

.....
VISIBILITY AND LOGO USE
.....
GUIDELINES
.....



Foundation of Greater Montréal

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UPDATED IN AUGUST 2016
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THE FOUNDATION OF GREATER MONTRÉAL

MISSION

The Foundation of Greater Montréal helps individuals, families and organizations to establish funds for selected causes in the areas of education, health, social development, arts and culture and environment.

The Foundation manages the assets of the funds while accompanying donors by identifying the most important issues of the community, in order to support the proper organizations and activities. It actively promotes the development of philanthropy as leverage for wellness in Greater Montréal.

VISION

FGM contributes to the vitality of Greater Montréal by the importance of its funds, its strategic approach, its innovative philanthropy activities and by rallying the key players involved in the development of an inclusive society.

VALEURS

Integrity
Commitment
Expertise
Sustainable development

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 FondationdugrandMontréal

 @FondationGrMTL

RECOGNITION OF SUPPORT AND OFFICIAL NAME

RECOGNITION OF SUPPORT

Non-profit organizations that receive funding through the **Foundation of Greater Montréal's** Community Grants Program are asked to acknowledge the FGM's support in all communications tools (print or digital), editorial content and advertising content related to the supported project.

All Community Grants Program funding recipients are asked to publish the Foundation of Greater Montréal's logo on their website for a period of one year following the reception of the grant. The logo should be published with the mention " **With the contribution of the Foundation of Greater Montréal** ".

Whenever the use of the FGM logo is not possible (ex.: press release, editorial content, etc.), please include the mention :

" **Financial support provided by the Foundation of Greater Montréal** " or " **With the contribution of the Foundation of Greater Montréal** ".

OFFICIAL NAME

Please use **Foundation of Greater Montréal** as the official name of the organization in all communications tools.

If the name of our organization is mentioned more than once in a text, the name to be used before using our acronym is **Foundation of Greater Montréal (FGM)**.

Following this initial mention, our official acronym, **FGM**, can be used in the remainder of the text.

LOGO

THE DIFFERENT VERSIONS OF THE LOGO

There are two versions of the Foundation of Greater Montréal official logo: **horizontal** and **centred**.

A **permitted** version of the logo can be used alternatively in cases where space is restricted and to ensure the greatest visual impact.

OFFICIAL LOGO - HORIZONTAL FRENCH



OFFICIAL LOGO - CENTERED FRENCH



OFFICIAL LOGO - HORIZONTAL ENGLISH



OFFICIAL LOGO - CENTERED ENGLISH



PERMITTED VERSION / FRENCH



PERMITTED VERSION / ENGLISH



LOGO USE

COLOR VERSION OF THE LOGO



In the color version of the logo, the symbol (large “M”) should always appear in red and the typo, in black. Please refer to the color codes listed below.

RED

PANTONE : 1797
CMYK : 0 - 100 - 100 - 4
RGB : 277 - 27 - 35

BLACK

PANTONE : Black
CMYK : 0 - 0 - 0 - 100
RGB : 0 - 0 - 0

LOGO USE

There are only 3 possible color variations for the logo : **color**, **black** and **reversed**.

The followings are examples in context:

FGM red background

Use reversed logo



Color or texture background

Use black or reversed logo



White or light background

Use color logo



INCORRECT USES

DO NOT CHANGE THE COLOR OF THE LOGO



Foundation of Greater Montréal
Centraide Fund of Greater Montréal

DO NOT ADD TEXT OR IMAGES TO THE LOGO



Foundation of Greater Montréal



Foundation of Greater Montréal

DO NOT CHANGE THE PROPORTIONS OF THE LOGO'S COMPONENTS



Foundation of Greater Montreal



Foundation of Greater Montréal



Foundation of Greater Montréal



Foundation of Greater Montréal
Centraide Fund of Greater Montréal

DO NOT USE LOGO'S COMPONENTS SEPARATELY



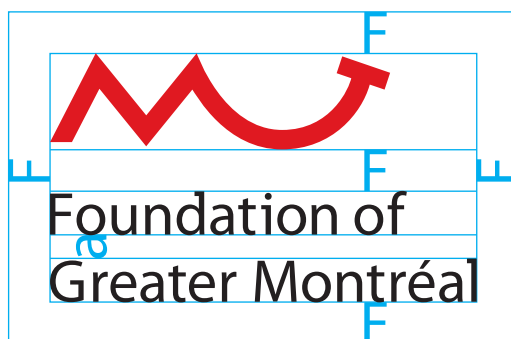
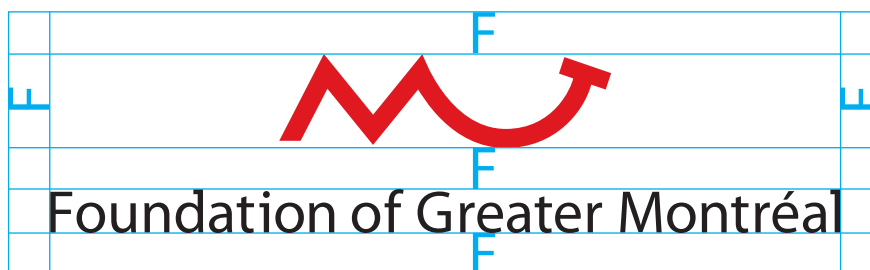
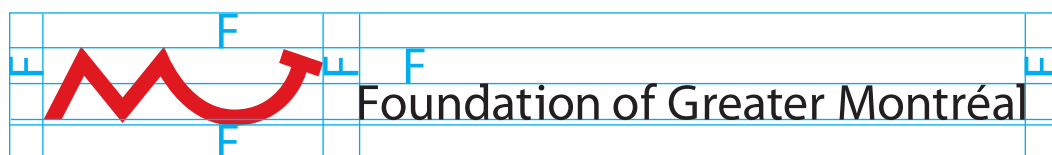
Foundation of Greater Montréal

Centraide Fund of Greater Montréal

Foundation of Greater Montréal

PROTECTION AREA AND SPACE

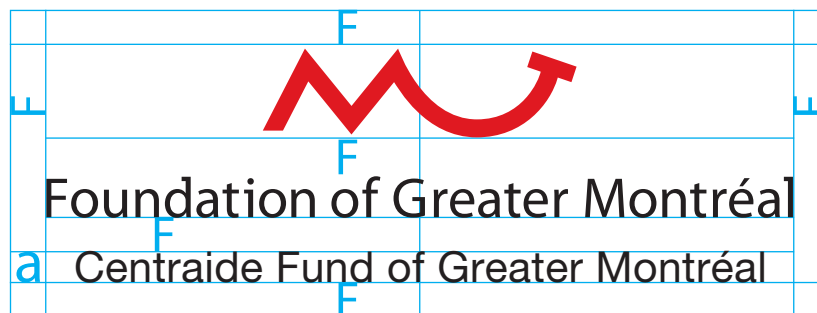
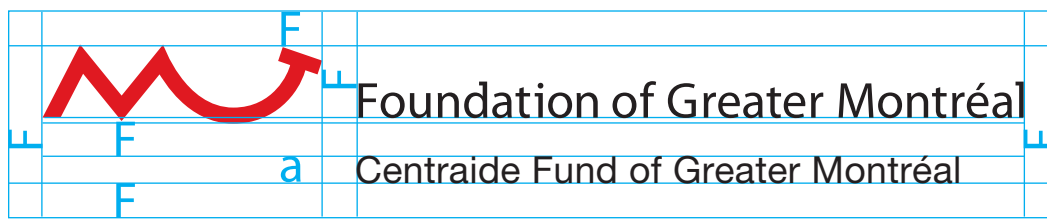
The FGM logo should always be surrounded by a protection space equivalent to the capital « F » of the word « Foundation ». Please refer to the examples below.



PROTECTION AREA AND SPACE WITH A FUND NAME

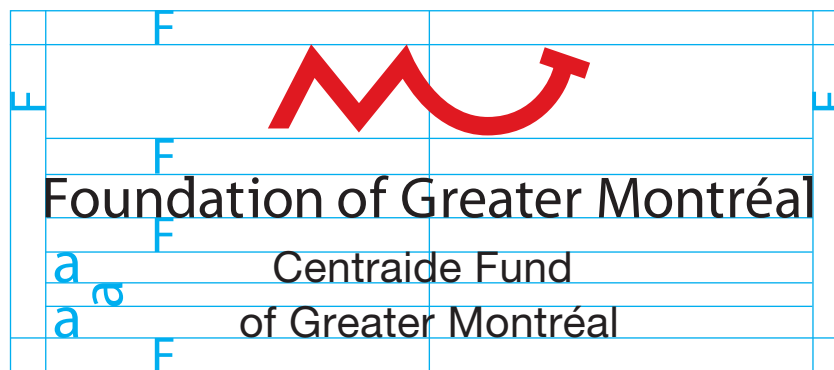
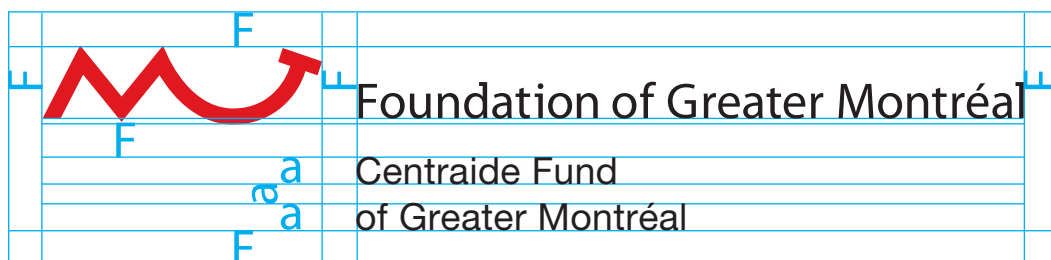
This application is reserved when adding a Fund name to the official logo and must be positioned as shown in the following examples.

The Font to use for the Fund name is Helvetica Roman.



PROTECTION AREA AND SPACE WITH A FUND NAME

In cases where the name of a Fund exceeds the width of the official logo of the Foundation, it must be positioned on two lines.



PERMITTED VERSION OF THE LOGO / FINANCIAL AID

When an organization receives financial aid from the Foundation of Greater Montréal, it is suggested to apply the permitted version as shown below on the various documents of communication.



Foundation of Greater Montréal

To ensure clear visibility, it is suggested not to reduce the logo under 15 mm.



LOGO DOWNLOADS

Click here to download: <http://www.fgmtl.org/en/logos.php>

The logo is available for download in the versions listed below, in **JPG** (**PNG** for reversed version), **EPS** and **PDF** format.

- | | |
|-------------------------|---|
| French FGM logo | <ul style="list-style-type: none">- horizontal / color, black and reversed- Overlaid / color, black and reversed |
| English FGM logo | <ul style="list-style-type: none">- horizontal / color, black and reversed- Overlaid / color, black and reversed |