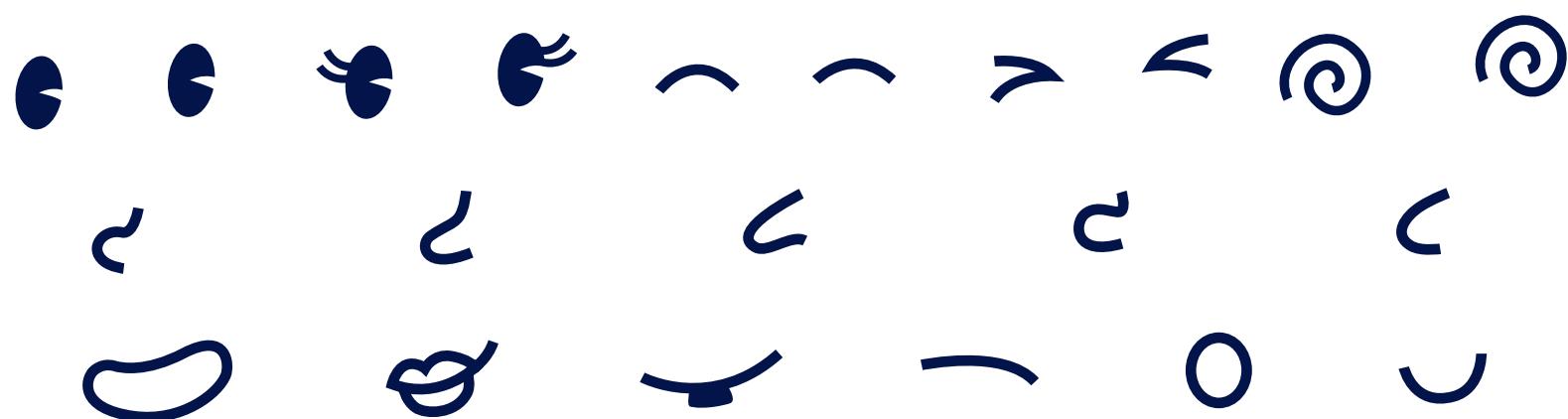
**Do not** apply stroke and fill to the same icon



## Characters

The outlined speech bubble icon may also be used to create characters. There are sets of eyes, noses and mouths that can be swapped out to create different faces. These characters are best applied in less corporate situations, such as in social media, advertising and promotional merchandise. Additional accessories may be created for the characters, but they must match the defined illustration style.

Facial Features



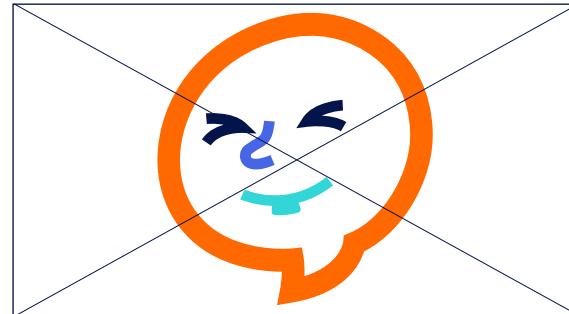
Examples of Characters



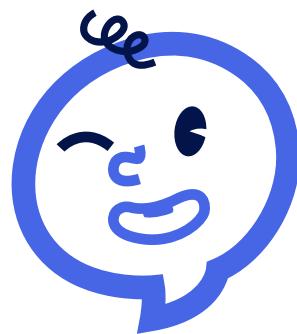
**Do** make noses and mouths match the color of the speech bubble



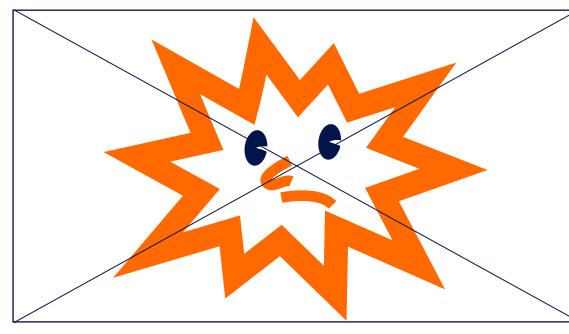
**Do not** use different colors for each facial feature



**Do** use existing icons to create or accessories



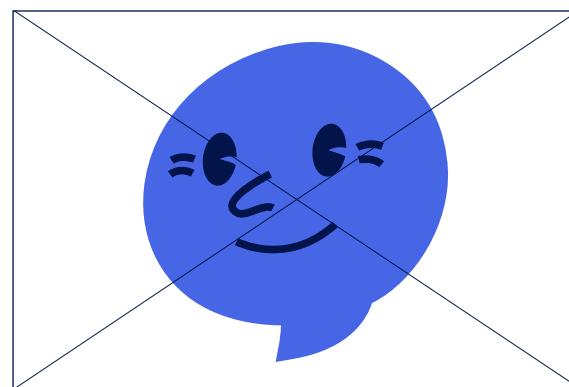
**Do not** use other containers for the character's face



**Do** use outlined eyes when placing characters on a dark background



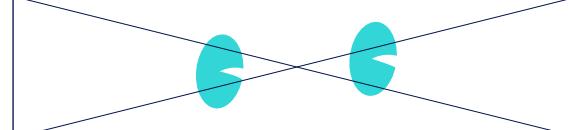
**Do not** use solid speech bubbles for the character's face



**Do** use only Navy or Pale Blue for the eyes



**Do not** use Orange, Turquoise or Blue for the eyes





# Section 5: Corporate Stationery



To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Mauris et amet facilisis eleifend, id egestas felis nec ullamcorper mattis posuer. Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia. Pellente dictum vitae condimentum a, cidunt ligula odioetetur adipiscing elit. Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nico du non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volut pat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Donec pretium neque velit. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Mauris et amet facilisis eleifend, id egestas felis nec ullamcorper mattis posuer. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egesibus. Vestibulum ante ipsum.

Sincerely,

**Stephanie Cooke**

Volunteer Coordinator, Toronto Comic Arts Festival

789 Yonge St  
Toronto, ON M4W 2G8  
416-336-2080  
[www.tcaf.com](http://www.tcaf.com)

Toronto Comic Arts Festival  
789 Yonge St  
Toronto, ON M4W 2G8



**tcaf** toronto comic arts festival

Miles Baker  
MANAGING DIRECTOR  
789 Yonge St, Toronto, ON M4W 2G8  
416-336-2080 • [management@tcaf.com](mailto:management@tcaf.com) • [www.tcaf.com](http://www.tcaf.com)



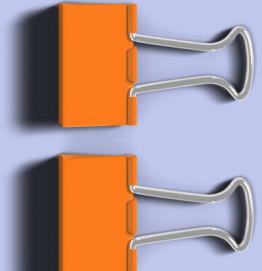
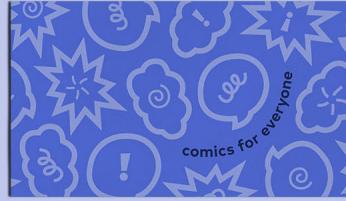
**tcaf** toronto comic arts festival

Miles Baker  
MANAGING DIRECTOR  
789 Yonge St, Toronto, ON M4W 2G8  
416-336-2080 • [management@tcaf.com](mailto:management@tcaf.com) • [www.tcaf.com](http://www.tcaf.com)



**tcaf** toronto comic arts festival

Miles Baker  
MANAGING DIRECTOR  
789 Yonge St, Toronto, ON M4W 2G8  
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everyone  
comics for everyone  
toronto comic arts festival

Miles Baker  
MANAGING DIRECTOR

789 Yonge St, Toronto, ON M4W 2G8  
416-336-2080 • management@tcraf.com • www.tcaf.com



comics for

everyone  
comics for everyone  
toronto comic arts festival

Miles  
MANAGING BAKER  
789 Yonge St,  
DIRECTOR

management@tcraf.com • www.tcaf.com

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DIRECTOR

Miles Baker  
MANAGING DIR  
789 Yonge St, To  
416-336-2080

# Business Cards

The business cards are available in TCAF Blue, TCAF Turquoise and TCAF Orange. Employees may select whichever of these three colors they would like. Logo color on the front should match the color on the back of the card. Examples are shown in actual size.

Front of Card



Back of Card



## TYPESETTING

Name: Typold Bold, 10pt

Position: Typold Bold, 7pt, Uppercase

Contact Info: Typold Medium, 7pt

## TYPESETTING:

Slogan: Typold Bold, 11pt, Lowercase

## Other Color Options





To whom it may concern,

789 Yonge St  
Toronto, ON M4W 2G8  
416-336-2080  
[www.tcaf.com](http://www.tcaf.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Mauris et porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia. Pellente dictum vitae condimentum a, cidunt ligula odio etiam consequat, est sit amet facilisis gravida. Vestibulum iaculis pretium imperdiet neque vehicula nunc convallis gravida. Vestibulum adipiscing elit. Morbi placerat. Integer consequat, est sit amet facilisis eleifend, nunc dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, accidunt ligula odio congue purus. Donec pretium neque velit. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Mauris et amet facilisis eleifend, id egestas felis nec ullamcorper mattis posuer. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id esibus. Vestibulum ante ipsum.

-ly,

Comic Arts Festival

# First Page Letterhead

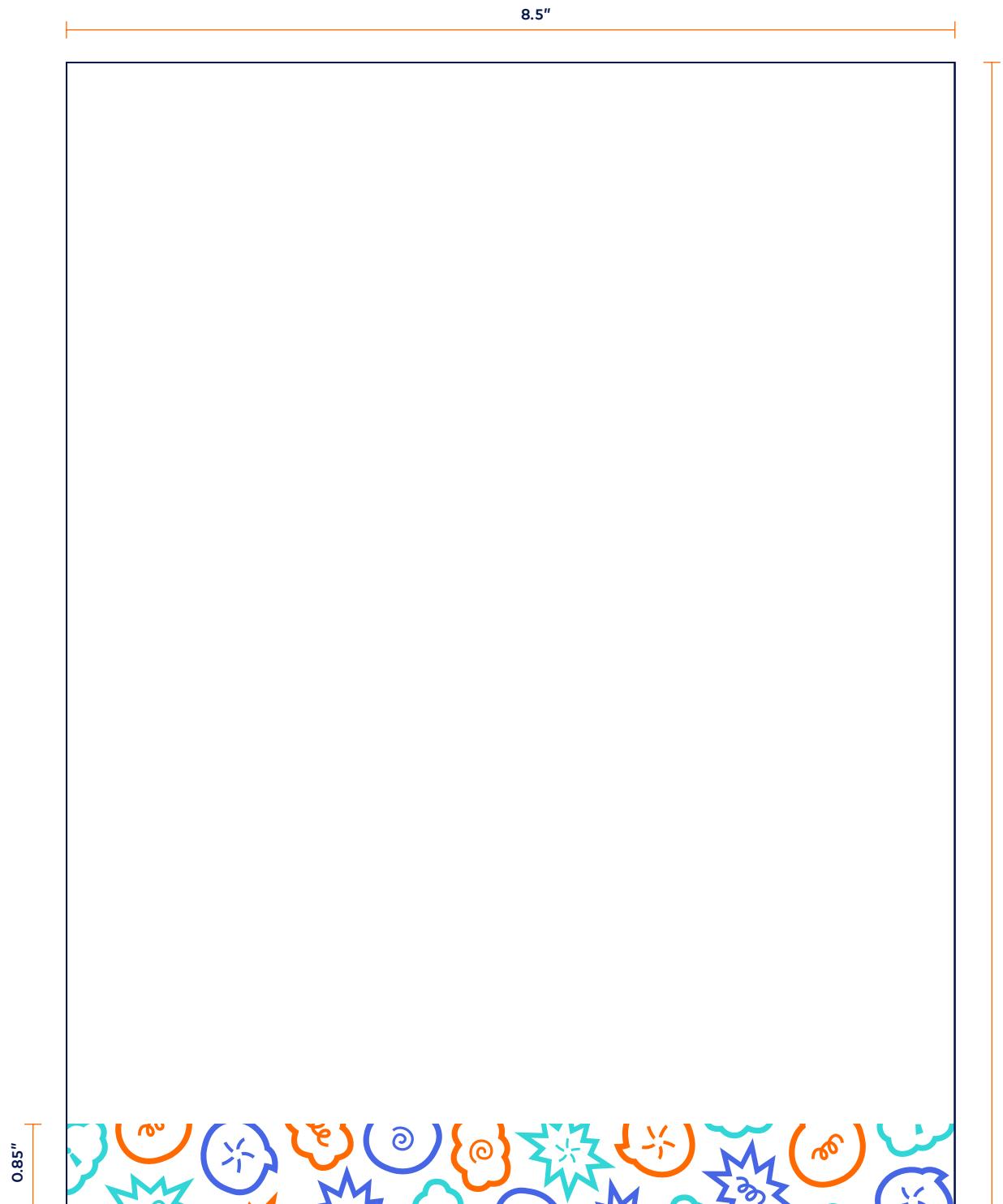
## TYPESETTING

Address: Typold Medium, 12pt, TCAF Navy  
Greeting: Typold Bold, 14pt, TCAF Navy  
Body: Typold Regular, 12pt, TCAF Navy  
Salutation: Typold Bold, 14pt, TCAF Navy  
Sender Name: Typold Bold, 14pt, TCAF Orange  
Sender Title: Typold Regular, 10pt, TCAF Navy



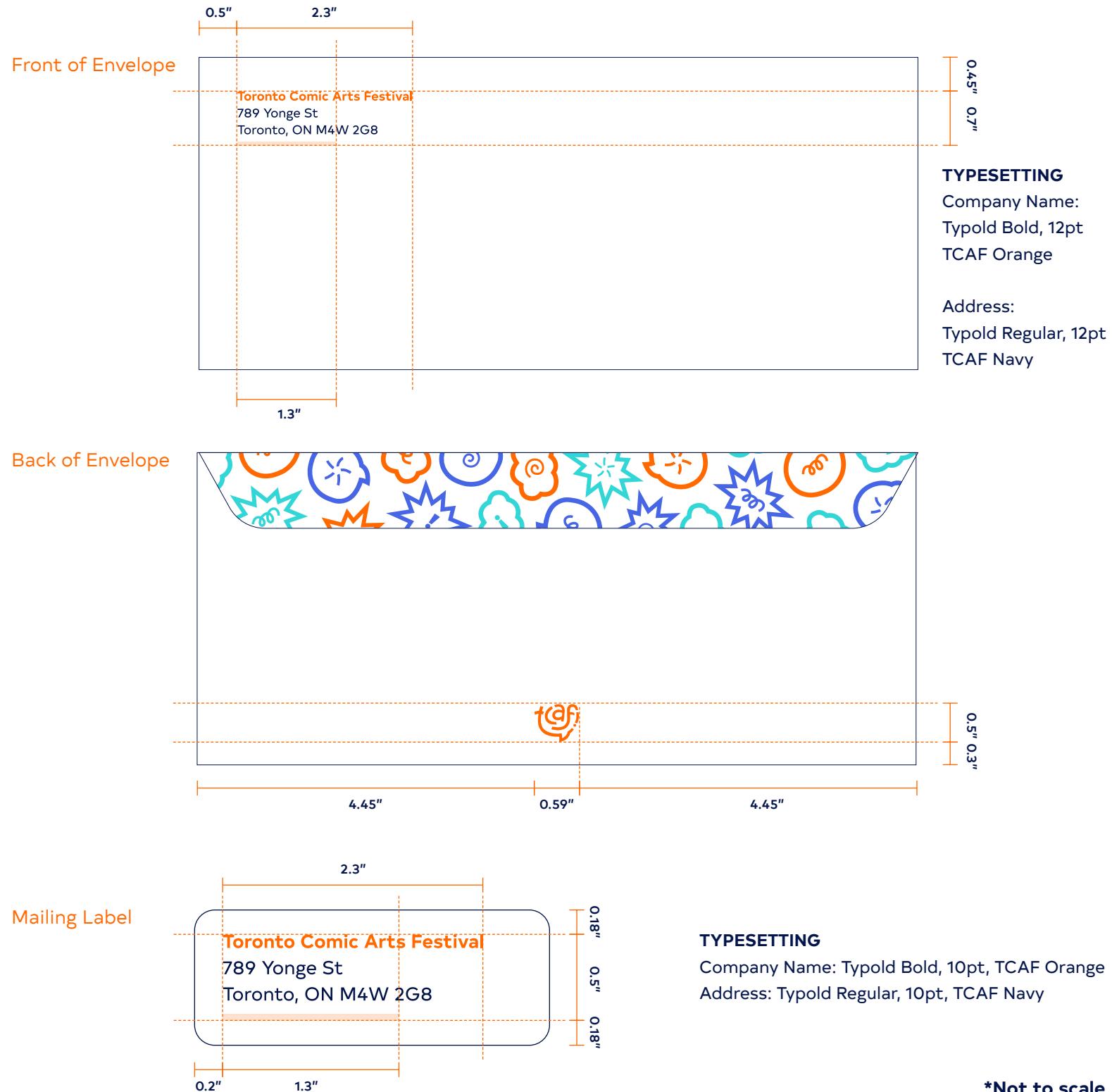
\*Not to scale

# Second Page Letterhead

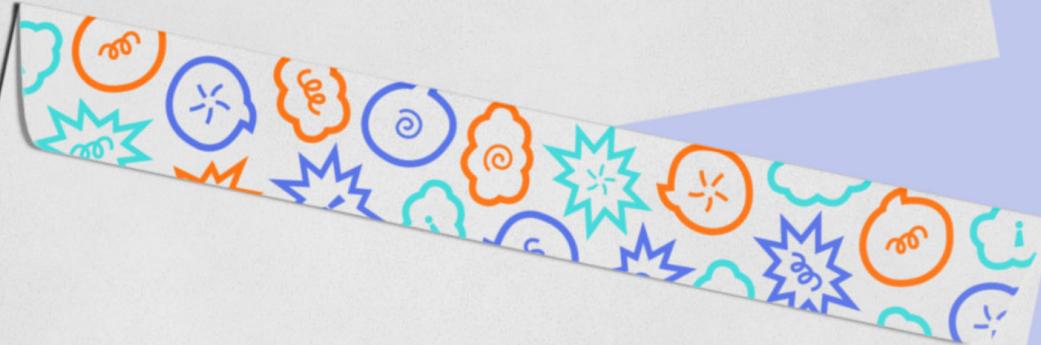


\*Not to scale

# Business Envelope & Mailing Label



Toronto Comic Arts Festival  
789 Yonge St  
Toronto, ON M4W 2G8



Toronto Comic Arts Festival  
789 Yonge St  
Toronto, ON M4W 2G8

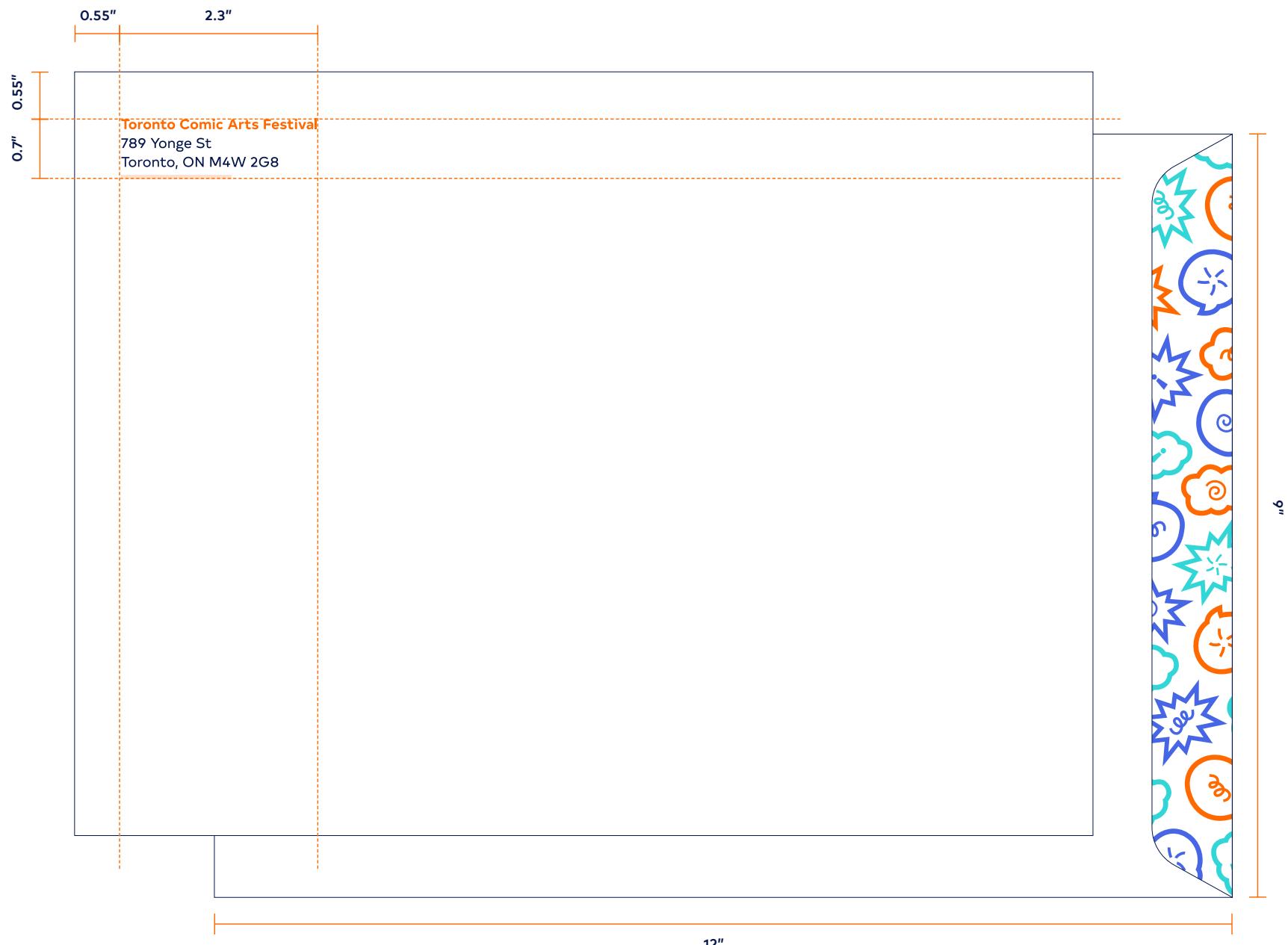
tCAF



tCAF

# Oversize Envelope

The oversize envelope is used for mailing booklets like the volunteer manual that are too thick to be folded to fit into a standard business envelope.



## TYPESETTING

Company Name: Typold Bold, 12pt, TCAF Orange  
Address: Typold Regular, 12pt, TCAF Navy

\*Not to scale



# Section 6: Corporate Communications

# Volunteer Form

The Volunteer Form is for individuals who would like to apply to volunteer at the festival. Filled and signed forms may be submitted online, no printing of the form is required.

 <p>Thank you for your interest in volunteering at TCAF! We're incredibly grateful to all of these people, and we'd love for you to be one of them. To join our team, please fill and sign this form and email it back to <a href="mailto:volunteer@tcaf.com">volunteer@tcaf.com</a></p> <p><b>Personal Information</b></p> <table><tr><td>First Name <input type="text"/></td><td>Last Name <input type="text"/></td><td>Age <input type="text"/></td></tr><tr><td>Birth Date (MM/DD/YYYY) <input type="text"/></td><td colspan="2"><b>Please Note:</b> All volunteers must be at least 18 years of age by the start of the first Volunteer Orientation Session.</td></tr><tr><td>Phone Number <input type="text"/></td><td colspan="2">E-mail Address <input type="text"/></td></tr></table> <p><b>Availability &amp; Team Preferences</b></p> <p>Please select the times and days you are available:</p> <table><thead><tr><th></th><th>Wed, May 5</th><th>Thu, May 6</th><th>Fri, May 7</th><th>Sat, May 8</th><th>Sun, May 9</th></tr></thead><tbody><tr><td>Morning (8AM-12PM)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>Afternoon (12PM-5PM)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>Evening (5PM-9PM)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr></tbody></table> <p><b>Please Note:</b> All volunteers must be available on April 23rd and 24th for Volunteer Orientation Sessions. I understand and I am available on those days. <input type="checkbox"/></p> <p>Please list your top three volunteer team preferences:</p> <table><tr><td>First Choice <input type="text"/></td><td>Second Choice <input type="text"/></td><td>Third Choice <input type="text"/></td></tr></table> <p>Date (MM/DD/YYYY) _____</p>	First Name <input type="text"/>	Last Name <input type="text"/>	Age <input type="text"/>	Birth Date (MM/DD/YYYY) <input type="text"/>	<b>Please Note:</b> All volunteers must be at least 18 years of age by the start of the first Volunteer Orientation Session.		Phone Number <input type="text"/>	E-mail Address <input type="text"/>			Wed, May 5	Thu, May 6	Fri, May 7	Sat, May 8	Sun, May 9	Morning (8AM-12PM)	<input type="checkbox"/>	Afternoon (12PM-5PM)	<input type="checkbox"/>	Evening (5PM-9PM)	<input type="checkbox"/>	First Choice <input type="text"/>	Second Choice <input type="text"/>	Third Choice <input type="text"/>	<p>periences? If yes, please list them: Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p><input type="text"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please list them: Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p><input type="text"/></p>												
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\*Not to scale

# Volunteer Manual

The Volunteer Manual is supplied to each registered volunteer at their first orientation session. This manual includes the rules and regulations of the festival, tips for dealing with attendees, maps of the exhibition hall, and more.

Front Cover of Manual



\*Not to scale

# Expense Form

The Expense Form is for employees and volunteers to fill out in order to have their purchases for the festival be refunded and to keep track of the festival's expenses.

 <b>tCAF</b> toronto comic arts festival		<b>Expense Form</b>
Employee Name <input type="text"/>	Manager Name <input type="text"/>	
<b>Itemized Expenses</b>		
Date	Description	Cost
Note: Receipts must be attached for expenses to be approved.		TOTAL <input type="text"/>
<hr/> Employee Signature		<hr/> Date (MM/DD/YYYY)
<hr/> Approval Signature		<hr/> Date (MM/DD/YYYY)

\*Not to scale



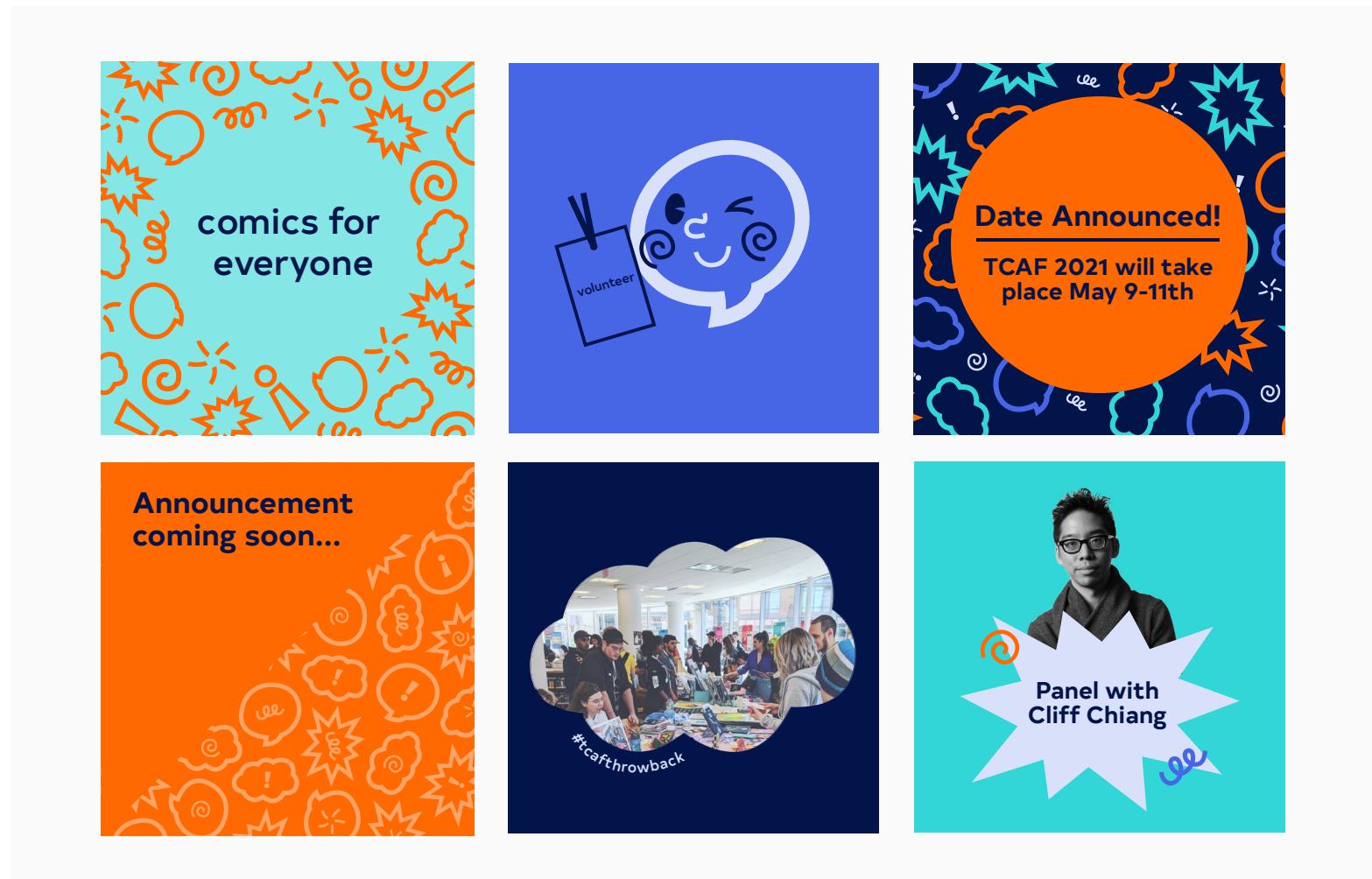
# Section 7: Collateral Applications

# Social Media

## Social Media Posts

Patterns, icons and characters should be used to create varied content for posting on social media. Posts may be text-based or image-based. For Instagram, avoid posting two squares in a row that have either the same main color, layout or pattern. This is to ensure the feed looks consistent and on-brand without appearing repetitive.

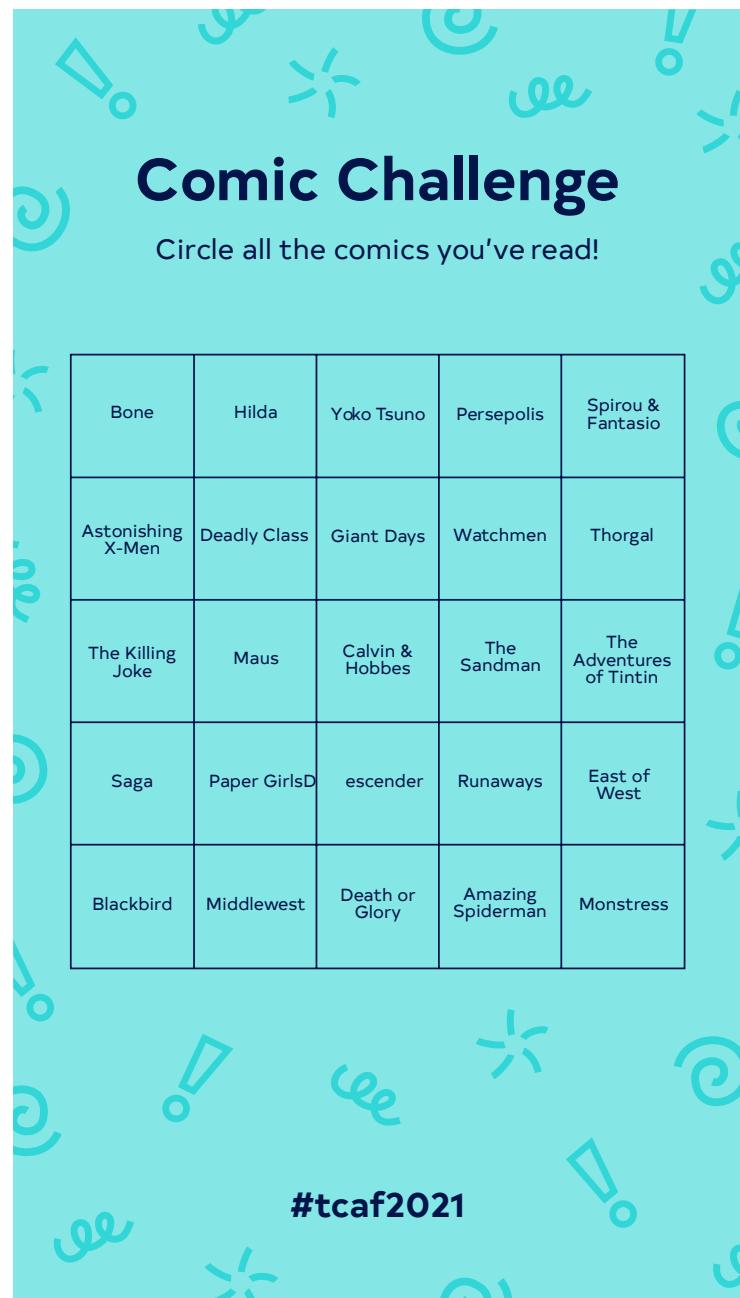
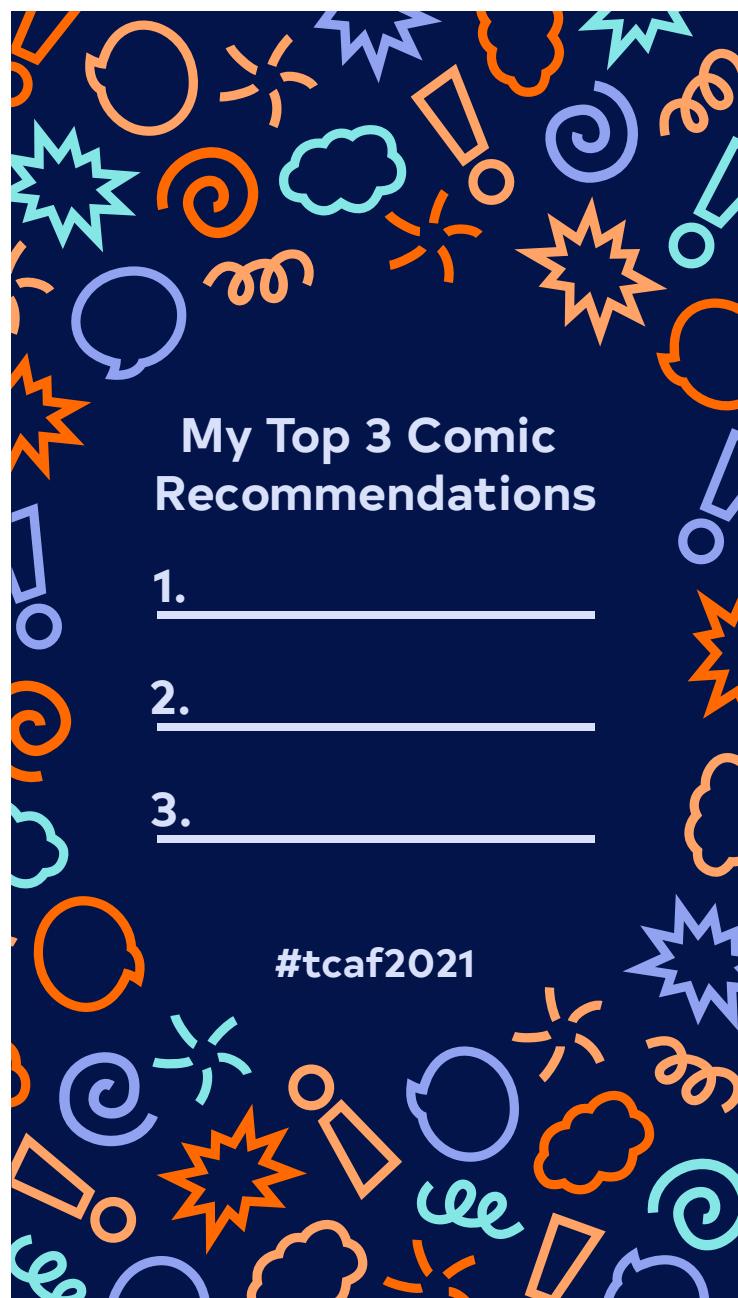
### Instagram Posts



## Stories and AR Lenses

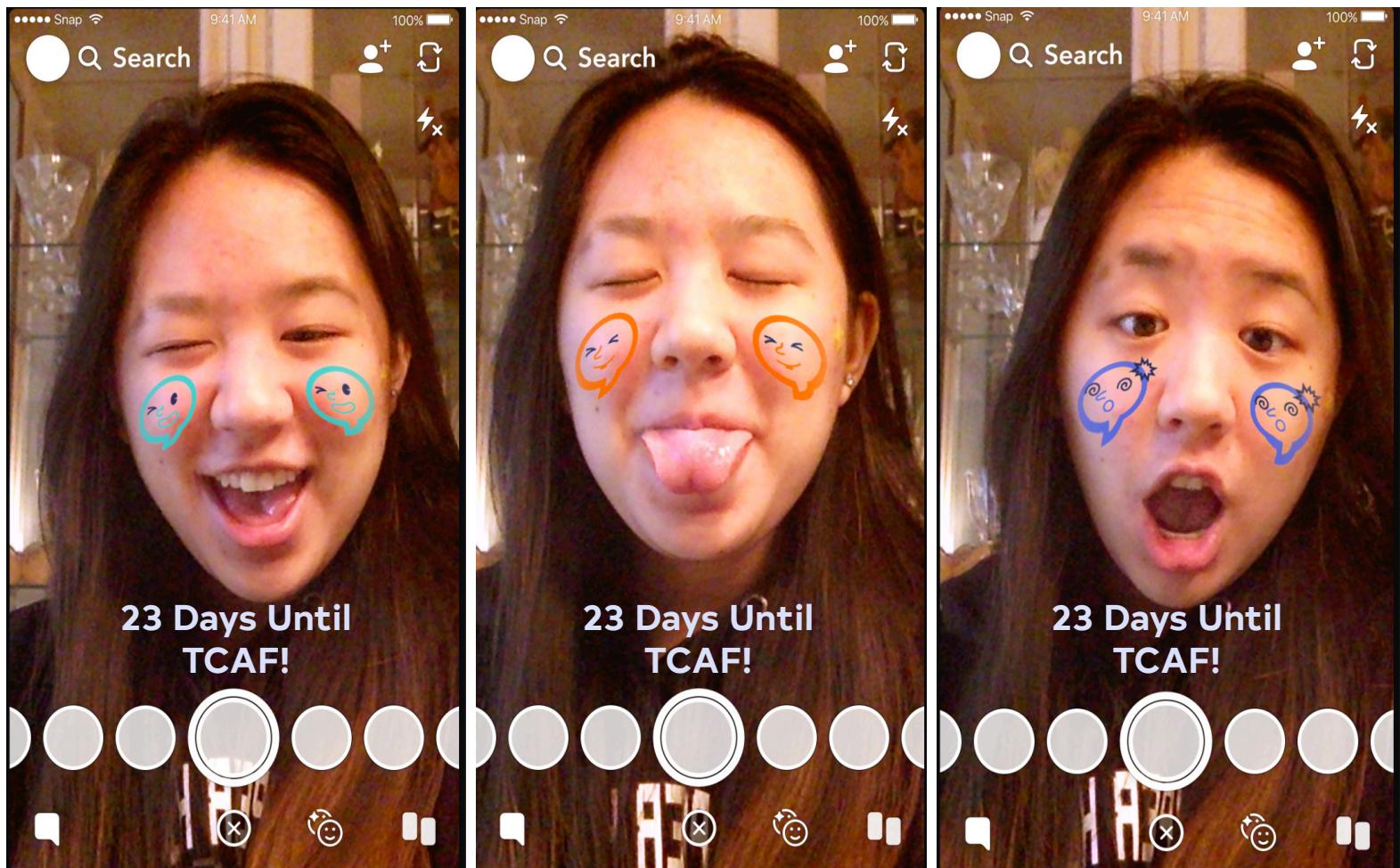
The icons, patterns and characters may be used to create interactive social media stories in order to engage audiences with the brand. Examples include story templates that viewers can use to share their thoughts and promote the event, countdowns until the event, etc.

Instagram Story Templates



You may also make use of AR lenses to create content that users can engage with on Snapchat, Instagram, etc. For example, the characters could be used to display different moods when the user taps the screen or makes different faces. 3D or 2D experiences may be created.

#### Snapchat Countdown Filter Using TCAF Characters



# Advertising

## Character Poster Set

The speech bubble characters may be used alongside the slogan to create posters to advertise for the festival. These posters should be grouped together as a set so that passersby may see how TCAF offers comics for different types of people.



## Creator Poster Set

TCAF may ask some of the creators who will be attending to create an artwork in their own style to promote both their own art and the festival. These posters are used to show the different comic art styles that exist as well as to tease some of the featured guests who will be exhibiting at the festival. For these posters, the TCAF logo and information about the festival must appear at the bottom, over a colored background. One of the lighter secondary colors should be used for the background; select the color that best matches the colors that are used in the main artwork.



## Billboards

Billboard designs should remain simple and contain little text, as viewers might be passing by for only a few seconds, such as if they're driving past one on the highway.



## Photobooth Pop-Up

The photobooth pop-up allows visitors to take pictures in front of a whiteboard wall covered in TCAF magnets. Visitors may place the icons how they like to create their own TCAF characters. They may also fill in the blank on the whiteboard with their own words to complete the slogan (ex: Comics For Gamers, Comics For Students, etc.) This pop-up encourages visitors to post their photos of the wall to express their excitement about comic books and the upcoming festival.



# Promotional Materials

## T-Shirts

T-shirts may be sold as merch in the TCAF shop and offered to volunteers as part of their swag bag.



## Stickers

Stickers may be handed out during promotional events or sold in sticker sheets. They may also be given out to volunteers.



## Totebags

Tote bags/book bags may be sold as merch in the TCAF shop and offered to volunteers as part of their swag bag. Guests in the gift shop are encouraged to purchase reusable tote bags to carry their books to reduce the use of plastic bags.



# Badges

Badges must be worn by affiliates of the festival. Exhibitors, professionals and volunteers each have their own badges so that others can recognize them easily.



Amanda Tsiang  
YSDN4007 • Corporate Identity  
Brand Guidelines  
Lyle Fraiman

