



Québec City Community Christmas Hamper Campaign

Brand guidelines for partners and community collaborators

Table of contents

Introduction	2
Logo for print media	3
Social media guidelines	3
Email signature	4
Fonts and colours	4

Thank you for your commitment to supporting this wonderful collective community initiative.

When you team up with the Québec City Community Christmas Hamper Campaign, you must mention it in all your public materials and products. This includes everything from ads to invitations to fundraising events, printed materials, audio-visual, websites and exhibits.

You'll also need to do so in a way that suits the expectations of the Campaign Committee. If not, we may send a polite note asking you to fix it, and we'll expect you to do so without delay.

Logo for print media

Partners on the Québec City Community Christmas Hamper Campaign organizing committee are welcome to use the regular logo **without** a tagline.



Anyone who is not directly associated with the Hamper Campaign and organizing **an event to fundraise** for it should use this special logo with the tagline **"Fundraising event."**



To download a logo, right-click on it and then select "save image as..."

Guidelines for social media

Use the regular logo **without** the tagline on all social media mentions relating to **being a partner** in the Community Christmas Hamper Campaign.

Use the special logo **with** the tagline "Collecte de fonds / Fundraising event" on all social media mentions relating to **third-party fundraising events** for the Hamper Campaign.

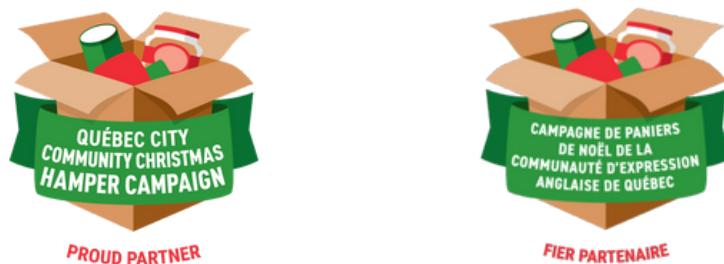
Tag the page **@Quebec City Community Christmas Hamper Campaign** in the text description on all Facebook posts relating to your involvement with the Community Christmas Hamper Campaign.

Use the official hashtag of the Hamper Campaign **#qchampers** where applicable.

Email signature

Partners on the Québec City Community Christmas Hamper Campaign organizing committee can choose to include this low-resolution **Proud Partner / Fier partenaire** logo in their email signatures.

You can do so starting November 1, the usual public starting date of the Hamper Campaign, until the delivery day of hampers, which varies from year to year.



To download the logo, right-click on it and then select “save image as...”

Fonts and colours

The font for titles and captions is Aleo.

The font for paragraphs is Roboto condensed, or vice versa, should it be a better fit for your design concept

The main colours in HEX are **vivid red #ee2d36** and **dark green #176d39**.



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