






Northern New York  
Community Foundation

LOGO & BRAND STANDARDS GUIDE

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The Northern New York Community Foundation logo is the most visible element of our identity. It is our universal signature across all Community Foundation communications. Our logo is composed of two elements: the tree symbol and the logo type. The following provides guidelines on the correct usage of our logo across all aspects of public communications.

## LOGO VARIATIONS

| HORIZONTAL  | STACKED  | BRAND MARK   |
|---|--|--|
| <p>This logo is the original and preferred mark for all applications.</p>         | <p>This logo should be used in an instance that works with the alignment of content or layout.</p> | <p>The brand mark should be used in an instance where there are legibility issues. For example, an icon for on-screen use.<br/><i>For Community Foundation use only.</i></p> |
|  |                   |   |

## CLEAR SPACING

The Community Foundation logo needs a minimum amount of clear space in order for the mark to be effective and clear. This protects against competing elements such as patterns and other graphics.



USE THE TREE SYMBOL AS A REFERENCE FOR PROPER CLEAR SPACING.

## SIZING

When sizing the Community Foundation logo and icon, legibility is always a priority. There are minimum sizing restrictions in place to avoid losing the readability of the logo. There is no maximum size restriction for the logo. The clear space rule should be applied always.

### MINIMUM HORIZONTAL



### MINIMUM STACKED

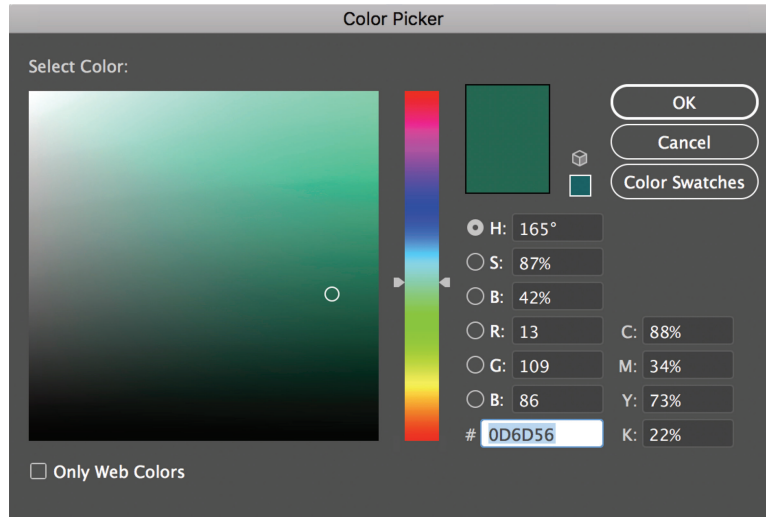


# LOGO IMAGERY & COLORS

At the heart of the imagery behind the mission of the Northern New York Community Foundation is our tree. The tree represents stability, growth, quiet strength, and perennial returns. These values are at the core of what the Community Foundation does.

The Community Foundation’s primary color is **Pantone 342PC**, often called “**Foundation Green.**”

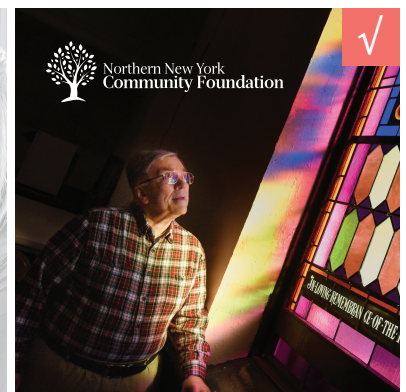
The tree logo should be displayed as either Foundation Green (**Pantone 342PC** or **CMYK 88/34/73/22** for offset printing and **#0D6D56** for web applications) or White if displayed against a dark background and Black when used in black-and-white printing.



A complete logo package file available for use includes the Community Foundation’s horizontal and stacked logo variants in **EPS** and **PNG** file formats in **Foundation Green**, **White**, and **Black**.

# PROPER USAGE

Below are a few examples of how to properly utilize the Community Foundation logo.



# USAGE GUIDELINES

TO ENSURE CONSISTENCY AND APPROPRIATE BRAND IDENTITY, A GENERAL SET OF GUIDELINES FOR COMMUNITY FOUNDATION LOGO USAGE IS OUTLINED AS FOLLOWS.

- 01 The logo artwork should not be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator based EPS. PNG files that contain a transparent background are also available.
- 02 Minimum clear space must be maintained on the perimeter surrounding the logo. Use artwork provided.
- 03 Logo must be uniformly scaled. Do not distort the logo artwork in any way.
- 04 Logo artwork should always appear upright.
- 05 EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- 06 The logo should appear against a solid background to ensure maximum and proper contrast.
- 07 Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- 07 Do not reproduce the logo in colors other than those specified in these guidelines.
- 09 Do not download or use any logo that appears on NNYCF.org or on any Community Foundation social media page. In most cases, graphics found on a web page are rendered very small, typically 72 dpi, and are not suitable for use elsewhere.
- 10 Do not substitute any logo fonts or change the kerning, leading, or scaling of logo type.
- 11 While the horizontal logo is the original, preferred logo, you should choose a logo version that best fits your layout. “Best fit” is whichever version — horizontal or stacked — can be displayed in the layout at the largest possible size.
- 12 Do not abbreviate Northern New York Community Foundation as NNYCF. The correct proper name is **Northern New York Community Foundation**. On second and subsequent references, it is acceptable to shorten the full name to **Community Foundation**.

## APPROVED ARTWORK

To ensure the best quality, use only the official Community Foundation logo digital artwork. It is available for download in various formats (eps, png) and approved colors at: [nnycf.org/partner-resources](https://nnycf.org/partner-resources). You may also email our Director of Communications for additional guidance at [info@nnycf.org](mailto:info@nnycf.org).

# THINGS NOT TO DO.

1. DO NOT CHANGE THE LOGO'S ORIENTATION.
2. DO NOT BEVEL OR EMBOSS THE LOGO.
3. DO NOT PLACE THE LOGO ON A BUSY PHOTOGRAPH OR PATTERNED BACKGROUND.
4. DO NOT CHANGE THE LOGO COLORS.
5. DO NOT CROP THE LOGO IN ANY WAY.
6. DO NOT ADD "GLOW" EFFECTS TO THE LOGO.
7. DO NOT PRESENT THE LOGO ON "VIBRATING" COLORED BACKGROUNDS.
8. DO NOT OUTLINE THE LOGO.
9. DO NOT PLACE THE LOGO ON A SIMILAR COLORED BACKGROUND.
10. DO NOT PLACE A DROP SHADOW BEHIND THE LOGO.
11. DO NOT STRETCH OR RESIZE THE LOGO TO DISTORT ITS PROPORTIONS.
12. DO NOT RECREATE OR REPLACE ANY GRAPHIC, TEXT ELEMENT, OR FONT WITH SOMETHING ELSE.





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131 WASHINGTON STREET, WATERTOWN, N.Y. 13601  
315-782-7110 | [INFO@NNYCF.ORG](mailto:INFO@NNYCF.ORG) | [NNYCF.ORG](http://NNYCF.ORG)