



Community Foundation of **LORAIN COUNTY**

Branding Guidelines

Empowering Our Community Through Effective Branding

Community Foundation Logo Usage:

- Always use the approved version of the Community Foundation of Lorain County logo. Do not alter, distort, or modify the logo in any way.
- Ensure that the logo is displayed prominently and legibly on all materials. It should be easily recognizable and not overshadowed by other elements.
- Maintain the proper proportions of the logo. Do not stretch or squeeze the logo. Use the appropriate logo format (e.g., color, black and white) based on the specific application and medium. Rectangular or squared.
- When placing the logo on colored backgrounds, ensure sufficient contrast for optimal visibility.



Affiliate Fund Logo Usage:

- When using the Affiliate Fund logo, always include *An Affiliate Fund of the Community Foundation of Lorain County*



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, it is awkward not to include “**the**” before its reference. **Community Foundation** may be used.

Colors

- Blue: R 28, G 117, B 188
- Dark Green: R 82, G 133, B 63
- Light Green: R 141, G 198, B 63

