

## Logo and Branding Support to FCSS Programs February 2023

The FCSSAA is offering free logo and branding support to member FCSS programs that want to incorporate the recently introduced new visual identity and brand. This member benefit offer supports the FCSSAA's strategic priority to build awareness of the newly created brand.

### Who qualifies?

All FCSSAA members can take advantage of this professional graphic design offer.

### What does the offer include?

Assistance offered through this opportunity includes:

- **Customizing the FCSS program logo** with your program name
- Logo files sized and formatted properly for social media profiles
- **An e-letterhead** with your customized logo
- **Rebranding** on up to five, word document files

### Customized Logo

The customized logo files you will receive are:



- Full colour, black, grey and white versions of your logo
- RGB files of each logo version – to use for electronic purposes
  - Including social media versions
- CMYK files of each logo version – to use for printing purposes

The file types you'll receive include:

- Adobe Illustrator, **.ai file**, this is the original graphic design file with all your logos in it, you will need the Adobe Illustrator program to open it.
- **.eps files**, this file is a vector file that can be resized without losing quality, you would use this file if you're creating any type of branded promotional materials, e.g., pens, notepads, frisbees.
- **.png files**, this file is used for most online uses because it supports transparent backgrounds, you would use this file for things like letterhead, social media and programs like Canva.

### E-letterhead

The FCSSAA will also provide an e-letterhead Word document with your customized logo.

### Additional Branded Documents

If you so choose, you can also have the FCSSAA rebrand up to five of your existing Word documents with your customized logo and the colours of the branding/identity guide.

**Request logo request by completing this form: <https://www.surveymonkey.com/r/LogoSupport23>**