

# **BRAND STANDARDS MANUAL**





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The Community Foundation of Broward brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the community we serve. In a very real way, members of our community, our Fundholders and our partners experience the Community Foundation of Broward brand through our deeds, as well as through the verbal and visual messages we send.

A carefully managed and well-implemented brand identity system helps carry our brand message to our community. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the voice, logo, typography, color palette and other visual elements, specific directions are included to help you communicate the Foundation brand effectively. By accurately and consistently implementing this brand identity system, you protect and strengthen the Community Foundation of Broward brand.

# 1.2

## Brand Framework Overview

### MISSION

The mission of the Community Foundation of Broward is to provide leadership on community solutions, and foster philanthropy that connects people who care with causes that matter.

### VISION

We envision a community where people feel connected and are actively engaged to make Broward better.

### VALUES

Our values describe how we interact with others and shape the way that we get things done.

*The Community Foundation of Broward must:*

#### LEAD BOLDLY

- Spark innovation and take prudent risk
- Set the standard and rise to meet the challenge
- Honor, respect and embrace diverse perspectives

#### BRING OUT THE BEST

- Value and foster talent
- Apply what we learn
- Be resourceful and commit to getting results

#### UNITE OUR COMMUNITY

- Inform
- Empower
- Connect

### DIFFERENTIATORS

- We are **Strong and Stable**, with a long track record of growth, impact and success.
- We are an **Outstanding Fiduciary**, which people trust to honor their legacy with honesty and integrity.
- We have unmatched **Philanthropic Expertise**, which empowers us to develop strategies to help Fundholders boldly create the change they want to see in the community.
- We have deep **Community Knowledge**, which enables us to amplify the impact of every dollar our Fundholders grant in Broward.
- We **Inform, Empower and Connect** our Fundholders, our partners and our community to create a better Broward.

## 2.1

## Our Official Logo: Introduction

### OUR LOGO

#### INTRODUCTION

Our logo is the most visible element of our identity. It is our universal signature across all Community Foundation of Broward communications.

Our logo is a bold, simple, graphic statement. It is made up of two elements: the diamond symbol and the logo type. This document has been compiled to highlight the correct usage of our logo and how we communicate across all aspects of our brand communications.

We have a Primary version (A) and a Secondary (Centered) (B).

A) Primary



B) Secondary (Centered)



## 2.2

## Our Official Logo: Variations

### OUR LOGO

#### VARIATIONS

We have a suite of logo options. This ensures consistency and legibility across all communication both on screen and in print.

The use of our logo variations is determined by the available space, aesthetics, function and visibility.

The secondary logo is primarily for Foundation use in select situations where a centered logo is appropriate. Approval from the Foundation's Marketing and Communications Department is required before using a centered logo.

The diamond symbol may be used as a design element and an accent in Foundation produced materials - which must also contain either the Foundation's full primary and/or secondary logo.

Primary, Full Color



Primary, Black and White



Primary, Reversed



CF Diamond



Secondary, Full Color



Secondary, Black and White



Secondary, Reversed



## 2.3

## Our Official Logo: Spacing

### OUR LOGO

#### SPACING

To ensure that our logo is clearly visible in all applications, sufficient clear space is applied to maximize the recognition and impact of our identity.

The spacing around the logo must be a minimum of 1/4" (.25).

#### Primary



#### Centered



## 2.4

# Our Official Logo: Positioning, Spacing, and Sizing

### OUR LOGO

#### POSITIONING, SPACING, AND SIZING

##### MINIMUM SIZING

Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. The primary logo minimum size of 1" is only allowed when it is used with a group of logo - with all other logos matching its size. Whenever possible, the Foundation logo should be used larger than 1".

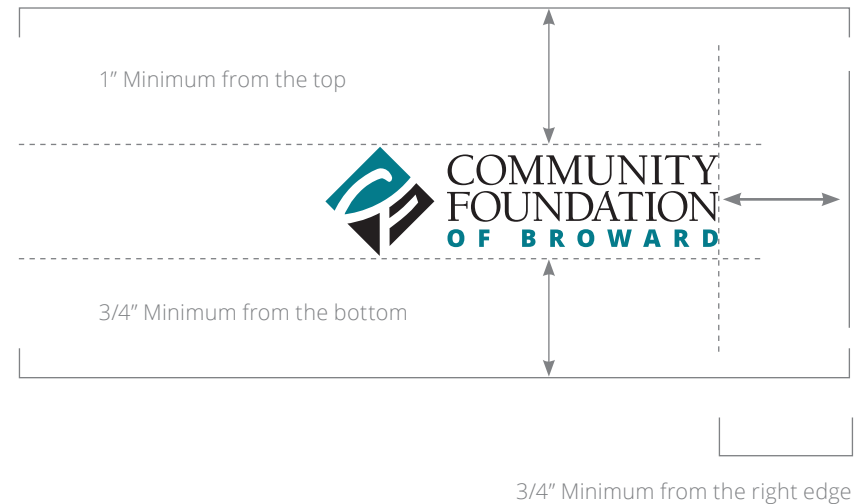
##### Minimum Sizing



##### POSITIONING AND SPACING

On any given format, landscape or portrait, the preferred logo placement is on the right hand side a minimum of 1" from the top, 3/4" from the right edge, and 3/4" from the bottom, while adhering to the logo spacing rules outlined previously. The secondary (centered) logo may be used in Foundation materials when in a centered space. Contact the Marketing and Communications Department before using the secondary (centered) logo.

##### Positioning



## 2.5

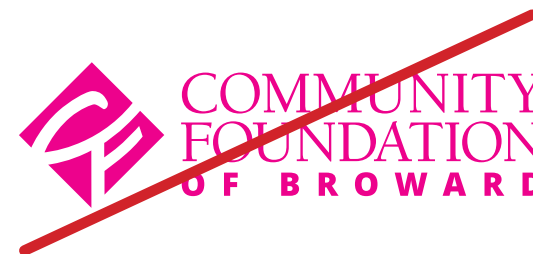
### Our Official Logo: Improper Use

#### OUR LOGO

##### IMPROPER USE

The integrity of the Community Foundation of Broward logo must be respected at all times.

- Don't stretch, condense or otherwise alter or manipulate it.
- Do not re-create or retype the words.
- Do not stretch or alter our logo in any way.
- Do not change our logo color.
- Do not use graphic effects or outlines on our logo.
- Do not place our logo in a box or frame it in any way.
- Do not overlap other graphics or text or photography.
- Do not screen the logo. It should always print at 100% ink density.



**OUR TYPOGRAPHY****PRIMARY**

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. Open Sans is our primary typeface. We use it in two weights, Light and Extra Bold.

Open Sans - Light

Aa Bb Cc

Open Sans - Extra Bold

Aa Bb Cc

**OUR TYPOGRAPHY**

## SECONDARY

The rest of the Open Sans font family is used as secondary fonts:

Open Sans Regular, Open Sans

Bold and Open Sans Italic.

Open Sans - Regular

Aa Bb Cc

Open Sans - Bold

Aa Bb Cc

Open Sans - Italic

*Aa Bb Cc*

## 3.2

## Our Typography: Secondary

### OUR TYPOGRAPHY

#### SECONDARY

The additional secondary font is Berkeley Oldstyle. It is available in 4 weights, each weight also has an italic.

Berkeley Oldstyle - Book

Aa Bb Cc

Berkeley Oldstyle - Book Italic

*Aa Bb Cc*

Berkeley Oldstyle - Medium

Aa Bb Cc

Berkeley Oldstyle - Medium Italic

*Aa Bb Cc*

Berkeley Oldstyle - Bold

Aa Bb Cc

Berkeley Oldstyle - Bold Italic

*Aa Bb Cc*

Berkeley Oldstyle - Black

Aa Bb Cc

Berkeley Oldstyle - Black Italic

*Aa Bb Cc*

## OUR COLOR PALETTE

Our teal color (PMS 7713) is used along with black to make a strong statement in our logo. Representing strength, stability, and a true connection to our community as well as the ocean and water that are integral to Broward as a whole.

This ensures that our branded communications stand out and give the Community Foundation of Broward our distinctive aesthetic.

We also use two additional PMS colors that support our image.



PMS 7713

CMYK: 87, 37, 39, 7

RGB: 1, 123, 138

HEX: 007b8a

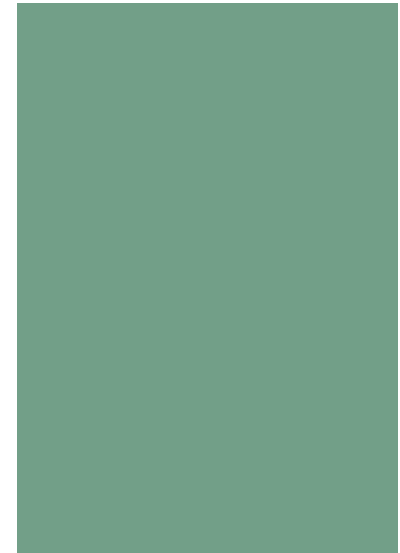


PMS 2607

CMYK: 82, 100, 18, 12

RGB: 82, 10, 118

HEX: 520a76



PMS 556

CMYK: 59, 21, 52, 1

RGB: 113, 162, 138

HEX: 71a28a

# 5.1

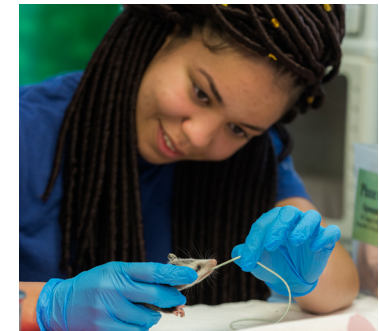
## Our Imagery

### OUR IMAGERY

We are the Community Foundation of Broward, so our imagery reflects the beauty and vibrance of our community.

We strive to capture the impact the Foundation, and our Fundholders, create in the community. The best photos convey emotion, are personal and make you feel like you are a part of the action. They tell a story.

Grantees are required to submit photos to the Foundation as part of their grant agreement. Submitted photos must be in focus, sufficiently bright and high-resolution. In order to be used in print publications, photos should have a resolution of 300 DPI.



## OUR TONE AND VOICE

Through the language we use, our tone and our voice paints a picture of our brand with every person we engage with. The words we choose communicate the Foundation's personality, trustworthiness, professionalism and commitment to Fundholders – and the community.

When writing or speaking about the Foundation, our language must be:

- **Authentic**
- **Straightforward**
- **Bold**

## AUTHENTIC

We're all ordinary people who put our pants on one leg at a time. Our job is to help other people, just like us, create bold impact through their philanthropy.

### HOW TO BE AUTHENTIC:

- Write conversationally – ask “Would someone actually say this?”
- Write with empathy – and always consider the audience
- We speak in fragments so it's okay to use them in your writing
- Use personal pronouns (we, you, our, your)
- Share compelling stories in which stakeholders can see themselves
- Show impact instead of just telling about it
- Use words average people use and understand – avoid Foundation jargon
- Show emotion and use humor – appropriately

## STRAIGHTFORWARD

Foundation stakeholders recognize the truth. We tell it to them without a lot of fluff.

### HOW TO BE STRAIGHTFORWARD:

- Be brief and be clear
- Be honest and accurate
- Write with a logical flow from beginning to end – don't jump around
- Know what you're talking about
- Use short sentences and paragraphs
- Avoid flowery language that buries the main point

## BOLD

Foundation stakeholders are visionaries, innovators, entrepreneurs and doers. They're leaders who have partnered with us because they want to do something big, blaze new trails and create bold impact. Our language must reflect the strength and commitment of the Foundation.

### HOW TO BE BOLD

- Share our enthusiasm
- Use positive language vs. negative
- Always have a strong call to action
- Don't sugarcoat things – be direct
- Use more do's than don'ts
- Focus on impact

# 7.1

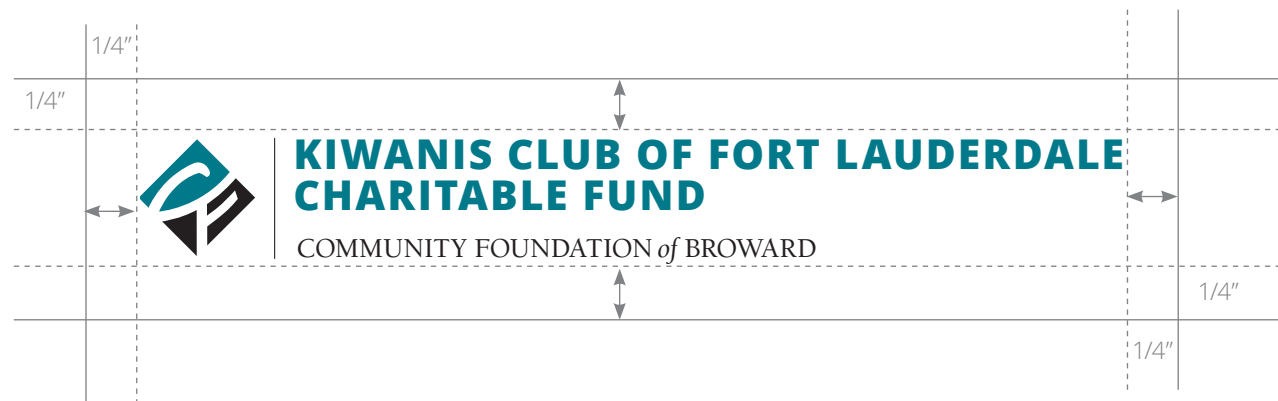
## Our Community Builders: Identity

### OUR COMMUNITY BUILDERS

#### IDENTITY

Community Builders are a distinguished group of visionaries, innovators, entrepreneurs and doers who establish endowed charitable Funds of \$1 million or more at the Foundation. We create a logo for each Community Builder Fund. It is subject to all of the same guidelines as the primary Community Foundation of Broward logo.

These logos are used whenever a Community Builder Fund is the only Fund granting to a particular project or program. These logos will also be used on the Foundation website and in a variety of marketing and communications materials. Community Builders are also encouraged to personally use their logo to earn broader recognition for their bold impact on our community.



## 7.2

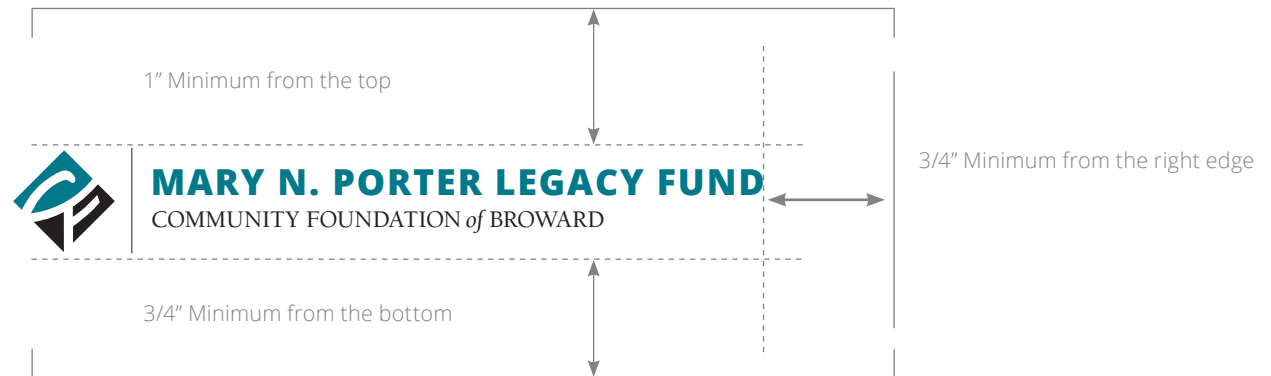
### Our Community Builders: Positioning, Spacing and Sizing

#### OUR COMMUNITY BUILDERS

#### POSITIONING, SPACING, AND SIZING

Community Builder Fund logos must adhere to all of the positioning spacing, and sizing guidelines explained in Section 2 on pages 6 and 7 of this manual.

#### Positioning



#### Minimum Sizing



## 7.3

### Our Community Builders: Supporting Imagery

#### OUR COMMUNITY BUILDERS

##### SUPPORTING IMAGERY

There is a special set of imagery and graphics used only for materials related to Community Builders (announcements, invitations, posters, presentations, printed materials.)

They include images of palm trees, leaves, sky accents and glittering gold that convey warmth, motion and prestige.

The purple PMS color 2607 is used more prominently in materials for the Community Builders. A metallic gold may also be used as an accent.

There is a diamond grid that is used as part of the over all design.



## WHAT IS A TRAILBLAZER FUND?

The standard names of the types of charitable Funds offered by community foundations aren't very descriptive. Unrestricted, Field of Interest, Donor Advised, Designated, Scholarship – it's tough to tell the difference between Fund types by name alone.

Through the **BE BOLD** Leadership Campaign, the Community Foundation of Broward strives to grow endowed unrestricted and Field of Interest dollars, which create the boldest impact on our community today – and tomorrow. In an effort to clearly and easily define the benefit of each, we have created a new category of Funds called Trailblazer Funds.

A Trailblazer Fund is the most effective way for motivated donors to take action today and ensure a better tomorrow. It's a personalized endowed Fund designed to fit their values and create the lasting change they want to see in the community. Trailblazer Funds provide reliable and nimble resources to address the needs of our community's ever-changing landscape. The issues of today may not be the issues of tomorrow. Smart philanthropists choose these Funds to ensure their philanthropy always remains relevant and impactful. It is the ultimate vehicle to create bold strategic impact.

## THERE ARE TWO TYPES OF TRAILBLAZER FUNDS

The **Broad-Impact Fund** (*formerly known as an Unrestricted Fund*) provides the broadly-focused resources that enable Fundholders to remain on the cutting-edge, and ensure their philanthropic dollars address a wide range of major issues, furthering their legacy while supporting the well-being of our community as needs change over time. These Funds are flexible and enable the Foundation to address emerging community needs for generations to come.

The **Focused-Impact Fund** (*formerly known as a Field of Interest Fund*) directs a Fundholder's philanthropic dollars to create lasting change on the specific cause (or causes) he/she cares about most. For example, a Fundholder can create a Focused-Impact Fund to support cancer research, animal welfare, and/or arts and culture. Grants from this Fund will always be aligned with the most impactful opportunities to drive change within the Fundholder's specified focus area now - and forever.

# 9.1

## BE BOLD CAMPAIGN MARKS

### BE BOLD CAMPAIGN

The **BE BOLD** Leadership Campaign has a unique logo and wordmark to be used in all materials that support the campaign.

When written within a sentence, **BE BOLD** is always capitalized with both words bolded. When used as a title or header, all caps must still be used, however, bolding of one or both words will vary so that it never appears to have been done in error.

The logo and wordmark can be used individually or in combination. When used on materials specific to the BE BOLD campaign, the words Leadership Campaign will appear below the **BE BOLD** wordmark.

All materials featuring the campaign marks will also contain the official Foundation logo. This is the most effective way to consistently connect the campaign with the Foundation.

There may be rare cases in which the campaign marks may stand alone, but only after prior review and approval by the Marketing and Communications Department.

The campaign marks are only for Foundation use and should never take the place of an official Foundation logo in grantee materials.

The logo usage guidelines in Section 2.1 to 2.5 pages 4 - 8 also apply to these campaign marks.

Campaign Logo



Campaign Wordmark

BE **BOLD**

Campaign logo and Wordmark Combined



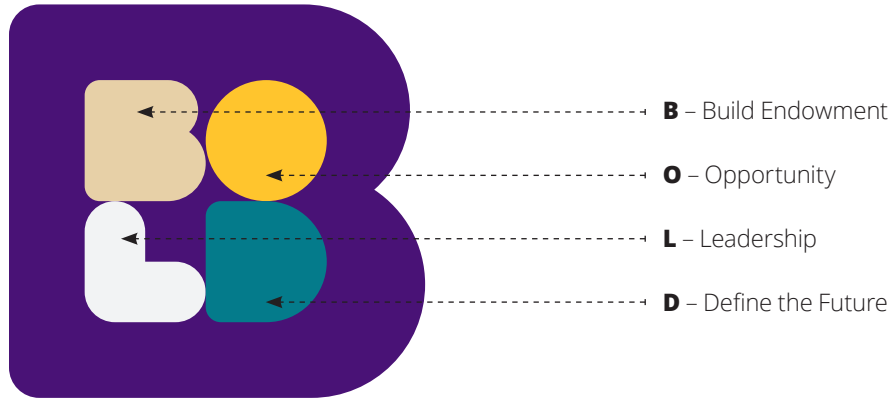
Campaign logo and Wordmark Combined with Qualifier



# 9.1

## BE BOLD CAMPAIGN MARKS

Full Color



Stacked, Centered Mark



Logo in the Community Foundation Colors



Wordmark in the Community Foundation Colors

BE BOLD

BE BOLD

# 10.1

## Grantee Communications Requirements

### HELP US HELP YOU

Now is the perfect time to raise awareness of your organization and the difference you will make with your Community Foundation of Broward grant.

Remember, the Foundation is able to award this grant to you because generous philanthropists have established personalized charitable Funds here since 1984.

Our Fundholders are not just donors, they are visionaries, leaders, entrepreneurs and doers who care about creating a better future. Proper recognition enables the Foundation to show them the impact they're making, which increases the chance they'll support your organization in the future.

Proper recognition is one way we honor our commitment to further each Fundholder's legacy – it's critical that it is done consistently and effectively.

### ADHERENCE TO THE FOLLOWING COMMUNICATIONS GUIDELINES IS MANDATORY.

**Failure to do so can result in a breach of your Grant Agreement and exclusion from future grant opportunities.**

- All promotional materials and communications related to this grant must be submitted to the Foundation for approval prior to print and distribution. This includes all print and digital media such as press releases, interior and exterior signage, invitations, announcements, programs, feature stories, blog posts, videos, and other public information for internal and external use. Plan ahead and allow 3-5 days for review. Materials should be submitted to [marketing@cfbroward.org](mailto:marketing@cfbroward.org)

### THE FUND (OR FUNDS) THAT PROVIDED THE GRANT TO YOUR ORGANIZATION MUST BE RECOGNIZED/ACKNOWLEDGED EXACTLY AS LISTED IN YOUR GRANT AGREEMENT:

*If support is provided by a single Fund from the Foundation:*

- This (project) was made possible by a grant from the Mary N. Porter Legacy Fund of the Community Foundation of Broward.

*If support is provided by multiple Funds from the Foundation:*

Support has been provided by the following Funds at the Community Foundation of Broward:

The Mary N. Porter Legacy Fund  
John Smith Cancer Research Fund  
Jones Family Foundation Fund.

*If support is provided by a single Foundation Fund, among other non-Foundation donors - and you are presenting all of them together in a list\*:*

Mary N. Porter Legacy Fund of the Community Foundation of Broward

*If support is provided by multiple Foundation Funds, among other non-Foundation donors - and you are presenting all of them together in a list:*

Community Foundation of Broward:  
Mary N. Porter Legacy Fund  
John Smith Cancer Research Fund  
Jones Family Foundation Fund

***If you encounter an unusual circumstance, please contact the Foundation to discuss appropriate options.***

*\*Note: Community Builder Funds at the Foundation each have a unique logo. If you receive a grant supported by a single Community Builder Fund AND you are presenting all of your program donors using logos instead of just written text – you MUST use the logo designed for that Fund, NOT the generic Community Foundation logo. The Marketing Department and/or Grants Manager can help you determine which logo is required.*

## FOUNDATION NAME RECOGNITION

### Allowed:

*First reference at the beginning of a sentence*

The Community Foundation of Broward

*First reference within a sentence*

the Community Foundation of Broward

*Second reference*

the Community Foundation

*Third reference and beyond*

the Foundation

### Never Allowed:

Broward Community Foundation

Broward Foundation

Broward County Community Foundation

The Community Foundation of Broward County

# 10.1

## Grantee Communications Requirements

### SOCIAL MEDIA:

The Foundation does not require prior approval of social media posts, however the following requirements apply to posts related to grant supported projects:

- You must always tag the Community Foundation of Broward in post on ALL social media platforms. The Foundation can most often be found using @CFBroward.
- If the Foundation creates a post related to your project, you must share the Foundation's post on your pages/timelines/etc. Whenever possible, the Foundation will tag your organization so you are notified of the post. Do not copy the content and re-create the post under your organization's name. Doing so makes it impossible for us to collect all relevant data related to total reach, views, and engagement of our posts.
- If the Foundation produces a video related to your program and posts it to social media, you are strongly encouraged to share it on your organization's social media accounts. You must share the original posts made to the Foundation's social media accounts, and CANNOT download the video and create an entirely new post on your accounts. The Foundation often uploads unique caption files for our videos, which makes them more accessible. This functionality disappears and the HD quality of our videos is degraded when you save the file and repost it on your own in a brand new post on your accounts. Also, creating a unique post for your accounts makes it impossible for us to collect relevant data related to total reach, total views and engagement of our posts and videos. Help us broaden the reach by sharing the Foundation's content and we'll be happy to share the data we capture with you.

### LOGOS:

In addition to written acknowledgement of the Foundation, you should include a Community Foundation of Broward logo on all print and digital communications. The following exceptions apply:

- If there is a single Community Builder Fund providing support to your organization, it will have its own logo, which should be used instead of the standard Foundation logo.
- If your program is supported by multiple Funds, none of which are Community Builder Funds, you should use the official Foundation logo and list the Funds by name in the copy as noted above.
- You must follow all logo size and spacing requirements outlined in this booklet (Section 2.4, page 7)

Contact the Foundation to request digital logo files. **NEVER** copy logos, graphics or banners used on our website.

Logos should be used in their entirety without separating elements.

Do not stretch or distort the logo. It may be enlarged or made smaller (within designated limits) as long as the proportions remain consistent AND every word in the logo remains clear and readable. No text may appear directly above, behind or below the logo. The teal color cannot be altered (Section 4.1, page 12)

The official Foundation boilerplate should appear at the end of any news release and/or multi-page publication related to this grant:

Founded in 1984, the Community Foundation of Broward helps families, individuals, and corporations create personalized charitable Funds that deliver game-changing philanthropic impact. 453 charitable Funds represent more than \$197 million in assets, distributing \$100 million in grants over the past 34 years. The Community Foundation provides bold leadership on community solutions and fosters philanthropy that connects people who care with causes that matter - which empowers visionaries, innovators and doers to **BE BOLD** and create the change they want to see in the community. [www.cfbroward.org](http://www.cfbroward.org)

Share all media coverage related to this grant. Send links and/or attachments to: [Marketing@cfbroward.org](mailto:Marketing@cfbroward.org)

*NOTE: The full set of grantee communications guidelines can be found online at <http://www.cfbroward.org/Resources-Forms-Applications>*

### PHOTO-OPS AND EVENTS

The Foundation regularly sends professional photographers and videographers to cover activities related to programs and projects supported by Foundation grants.

If you know of an opportunity for us to capture photos or video showing your grant-supported program creating an impact on the community, please let us know.

Sending a short heads-up email to the Foundation will enable us to capture the materials we need to further promote your work in our publications, on our website, in social media - or even at our events.

Help us help you! Send information about your activities to Kirk Englehardt at [kenglehardt@cfbroward.org](mailto:kenglehardt@cfbroward.org)

### **MARKETING AND COMMUNICATIONS QUESTIONS:**

#### **Kirk Englehardt**

Vice President, Marketing and Communications

kenglehardt@cfbroward.org

954.761.9503 ext. 105

### **QUESTIONS ABOUT GRANTS:**

#### **Angelica Rosas**

Grants Manager

arosas@cfbroward.org

954.761.9503 ext. 114

### **NEED MATERIALS APPROVED?**

Email materials to [marketing@cfbroward.org](mailto:marketing@cfbroward.org)

### **WHERE TO FIND US:**

#### **Community Foundation of Broward**

910 East Las Olas Boulevard, Suite 200

Fort Lauderdale, Florida 33301



910 East Las Olas Boulevard, Suite 200 | Fort Lauderdale, Florida 33301  
t 954.761.9503 | f 954.761.7102  
cfbroward.org | info@cfbroward.org