



Cambridge Shelter Brand Standards Manual
November 2005

Created by:
Lifeprints Design

The purpose of this manual is to maintain the consistent use of the Cambridge Shelter Brand Identity.

A Brand Identity is the visual link to your company, service, or product and should be projected as such. Cambridge Shelter is a place of hope, shelter and care, and the logo strongly symbolizes this.

This guide will assist in the use of the logo, and help maintain the strong integrity of Cambridge Shelter through visual applications.

All logos can be found on the disk at the end of this manual.

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The Brand | Logos without brand line

The brand should always be used in its horizontal format. Unless space is limited, and application is a tall narrow format, the vertical logo can be used.

When printability allows, the logo should always appear in colour. Depending on the print specifications, the red of the logo is either Pantone #485 CMYK or RGB. For consistency in the colour of the logo, using the Pantone Red is preferred.

For applications such as newspapers, low budget printing and 1 colour print specs, the gray scale version should be used.

The black logo should only be used when print quality is very limited (ie., faxes, rubber stamps).

CAMBRIDGE SHELTER
Logo - Black
(Logo_VERT_BLCK)

HORIZONTAL LOGO



CAMBRIDGE SHELTER

Logo - Colour (Pantone, CMYK or RGB)
(Logo_HORZ_485)
(Logo_HORZ_CMYK)
(Logo_HORZ_RGB)

PANTONE 485 OR
C - 0%, M - 95% OR R - 255
Y - 100%, K - 0% G - 17
100% BLACK B - 0



CAMBRIDGE SHELTER

Logo - Grayscale
(Logo_HORZ_GRYSCL)

100% BLACK
50% BLACK



CAMBRIDGE SHELTER

Logo - Black
(Logo_HORZ_BLCK)

100% BLACK

VERTICAL LOGO



CAMBRIDGE SHELTER

Logo - Colour (Pantone, CMYK or RGB)
(Logo_VERT_485)
(Logo_VERT_CMYK)
(Logo_VERT_RGB)

PANTONE 485 OR
C - 0%, M - 95% OR R - 255
Y - 100%, K - 0% G - 17
100% BLACK B - 0



CAMBRIDGE SHELTER

Logo - Grayscale
(Logo_VERT_GRYSCL)

100% BLACK
50% BLACK



CAMBRIDGE SHELTER

Logo - Black
(Logo_VERT_BLCK)

100% BLACK



The Cambridge Shelter Brand Identity is equally credible with or without the brand line "Embracing Hope" beneath it.

This version can be used for nearly all applications, especially, promotional materials, charity fundraising signage. When possible, this logo should be used in colour.

The Brand | Logos with brand line

HORIZONTAL LOGO



Logo - Colour (Pantone, CMYK or RGB)
(Logo_HORZ_SLGN_485)
(Logo_HORZ_SLGN_CMYK)
(Logo_HORZ_SLGN_RGB)

PANTONE 485 OR
C - 0%, M - 95% OR Y - 100%, K - 0%
R - 255 G - 17 B - 0
100% BLACK



Logo - Grayscale
(Logo_HORZ_SLGN_GRYSCL)

100% BLACK
50% BLACK



Logo - Black
(Logo_HORZ_BLCK)

100% BLACK

VERTICAL LOGO



Logo - Colour (Pantone, CMYK or RGB)
(Logo_VERT_485)
(Logo_VERT_CMYK)
(Logo_VERT_RGB)

PANTONE 485 OR
C - 0%, M - 95% OR Y - 100%, K - 0%
R - 255 G - 17 B - 0
100% BLACK



Logo - Grayscale
(Logo_VERT_GRYSCL)

100% BLACK
50% BLACK



Logo - Black
(Logo_VERT_BLCK)

100% BLACK

The Cambridge Shelter Sub-brands refer to the Program names that the shelter provides. Each of these programs when associated with Cambridge Shelter, must always be incorporated with the Cambridge Shelter logo as seen on the right.

Wherever possible, these logos should appear in colour.

Grayscale and Black versions are also included on the disk provided, for applications where 2 colours are not an option.

HORIZONTAL LOGO



**CAMBRIDGE
SHELTER**
Out of the Cold

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_HORZ_OOTC_485)
(Logo_HORZ_OOTC_CMYK)
(Logo_HORZ_OOTC_RGB)



**CAMBRIDGE
SHELTER**
Welcome Aboard

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_HORZ_WA_485)
(Logo_HORZ_WA_CMYK)
(Logo_HORZ_WA_RGB)



**CAMBRIDGE
SHELTER**
*Between a Rock
and a Hard Place*

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_HORZ_BRHP_485)
(Logo_HORZ_BRHP_CMYK)
(Logo_HORZ_BRHP_RGB)

VERTICAL LOGO



**CAMBRIDGE
SHELTER**
Out of the Cold

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_VERT_OOTC_485)
(Logo_VERT_OOTC_CMYK)
(Logo_VERT_OOTC_RGB)



**CAMBRIDGE
SHELTER**
Welcome Aboard

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_VERT_WA_485)
(Logo_VERT_WA_CMYK)
(Logo_VERT_WA_RGB)

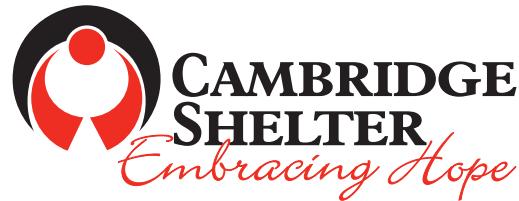


**CAMBRIDGE
SHELTER**
*Between a Rock
and a Hard Place*

Logo - Sub-brands (Pantone or CMYK Process)
(Logo_VERT_BRHP_485)
(Logo_VERT_BRHP_CMYK)
(Logo_VERT_BRHP_RGB)

The fonts related to the Cambridge Shelter Brand Identity are a key component in keeping its consistency and credibility.

When at all possible, these fonts should be used for all pieces of collateral, and applications.



Aldine 721 BT Bold
MODIFIED

Bickley Script Plain
MODIFIED



Aldine 721 BT Bold
MODIFIED

Aldine 721 BT Italic

LOGO

Aldine 721 BT Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aldine 721 BT Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bickley Script Plain
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEXT

Lucida Sans Roman
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lucida Sans Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lucida Sans DemiBold Roman
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Cambridge Shelter Brand Identity is made up of the graphic symbol and the text "Cambridge Shelter" (and "Embracing Hope").

At times, the symbol can be used on its own as a visual link to Cambridge Shelter. Some examples where the symbol only can be used is promotional pieces where space is limited to fit the entire logo, promotional pieces such as golf balls, hats etc., watermark images on corporate collateral.



Symbol - Colour (Pantone or CMYK Process)
(Symbol_485)
(Symbol_CMYK)

- PANTONE 485 OR
- C - 0%, M - 95% Y - 100%, K - 0% OR
- R - 255, G - 17, B - 0
- 100% BLACK



Symbol - Grayscale
(Symbol_GRYSC)

- 100% BLACK
- 50% BLACK



Symbol - Black
(Symbol_BLACK)

- 100% BLACK



Symbol - Watermark
(Symbol_WTRMK)

- 8% BLACK



The Cambridge Shelter Brand Identity should always be used as specified in the previous pages.

Consistent use of any logo is essential in maintaining its integrity and its recognition.

Manipulation of the logo in any way is not recommended.

Incorrect Logo Treatments



Never attempt to create your own Cambridge Shelter Logo.



Never reproduce the logo in non-approved colours.



Never stretch, shrink or alter the logo's proportions.



Never change the fonts of the logo



Never attach anything to the logo.



Never alter the horizontal orientation of the logo.



For application of the Cambridge Shelter Logo, please refer to this manual to ensure proper use.

Electronic Files (as listed to the right) are loaded on the cd.

Please refer to the file names under the logos outlined in this manual.

For additional logos, please contact Jennifer Watzek at Lifeprints Design
Tel:
(519) 623-7547
email:
jennifer@lifeprintsdesign.ca

Logo with Slogan
Horizontal Logo with Slogan
Jpegs
Logo_HORZ_SLGN_RGB.jpg
Logo_HORZ_SLGN_CMYK.jpg
Logo_HORZ_SLGN_BLCK.jpg
Logo_HORZ_SLGN_GRYSLC.jpg
Vector Art
Logo_HORZ_SLGN_CMYK.eps
Logo_HORZ_SLGN_BLCK.eps
Logo_HORZ_SLGN_RGB.eps
Logo_HORZ_SLGN_GRYSLC.eps
Logo_HORZ_SLGN_485.eps
Vertical Logo with Slogan
Jpegs
Logo_VERT_SLGN_BLCK.jpg
Logo_VERT_SLGN_GRYSLC.jpg
Logo_VERT_SLGN_RGB.jpg
Logo_VERT_SLGN_CMYK.jpg
Vector Art
Logo_VERT_SLGN_CMYK.eps
Logo_VERT_SLGN_GRYSLC.eps
Logo_VERT_SLGN_RGB.eps
Logo_VERT_SLGN_BLCK.eps
Logo_VERT_SLGN_485.eps
Logo Without Slogan
Horizontal Logo without Slogan
Jpegs
Logo_HORZ_BLCK.jpg
Logo_HORZ_CMYK.jpg
Logo_HORZ_GRYSLC.jpg
Logo_HORZ_RGB.jpg
Vector Art
Logo_HORZ_BLCK.eps
Logo_HORZ_GRYSLC.eps
Logo_HORZ_RGB.eps
Logo_HORZ_485.eps
Logo_HORZ_CMYK.eps
Vertical Logo without Slogan
Jpegs
Logo_VERT_BLCK.jpg
Logo_VERT_GRYSLC.jpg
Logo_VERT_CMYK.jpg
Logo_VERT_RGB.jpg
Vector Art
Logo_VERT_485.eps
Logo_VERT_CMYK.eps
Logo_VERT_BLCK.eps
Logo_VERT_GRYSLC.eps
Logo_VERT_RGB.eps
Logo Symbol
Jpegs
SYMBOL_RGB.jpg
SYMBOL_BLCK.jpg
SYMBOL_CMYK.jpg
SYMBOL_GRYSLC.jpg
SYMBOL_WTRMK.jpg
Vector Art
SYMBOL_485.eps
SYMBOL_RGB.eps
SYMBOL_WTRMK.eps
SYMBOL_BLCK.eps
SYMBOL_GRYSLC.eps
SYMBOL_CMYK.eps

Subbrand Logos
Vertical Subbrand Logos
Jpegs
Between a Rock..
Logo_VERT_BRHP_CMYK.jpg
Logo_VERT_BRHP_GRYSLC.jpg
Logo_VERT_BRHP_RGB.jpg
Logo_VERT_BRHP_BLCK.jpg
Out of the Cold
Logo_VERT_OOTC_BLCK.jpg
Logo_VERT_OOTC_RGB.jpg
Logo_VERT_OOTC_CMYK.jpg
Logo_VERT_OOTC_GRYSLC.jpg
Welcome Aboard
Logo_VERT_WA_BLCK.jpg
Logo_VERT_WA_GRYSLC.jpg
Logo_VERT_WA_RGB.jpg
Logo_VERT_WA_CMYK.jpg
Vector Art
Between a Rock..
Logo_VERT_BRHP_RGB.eps
Logo_VERT_BRHP_BLCK.eps
Logo_VERT_BRHP_CMYK.eps
Logo_VERT_BRHP_GRYSLC.eps
Logo_VERT_BRHP_485.eps
Out of the Cold
Logo_VERT_OOTC_485.eps
Logo_VERT_OOTC_RGB.eps
Logo_VERT_OOTC_GRYSLC.eps
Logo_VERT_OOTC_CMYK.eps
Logo_VERT_OOTC_BLCK.eps
Welcome Aboard
Logo_VERT_WA_RGB.eps
Logo_VERT_WA_CMYK.eps
Logo_VERT_WA_GRYSLC.jpg
Logo_VERT_WA_BLCK.jpg
Logo_VERT_WA_485.jpg
Horizontal Subbrand Logos
Jpegs
Between a Rock..
Logo_HORZ_BRHP_BLCK.jpg
Logo_HORZ_BRHP_RGB.jpg
Logo_HORZ_BRHP_CMYK.jpg
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Logo_HORZ_OOTC_CMYK.jpg
Logo_HORZ_OOTC_BLCK.jpg
Logo_HORZ_OOTC_GRYSLC.jpg
Logo_HORZ_OOTC_RGB.jpg
Welcome Aboard
Logo_HORZ_WA_GRYSLC.jpg
Logo_HORZ_WA_BLCK.jpg
Logo_HORZ_WA_CMYK.jpg
Logo_HORZ_WA_RGB.jpg
Vector Art
Between a Rock..
Logo_HORZ_BRHP_RGB.eps
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Logo_HORZ_BRHP_CMYK.eps
Logo_HORZ_BRHP_485.eps
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Out of the Cold
Logo_HORZ_OOTC_BLCK.jpg
Logo_HORZ_OOTC_RGB.eps
Logo_HORZ_OOTC_GRYSLC.jpg
Logo_HORZ_OOTC_485.eps
Logo_HORZ_OOTC_CMYK.jpg
Welcome Aboard
Logo_HORZ_WA_GRYSLC.jpg
Logo_HORZ_WA_CMYK.jpg
Logo_HORZ_WA_RGB.jpg
Logo_HORZ_WA_BLCK.jpg
Logo_HORZ_WA_485.jpg