

The **PHILANTHROPIST** *Journal*

Positioning and Visual
Identity Guidelines

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INTRODUCTION



INTRODUCTION

In 2022, *The Philanthropist Journal* will celebrate 50 years of service to the Canadian non-profit sector. Currently, Canada and the world face deep and unprecedented social, health, environmental, and economic crises. The non-profit sector remains central to addressing these challenges, by responding to urgent needs on the global frontlines and building institutions that drive public policy and push society towards greater equity, sustainability, and resilience.

The Philanthropist Journal has evolved from its historical character as a legal and academic journal to engage with the broad diversity of issues in the charitable and non-profit sector. As the importance of the sector grows, the journal's evolution continues, with the aim to better inform and support non-profit leaders.

These guidelines clarify the “why” and “how” behind how we create and communicate news and analysis by and for the non-profit sector.

POSITIONING



OUR VISION

Our vision statement drives the why of what we do. It encapsulates our vision of the future if we carry through with our mission. It is both an emotional aspiration that our stakeholders should sense across our communications, and a measure of success to which we can hold ourselves.

We envision a robust and thriving non-profit sector that drives social change and holds a central place within Canadian society; made up of organizations and people that recognize and value their interdependence, supporting and collaborating across issue areas for the betterment of society as a whole.



OUR MISSION

Our mission statement defines the how of what we do. It establishes the goals and scope of our work and should be clear to all our stakeholders

The Philanthropist Journal is a platform for news and analysis by and for the non-profit sector. We support the sector through the development and dissemination of rigorous, independent, and practical information, insight, and knowledge. We share engaging stories that build community and instigate discussion, dialogue, and debate.



CORE
VALUES

Our core values anchor the decisions we make as an organization. They act as the key touchstones when questions arise as to whether or how we should do something. They are complementary, but individual values can take precedence depending on the specific context.

WE ARE

Rigorous
Independent
Collaborative
Responsive
Literary
Inclusive



CORE VALUES

Rigorous

We cover our topics with breadth and depth, considering subjects from all perspectives. We don't look for quick solutions, but spend the time and effort necessary to truly understand something and communicate it clearly to our audiences. We take pride in the accuracy of our information and strive to be an authoritative and trusted reference for the sector. In a non-partisan manner, we promote a better understanding of the theory and practice of democracy through educational resources that encourage individuals to assume a responsible role in society.



CORE VALUES

Independent

We are boldly independent: a platform without financial, political, or editorial allegiances. This allows us to push the dialogue, foster debate, and hold the sector accountable.

We have our own opinions and are unafraid to do things differently. We take calculated risks in order to experiment and grow.



CORE VALUES

Collaborative

We believe in people, individually and collectively, and are optimistic in our ability to find ethical and rational solutions together. Free inquiry, science, and creative imagination are the principles we stand by. We are friendly and compassionate and we want to celebrate the people behind the ideas that shape our society.



CORE VALUES

Responsive

We lead from behind. Though we have our own opinions, our role is to be of service to the members of the non-profit community in all their diversity. We want to uplift their voices and offer practical information and tools to support them in their work. We actively look to identify the needs and challenges within our sector to see how we can help.



CORE VALUES

Literary

We are passionate about the written word and believe in its potential to creatively shape a better world. We are readers and writers, steeped in the traditions, cultures, and communities of literature and magazines. We expect a level of engagement with the written word, and seek to grow new readers and writers. The quality of our writing is of the highest concern.



CORE VALUES

Inclusive

We are a diverse and inclusive organization that aims to reflect the diversity of the sector and address inequalities and exclusion in the communities it serves. We strive to highlight marginalized voices and their concerns, both organizationally and through our content. This is a key component of our *by us for us* positioning.

AUDIENCE



AUDIENCE

Though we aim to have a broad appeal through our content, we focus on addressing these members of the non-profit sector.

Non-profit leaders
Potential writers and contributors
Media



AUDIENCE

Emerging non-profit leaders

- Works for a non-profit, charity, or consulting practice as either (executive) management or employee
- Issue-oriented
- Limited time to engage with content
- Interested in practical tools and analysis (i.e. case studies, guides, career development)
- Interested in inspiring news and stories
- Age range: 25-44, with significant percentage 25-34 (growth potential 35-44)
- Much greater diversity in identity (than established leaders) and want this distinction to be reflected in the journal's content and contributors



AUDIENCE

Established non-profit leaders

- Executive level management of non-profits and foundations
- Sit as directors on one or more organization or foundation boards
- Interested in broad picture news and analysis as well as tools related to policy, leadership, and governance
- Potential interest and capacity to contribute content
- Age range: 45+



AUDIENCE

Potential writers and contributors

- Work in sector and looking to share knowledge and stories (and be compensated for it)
- Established writer/journalist that works on topics relevant to the sector or an issue-area linked to it
- Established sector leader or expert that has strong opinions
- Illustrators/photographers committed to “social good” work (and looking to be compensated for it)



AUDIENCE

Media

Looking for:

- Compelling (human) stories from specific issue-areas
- Succinct analysis on the sector that can be repurposed as stand-alone content
- Expert research (facts) and commentary (opinions) that can be integrated into sector/issue adjacent and general social/political articles
- Individuals (authors) as experts to comment on news article subjects
- Access to our extensive archives to contextualize their stories

MESSAGING



MESSAGING
PRINCIPLES

These messaging principles guide how we speak about ourselves to our audiences. They are based in key differentiating values that those affiliated with the journal can claim and communicate.

Unique
Past, present, and future
News, analysis, and opinion
Trusted and trusting



MESSAGING PRINCIPLES

Unique

The Philanthropist Journal is uniquely positioned within the non-profit sector. No one is covering the sector in the way that we do (others provide job listings, resources, networking, publishing, etc.). By growing our readership and increasing our relevance (through content and communications) to emerging sector leaders, we can take advantage of our original content to become *the* reference for the sector.



MESSAGING PRINCIPLES

News, analysis, and opinion

The development of more timely content is crucial to our transition. We need to strengthen our news coverage and quicken our publication schedules without abandoning more in-depth analysis. Columnists that reflect various opinions will draw new readers to the rest of our content and spark more discourse and debate.



MESSAGING PRINCIPLES

Past, present, and future

We have a wealth of credibility and content due to our 50-year history and archives. This archival content should be leveraged with an eye towards understanding and sharing why and how it matters today. We also need to present exciting visions for the future of the sector. We are uniquely positioned to create a continuum of thought.



MESSAGING PRINCIPLES

Trusted and trusting

We are a trusted source of analysis and we need to continually shift our positioning to expand our collaboration with the many diverse and divergent voices within the sector. This includes shifting our tone to display openness and warmth, and invite new voices onto our platform. We should share interesting work that helps us build relationships and partnerships as active and invested members of the non-profit community.



MESSAGING PRINCIPLES EXAMPLES

The journal of record for the Canadian non-profit sector.

(UNIQUE)

Be well-informed: Read the latest issue of the *The Philanthropist Journal* for our take on where WE went wrong.

(NEWS, ANALYSIS, AND OPINION)

Join us in celebrating 50 years (and counting) of service to the non-profit sector.

(PAST, PRESENT, AND FUTURE)

How has COVID-19 impacted your work? Send us your insights.

(TRUSTED AND TRUSTING)

VISUAL IDENTITY



PRIMARY
LOGO

Our logo combines a dramatically compressed sans-serif wordmark, and a casual, handwritten script. Its design embodies the range of our core values and is visually impactful and memorable. It acts as both a stamp and a signature for the journal, endorsing the work we do.





PRIMARY
LOGO
CLEARSPACE

When used within our own properties, the logo has been designed to require minimal clearspace allowing it to be placed close to the edge of the canvas.

When used as an endorsing or sponsor logo alongside other logos, it requires a larger minimum clearspace.





ALTERNATIVE
LOGO LOCKUPS

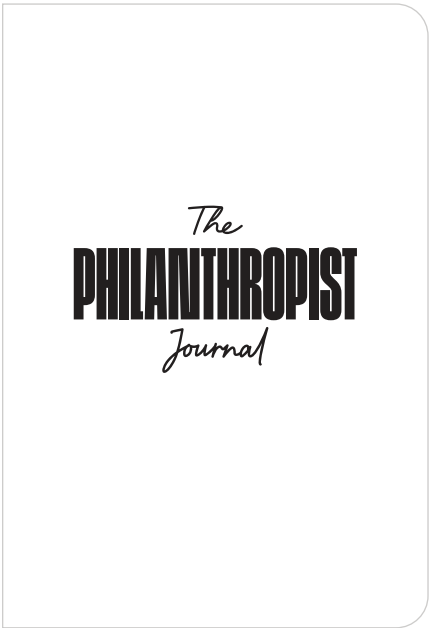
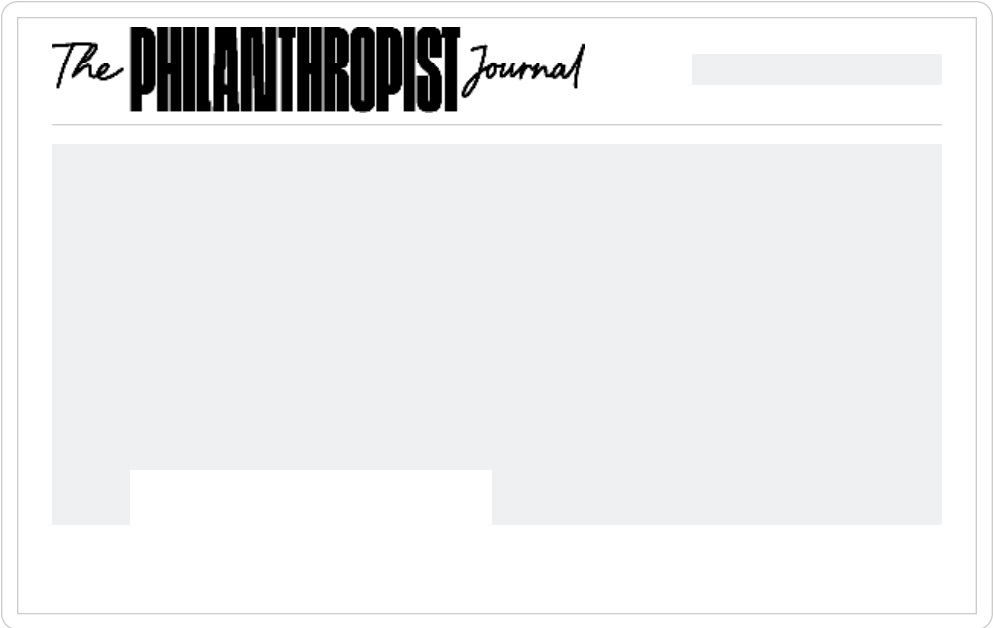
Two alternative versions of the logo have been drawn, a masthead and stacked version. Custom adjustments to the script have been applied to create visual balance. The alternative logos should be used in compositions where horizontal space is limited.





LOGO USAGE
PLACEMENT

The logo is best used at large sizes. Typographic alignment should be based on the sans-serif wordmark. Image block alignment is based on the complete logo.





LOGO USAGE
COLOUR

The logo should primarily be used in black, set on top of a bright background colour from our colour palette. In specific contexts it can be used in either Orange or Forest Green on white.



LOGO USAGE —DONT'S

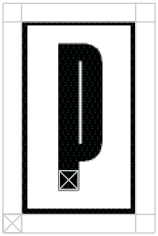
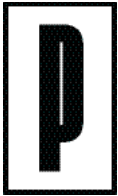
1. Don't skew the logo
2. Don't outline the logo
3. Don't change the size of elements
4. Don't distort the logo
5. Don't add effects to the logo
6. Don't colourize the logo (other than official Orange or Forest Green)
7. Don't place the logo on dark background
8. Don't place the logo over photography





ICON

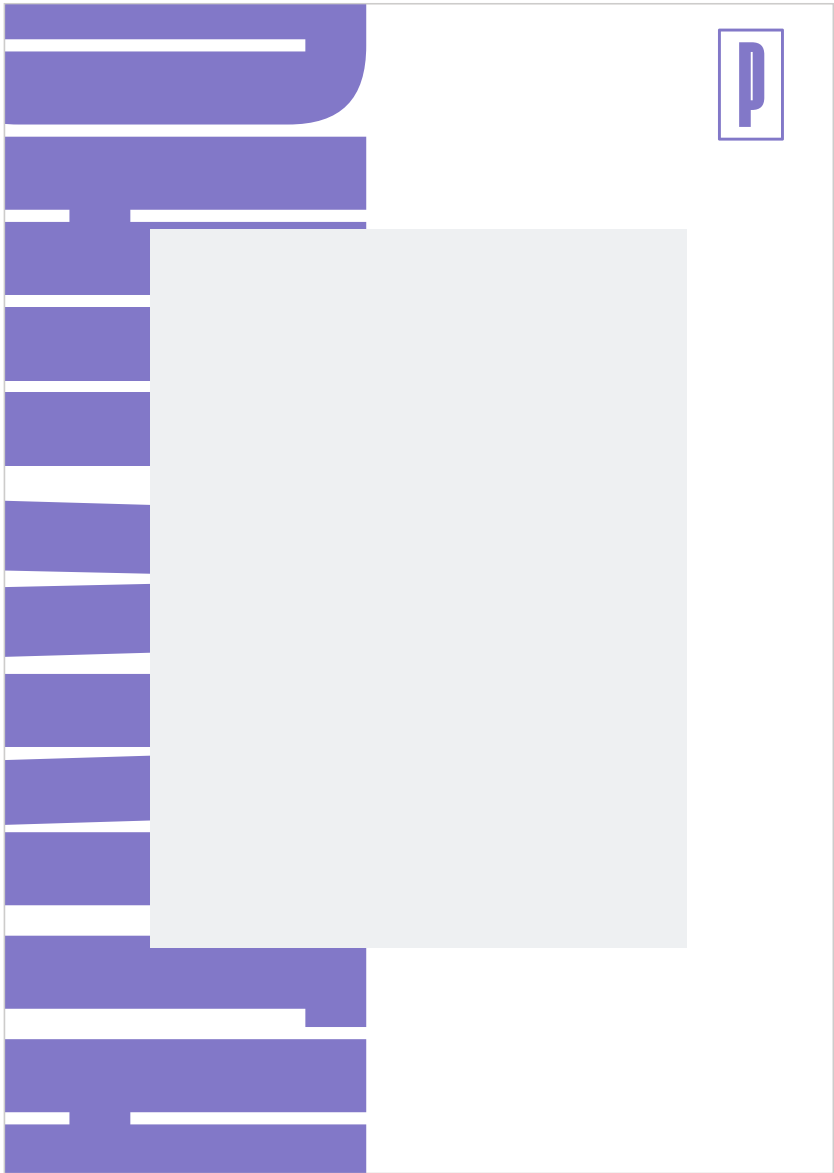
For small applications or as a social media profile, a simple icon can be used as a signature that references the logo. It should never replace the logo.





WORDMARK USAGE

The Philanthropist Journal wordmark can be (sparingly) used to create abstract patterns or backgrounds. When used in this way it should not interact with the official logo. It can be used in all brand colours.





COLOUR PALETTE

Our colour palette is vibrant and contemporary, consisting of seven colours ranging from warm to cool. These colours can be used for backgrounds, graphic elements, display typography, and to inform illustrations.

#FFC8C8

R 255
G 200
B 200

#FF503C

R 255
G 80
B 60

#FFD200

R 255
G 210
B 0

#3C6446

R 60
G 100
B 70

#AAF0B4

R 170
G 240
B 180

#96E1E6

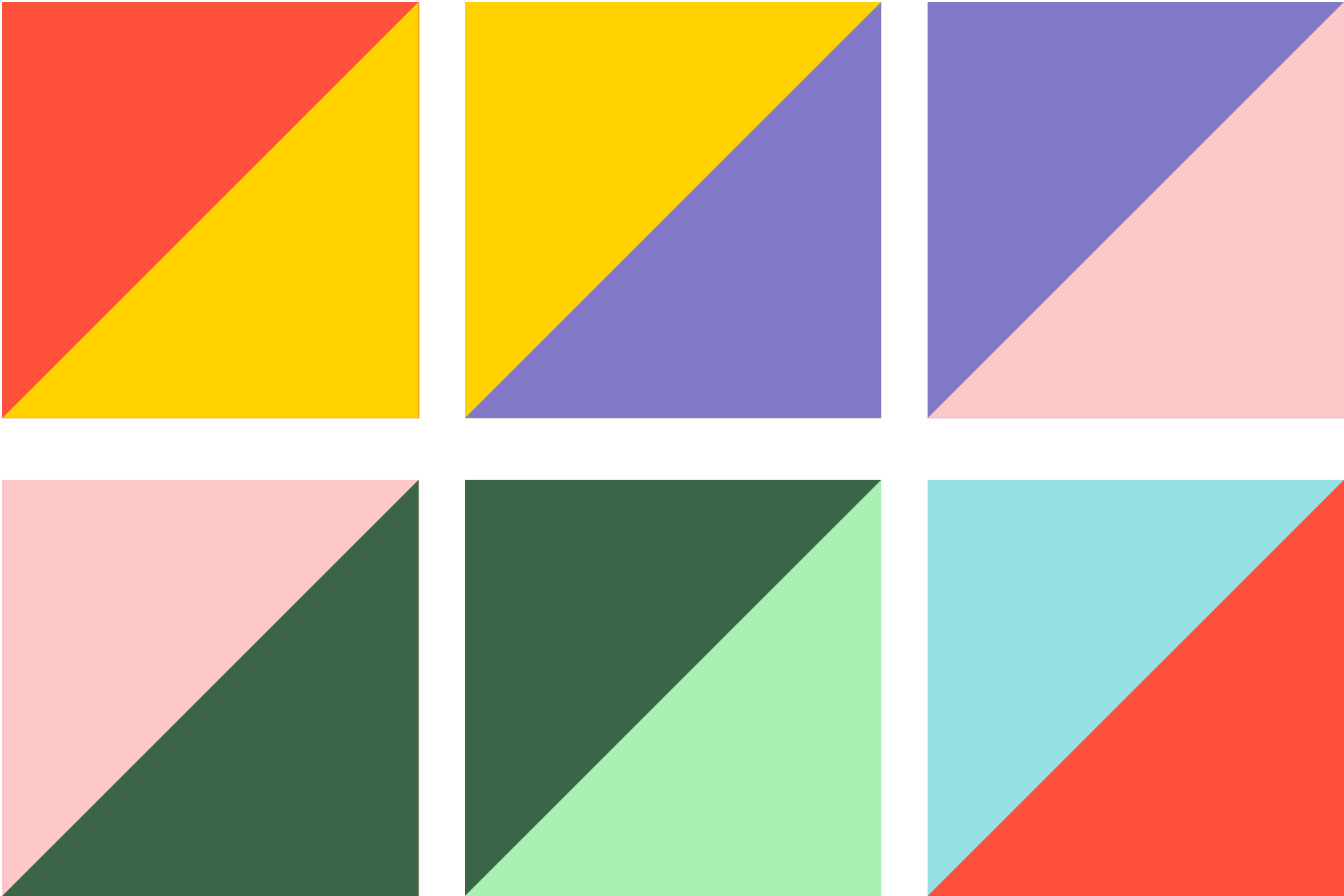
R 150
G 225
B 230

#8278C8

G 120
B 200



COLOUR
PALETTE





COLOUR PALETTE —NEUTRALS

Our primary colour palette is complemented by a set of warm neutral colours. These colours can be used for typography and graphic elements. The beige can be used for backgrounds.

#000000	#3C3737	#827D78	#D7D4D4	#F5F0E6
R 0 G 0 B 0	R 60 G 55 B 55	R 130 G 125 B 120	R 215 G 212 B 212	R 215 G 212 B 212



PRIMARY
DISPLAY TYPE

Domaine Display is used for titles and other display typography. Its condensed forms relate to our logo and it imparts an elevated editorial feel.

Domaine is licensed via Klim Type Foundry.

Domaine
Display

Domaine Display Condensed Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



SECONDARY
DISPLAY TYPE

Stratos is a unique sans-serif typeface that combines a condensed uppercase with a proportional lowercase. It can be used for display purposes when something needs to be expressed loud and clear, or as secondary section headings or infographics.

Stratos is available via Adobe Fonts.

STRATOS

Stratos Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



PRIMARY
TEXT TYPE

Our text typeface is Harfang, a highly legible design with distinctive decorative features that relate to our display type.

It is designed by André Simard, a Québécois designer and is available via Adobe Fonts.

Harfang

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vehicula, nisi et lobortis lobortis, elit turpis feugiat tortor, id viverra orci ex et libero. Suspendisse quam odio, mollis vel, bibendum quis lectus. Suspendisse vestibulum massa in felis bibendum.

Harfang Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Harfang Book Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890*

Harfang Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Harfang Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**



SECONDARY
TEXT TYPE

Stratos in its text weights can be used for informational text, callouts, and labels at small sizes. When used as a label, it should be set in uppercase.

Stratos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vehicula, nisi et lobortis lobortis, elit turpis feugiat tortor, id viverra orci ex et libero. Suspendisse quam odio, mollis vel, bibendum quis lectus. Suspendisse vestibulum massa in felis bibendum.

Stratos SemiLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Stratos SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



ACCENT
TYPE

Dementor is used as an accent in our visual designs, and should not be used for long sections of text. It can be used as a signature for names or as a short slogan.

Dementor

Dementor

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



TYPOGRAPHY
USAGE
EXAMPLES

Dementor is used as an accent in our visual designs, and should not be used for long sections of text. It can be used as a signature for names or as a short slogan.

ARTS & CULTURE, COVID-19, OPINION

Art, After Virus
Seven Questions for a Sector on the Edge

by DAVID MAGGS

A little more than a year ago, the Metcalf Foundation collaborated with The Philanthropist to curate a series on the public value of arts and culture in Canada. At that time, we were keen to highlight artists’ voices and illuminate the potency and variety of the arts’ contributions to Canada. As long-time cultural funders, we also wanted to highlight the crucial role philanthropy could play both in augmenting remarkable work and in meeting pressing needs within the arts.

DIFFERING VIEWS

I come to the question of life after COVID-19 divided by differing professional activities. As a senior fellow with the Institute for Advanced Studies in Sustainability in Germany, I work within a sense of the pandemic as opportunity. Skies clearing? Orcas frolicking? Emissions dropping? Just how optimistic can we be?

As artist and arts-researcher in Canada, however, things have a different tone. Many of our cultural rituals were in decline before COVID-19. Now our cities are broke, our sponsors bled of cash, and older, art-consuming demographics are unlikely to take their seats anytime soon. If this tragedy needs comedy, consider that choral singing — surely the most wholesome activity in the Western world — is now dangerous? Granted, the arts feel doomed.

Which makes an obvious distinction painfully clear. Some folks want the world to change, others don’t. But is it not surprising to notice how much our cultural sector

COMMUNITY DEVELOPMENT

Granting During
the Pandemic

Foundations Face Increasing Calls to Increase Their Expenditures to Assist Struggling Charities.

30%
of affordable
housing

By and For

“ The work to be done is not in wondering “if” we face a new and unfamiliar future, but how we might do so gracefully.

David Maggs

PHOTOGRAPHY PORTRAITS

Portrait photography plays a central role in our humanist communications approach, showcasing the diversity of people working in the sector. Portraits should feel casual, use natural lighting, show context, and avoid clichés of the corporate headshot.





PHOTOGRAPHY STORIES

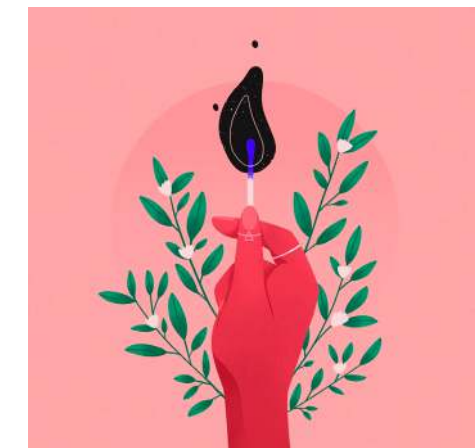
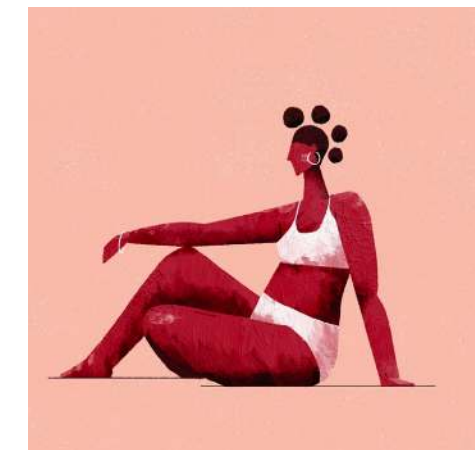
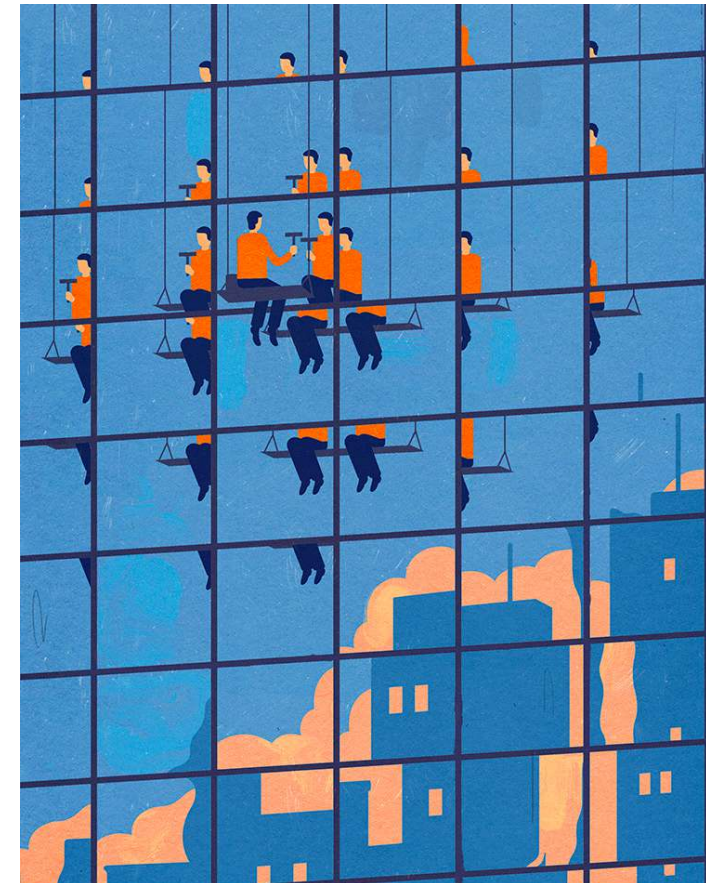
Our journalistic articles should use photography to provide the real-world context and enhance the emotional impact of the story. Photography should highlight the locations, actions, subjects, and issues at stake. Photos should use natural lighting and a slightly muted colour palette. For articles that deal with big stories covered in other major media, licensing of agency photography should be considered.



ILLUSTRATION

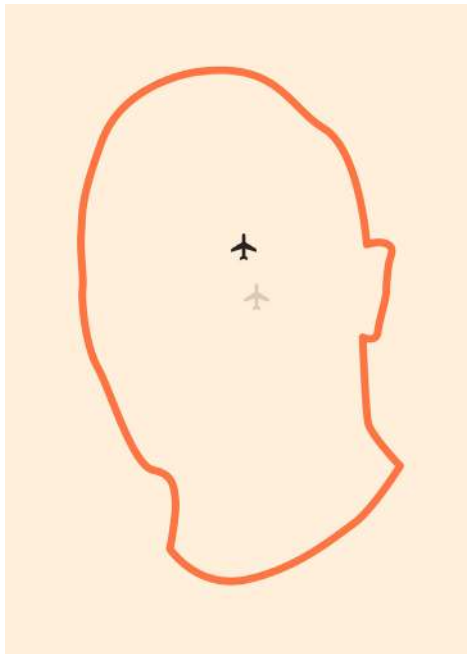
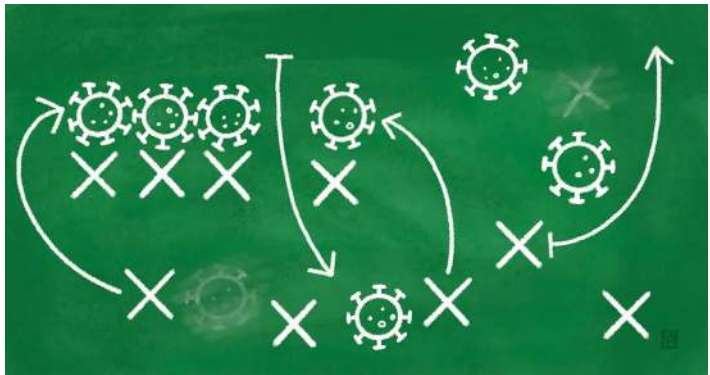
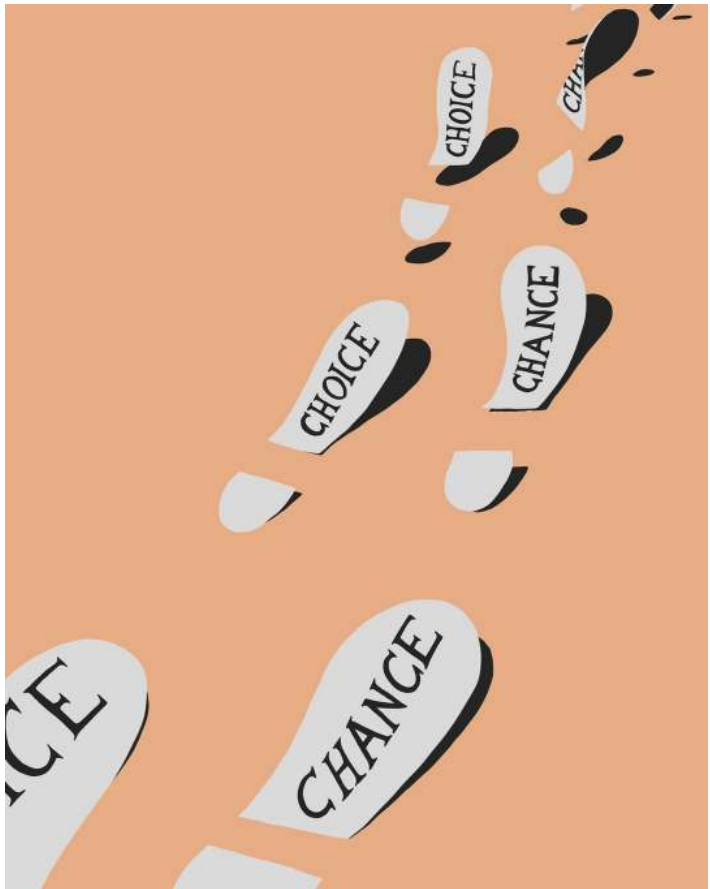
Illustrations should focus on the human subjects of our stories or approach themes from a conceptual editorial perspective. In cases where a descriptive illustration is not favourable, abstract artwork can carry the mood or general theme of the piece.

Illustrations should fit our colour palette and project an understated confidence. They should feel handcrafted (no digital tricks) and made with care.





ILLUSTRATION

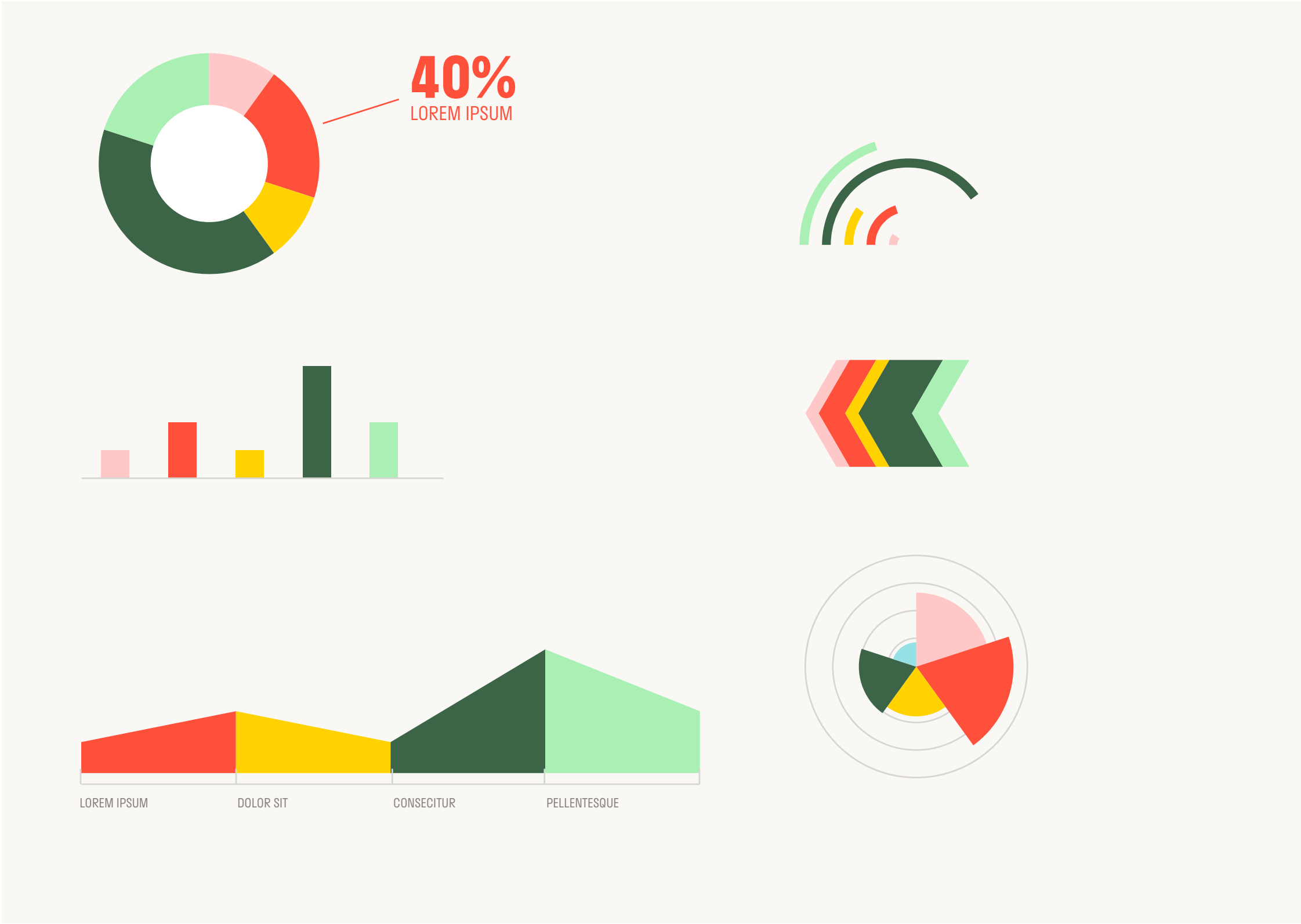




INFOGRAPHICS

Simple, flat infographics in our brand colours can be used to showcase quantative information. They should not play an editorial role.

These graphics are created using the opentype features of the typeface Chartwell.

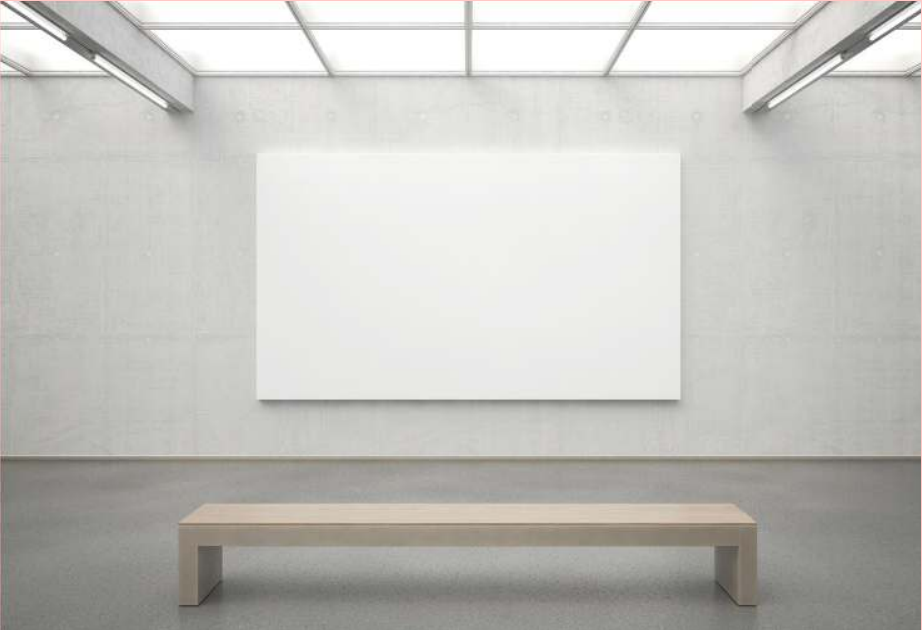


SAMPLE APPLICATIONS



The **PHILANTHROPIST** Journal

News and Analysis by and for the Non-Profit Sector



FEATURES

Art, After Virus

DAVID MAGGS

Seven Questions for a Sector on the Edge

Religion and Philanthropy

JOHN PELLOWE

How Does a Place of Worship Really Benefit the Public?


Open Letter to Directors and CEOs of Canadian Charities

RATMA OMIDVAR

Donec nisi dolor, condimentum vitae mauris vel tristique

NEWS

OPINION



SED VITAE NISI CONDIMENTUM ISMOD

Pellentesque ac mauris placerat,

ARTS & CULTURE



DEMAND AND SUPPLY

The Region of Waterloo Arts Fund Lets the Arts Community Define What's Important and Valuable

PROFILE



IN CONVERSATION WITH JENNIFER TAYLOR

CLIMATE CHANGE



SED VITAE NISI CONDIMENTUM IS

Pellentesque ac mauris tristique augue maximus tellus morbi.


The **PHILANTHROPIST** Journal

OUTCOMES AND IMPACTS

Religion and Philanthropy

How Does a Place of Worship Really Benefit the Public?

JOHN PELLOWE



NEWS & ANALYSIS BY AND FOR THE NON-PROFIT SECTOR

SEPTEMBER 18, 2020

The **PHILANTHROPIST** Journal



FEATURE

Helping Others
or Helping Yourself?

