

Branding Guidelines

Community Foundation of Lorain County



**Smallest size
recommended**



Too small



Way too small

Because the logo incorporates text, it must be printed large enough to be readable. The “Lorain County” text in the logo must be legible in all uses and determines minimum size. Use size of a business card as a guide.

Using THE

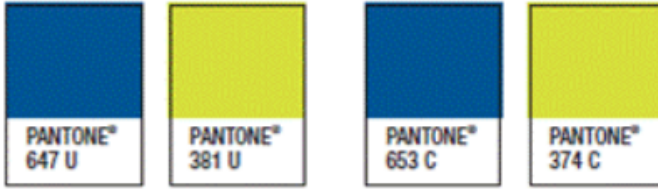
In-text, the formal name is: *Community Foundation of Lorain County*. It does not have “the” as a formal part of its name and should not be capitalized if used before the name.

No: “The mission of The Community Foundation of Lorain County is to...”

Yes: “*The mission of Community Foundation of Lorain County is to...*”

Yes: “*Community Foundation of Lorain County is supporting the work of...*”

When referred to hereafter, or spoken informally, the name may be shortened to: “*Community Foundation*”. If the name is used in a sentence and it is awkward not to have “the” included before its reference, *Community Foundation* may be used.



Pantone (spot colors) for
uncoated paper stocks.

Pantone (spot colors) for
coated paper stocks.

RGB Specifications

The three colors—red, green and blue (RGB)—that are used by a computer monitor to create color images on the screen.

Green R: 204
G: 232
B: 33

Blue R: 9
G: 54
B: 120

CMYK Specifications

A printing technique that uses the four process colors—cyan, magenta, yellow and black (CMYK)—in varying proportions to create thousands of colors.

Green C: 29
M: 0
Y: 100
K: 0

Blue C: 100
M: 56
Y: 0
K: 23

Always consult your printer for
recommended percentages.

For additional information, please contact the Communications Officer at 440.984.7390.