COMMUNITY FOUNDATION
SERVING WESTERN VIRGINIA

BRAND GUIDE

YOUR COMMUNITY FOUNDATION TEAM

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Roanoke, VA 24006

Location:
611 S. Jefferson Street, Suite 8
Second Floor
Roanoke, VA 24011
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P.O. Box 1124
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cfwesternva.org

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1.0 LOGO GUIDELINES

Like all organizations, Community Foundation Serving Western Virginia (Community Foundation) has a visual identity that represents its values and mission.

These guidelines will help you produce consistent and effective communication materials for the Community Foundation.

As well as providing the details of how elements should be used together, the guidelines should inspire you when developing marketing materials, establishing useful parameters without restricting creativity.

If you have any questions or queries please contact:

Michelle Eberly, Director of Grants and Donor Engagement
611 S. Jefferson Street, Suite 8, Second Floor
(P) 540.985.0204 | (F) 540.982.8175
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1.1 PRIMARY LOGOS

While many of the words are the same, we wanted our logo to stress the important role that "community" plays in everything we do. We also wanted a new design which was both contemporary and timeless. The new mark features a stylized "C," which is comprised of interwoven elements combining and evolving as one. While each person can draw their own conclusions, we hope it inspires and evokes the energy and unity created by our many donors, supporters, and communities we serve which all come together to make our organization strong enough to endure the tests of time.

The new logo will be a bold step forward for the Community Foundation and help audiences easily identify our web presence, ads and other materials, as well as enhancing the professionalism of the brand. It is essential to the success of the brand that the logo be placed with care and respect in every application according to these guidelines.

COMMUNITY
FOUNDATION
SERVING WESTERN VIRGINIA

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1.1 PRIMARY LOGO — FILE FORMATS

PRINT (.eps, .pdf)

The .eps and .pdf are original vector art and can be scaled to any size without losing resolution. They are considered the master files and should be provided whenever requested by a vendor. You may not be able to OPEN the files if you do not have Adobe Illustrator, but they can be PLACED or INSERTED into most any document.

ONLINE (.jpg, .png)

The .jpg and .png formats are considered raster art. They should be used for online applications only. The .png versions will have a transparent background.

HORIZONTAL LOGO
PRINT
ComFoundation_Horiz_4C.eps
ComFoundation_Horiz_4C.pdf

ONLINE
ComFoundation_Horiz_RGB.png
ComFoundation_Horiz_RGB.jpg

STACKED LOGO
PRINT
ComFoundation_Stacked_4C.eps
ComFoundation_Stacked_4C.pdf

ONLINE
ComFoundation_Stacked_RGB.png
ComFoundation_Stacked_RGB.jpg

1.2 SECONDARY LOGOS

When four-color printing is not available, there are several one-color logo choices avalable. These should be considered limited use logos.

ONE COLOR – PMS 541
ComFoundation_Horiz_541.eps
ComFoundation_Horiz_541.pdf

ComFoundation_Stacked_541.eps
ComFoundation_Stacked_541.pdf

ONE COLOR – BLACK
ComFoundation_Horiz_BW.eps
ComFoundation_Horiz_BW.pdf

ComFoundation_Stacked_BW.eps
ComFoundation_Stacked_BW.pdf

ONE COLOR – REVERSE
ComFoundation_Horiz_reverse.eps
ComFoundation_Horiz_reverse.pdf
ComFoundation_Horiz_reverse.png

ComFoundation_Stacked_reverse.eps
ComFoundation_Stacked_reverse.pdf
ComFoundation_Stacked_reverse.png

1.2 LOGO CLEARSPACE & MINIMUM SIZE

To ensure legibility, always keep a clear space around the logo. This space isolates the mark from any competing graphic elements such as other logos or body copy that might compete with or crowd the mark.

When the wordmark and icon are used together, the recommended safety area is the height of the capital letter "C" from each edge of the logo. This minimum space should be maintained as the logo is proportionally resized.

COMMUNITY FOUNDATION
SERVING WESTERN VIRGINIA
1.5"

COMMUNITY FOUNDATION
SERVING WESTERN VIRGINIA
1.5"

The minimum size at which the master wordmark should appear is 1.5" wide.

1.3 INCORRECT USAGE

For visibility, impact, and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the Community Foundation identity by being aware of the improper logo usages illustrated here. If questions about usage arise, please contact Michelle Eberly, Director of Grants and Donor Engagment.

DO NOT:

1. **CHANGE THE COLOR**

2. **ALTER THE FONT**

3. **SKEW THE LOGO**
   The logo should be scaled proportionally by holding the shift key and dragging out from the corner. It should never be squashed or stretched.

4. **ALTER THE LOGO**
   Do not change the proportion of the type or the icon.

5. **ADD ELEMENTS**

   Do not add other graphic elements such as a stroke to the logo.

6. **BOX THE LOGO**
   Do not enclose the logo within a box to accommodate a photo background. Instead, darken or lighten the photo.

1.4 LOGO ON A BACKGROUND COLOR

Here are examples of the correct way to use the Community Foundation

logo on a variety of backgrounds. It is important to have adequate

contrast between the mark and the background for optimal visibility.

2.0 TYPOGRAPHY
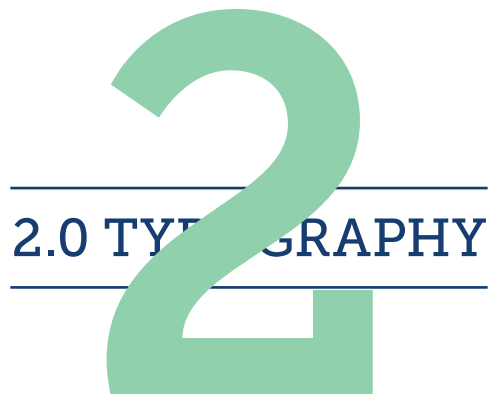
MUSEO SANS FONT FAMILY

Museo Sans, the sans with a familiar look. Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use. Museo Sans is the primary font and should be used for text or body copy in all collateral or on the website.

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 100 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 900

Museo Sans 900 Italic

Primary Font — Museo Sans 300

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
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )
{ } [ ] | \ : ; " ' < >

2.1 SECONDARY FONT

MUSEO SLAB FONT FAMILY

Museo Slab is a robust slab serif with Museo's friendliness. It has a modern edge, but retains legibility and clarity. It is a perfect match for Museo Sans. Museo Slab is the secondary font and can be used in headlines, sub-heads, pull-quotes and to add contrast to the large blocks of Museo Sans copy.

Museo Slab 100

Museo Slab 100 Italic

Museo Slab 300

Museo Slab 100 Italic

Museo Slab 500

Museo Slab 500 Italic

Museo Slab 700

Museo Slab 700 Italic

Museo Slab 900

Museo Slab 900 Italic

Museo Slab 300

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
1 2 3 4 5 6 7 8 9 0
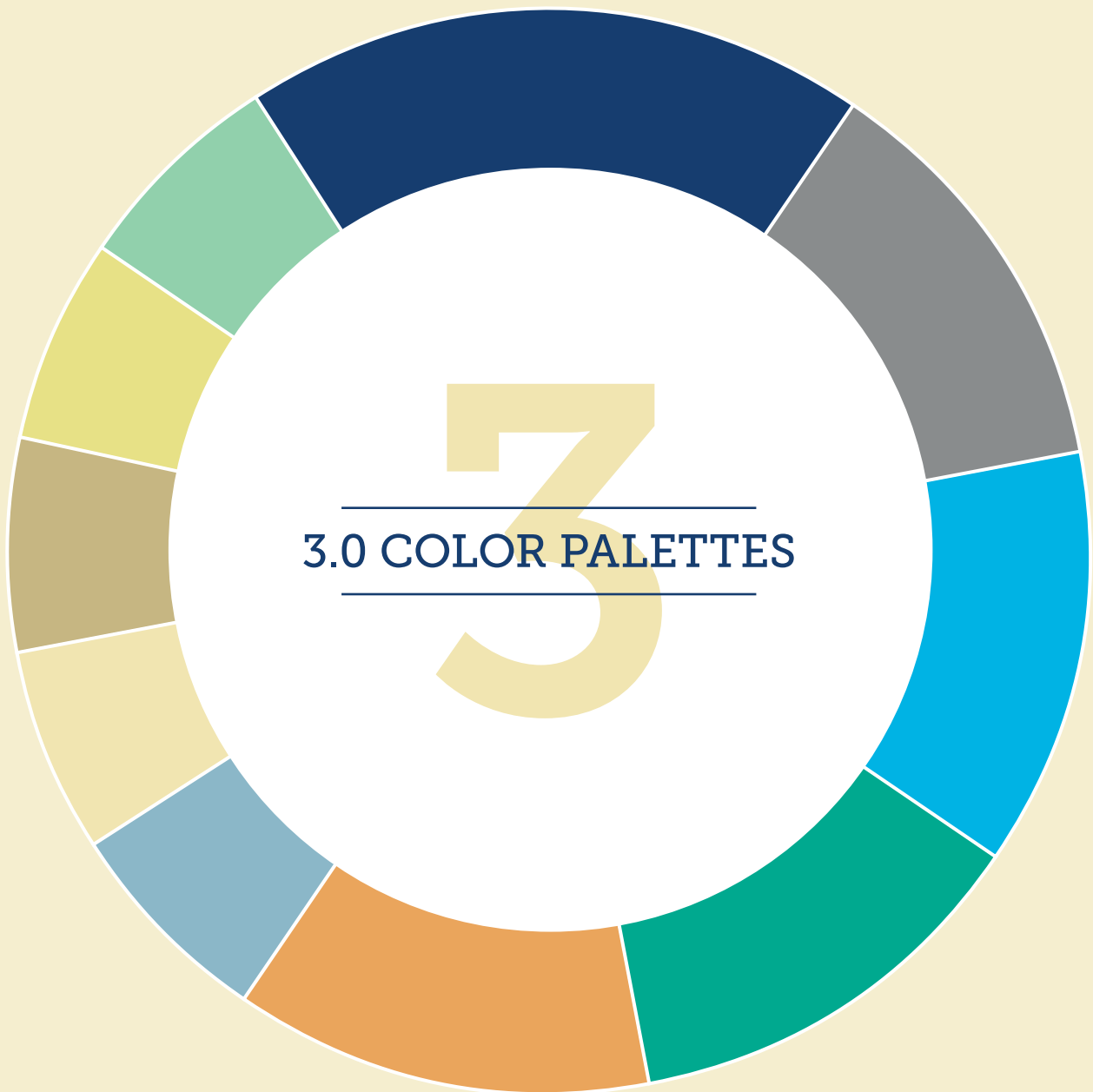! @ # $ % ^ & * ( )
{ } [ ] | \ : ; " ' < >

2.2 ALTERNATE FONTS

ONLINE USE

If web-friendly versions of the primary font are not available, the following font options can be used as alternates:

1. Arial Regular

2. Open Sans Regular

3. Source Sans Pro

3.0 COLOR PALETTES

Color is an exceptionally strong visual cue as to what a brand is about.

These colors should be used consistently throughout all communications.

3.1 COLOR COLOR VALUES

The primary color palette is comprised of the main Community Foundation Brand Colors.
The secondary palette adds neutrals and highlights the brand colors.

PRIMARY PALETTE

PMS 541   PMS 423   PMS 306   PMS 7411   PMS 3268

SECONDARY PALETTE

PMS 550   PMS 7499   PMS 4525   PMS 608   PMS 352

PRIMARY COLOR VALUES

PMS 541		PMS 423		PMS 306		PMS 7411		PMS 3268	
PROCESS VALUES									
C	100	C	49	C	81	C	6	C	90
M	78	M	39	M	4	M	39	M	3
Y	32	Y	39	Y	5	Y	72	Y	58
K	22	K	4	K	0	K	0	K	0
RGB VALUES									
R	0	R	136	R	0	R	234	R	0
G	59	G	139	G	178	G	165	G	169
B	113	B	141	B	227	B	94	B	143
HEX VALUES									
003b71		888b8d		00b2e3		eaa55e		00a98f	

SECONDARY COLOR VALUES

PMS 550		PMS 7499		PMS 4525		PMS 608		PMS 352	
PROCESS VALUES									
C	45	C	6	C	24	C	10	C	43
M	16	M	7	M	23	M	5	M	0
Y	15	Y	35	Y	56	Y	59	Y	41
K	0	K	0	K	0	K	0	K	0
RGB VALUES									
R	140	R	241	R	198	R	232	R	147
G	183	G	228	G	183	G	224	G	208
B	201	B	178	B	132	B	134	B	172
HEX VALUES									
8cb7c9		f1e4b2		c6b784		e8e086		93d0ac	

4 IMAGERY

Images of people play a powerful role in expressing the Community Foundation brand and should capture a spontaneous moment in time. They should be bright, colorful and active — depicting the positive energy of the Community Foundation.

Cropping should be compelling, avoiding perfect symmetry while still providing enough visual information to tell a story.

5.0 STATIONERY

All business papers are to be created using the supplied templates. Deviations are not permitted without the written consent of the Community Foundation.

For templates and directions for proper use and application, please contact:

Michelle Eberly, Director of Grants and Donor Engagement.

LETTERHEAD

#10 ENVELOPE

CREATING LEGACIES. GROWING COMMUNITIES.

COMMUNITY FOUNDATION
SERVING WESTERN VIRGINIA

ROANOKE
COPORATE OFFICE
P.O. Box 1159
Roanoke, VA 24006

COMMUNITY FOUNDATION
SERVING WESTERN VIRGINIA

MARTINSVILLE
REGIONAL OFFICE
P.O. Box 1124
Roanoke, VA 24114

BUSINESS CARDS

CREATING **Legacies.**
GROWING **Communities.**

ROANOKE	MARTINSVILLE
COPORATE OFFICE	REGIONAL OFFICE
P.O. Box 1159	P.O. Box 1124
Roanoke, VA 24006	Martinsville, VA 24114

COMMON BACK
with both location addressses.

Alan Ronk | PRESIDENT/CEO

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CUSTOMIZED FRONT
with personal information.

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