**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 ("Community Foundation") 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 Brand Standards 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 to appear white on dark backgrounds.

Primary Logo

III. Typography

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, Arial is a web-safe font and 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 identified in the brand book and 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 to – **NOT** a substitute for – the logo.

VI. Identifying Ourselves

When writing or presenting about the Community Foundation, use the full name the first time referenced: the "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 of Trustees and clients. There are many foundations in our region, but only one Community Foundation.

VII. Email Signatures

Email signatures should be formatted as:

Name
Title
Community Foundation of Northern Nevada
Phone: 775-333-5499 // Fax: 775-333-5487 // <u>nevadafund.org</u> (*Link to website*)
50 Washington Street, 300, Reno, NV 89503

Pronouns can be included and should be added in parentheses after "Name"

VIII. Document Standards

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

- Correspondence should be printed on letterhead.

- Reports or other documents not appropriate for letterhead (such as agendas or minutes) should contain a header with the logo prominently visible.

- 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 font:
  50 Washington Street, 300, Reno, NV 89503 // Phone: 775-333-5499 // Fax: 775-333-5487 // nevadafund.org

IX. Community Foundation Project or Initiative Websites

The primary website is nevadafund.org. All other websites for Community Foundation projects or initiatives should reflect the brand standards and some key stylistic choices of nevadafund.org.

- A footer that contains the full "Contact Us" information, as in nevadafund.org and the Community Foundation logo (logo should appear in high contrast and can be black, reverse white, or two-color red).

- Color palette of the Community Foundation brand.

- AB 60 language from nevadafund.org should be used if there is a donate button or copy asking for contributions.

- Images should feature as much local photography of 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 photography, but cropping can help. Limit the use of stock photography whenever possible.

- An "About Us" page that explains the relationship to the Community Foundation and 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 the piece is a solicitation, it must include AB 60 Language identifying the initiative as a project of the Community Foundation of Northern Nevada. If it is 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.   Community Foundation Sponsored Social Media 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."*

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

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

- Websites

  - 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.

  - 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.

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

- Letterhead: Footer should contain the following language: *"XYZ Fund is a component fund of the Community Foundation of Northern Nevada."*

- Printed materials and brochures: Footer with the same language as above.

XIII. Affiliate Funds

- Logo Usage

- 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 a dark background, it may be reversed to white.

  Ensure that there is clear space around the logo. The exact amount will be determined by each use, but nothing should impede the logo within a minimum of ¼ inch.

- List fund as *"An affiliate fund of the Community Foundation of Northern Nevada"* somewhere close to logo in Arial font.

- Website

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

  - 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.

  - AB60 Language must be included in the footer if the copy asks for contribution: *"XYZ Fund is an affiliate fund of the Community Foundation of Northern Nevada."*

XIV. Grantees

- Community Foundation logos are available to download on nevadafund.org/Resources/Grant Recognition Guidelines.

- 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."*

- 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

- Identify our participation in leadership projects with the color logo and full name (Community Foundation of Northern Nevada).

- 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 members of the Board of Trustees take a public stand on a community issue in a professional capacity, it must be clear that the staff or member of the Board of Trustees is speaking for themselves and not on behalf of the Community Foundation.