



**COMMUNITY  
FOUNDATION**  
*of Northern Nevada*

## **COMMUNITY FOUNDATION OF NORTHERN NEVADA BRAND STANDARDS POLICY**

### **I. Purpose**

It is vitally important that, as the brand grows, the Community Foundation of Northern Nevada is portrayed in a consistent manner. Many people are going to touch this brand and while you should use your creativity to bring the Community Foundation to life in the eyes of various audiences, it is important to do so within the policy.

By following these parameters, the brand can effectively communicate the personal and unique relationship we have with each connection while staying true to our character and mission.

### **II. Brand Elements**

**Our Mark.** This logo stands for everything good we do in the community. It represents our organization, our ideals, and the lasting change we are able to make in the region. The logo may be reversed white on light background.

#### **Primary Logo**



**COMMUNITY  
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**III.** The typography used for the Community Foundation brand are Ideal sans and Source Sans pro. Ideal Sans Medium is used for large titles and headlines. Ideal Sans Light is used for subheads. Source Sans pro is used as the body copy and is also used in the logo type. For office correspondence, Ariel may be used for consistency and convenience.

### **IV. Color Palette**

The color palette combines modern inspiration, energy, and hues from Nevada nature. The color Pantone #s (paint), CMYK #s (professional printers) and RGB#s (web and in-house printing) are in the page from the brand book included in this document.

### **V. The Spirals**

Spirals are decorative elements that reflect the logo mark but are flexible in terms of color, size, and may be broken in pieces or partially shown (unlike the logo which always remains whole). Use the spirals as you would like in websites, documents, or on printed pieces such as invitations, posters, mugs, t-shirts, etc. Spirals are to be used as an enhancement, **NOT** as a substitute for the logo.

## VI. Identifying Ourselves

When writing or presenting about the Community Foundation use the full name the first time referenced, "Community Foundation of Northern Nevada." After that for ease and brevity, you may use "Community Foundation." Community Foundation is preferred over Foundation because that is how we are known among our Board and clients. There are many foundations but only one Community Foundation in our region.

## VII. Email Signatures

Email signatures should be formatted as:

Name

Title

Community Foundation of Northern Nevada

50 Washington Street, 300, Reno, NV 89503

Phone: 775-333-5499 // Fax: 775-333-5487 // [nevadafund.org](http://nevadafund.org) (Link to website)

Email address



*Connecting people who care with causes that matter.*

## VIII. Document Standards

Documents created on desktops within the office for distribution to the Board or outside the Community Foundation should be uniform in the following elements.

- a. Correspondence should be printed on letterhead.
- b. Reports or other documents not appropriate for letterhead (such as agendas or minutes) should contain a header with the logo prominently visible.
- c. If reports or text documents will leave the office, they should also contain a footer with the Community Foundation contact information below in point 8.  
50 Washington Street, 300, Reno, NV 89503 // Phone: 775-333-5499 // Fax: 775-333-5487 [nevadafund.org](http://nevadafund.org)

## VIV. Community Foundation Project or Initiative Websites

The primary website is [nevadafund.org](http://nevadafund.org). All other websites for Community Foundation projects or initiatives should reflect the brand standards and some key stylistic choices of [nevadafund.org](http://nevadafund.org).

- a. A footer that contains the full contact us information as in [nevadafund.org](http://nevadafund.org), and the Community Foundation logo ( in high contrast: can be black, reverse white or 2 color red).
- b. Color Palette of the Community Foundation brand.
- c. AB 60 language from [nevadafund.org](http://nevadafund.org) should be used if there is a donate button or copy asking for contributions.
- d. Photography try to use as much local photography featuring recognizable places and real, diverse people as possible. Look for horizontal photos of people doing something - (action) facing each other or at angles (dynamic placement) – These are difficult to get with amateur photos but cropping can help.
- e. An About US page that explains relationship to the Community Foundation. Contains Community Foundation contact information, mission, and logo.

**X. Community Foundation Project or Initiative Printed Materials and Advertisements**

Incorporate the standards for color palette and font type. If piece is a solicitation, it must include AB 60 Language identifying Initiative as a project of the Community Foundation of Northern Nevada. If advertising only, include logo and sentence in high contrast readable font: "<Initiative name> is an initiative or project of the Community Foundation of Northern Nevada"

**XI. Social Media-Community Foundation Sponsored Pages/Accounts**

Branding is vital in social media as the messages will be targeted at diverse audiences. Before sharing a post on the timeline of a Facebook page as You’N-I or NV Dream Tags create a simple one-line branding sentence that will be placed in your introduction comment. For example: *“The Community Foundation of Northern Nevada manages the NV Dream Tag fund to raise money for wildlife habitat restoration in Nevada. Check out this awesome big cat from Arizona.”*

a. The About section should explain relationship to the Community Foundation.

**XII. Donor Named Funds of the Community Foundation (Truckee River Fund, Rude Foundation)**

a. Websites:

- i. AB 60 language as a component fund of the Community Foundation should be used in the footer if there is a donate button or language asking for contributions.
- ii. A section on the About Us page with copy that explains the relationship between the fund and the Community Foundation. Contains the logo and contact information for the Community Foundation.

iii. Footer should include nevadafund.org and Community Foundation contact information.

b. Letterhead: footer should contain the following language: XYZ fund is a component fund of the Community Foundation of Northern Nevada

c. Printed materials and brochures - footer with the same language as above.

**XIII. Affiliate Funds**

a. Logo Usage

- i. Rural Affiliate funds are allowed to create an individual logo with approval and input from the Community Foundation of Northern Nevada Marketing Department. A two-color logo is preferred. All black is preferred second. If logo needs to appear on dark background may be reversed to white
- ii. Ensure that there is clear space around the logo. Exact amount will be determined by each use but nothing should impede the logo within a minimum of ¼ inch.
- iii. Listing fund in Ariel font as “An affiliate fund of the Community Foundation of Western Nevada” somewhere close to logo.

b. Website

- i. Include nevadafund.org url when used online link to website.

- ii. Contact information for Community Foundation of Northern Nevada must include:50 Washington Street, 300, Reno, NV 89503 // Phone: 775-333-5499 //Fax: 775-333-5487 // nevadafund.org
- iii. AB60 Language must be included in footer if copy asked for contribution. XYZ Fund is an affiliate fund of the Community Foundation of Northern Nevada.

#### **XIV. Grantees**

- a. Community Foundation logos are available to download on nevadafund.org/Resources/Grant Recognition Guidelines
- b. Public recognition – Use the following language to acknowledge Community Foundation grants: *The project was funded or (funded in part) by a grant from the XYZ fund at the Community Foundation of Northern Nevada.*
- c. Press releases – Grantees are encouraged to publically acknowledge their Community Foundation grants to the extent of their capabilities. Please incorporate the language above and refer to the “Community Foundation of Northern Nevada.” You may use “Community Foundation” on the second reference. Send press releases or copies of the publications and media coverage that mention your grant. If a description of the Community Foundation is needed, please use the following: *“Founded in 1998, the Community Foundation of Northern Nevada strengthens our region through leadership and philanthropy by connecting people who care with causes that matter.”*

#### **XV. Community Leadership Partner Activities**

- a. Identify our participation in leadership projects with color logo and full name, Community Foundation of Northern Nevada.
- b. Press releases: Use the Community Foundation of Northern Nevada full name for first reference; on second reference you may use Community Foundation. Refer to website as nevadafund.org.

#### **XVI. Advocacy**

When staff or board members take a public stand on a community issue in a professional capacity, it must be clear that the staff or board member is speaking for themselves.



## The Palette

The color palette perfectly combines modern inspiration and the hues from the natural surroundings of Western Nevada.

|   |  |   |   |   |
|---|--|---|---|---|
|  |  |  |  |  |
| <b>Red</b>  | <b>Dark Red</b>  | <b>Mint</b>   | <b>Sage Gray</b>  | <b>Beige</b>  |
| Pantone 180 C   | Pantone 181 C  | Pantone 554 C   | Pantone 7497 C  | Pantone Cool Gray 1 C   |
| C 21 R 181<br>M 89 G 63<br>Y 100 B 38<br>K 11                                     | C 32 R 111<br>M 95 G 26<br>Y 100 B 17<br>K 46                                      | C 44 R 142<br>M 2 C 206<br>Y 28 B 153<br>K 0  | C 51 R 124<br>M 44 C 120<br>Y 56 B 106<br>K 14                                      | C 1 R 235<br>M 1 C 234<br>Y 3 B 230<br>K 6  |
| #B33026   | #D71A11  | #BEECC1   | #7C786A   | #E2EAE6   |

