MAIN LOGO

This version of the logo should be used whenever possible on all print and digital materials.

MAIN LOGO REVERSED

The logo should be reversed to white whenever it’s placed on a dark or photographic background.

MAIN LOGO CENTERED

This logo should be used sparingly and only when spacing absolutely requires a centered format.

SEPERATED LOGO ELEMENTS

The logo elements alone should not be considered logos but brand assets, and should be used sparingly in independent contexts.

TAGLINE LOGOTYPE

This logotype should be used whenever the tagline is present. The tagline should never appear as regular typeset.
SAFE AREA

On all versions of the logo, a minimum clear space the size of two C’s from ‘Community’ is required on all sides.

COLOR PALETTE

These are the only colors that should be used when the main brand of CFEC is present. No other colors should be added or swapped in.
Never stretch or distort the logo.

Never put other elements too close to the logo.

Never add a drop shadow or any effects.

Never make the logo more than one color.

Never replace or remove any of the wording in the logo.

Never change the orientation of the ginkgo leaf.

Never place a non-reversed logo on a dark or photographic background.
SUB BRANDS

The sub brands for CFEC should appear in their full form whenever possible and should never vary in color. All other brand elements (such as the ginko leaf or tagline logotype) should appear in the corresponding color.

REVERSED SUB BRANDS

The sub brands should be reversed to white when they appear on a dark or brand color. The ginkgo leaf can be dropped when space requires.

COLOR PALETTE

These are the only colors that should be used when the sub brands of CFEC is present. No other colors should be added or swapped in.

INCORRECT APPLICATIONS

All rules that apply for the main brand application apply to the sub brands. In addition when a piece is sub brand specific, only that sub brand’s colors and elements should be used. They should never mix or be used in conjunction with another sub brand on the same print or digital piece.
BRAND TYPEFACES AND FONTS

GOTHAM
Gotham is the typeface used for headlines and for subbrand names (Advisors, Philanthropists, Nonprofits) as well as for short amounts of body copy. Ads usually have an appropriate amount of copy to be set in Gotham, where longer copy (such as brochures or annual reports) should be set in the more readable Sentinal typeface. Gotham is an organic sans serif with open counters and a human feel.

GOTHAM BOLD, CAPS: Uses - Headlines. Set with 50pt kerning. Bold should never be used in sentence case.

GOTHAM MEDIUM: Uses - Headlines. Set with 50pt kerning. Medium should never be used in sentence case.

GOTHAM BOOK: Uses - Body copy. Book should only be used in sentence case and should never be used for headlines.

Hanley Rough Signature
Hanley Rough Signature is the typeface used lightly on invitations as headlines or descriptive text.

Hanley Rough Signature: Hanley should be set in sentence case and never be set in all caps.

SENTINAL
Sentinal is the typeface used for accents (such as ‘for’ in the sub brands) and for longer paragraphs and body copy. It is a slab serif with high readability and distinctive italics.
They say “We make a living by what we get, but we make a life by what we give.” Your Community Foundation is a smart and simple way to make that life by investing in the future of your hometown.

INVEST. INSPIRE. THRIVE.
in your community.

INSPIRE GOOD

INVEST. INSPIRE. THRIVE.
in your community.

INSPIRE GOOD
THIS IS A NICE HEADLINE HERE

This is an attractive subhead treatment here.

This is an example of body copy that’s short enough to be set in the Gotham typeface. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh una euismod una tincidunt ut laoreet dolore magna aliquam erat volu tpat. Ut wisi enim ad tona minim veniam, quis nostrud exerci tation ullamcorper ua suscipit lobortis nisl ut aliquipt ex ea commodo tod consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

This is an example of body copy that’s long enough that it should be set in the Sentinel typeface. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam a nonummy nibh una euismod tincidunt ut laoreet dolore magna aliquam erat volu tpat. Ut wisi enim ad tona una minim veniam, quis nostrud exerci tation ullamcorper ua suscipit lobortis nisl ut aliquipt ex ea commodo todo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

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This is what a pull quote could look like here. It could be a relevant quote or some other interesting snippet that seems relevant. Pull quotes are a nice design element because they break up large bodies of text that can become boring or visually confusing without a break.