



Brand Guidelines  
Version 1.0

01

BRAND

VOICE

## BRAND VOICE

### **Refined and Approachable**

CWF serves a unique audience of working professionals within the federal government. Our voice should reflect a sense of polish and distinction—while remaining friendly and inclusive. Think of us as the trusted host of a premier experience: confident in our offerings, but never distant or overly formal.

### **Curated and Elevated**

We provide access to services, products, and events that are thoughtfully selected and often exclusive. Our tone should reflect a curated sensibility—whether we're promoting a gourmet catering experience, a limited-time retail item, or a unique event.

### **Engaging and Purposeful**

We offer real, valuable services to a hardworking community. When communicating offerings—whether it's a wellness league, event registration, or ticket discounts—our tone should be easy to understand and motivating. Help people see the benefit clearly and feel empowered to act.

REFINED AND  
APPROACHABLE

CURATED AND  
ELEVATED

ENGAGING AND  
PURPOSEFUL

02

LOGO

WORDMARK

TAGLINE

POWERED BY

## OUR LOGO

Our logo represents us. It tells everyone who we are and what we stand for. It is the most immediate representation of our company, our people, and our brand to the world. The CWF logo is the preferred and primary logo.

- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use



## LOGO COLOR

Our logo may be used in White, Blue, and Red.

To ensure maximum contrast and clarity, always select your logo color based on the elements in your design.

- On dark backgrounds: Use the logo in White.
- On light backgrounds: Use the logo in Blue.
- Over photography: White and Blue are acceptable—just make sure the logo remains clear and easy to read.

Always prioritize legibility and strong visual contrast.



# CLEARSPACE

To maintain visual clarity and balance, always apply the height of the C around the CWF logo to provide adequate breathing room around it.

When using the logo as a large design element it is okay to disregard clearspace guidelines.

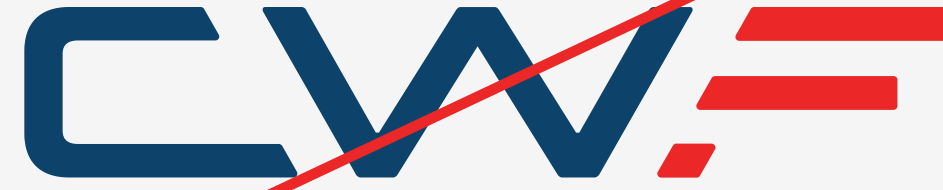
- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use



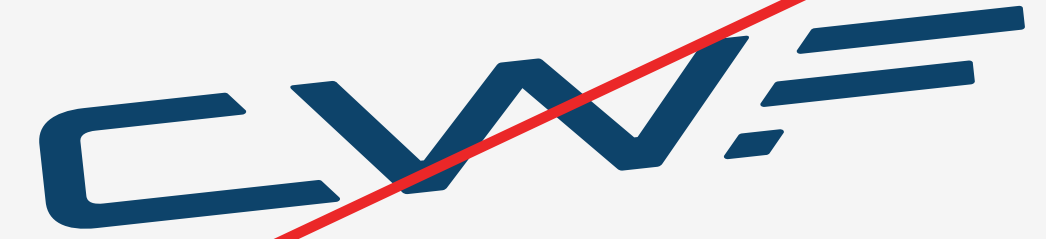
## THINGS TO AVOID

Here are some simple rules to avoid. In working with our logo, stick with the recommended colors. Avoid background images which make the logo unreadable and avoid any modifications to the logo.

Don't use multiple colors.



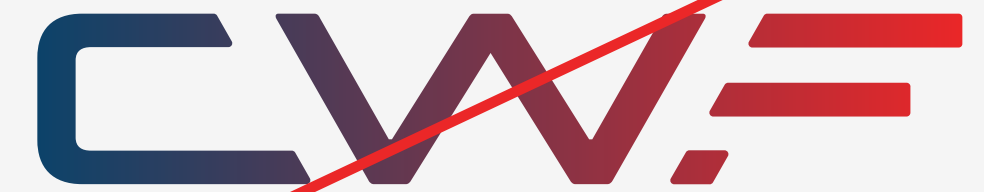
Don't stretch or tilt.



Don't apply effects or strokes.



Don't apply gradients.



Don't stack different CWF logos together.



Don't use off brand and hard to see color combos.





## WORDMARK

We prefer to use the CWF logo. In some cases the use of the wordmark is beneficial in materials where one may not be familiar with meaning of CWF.

- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use

**CIVILIAN WELFARE FUND**

## TAGLINE

Taglines can evolve over time—and given the range of services CWF offers, it's important to allow flexibility. Rather than committing to a single, permanent phrase, we encourage the use of rotating taglines or messaging that aligns with specific initiatives, events, or sub-brands.

The example provided here serves as guidance and inspiration. Teams are welcome to adapt or create new taglines, as long as they reflect the core brand values.

**CIVILIAN  
WELFARE FUND**  
.....  
**Where Service Meets Experience**



## POWERED BY

“Powered by CWF” should be used alongside any sub-brand, event, service, or initiative supported by the Civilian Welfare Fund. This phrase serves as a unifying attribution strategy, reinforcing the connection between individual programs and the larger mission of CWF.

Apply this attribution to digital, print, and event materials where CWF’s involvement should be transparent and acknowledged.

This consistent messaging helps build recognition, reinforce credibility, and ensure all offerings feel like part of a cohesive whole.

*Powered by* CWF



# POWERED BY IN USE

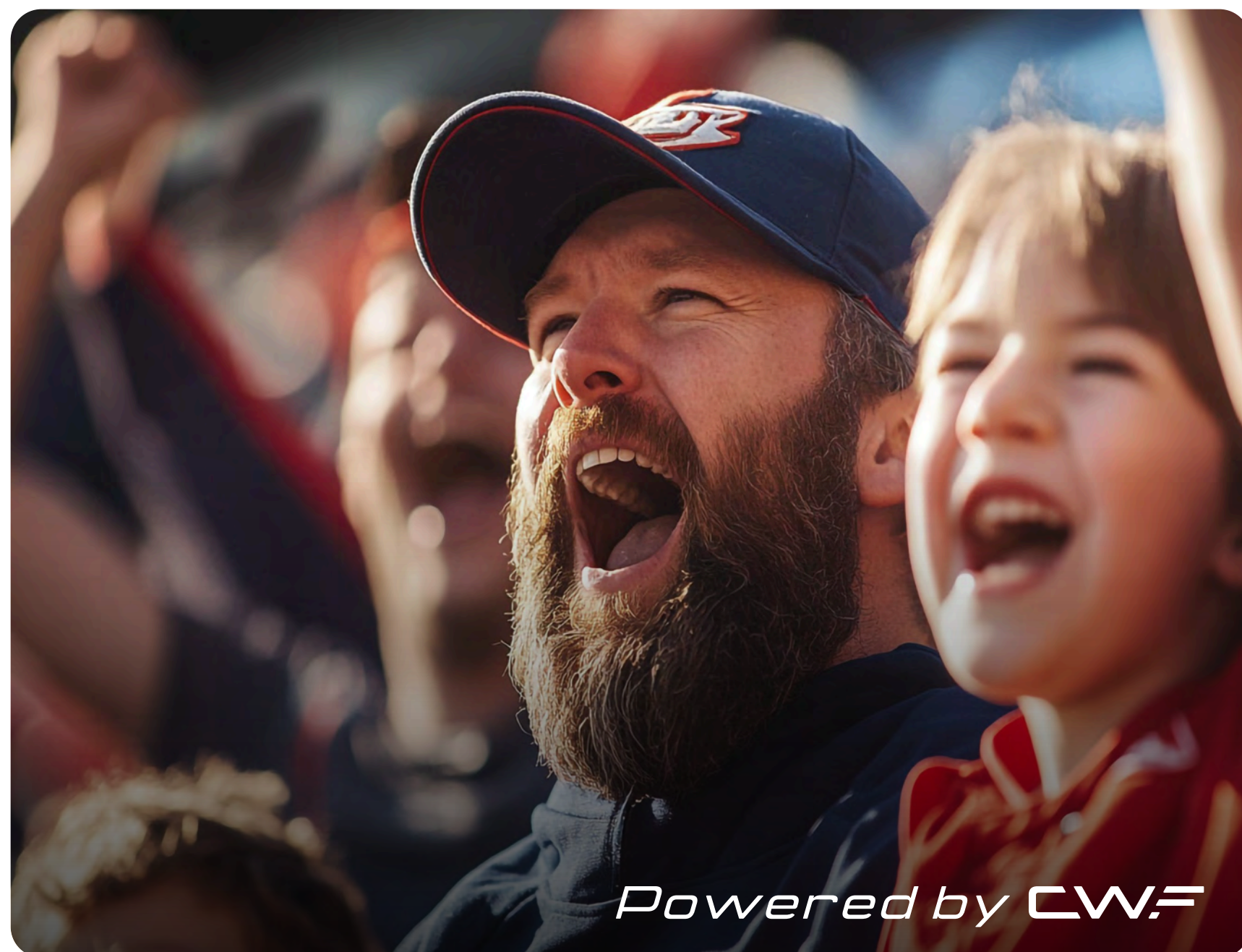
To maintain visual consistency, apply a grid of half the height of the wordmark part of the logo you are working with. The Powered by logo should be sized and spaced to this height. The preferred placement is the bottom right when using the Powered by logo.

- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use

SPECIAL OPS

*Powered by* CW

1/2 Height



03

COLOR



# COLOR

Colors give us character and represents some of our core beliefs. These are the colors that define us as a company.

- Brand Voice
- Logo
- Color**
- Typography
- Imagery
- Brand In Use

## Federal Blue

RGB 13 67 106  
CMYK 100 75 35 21  
HEX #0D436A  
Pantone 541 C

## Civic Red

RGB 236 39 40  
CMYK 1 97 95 0  
HEX #EC2728  
Pantone 485 C

## Command Blue

RGB 0 22 45  
CMYK 100 51 0 82  
HEX #00162D  
Pantone 296 C

## Bolt Black

RGB 0 0 0  
CMYK 75 68 67 90  
HEX #000000  
Pantone 6 C

## Service Gray

RGB 245 245 245  
CMYK 3 2 2 0  
HEX #F5F5F5  
Pantone 9345 C

04

TYPOGRAPHY

## PRIMARY TYPE

Our typefaces serves as the backbone of all our print and web design collateral. Having the same appearance is paramount to maintaining our brand identity.

For our logo and sub-brand logos, we use Manifold Extended Heavy using all capitals.

### Manifold Extended

A a B b C c

SUPPORTING LIFE'S MISSION

### Heavy

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

## SECONDARY TYPE

For body text or areas using large blocks of text in general, use use Source Sans 3 for readability purposes. This font should be used for headings and paragraph text for websites, mobile applications, flyers and other marketing material.

Source Sans 3

AaBbCc

Supporting Life's Mission

Regular

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmn  
 opqrstuvwxyz  
 1234567890!@#\$%^&\*

Semi Bold

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmn  
 opqrstuvwxyz  
 1234567890!@#\$%^&\*

Extra Bold

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmn  
 opqrstuvwxyz  
 1234567890!@#\$%^&\*

## ALTERNATIVE TYPE

While Manifold Extended Heavy in all caps is our primary typeface for the CWF logo and sub-brand marks, we understand that not all platforms or design environments support this font.

In such cases, Eurostile Extended Medium may be used as a substitute. It closely mirrors the bold, modern, and geometric characteristics of Manifold, making it a reliable alternative that preserves the visual integrity of our brand.

Eurostile Extd

AaBbCc

SUPPORTING LIFE'S MISSION

Medium

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890!@#\$%^&\*

# TYPE HIERARCHY

When creating copy and design elements, please use the following example as your reference to ensure consistency and alignment with our brand.

Headline: Eurostile Extd Medium

# WHAT IS THE CWF?

Secondary Headline: Source Sans 3 Semi Bold

**We provide events and services for the benefit  
of Government employees and their families.**

Paragraph Text: Source Sans 3 Regular

Funding for the CWF is derived partly from personnel participation in the cafeterias, vending, and small service charges from sales in our retail stores and ticket sales. We currently operate six retail locations across our campus. CWF offers benefits to employees in two major areas: Events and Services. Opportunities for participation in CWF programs abound with annual events including Bowling Classic, 5K Runs, a family day at major theme park, Golf Classic, Concert Series, Movie Nights, the Farmers Market, Bus Trips, Paint and Chocolate Nights, and Family Holiday Party. We also have a Halloween Safety Promotion in the Fall.

05

IMAGERY

# IMAGERY

Our imagery should reflect the vibrant and community-focused spirit of CWF. Photography plays a vital role in expressing our brand’s mission to uplift, connect, and serve government employees and their families.

### Tone & Style

- Showcase real people participating in CWF events, services, and everyday moments. Candid shots create a sense of trust and relatability.
- Choose images with natural lighting, soft tones, and inviting compositions that convey a sense of joy and connection.
- Include family moments, team camaraderie, and personal enjoyment—these tell our story best.

### Usage Guidelines

- Ensure subjects are well-lit, in focus, and expressive.
- Avoid overly posed or staged imagery that feels inauthentic.
- Do not use stock photos that feel generic or disconnected from our community values.
- When placing logos or text over images, make sure there is enough contrast and clarity.



06

BRAND

IN USE

# MORSE CODE

Morse code, a nod to legacy communication—a system that bridged worlds and ensured trust long before modern technology. It honors those in roles where clarity, discretion, and heritage remain foundational. Morse code is a distinctive and meaningful element of our brand identity—subtly nodding to communication, connection, and our commitment to service.

Use Morse code as a design accent to reinforce brand recognition. It can be incorporated into backgrounds, borders, patterns, dividers, etc. across both print and digital materials.

- Keep its use minimal and intentional, never distracting from core content.
- Ensure it complements the overall design, using brand colors and consistent spacing.
- Consider encoding simple, relevant words or phrases that reinforce our mission or event themes.

Morse code adds a layer of depth and intrigue—when used thoughtfully, it becomes a powerful visual signature of the CWF brand.



## Morse Code

- The length of a dot is one unit.
- A dash is three units.
- The space between parts of the same letter is one unit.
- The space between letters is three units.
- The space between words is seven units.

A	• —	U	• • —
B	— • • •	V	• • • —
C	— • — •	W	• — —
D	— • •	X	— • • —
E	•	Y	— • — —
F	• • — •	Z	— — • •
G	— — •		
H	• • • •	1	• — — — —
I	• •	2	• • — — —
J	• — — —	3	• • • — —
K	— • —	4	• • • • —
L	• — • •	5	• • • • •
M	— —	6	— • • • •
N	— •	7	— — • • •
O	— — —	8	— — — • •
P	• — — •	9	— — — — •
Q	— — • —	0	— — — — —
R	• — •		
S	• • •		
T	—		





- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use





- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use





- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use



CW.F

- Brand Voice
- Logo
- Color
- Typography
- Imagery
- Brand In Use

