The graphical standards are meant to be a guide for any 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.

The editorial tone of all materials should be bright, vibrant, fresh, friendly, warm, and human. While the information is direct and clear, it is expressed in a candid and engaging way that celebrates giving.
The Campaign Mark

The campaign mark should always be used in conjunction with the CFC logo, any added agency partner logos, and the call-to-action or URL. The mark should never live on its own without identifying who is driving the campaign and how to act on it. To accomplish this, the Show Some Love mark can either be used in conjunction with the branding and call-to-action as it is seen here in the example on the left, or include the CFC logo and call-to-action as part of the mark as it is 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.

The above campaign mark can be customized with individual CFC urls and should be used on smaller, standalone materials, such as buttons and stickers.

Choose your cause and Show Some Love today. 
opm.gov/ShowSomeLoveCFC
Color Usage

The primary campaign color for the logo mark can be personalized for the context or agency. If the primary campaign orange cannot work, we recommend using one of the following approved campaign color options (as seen below) to maintain a consistently vibrant and playful look and feel.

Primary Palette:

Primary Campaign Orange
- **Primary Campaign Orange**
  - C: 5%
  - M: 67%
  - Y: 100%
  - K: 0%
  - R: 234
  - G: 114
  - B: 0
  - #e97200
  - Pantone: 152 C

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
- **Dark Grey**
  - C: 0%
  - M: 100%
  - Y: 71%
  - K: 22%
  - R: 172
  - G: 26
  - B: 47
  - #ac1a2f
  - Pantone: 187 C

CFC Blue
- **CFC Blue**
  - C: 100%
  - M: 68%
  - Y: 7%
  - K: 28%
  - R: 86
  - G: 201
  - B: 237
  - #56c9ed
  - Pantone: 305 C

These colors should be used for highlighting or calling out important content like URLs or words. You can also use these accent colors for nuances in the design.

Secondary Palette:

CFC Red
- **CFC Red**
  - C: 5%
  - M: 100%
  - Y: 71%
  - K: 22%
  - R: 172
  - G: 26
  - B: 47
  - #ac1a2f
  - Pantone: 187 C

Campaign Blue
- **Campaign Blue**
  - C: 57%
  - M: 0%
  - Y: 3%
  - K: 0%
  - R: 86
  - G: 201
  - B: 237
  - #56c9ed
  - Pantone: 305 C
# 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](https://fonts.google.com)

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

<table>
<thead>
<tr>
<th>Primary Font Styles</th>
<th>Secondary Font Styles</th>
<th>Condensed Light</th>
<th>Condensed Light Italic</th>
<th>Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Extra Bold</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Semi-Bold</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Bold</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Italic</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
<td>AaBbCcDdEe</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
Typography

Campaign Mark Font

MixTapeMike

The logo font, MixTapeMike, 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 ShowSomeLove campaign mark.
Photography

There are 3 styles of photography in this campaign. The goal of all three is to capture a natural, authentic emotion and not seem posed.

1. On Set

The first is the primary usage of portraiture against a light neutral background.

They are shots of giving participants showing a charismatic, human, and generous personality. The photos should reveal unexpected “caught” moments that don’t seem forced or manufactured. Although the photographs are admittingly for the campaign and on a set, their inner qualities and individuality needs to be revealed.

Couples, groups of people, are also encouraged. It’s good to get a diverse representation of age and ethnic heritage.

Please do not purposefully load a picture with a diverse group of people. If a photo has more than one person, we want them to be together for a reason. We want people with real relationships because this campaign relies on its authenticity.

When taking photos, leave lots of room around the person to put your messaging and campaign mark. Could be headroom or next to the person.

2. On Location

The second type is about engaging and capturing real Federal employees in unexpected places and talking to them about giving and getting them to represent their favorite causes.

3. Selfie / Webcam

The third type creates a way for influencers, ambassadors, and the general audience to participate. For posting in social media, we can get people to participate and illustrate the causes they care about.
Layout of Materials

Campaign mark anchored to top of material seen here in primary campaign orange. 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.

Playful layout of main message in Extra Bold Open Sans overlaid on top of photo's negative space.

Chosen portrait

I.D. Fed Employee and Agency

CFC logo and Call-to-action isolated at bottom in CFC-blue bar

Want to make an impact in the world around you?

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

Deborah Valentine
U.S. Postal Service

Choose your cause and Show Some Love today.
opm.gov/ShowSomeLoveCFC
Giveaways

On giveaways like the button, the CFC logo and call-to-action should be seen within the circular canvas of the object as seen here.

If t-shirts are two color, they will have the Show Some Love logo with the CFC logo and call-to-action on the front with the CFC logo on the sleeve in white. When t-shirts are one-color, the CFC logo on the sleeve will be in CFC-blue.