Campaign Summary

Show Some Love is a peer-to-peer campaign that is designed to feature federal employees who can inspire others to give through the CFC by example / rolemodel.

These graphical standards are meant to be a guide for anyone developing or using materials associated with the Show Some Love campaign. Included in this section are editorial guidelines for usage on typography, photography, and color with some indication on potential usage.

While the campaign attempts to tackle the seriousness of causes and giving, the tone we set out to project should be bright, vibrant, fresh, friendly, warm, and human. Delivered with information that is direct and clear, Show Some Love needs to be expressed in a candid and engaging way that celebrates giving.
A New Illustrated Look

As part of the evolution of the Show Some Love campaign, we have developed an illustration look and feel that can help further tell our subjects’ stories in terms of **CAUSE** (what causes move them to give) or **PLACE** (location). This illustration style can add a sense of fun and wonder to the portrait, while making their story more personal. The drawings are represented in a playful muted black/grey line art style that mimicks doodling and drawing. As you can see in the design below, the Show Some Love mark stands out, but is accentuated with sunburst lines to integrate it into the framework much like that of a sun in a landscape.

This illustration style can take two forms:

1. **Background**
   Drawn causes/lanscapes can stand behind portraits as a way to infer our subject’s cause or region. We are providing a number of illustrated causes and generic backgrounds for use behind and/or around the portrait.

2. **Foreground**
   The drawings can also provide a scenario by which we learn and understand our subjects and the causes they care about. This is perhaps more playful and effective with the subject interacting with the illustration, but requires specific poses of the subject.

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**Some Helpful Tips**

The style of the drawing is meant to work around the subject, but not compete or interfere with them. It should be visual enough to add to the story in a compelling way, but not fill up the white space or overwhelm the vibrancy of the person or logos. To retain legibility, try to add copy over white space so that the art work does not visually complete with the message. If needed, fill the copy block background with white to be sure.
Photography

Creative Strategy
Show Some Love is a peer-to-peer campaign that is designed to feature federal employees who are meant to inspire others to give to the CFC by example / rolemodel. Portraits should reveal a charismatic, human, and generous personality. The photos should reveal unexpected “caught” moments that don’t seem forced, posed, or manufactured. Although the photographs are admittedly for the campaign and on a set, they need to portray a human and emotional complexity.

Style
The shoot generally covers but is not limited to:

1. A proud and emotive portrait
2. A person interacting with an illustration concept
3. A person presenting the Show Some Love sign

Some Helpful Tips
Ensure a well-lit subject against a white background.
Take photos using high resolution.
If you photograph someone in uniform, please make sure they’re posed in an appropriate way.
Don’t encourage groups. If you do use a group and they are holding a sign, please use only one color sign.
Leave lots of room around subjects for additional information.
If you photograph someone holding the Show Some Love mark, don’t pair it with the Show Some Love graphic. One mark is enough.
The Campaign Mark

The *Show Some Love* campaign mark should never live on its own without communicating that the CFC is driving the campaign. The CFC logo is the anchor the *Show Some Love* campaign and should always be visible either as the anchor to the material, or if the *Show Some Love* mark is seen on its own, the CFC logo and call-to-action should appear in the color space of the actual *Show Some Love* mark as seen here on the right.

This usage example is NOT a logo lock-up. The relationship between the campaign mark, the CFC logo, call-to-action, and any partner logos will vary depending on the availability of space on the materials, context and scale.

Please use the provided examples and templates as a guide to inform you on how to insert your agency or message.

Combined Federal Campaign brand standards govern the use of the CFC logo. Please visit the OPM website to obtain the logo and brand standards: [opm.gov/combined-federal-campaign/referencematerials/logos/cfclogo/Logo/Download.aspx](http://opm.gov/combined-federal-campaign/referencematerials/logos/cfclogo/Logo/Download.aspx)

Note: When used in conjunction with the campaign colors, either the solid blue or white CFC logo is recommended.

The above campaign mark can be customized with individual CFC urls and should be used on smaller, standalone materials, such as buttons and stickers, where the space for messaging and a call-to-action would be limited.
Colors

The primary campaign color selections for the *Show Some Love* logo mark should be shown as indicated below. This palette is explicitly designed to harmonize with and complement the CFC blue. These are a vibrant group of colors that are meant to evoke a sense of fun and excitement. The wide assortment should allow for anyone to be able to choose a color which is best for its context, material, or agency need. While we have expanded the palette selection, it is recommended that you only use one color at a time to partner with the CFC blue on each piece of collateral, multimedia, or post.

**Campaign Orange**
- C: 5%
- M: 67%
- Y: 100%
- K: 0%
- Hex: #e97200
- Pantone: 152 C

**Campaign Blue**
- C: 57%
- M: 0%
- Y: 3%
- K: 0%
- Hex: #56c9ed
- Pantone: 305 C

**Campaign Green**
- C: 58%
- M: 0%
- Y: 82%
- K: 0%
- Hex: #73c162
- Pantone: 360 C

**Campaign Magenta**
- C: 0%
- M: 84%
- Y: 32%
- K: 0%
- Hex: #f05179

**Campaign Yellow**
- C: 0%
- M: 23%
- Y: 98%
- K: 0%
- Hex: #ffc514

**Campaign Turquoise**
- C: 82%
- M: 32%
- Y: 29%
- K: 1%
- Hex: #208aa3

**CFC Brand Colors**

These colors should be used mostly with headlines, body copy, background colors for boilerplate copy and partner logos and other editorial additions that need to be made.

**Dark Grey**
- C: 0%
- M: 0%
- Y: 0%
- K: 80%
- Hex: #58585b
- Pantone: 11 C

**CFC Blue**
- C: 100%
- M: 68%
- Y: 7%
- K: 28%
- Hex: #003479
- Pantone: 294 C

**CFC Red**
- C: 5%
- M: 100%
- Y: 71%
- K: 22%
- Hex: #ac1a2f
- Pantone: 187 C
Layout of Materials

Campaign mark anchored to top of material seen here in primary campaign magenta. The campaign mark should be anchored to the top of the design when seen with a portrait. Top of circle should be slightly out of frame.

Chosen subject interacting with her cause on white background.

Lead main message with the subject’s cause.

Follow up with this call-to-action language. Italicize the “you.” Use CFC Blue.

Brand ID bar should be seen like this on each material that warrants a separate bar of information.

I care about saving owls.

Give to a cause you care about through the CFC. You can even volunteer. It’s that simple.

Choose your cause and Show Some Love today.

carolinascfc.org
Typography

Open Sans

The Open Sans font is used as a headline font as well as for body copy. This typeface has a large family of various weights and styles, providing ample variation for designs. Open Sans translates seamlessly between Apple and Microsoft products and can be downloaded at: https://fonts.google.com

If Open Sans is unavailable, please use the typeface Arial in its place.

Primary Font Styles

Regular

AaBbCcDdEe
1234567890

Extra Bold

AaBbCcDdEe
1234567890

Secondary Font Styles

Semi-Bold

AaBbCcDdEe
1234567890

Condensed Light

AaBbCcDdEe
1234567890

Italic

AaBbCcDdEe
1234567890

Condensed Light Italic

AaBbCcDdEe
1234567890

Light

AaBbCcDdEe
1234567890

MixTape Mike

The logo font, MixTape Mike, is used for the campaign mark to differentiate itself as a spirited approach to a Federal Campaign. It’s fun, active, and alive.

http://www.joebob.nl/commercial-font/mixtapemike#node-216

This font should only be used on a select few materials that require a minimal typographic approach to mirror the campaign look and feel. An example of this is the Thank You card at right. Use this font very sparingly so as not to compromise the impact of the Show Some Love campaign mark.
Giveaways

Button
On giveaways such as the Show Some Love button, use the format that includes the CFC logo and the url as pictured here.

Custom Pop-Grip for Phone
Use Show Some Love mark with CFC logo and url.

T-Shirt
When producing t-shirts, use both the Show Some Love mark and the CFC logo. Usually the CFC logo will either be knocked-out in white on the sleeve, as pictured here, or if you are producing a one-color shirt, choose the light blue or CFC blue for the color.