



Canadian Centre for Christian Charities

ACCREDITED MEMBER

Brand Guidelines

Accredited Members

Who Are We?

Canadian Centre for Christian Charities

We help Canadian Christian charities be exemplary, healthy, and effective Christian ministries by providing proven training and resources, advocacy, and reliable, timely guidance. Guided by the values of Christian faith, we help our members have the freedom to focus on pursuing their mission.

The Canadian Centre for Christian Charities is a registered charity.

Our End Statement

CCCC members will be exemplary, healthy, and effective Christian ministries.

Our Corporate Values

1. Evangelical in identity, ecumenical in service
2. Excellence in our work
3. Exemplary model for Christian workplaces

Details about our End Statement, Values and Statement of Faith may be found on our website: www.cccc.org.

How to present our name

In written communications, the full name Canadian Centre for Christian Charities should be presented in the first reference to the organization. (Our name should be preceded with “the” if grammatically necessary). If there are additional references to our organization in the same communication document, the full written name should be followed by “(CCCC)” and additional references may be presented as CCCC.

Our name should not be italicized or presented in bold type.

Verbally, Canadian Centre for Christian Charities may be expressed as “Four C’s” provided there is explicit understanding that the listener already understands the full name.

Our name should never be written as “Four C’s” or “4C’s” with or without apostrophes.

Our Accredited Member Designation

Through our accreditation program, charities can instill a high degree of transparency and accountability, and use the Accredited Member logo as a demonstration of governance excellence. This assurance can lead to greater fundraising and partnership opportunities which strengthen their ability to serve. Accredited members also receive a customized charity profile on giveconfidently.ca and free promotional material for donors.

The Accredited Member brand may only be used by organizations that have achieved this designation with the Canadian Centre for Christian Charities, and remain in good standing.

Promoting your Accreditation

Displaying the Accredited Member logo is a great way to demonstrate your organization's commitment to high standards of integrity and accountability. Accredited members are encouraged to share the logo to support your message of integrity, trustworthiness, and reliability.

- **Show it everywhere:** Display the Accredited Member logo in as many ways as possible. You never know where a donor may come across it.
- **Make your commitment visible:** The logo is a visible sign of your organization's commitment to high standards of integrity and accountability.
- **Build trust:** As more and more charities are earning accreditation, sharing it will build trust among donors expecting accountability.

Brand Use Definitions

Accreditation logo: The graphic mark and/or text that identifies the member as an Accredited Member of CCCC.

Accreditation certificate: The framed certificate provided to the Accredited Member for display within the Accredited Member's office or ministry facility.

Accredited Members: Active member organizations that have opted into the Accreditation Program, maintain ongoing compliance with the CCCC Standards of Accountability that is demonstrated and confirmed through CCCC reviews, and have paid their annual membership fee.

Accreditation program: An optional program of CCCC that provides opportunity for member organizations to demonstrate ongoing compliance with CCCC Standards of Accountability and earn the designation of Accredited Member. Participation in the program comes with an additional membership fee.

Brand Use Terms and Conditions

1. CCCC is the sole and exclusive owner of the CCCC Accreditation Logo and CCCC Accreditation Certificate, hereinafter referred to as CCCC “brands”. Your use of the brands acknowledges CCCC ownership.
2. Use of the brands must conform to any of the terms and conditions and definitions set out herein, and must not be used in any manner that infringes any intellectual property or other rights of CCCC or that violates applicable law.
3. Any use of the brands not in compliance with this policy is not authorized. If you violate any of the terms and conditions of this policy, you must cease and desist from use of any and all CCCC brands, regardless of uses permitted in this policy.
4. Use of the brands does not indicate or create any endorsement, approval, sponsorship or affiliation with your organization or website beyond the scope of the Accreditation program.
5. Only Accredited Members are permitted, under the terms and conditions contained in this policy, to use the Brands.
6. The brands must be displayed in a positive manner and must not be used in any way that could adversely impact CCCC.
7. The brands, when used in a digital format, must always provide an active link to the CCCC Accreditation program website, the address of which may change from time to time, and the link to which the Accredited Member is responsible for updating and maintaining.
8. The brands must not be used in any of the following ways:
 - a. In any manner that mischaracterizes any relationship between CCCC and the Accredited Member
 - b. In any manner that is false or misleading
 - c. In any manner that violates the trademarks, copyrights, or any other intellectual property rights of others
 - d. In any manner, in any location, using any medium, including content which CCCC at its sole discretion finds to be objectionable or would disparage CCCC or diminish or otherwise damage CCCC’s reputation, its products or services, its directors, officers or employees, or goodwill
9. CCCC authorizes Accredited Members to use the CCCC Accreditation logo in connection with certain promotional material that Accredited Members may distribute to the public. The materials may include, but are not limited to, brochures, video, website, advertising.
10. You will, if requested by CCCC, provide samples of any materials that include CCCC brands for purposes of determining compliance with this policy.
11. You will, if requested by CCCC, make any change(s) to your use of the brands.
12. CCCC reserves the right to investigate complaints about Accredited Members use of CCCC’s brands, and to terminate the privilege of any brand use if in the sole discretion of CCCC, the brands has been misused or any terms of this policy have been violated.
13. CCCC reserves the right to make any changes to the terms and conditions listed herein at any time for any reason. You acknowledge and agree that you are responsible for making you and your organization aware of any such changes.
14. CCCC reserves the right to revoke permission to use the brands for any reason, in which case you agree to immediately cease its use and/or return property to CCCC, including removal from any and all promotional material. If the brands cannot be removed from said material any such material must, in the alternative, be destroyed within a time frame set at the sole discretion of CCCC.

15. Use by CCCC Accredited Members shall not be construed as conferring any licence or right under any of CCCC's copyright, patent, trademark or proprietary rights, or those of any third party, whether expressly or by implication.
16. The brands will not be transferred, assigned, sold, reproduced, distributed or otherwise exploited in any manner, save and except for uses permitted under this policy.
17. In no event whatsoever shall CCCC be liable to any damages resulting from the use or inability to use CCCC brands. You hereby waive any and all claims against CCCC, its directors, officers or employees.
18. This agreement shall be governed by and understood in accordance with the laws of the Province of Ontario and the laws of Canada.

Accredited Member Logo

1. Logo

The symbol your organization is encouraged to use to communicate your designation as an Accredited Member of the Canadian Centre for Christian Charities.



**Canadian Centre for
Christian Charities**

ACCREDITED MEMBER

2. Icon

It consists of several concentric, colourful circles which symbolize connection, collaboration, individuality, movement, and the complexity of our members' work. The circles are supported by a cross symbol to represent Christian faith.



Canadian Centre for
Christian Charities

ACCREDITED MEMBER

3. Wordmark

The type of treatment of our name.



**Canadian Centre for
Christian Charities**

4. Accredited Member Designation

Identifies members that have achieved accreditation status.



Canadian Centre for
Christian Charities

ACCREDITED MEMBER

Acceptable Versions

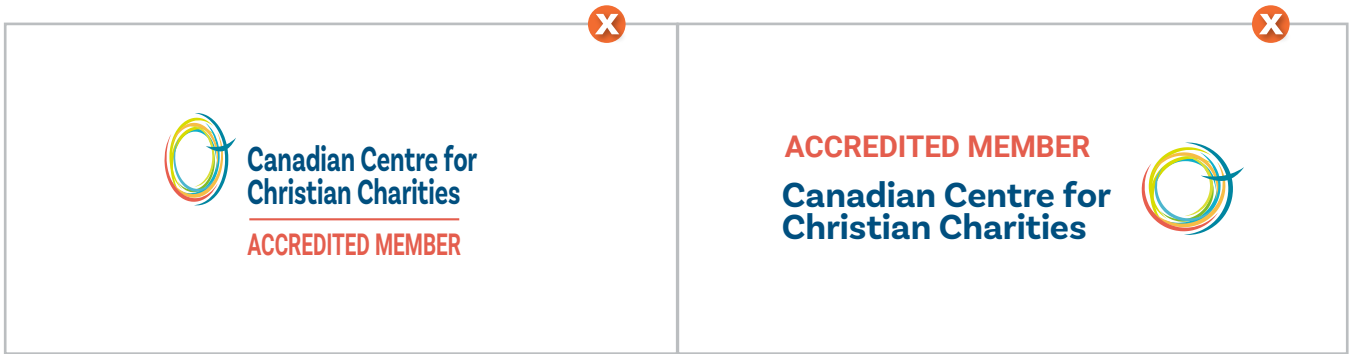


French version also available

The French version of the Accredited Member logo may be used when communicating primarily with French language audiences.

In bilingual markets, the English and French versions of the logo may be used side-by-side but not one on top of the other.

Unacceptable Versions



Our logo and its elements should not be altered in any way (i.e. stretching or skewing the logo, icon or name vertically or horizontally).

Elements of our logo should not be adjusted in any way (i.e. making the icon smaller, or moving the tagline).



Do not alter colours in the logo.

Do not recreate the logo using another font.



Our logo should never be placed over busy backgrounds or distracting colours. When placing the logo on a photo, complete legibility of the full logo must be assured.

Additional Rules of Use

Clear Space Rule

A protected area exists to ensure no other graphic elements or type interferes with the integrity of our logo. Using two “C”s as a guide around the entire perimeter of our logo will ensure no text or other graphic will be in this protected zone. The “C” depends on the size of our logo.



Size Restrictions

Our logo may appear in a variety of sizes as long as it is always sized proportionally and not skewed in any way. The minimum acceptable size for our logo is 1.25" or 3.175 cm wide.



The Accredited Member Standards of Accountability Icons

Charities must meet all five Standards of Accountability to be approved for Accredited Membership. Accredited charities can communicate about their ongoing compliance with the Standards by including the five icons in their marketing materials.



Christian Ministry

The charity is committed to the Christian faith.



Diligent Governance

The charity is governed by an independent, active board that establishes policy and reviews the impact of the organization's activities.



Financial Oversight and Transparency

The charity demonstrates transparency and proper financial oversight through an independent financial audit, an audit review committee, and public disclosure of its financial statements.



Organizational Integrity

The charity upholds the highest standards of integrity, adheres to applicable laws, and operates in accordance with its own governing documents.



Ethical Fundraising

The charity is ethical in its fundraising activities and respects the dignity and interests of the donor.

Important Notes:

The five icons may only be used when the Accredited Member logo has also been used in the same marketing or communications material or webpage.

The five icons must be accompanied by the supporting text, or when users can 'hover' or 'click' to view the supporting text.

The five icons may only be presented in the warm red colour, or black.

For additional directions and marketing materials, visit the Accredited Member section on our website: www.cccc.org.

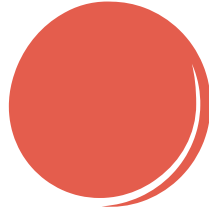
Our Colour Palette

PRIMARY

*



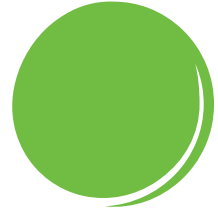
PMS 2187
CMYK: 100, 70, 29, 11
RGB: 0, 80, 124
HEX: 00507C



PMS 7625
CMYK: 6, 78, 71, 0
RGB: 227, 95, 78
HEX: E45F4E



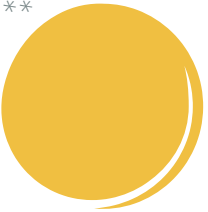
PMS 7712
CMYK: 100, 29, 32, 2
RGB: 0, 134, 160
HEX: 0085A0



PMS 368
CMYK: 60, 2, 100, 0
RGB: 115, 188, 68
HEX: 73BC44

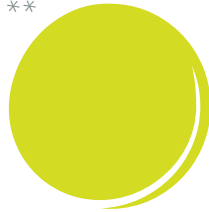
COMPLEMENTARY

**

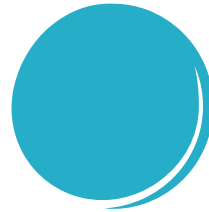


PMS 123
CMYK: 6, 25, 86, 0
RGB: 238, 190, 66
HEX: EEBE42

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PMS 389
CMYK: 25, 0, 100, 0
RGB: 212, 218, 38
HEX: D4DA26



PMS 631
CMYK: 71, 10, 18, 0
RGB: 44, 175, 200
HEX: 2CAFC8

* Restricted for use on logo wordmark, titles and headlines in communications only.

** Never to be used for text.

Our Files

Understanding that different file types are required for different applications ensures the integrity of the logo is never compromised on any print or electronic communications. The following can be used as a guideline when determining what file type is required for particular applications.

There are two types of file formats – **vector and raster**. **Vector** refers to drawn or illustrated artwork and **raster** refers to pixel-based or photographic files. Resolution refers to the quality of a photo file and is measured in dots per inch (dpi). A raster has a resolution, while vector files do not. Please refer to this section before sending out any electronic files.

- a. Vector file:** Adobe Illustrator .eps, ai. and .svg (scalable vector graphic for digital use).
- b. Raster file:** High-resolution, Photoshop .tif, .eps or high-resolution .jpg. Dots per inch (dpi) of 266-350 (high-resolution). Files that should be used for printing need to be high-resolution.
- c. Raster file:** Low-resolution, .jpg, .gif. Dots per inch (dpi) of 72 (low-resolution). Files that should be used for digital use and websites. Not recommended for printing under any circumstances.

Contact and Permissions

The guidelines in the previous pages are designed to help you ensure that the Canadian Centre for Christian Charities brand and any sub-brands are well represented at all times. For support and guidance please contact:

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