



Community Christmas Hamper Campaign

Brand guidelines for partners
and community collaborators

Table of contents

<u>Introduction</u>	2
<u>Logo for print media</u>	3
<u>Social media guidelines</u>	3
<u>Email signature</u>	4

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

When you team up with the 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 Community Christmas Hamper Campaign organizing committee are welcome to use the regular logo **without** a tagline.

Anyone who is not directly associated with the Campaign and organizing an **event to fundraise** for the Campaign 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 “Événement de collecte de fonds / Fundraising event” on all social media mentions relating to **third-party fundraising events** for the Hamper Campaign.

Tag the page **@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

You can choose to include this “**Fier partenaire / Proud Partner**” logo for your email signature starting November 1, the usual public starting date of the Community Christmas 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...”



Community Christmas Hamper Campaign
c/o Jeffery Hale Community Partners
2000-1270, chemin Sainte-Foy
Québec (Québec) G1S 2M4

qchampers.ca

418 684-5333, ext. 11835
info@jhpartners.net



facebook.com/qchampers.ca



qchampers.ca