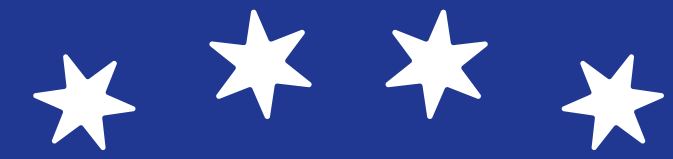


2026



Brand Guidelines

Children
First Fund



Primary Logo

This is the preferred version of the logo, accompanied by the descriptor, and should be used whenever the medium allows. Other versions of the brand, without the descriptor, also exist; however, when introducing the brand to new audiences, the full name of the coalition is always required to ensure full awareness of the brand.



Logo Proportions

Use this as a reference for the alignment of the elements in the logo. The distance to the descriptor is defined by the descriptor's x-height multiplied by 2, with the separator line centered between them. The stars are always center-aligned and evenly distributed within a space defined by dividing the logo into 4 equal parts plus the descriptor's x-height. The height of the stars is equal to the descriptor's x-height \times 1.5.



Logo Versions

Here are some of the secondary versions of the logo. The version without the descriptor is intended to be used primarily in cases where space is limited, such as at minimal sizes and/or when the full logo is present elsewhere in the same medium. The monochromatic versions, either in color or in negative, expand the flexibility of using the logo across different backgrounds, whether solid colors or imagery.

Without Descriptor



Monochromatic Version



Minimal Size

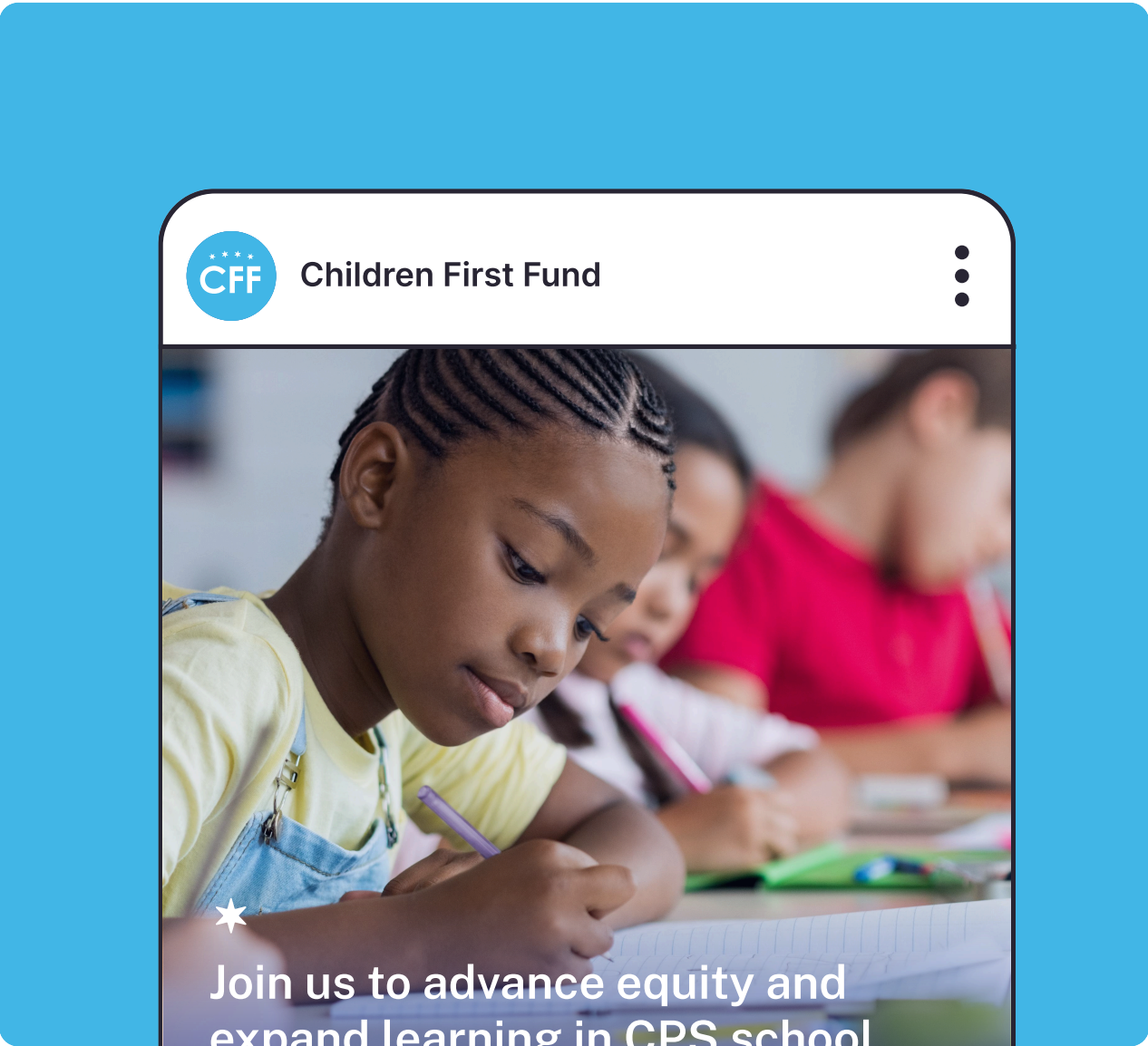
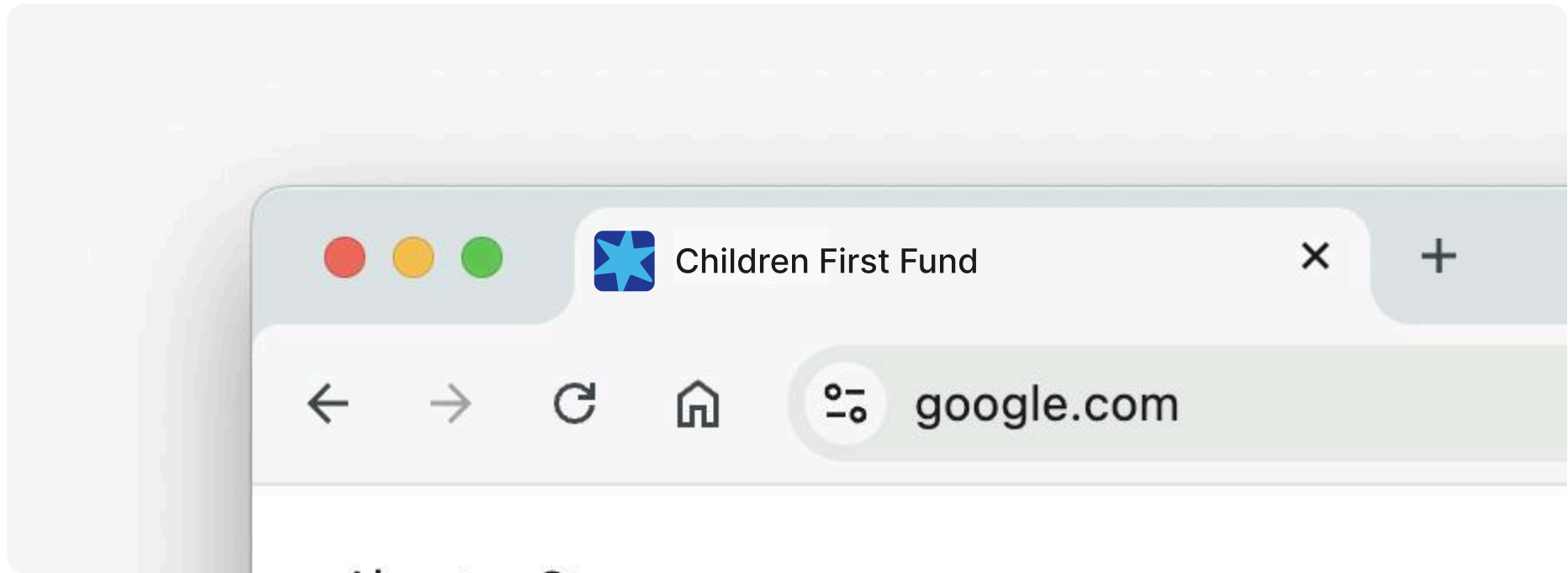


Monochromatic Negative Versions



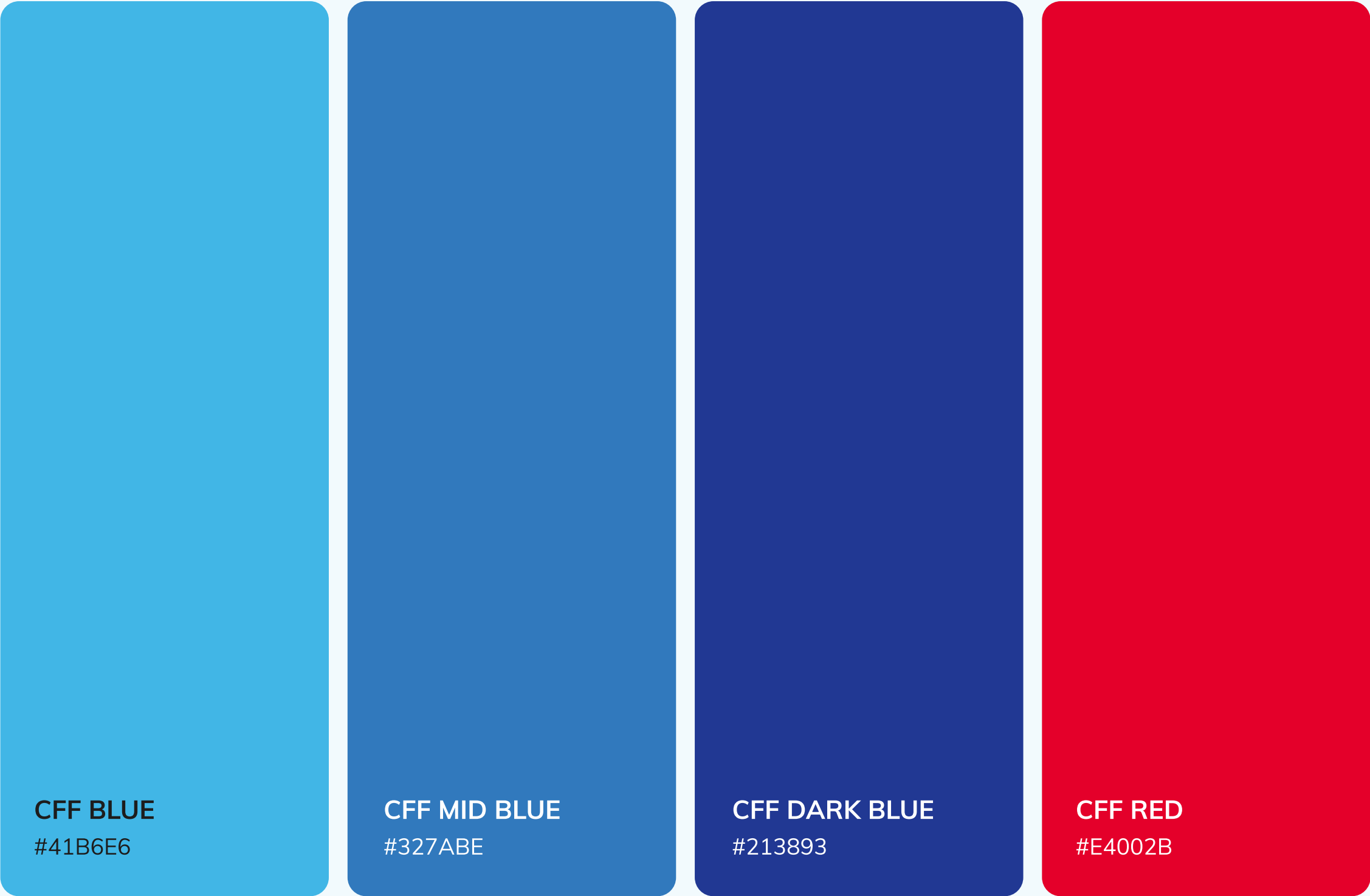
Icon Version

This is the reduced icon version of the logo, and it should be prioritized when the medium allows for only very tight spaces, such as social media profile images, favicon among others.



Primary Brand Colors

These are the primary colors used throughout the brand. They are intended for backgrounds, typography, and key visual elements. In addition to these core colors, varying hues derived from the blue tones, as well as lighter blue tints, may be used in more complex graphics, illustrations, or imagery.



Color Accessibility

This chart provides guidance on pairing colors to meet accessibility contrast requirements. These guidelines apply primarily to text and essential visual elements. Decorative shapes and illustrations may allow for greater flexibility.

*Note that these color combinations meet accessibility standards only when used at larger text sizes.

	WHITE	CFF BLUE	CFF MID BLUE	CFF DARK BLUE	CFF RED	BLACK
WHITE	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>
CFF BLUE	<div>Aa</div> <div>✗ Fail</div>		<div>Aa</div> <div>✗ Fail</div>	<div>Aa*</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✓ Pass</div>
CFF MID BLUE	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>		<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✓ Pass</div>
CFF DARK BLUE	<div>Aa</div> <div>✓ Pass</div>	<div>Aa*</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>		<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>
CFF RED	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa</div> <div>✗ Fail</div>		<div>Aa*</div> <div>✓ Pass</div>
BLACK	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✓ Pass</div>	<div>Aa</div> <div>✗ Fail</div>	<div>Aa*</div> <div>✓ Pass</div>	

Color Combination

Here is a reference for how the colors should be used in relation to each other. CFF Dark Blue is the primary color and should be used in abundance whenever possible; however, the presence of the lighter blue is also recommended. CFF Blue and Mid Blue can be used interchangeably depending on contrast needs. CFF Red is the highlight color and should be used sparingly. When combining colors, lean on combinations that allude to the Chicago flag palette and avoid combinations that allude to the American flag using only dark blues and reds.



Brand Typefaces

These are the official typefaces used by the brand. Century Gothic Pro is used primarily for headings and key statements, while Mulish (former Muli) is used for body copy and supporting text.

Mulish is available through Google Fonts and can be found [here](#). Reach out to the Children First Fund if you need to use Century Gothic Pro in any of the brand materials.

HEADINGS

Century Gothic Pro

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 0 1 2 3 4 5 6 7 8 9

**Our Mission is to promote
the growth and success of
Chicago Public Schools through
philanthropy and partnerships.**

BODY FONT

Mulish

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 0 1 2 3 4 5 6 7 8 9

We serve as a knowledge hub and liaison between CPS and its community of partners, including businesses, foundations, and individuals. By matching resources provided by external donors and partners with the students, schools, and staff that need them most, CFF maximizes the impact of CPS’ partnerships and advances the CPS Vision.

Type Hierarchy

This model illustrates the recommended typographic hierarchy as a guiding principle. Font sizes may vary depending on medium and format, so hierarchy should be constructed using relative scale such as small, medium, large, and extra large rather than fixed sizes.

While most headings are set in Century Gothic Pro smaller headings may transition to Mulish for clarity. Similarly, larger blocks of body text may use Mulish to create emphasis and variation while maintaining readability.

TITLE
Century Gothic Pro – Bold
XXL

Children First Fund is committed to

HEADINGS
Century Gothic Pro – Regular
XL/L – leading 145%

promote the growth and success of Chicago Public Schools

SUB-HEADINGS
Mulish – Bold
S – leading 140%

Being a trusted, independent arm to ensure fidelity of investments and implementation.

LABELS
Century Gothic Pro – Bold – UPPERCASE
M – leading 120%

PUBLICLY CELEBRATING PARTNERS’ IMPACT ON CPS.

LARGE TEXT
Mulish – Regular
L – leading 120%

Elevating the needs of CPS schools, educators, and families. Identifying and communicating CPS’s most urgent needs to partners.

NORMAL TEXT
Mulish – Regular
M – leading 150%

We serve as a knowledge hub and liaison between CPS and its community of partners, including businesses, foundations, and individuals. Finding new ways to strike meaningful, mutually beneficial partnerships.

CAPTION
Mulish – Regular
S – leading 150%

By matching resources provided by external donors and partners with the students, schools, and staff that need them most, CFF maximizes the impact of CPS’ partnerships and advances the CPS Vision.

Brand In Action

Funder Brief



Accelerating Student Success Together

Student success in Chicago is built through strong public and private partnership, with schools, communities, and partners supporting students in the classroom and beyond. When resources are directed with intention, more students can access the learning and opportunities that prepare them for what comes next.



“Every day, we wake up on a mission to create a brighter future for our students by making each day better, more full of learning and hope.”

— STACY STEWART, PRINCIPAL, BELMONT-CRAGIN

Children First Fund's Role

As the official foundation for CPS,
Children First Fund directs philanthropic
investment to the priorities that matter
most for students.

- ★ We identify where investment can expand access and strengthen student success
- ★ We coordinate efforts around shared priorities
- ★ We provide visibility into how investment supports progress
- ★ We organize direct school partnerships to support priorities identified by staff

Brand In Action

Presentation

OUR INVESTMENT PRIORITIES



How Your Investment Works

These are three key pathways we use to help partners engage with our investment priority areas in ways that reflect their interests while driving meaningful outcomes for students.



Give to Schools

Invest directly in a school, community, or neighborhood, putting resources into the hands of the principals, teachers, and staff who know exactly where they're needed most.



Give to Students

Support students directly, funding the scholarships, experiences, and wraparound supports that reach individuals and follow them forward.



Invest in Systems Change

Drive change at scale by investing in district-wide initiatives that strengthen the conditions for learning, raising the floor for every student across Chicago.

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WHO WE ARE

The role of private-public partnerships in Chicago public schools

Public and private investment play complementary roles in supporting student success across Chicago Public Schools. Through Children First Fund, philanthropy helps schools address needs, strengthen programs, and invest in opportunities that would otherwise be out of reach.

In partnership with Children First Fund, philanthropy helps:

- Expand proven programs and student supports.
- Increase access to enrichment, wellness, and learning opportunities.
- Respond to emerging needs and test new approaches.
- Bring partners together around shared goals for students and communities.



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OUR INVESTMENT PRIORITIES



★ **ACADEMIC SUCCESS**

Making rigorous, joyful, and equitable learning the standard



Behind every skill gained is a classroom that made a student feel safe enough to reach. The learning experiences students have every day build far more than academic momentum, they change what students believe is possible.

Our Flagship Initiatives

- **Early Childhood Education:** Helping students build strong foundations early.
- **Black Student Success:** Supporting environments where Black students can thrive.
- **Computer Science Education:** Building skills for a technology-driven world.
- **Arts Education:** Connecting students to creativity, expression, and enrichment.

Investment helps expand access to the learning experiences currently having the greatest impact on academic success across Chicago.

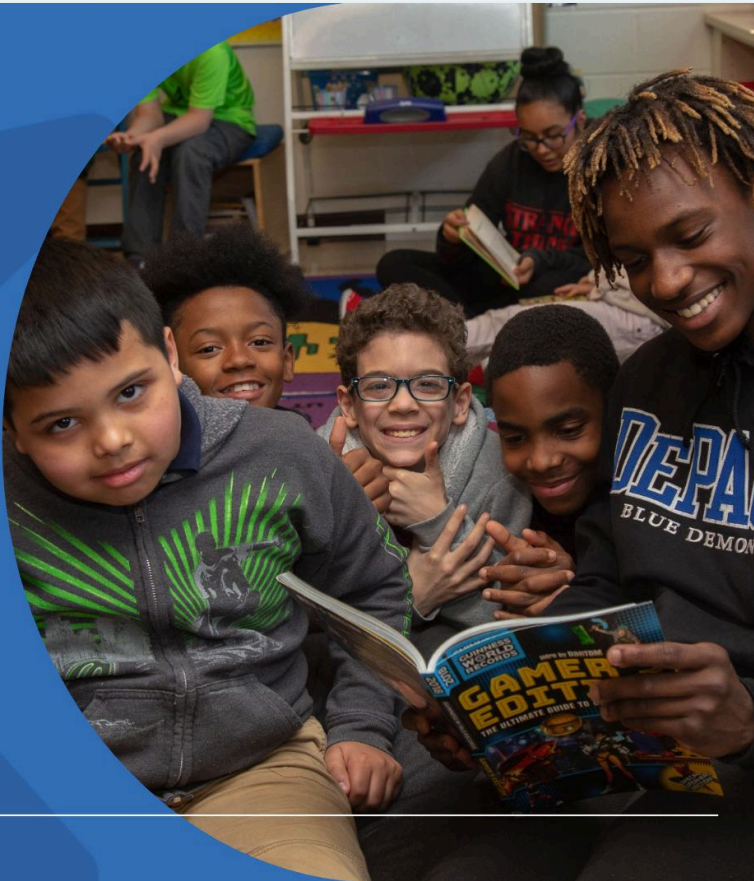


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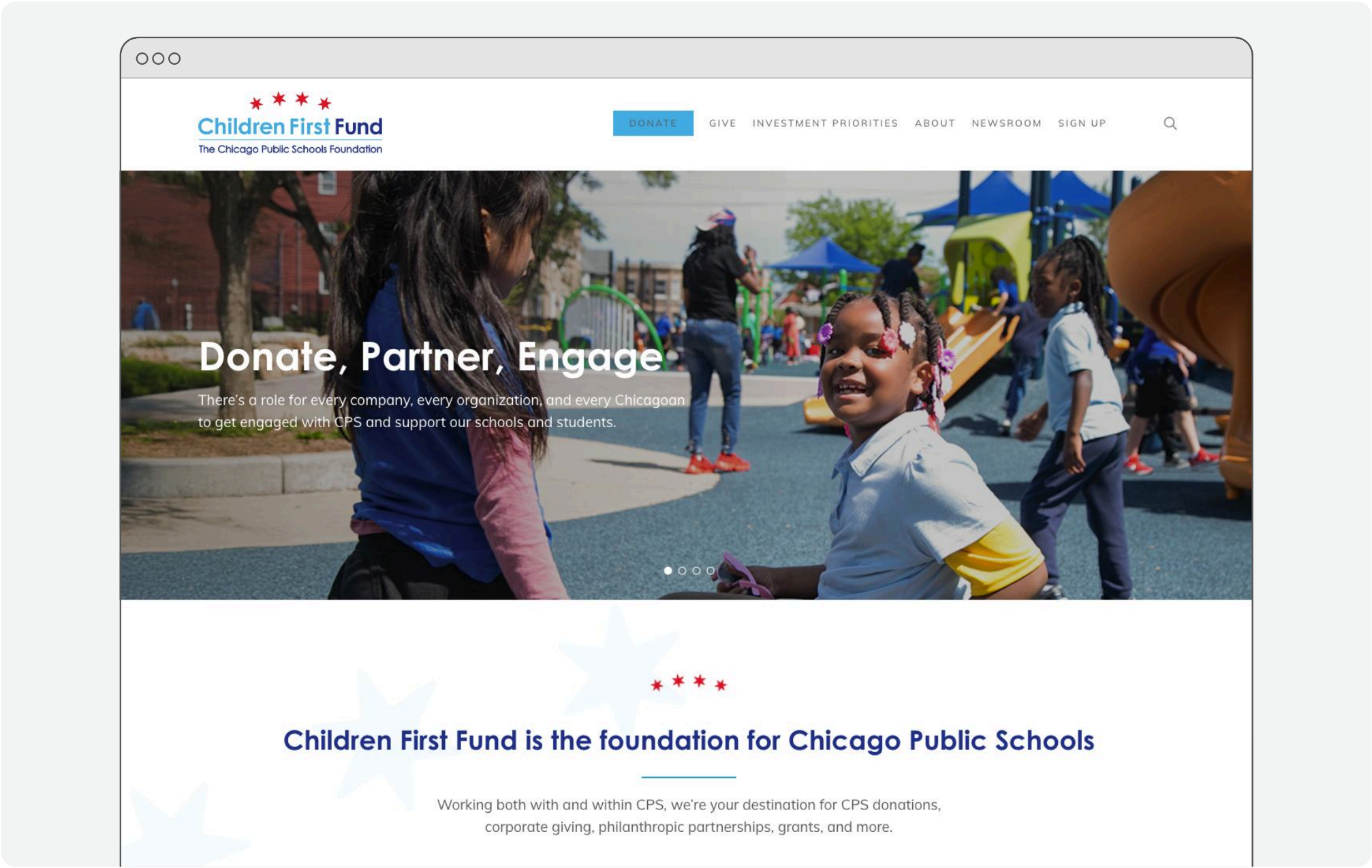
Our Investment Priorities

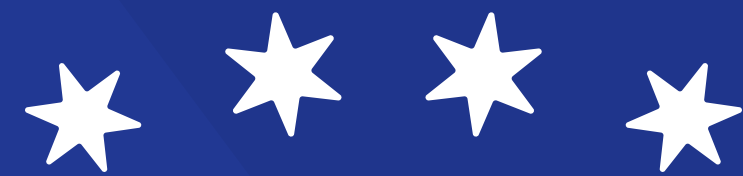


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Brand In Action

Collateral





Children First Fund

The Chicago Public Schools Foundation

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