



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



BRAND GUIDE

FOUNDATION NAME

When referencing the Foundation in publications, press releases, or on signage, etc., the name should be listed as:

The Community Foundation of Muncie and Delaware County, Inc.

Upon second reference, or when space is limited, the Foundation's name should be listed as:

The Community Foundation

(note: The is part of the formal name and should be capitalized).

the Foundation

(note: the is not part of the formal reference.)


PRIMARY TWO-COLOR LOGO



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



PRIMARY ONE-COLOR LOGO



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



BLACK LOGO



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



WHITE LOGO



THE COMMUNITY FOUNDATION
of Muncie & Delaware County, Inc.



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CONTROL AREA

The control area measurement (“x”) is equal to the height of the “C” in “Community Foundation.” This is the absolute minimum distance, and we recommend using more space around the logo than just this minimum. Do not crowd the logo or place other elements inside of the control area.



MINIMUM SIZE

The horizontal logo should never be made smaller than 0.4 inches tall (2 inches wide). The vertical logo should never be made smaller than 0.75 inches wide (1.5 inches wide).



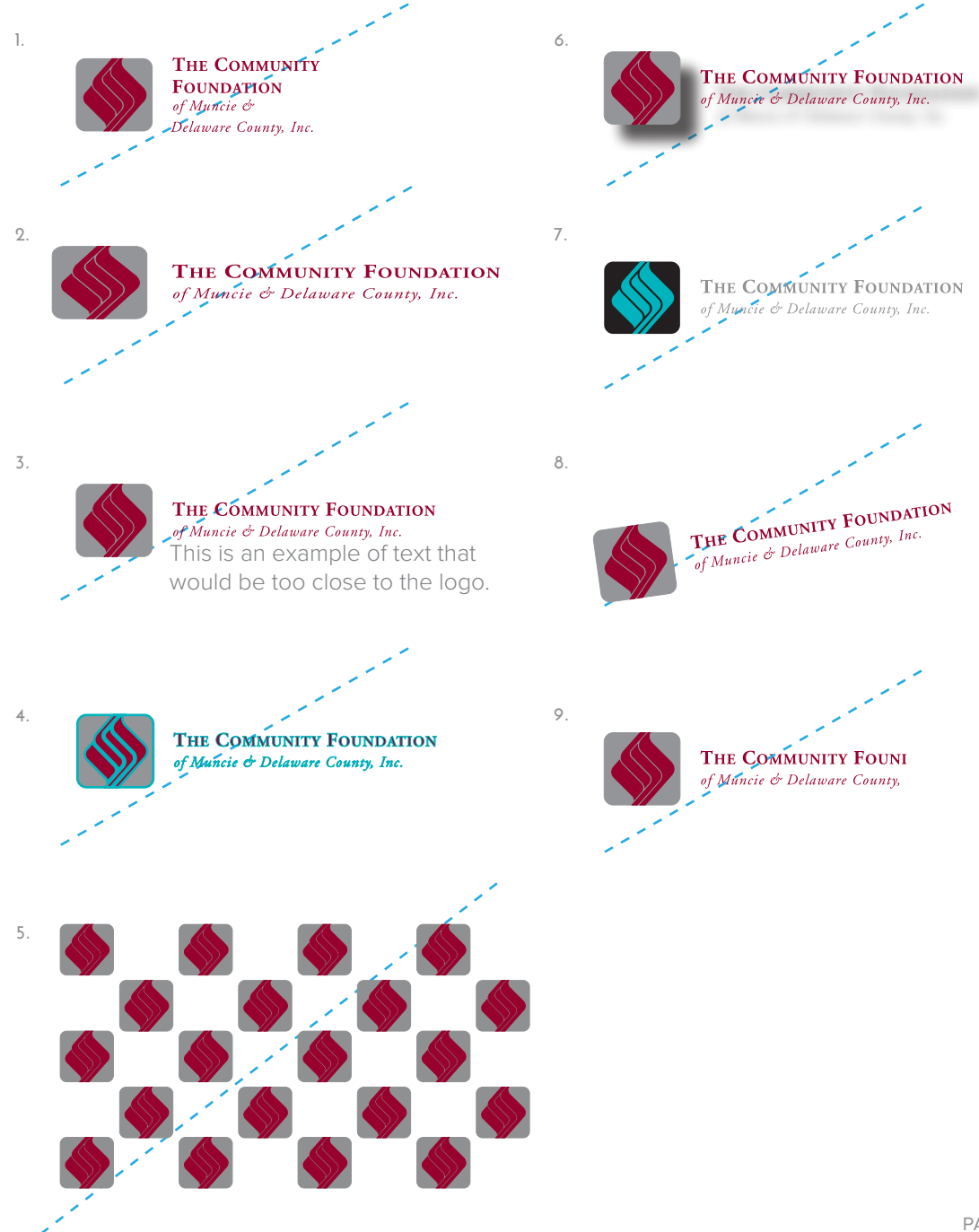
When the logo gets altered, the message of the your brand becomes muddled. For a clear message, it's important to follow these guidelines.

DON'TS

1. Don't rearrange the logo.
2. Don't skew or stretch the logo.
3. Don't crowd the logo.
4. Don't outline the logo.
5. Don't make a pattern out of the logo.
6. Don't apply any effects (shadows, 3-D, etc).
7. Don't recolor the logo.
8. Don't rotate the logo haphazardly.
9. Don't crop the logo.



NOT SHOWN HERE

- Don't combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Do not print the logo in a screen or texture
- Do not layer content underneath the logo unless the logo can still be clearly seen and identified.



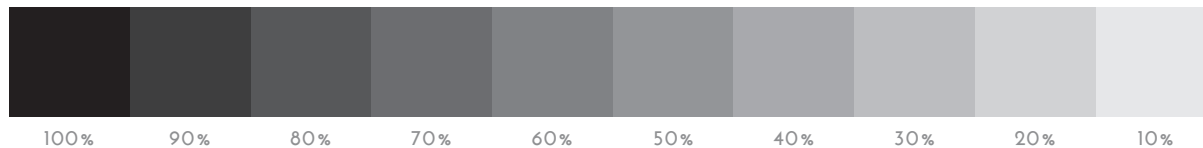
Color Palette

COLOR SPECIFICS

COLOR	PANTONE	C	M	Y	K	R	G	B	WEB #
 BURGUNDY	PANTONE 202 C	0	100	65	47	144	0	40	900028
 SILVER (METALLIC)	PMS 877 C	47	38	38	2	140	144	145	8C9091
 TEAL	PMS 7466 C	85	0	30	0	0	179	189	00B3BD
 WHITE	—	0	0	0	0	255	255	255	FFFFFF
 BLACK	—	0	0	0	100	0	0	0	000000

GREYSCALE

The full greyscale is available and adds visual interest to pieces.



BURGUNDY

SILVER

TEAL

WHITE

BLACK

PRIMARY TYPEFACE

The primary brand typeface is Proxima Nova. The only time you should not use this font is for documents that will be used on computers without your fonts (such as in Powerpoint presentations out of office). In these situations, Arial can be the primary font, and Georgia should be secondary. It is also worth noting that the website uses Bebas Neue, Merriweather, and Work Sans; these are Google fonts which can be downloaded and used for free.

Proxima Nova Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@?#\$\$%^&*

Proxima Nova Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@?#\$\$%^&*

Proxima Nova Regular Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@?#\$\$%^&*

Proxima Nova Semibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@?#\$\$%^&*

Proxima Nova Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@?#\$\$%^&*

Adobe Caslon Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 1234567890!@?#\$\$%^&*

Adobe Caslon Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Adobe Caslon Semibold
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Adobe Caslon Bold Italic
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FILE TYPES AND WHEN TO USE THEM

Web and print files are saved in different ways and can result in blurry images if not used correctly. Web images can be saved at 72dpi (dots per inch). Printed pieces required images to be saved at 300dpi. An image saved for the web that is printed will look pixelated at 72dpi. Often, right clicking an image will open “image details” where this information is found.

Printed images should be at least 1500px wide for clear quality. Online can use small images, such as 200px wide if you are creating a small thumbnail. For reference, a 1inch x 1inch image is about 72x72pixels.

WEB

PNG (PREFERRED FOR ALL MICROSOFT APPLICATION)

The PNG file will have the best accuracy for web. It is saved with a transparent background. This file might be larger in size.

JPEG (LAST RESORT)

JPEG is generally going to give the worst quality whether in color or clarity. However, it may still be necessary to use and therefore has been included. JPEGs cannot be saved with a transparent background, so graphics such as the logo will be contained within a white rectangle instead of retaining any transparency.

PRINT

PDF

If possible, always use a PDF version of a file rather than a JPEG when printing a brochure, flyer etc. PDF files are much higher in quality and will be less likely to print blurry or discolored images. A PDF is not compatible with Publisher and cannot be placed in this program. PDF is saved with a transparent background.

PNG (PREFERRED FOR ALL MICROSOFT APPLICATIONS)

Supports lossless data compression, which means you should use the PNG format over JPEG to avoid downsizing images resulting in lower quality. Also, PNG files have a transparent background which allows you to place them on a page without a white rectangle around the shape.

JPEG (LAST RESORT)

If you need to use a JPEG, it is important to use an image saved at 300dpi and at least 1500px wide. This will result in a higher quality image.

ORDERING AND ORIGINAL ART FILES

EPS

This is the best format to use when ordering any products to be printed such as t-shirts, mugs, etc. Often online companies will request this format. It is a “vector” format which means that it is scalable and will not become pixelated or blurry like a jpeg/png would when it is stretched. An EPS format can also be opened in Adobe Illustrator program should another designer ever need access to the original art.



This document was created by Whiting Strategic Services April 2018

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