



**Community Funds**  
at the Grand Rapids Area Community Foundation

**COMMUNITY GIVING TO COMMUNITY**

# Brand Guidelines



COMMUNITY  
FOUNDATION

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GRAND RAPIDS AREA

Grand Rapids Area Community Foundation  
350 NW 1st Avenue, Suite E  
Grand Rapids, Minnesota 55744  
(218) 999-9100 | [gracf.org](http://gracf.org)

# brand: not just a logo

Every organization has a brand, whether or not it is a priority. Simply defined, a brand is what people think about you – the impressions they have when hearing or seeing your name. In most cases your brand is reflected initially in your logo, then supported by your messaging. These experiences influence attitudes and opinions about your organization.

A good brand is built over time and requires thought, strategy and consistent implementation.

Without brand consistency, people will lose sight of the message you are trying to portray and vital trust in your organization.

## **Protects your investment:**

Without established brand standards, many organizations spend thousands of dollars crafting a logo and building a message, only to have it degraded by inconsistent application.

Build equity in your brand by being consistent.

## **Conveys your outlook and attitude:**

A focused effort to establish and maintain consistent branding will deliver a very specific set of impressions: Are you serious? Are you intentional? Do you follow through?


## **Helps you manage perceptions:**

Consistency connotes professionalism, purpose and stability

## **Eliminates brand confusion:**

A consistent brand should instill confidence rather than engender confusion.

## **Builds upon previous successes:**

No one has to guess, “I wonder what this Coca-Cola will taste like?” when they see: 

**Being a memorable brand requires multiple people to coordinate and consistently deliver in-person and digital experiences.**

A customer’s first encounter with a brand, usually through an advertisement, should be followed by a series of encounters—website visit, email promotion, social media site visit, in-person conversation, and hopefully a planned gift or donation—in which your community fund’s identity is reinforced.

The Grand Rapids Area Community Foundation can:

- Offer a designated website page for each Community Fund
- Promote funds through Facebook
- Assist with messaging and donor development
- Prepare documents and other gift materials
- Provide marketing and printed materials (Marketing “kit”)
- Convene meetings with donors and professional advisors

## Consistency

Protects your investment

Conveys your outlook and attitude

Helps you manage perceptions

Eliminates brand confusion

Builds upon previous successes

## 5 Keys

Know Your Audience

Standardized Colors & Design Styles

Use Uniform Typography (fonts)

Utilize Imagery Characteristics

Repeat Your Core Messaging

# layered communications

Wherever and whenever a potential donor comes across your materials — your ad, social media post, video or whatever — they should immediately recognize them as coming from you and the community fund. The brand experience should be the same.

**ALWAYS provide information, links and other opportunities about where and how people can support and donate to the community fund.**

**To establish your identity effectively, all materials should be aligned with your mission, values and purpose.**

**Slogan:**

***Community Giving to Community***

## In-person conversation

This is where consistency in messaging is important to the donor and to you! **Consistency in messaging** (and having a strong, simple message) **makes approaching potential donors much easier.** When you have a strong, simple message, there is much less:  
“What should I say?”

## Printed Materials

## Signs and Banners

## Website, Email, Social Media

## Professional Advisors & Community Foundation

**The use of your name and how to you refer to your fund, committee and organization is just as important as the consistent use of your logo and colors.**

**Always be specific and use the correct name. The more often you use (and repeat) the correct name, the more donors will remember you.**

**Clean & Crisp**

**Community**

**Professional  
High Standards**

**Timeless  
Lasts Forever**

**Tone of Voice:**

**Conversational  
Friendly  
Helpful**

**For consistency in messaging, tone, text and writing contact:**

**Marsha Miller**  
mkmiller@paulbunyan.net  
**(218) 259-9026**

# photos and graphics

A picture says a thousand words. What are you saying? Use photos of local people and local places as opposed to stock photos or clip art.

## Be consistent in design.

Minuteman Press has professional graphic designers who understand the Brand Guidelines for all of the Community Funds at the Grand Rapids Area Community Foundation.

Minuteman Press has many of the resources and materials in the basic press kit ready for you, or prepared to design. Minuteman Press is happy to help you with any of your graphic design or printing needs.

Minuteman Press  
70 SE 7th Street | Grand Rapids, MN 55744  
(218) 327-9984  
grandrapids@minutemanpress.com

The best way to a customer's heart is through their eyes. Neuroscientists at MIT have found that the brain can process an image in as few as 13 milliseconds; it takes the brain roughly 200 milliseconds to process a group of words.

When it comes to message consistency, the images used in marketing or a social media post are more important than the accompanying text. In fact, content with images perform 94 percent better than text-only content. However, you should also consider the types of images used. Your photography should reflect your community, values, audiences and central brand message.

## The best photos to use for marketing and printing are:

1. Taken with a newer (high quality/HD) camera rather than a phone or iPad
2. High-definition
3. Attached to email rather than inserted
  - Download and save the photo to your computer from the camera and then attach the photo and send the email from your computer.
  - Sending a photo from an iPhone that you took on an iPhone will just be inserted into the email.

When you attach the photo, the email program will probably ask how big you want to send the photo. Always choose "actual size", which should be the largest. Make the name of the photo file the description of the photo. (Instead of the photo file name being "img56478.jpg", save it on your computer to something such as "Sally Smith and Joe Black catch the prize walleye.jpg")

## Local People

## Local Places

## Color Shift

Colors that you see on your computer do not necessarily print out looking the same.

Home or general office machines will not necessarily print your specific colors correctly.

Use a professional printer for any materials that the public will see or touch.

**Only professional printers will insure consistency with your colors. Provide a copy of these Brand Guidelines, or have them contact the Grand Rapids Area Community Foundation for specifics and logo files to be certain your finished product meets your intentions.**

# fonts and logo use

## Times New Roman

### Tahoma

## Tahoma

### Times New Roman

Use one or a combination of **Times New Roman** and **Tahoma**.  
Be consistent with the font used for headings, and the font used for the main text.

## Logo

Your logo is square. It has a tree on top and the name of the fund under the tree.  
The logo text has your geographic area on the first line, and “Community Fund” on the second line.

Maintain the integrity of your logo. Don’t cut it in half or remove the fund name.

The logo should not be printed smaller than one inch high (1” H) and should maintain at least an additional 15% of “white space” or buffer around the entire perimeter.

Black & white and grayscale logos are available.

The use of acronyms is impersonal and breaks down relationships.

## Refrain from using acronyms.

Contributing to a fund is personal!  
You want to build relationships!

## Times New Roman

- Easier to read in print
- Makes text more cohesive

## Tahoma

- Easier to read online
- Provides emphasis



Actual Minimum size = 1”H  
15% additional white space



# color scheme

## **Each Community Fund has a specific color scheme.**

Within your color scheme, there are several different colors. Each color has the corresponding color codes to insure your colors are consistent and always look and print the same.

### **Main**

Your logo uses your main color.

Your main color should be used the most. On banners or other materials, this may be the only color used. One color is often preferred, and usually provides for less expensive printing.

### **Accents**

Accent colors are found with your main color. Accent colors should be used very sparingly.

### **Text Color**

Your base text color is black.

### **Paper Color**

You should always print on a bright white background (96 or brighter).

Logos are available in black & white and grayscale.

**For consistency in messaging, tone,  
text and writing:**

**Marsha Miller**  
**[mkmiller@paulbunyan.net](mailto:mkmiller@paulbunyan.net)**  
**(218) 259-9026**

**For consistency in design, questions about  
graphics, photos and printing:**

**Minuteman Press**  
**70 SE 7th Street**  
**Grand Rapids, MN 55744**  
**(218) 327-9984**  
**[grandrapids@minutemanpress.com](mailto:grandrapids@minutemanpress.com)**

**Be sure to discuss any ideas and suggestions  
you have for additional materials or tools that  
would be helpful.**

**The Community Foundation has resources  
and printed materials to help with all your  
marketing and promotions.**

# printing specifications

**Fonts:**

Main: Times New Roman

Accent: Tahoma

Maintain the integrity of the logo.

Don't cut, crop or remove the fund name.

**Logo Size & White Space:**

The logo should not be printed smaller than one inch high (1" H) and should maintain at least an additional 15% of "white space" or buffer around the entire perimeter.

Black & white and grayscale logos are available.

**Text Color:**

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Paper Color:

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**Slogan:** *Community Giving to Community*

Deer River Red

PMS: 187

HEX: A6192E

RGB: 116,25,46

Water

PMS: 2935

RGB: 0,87,184

Goldenrod

PMS: 7406

RGB: 241,196,0



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Greater Itasca Gold

PMS: 131

HEX: CC8A00

RGB: 204,138,0

Evening Blue

PMS: 302

RGB: 0,59,92

Walnut

PMS: 450

RGB: 79,47,33



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Greenway Green

PMS: 355

HEX: 009639

RGB: 0,150,57

Taupe

PMS: 453

RGB: 201,199,166

Cool Gray

PMS: Cool Gray 11

RGB: 83,86,90

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Hill City Purple

PMS 259

HEX: 6D2077

RGB: 109,32,119

Black Pine

PMS: 554

RGB: 36,97,71

Tamarack

PMS: 451

RGB: 155,148,95

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**Slogan:** *Community Giving to Community*

Nashwauk Blue

PMS: 289

HEX: 0C2340

RGB: 12,35,64

Nashwauk Yellow

PMS: 109

RGB: 254,209,0

# printing specifications



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Deer River Red: PMS: 187

Hill City Purple: PMS 259

Greater Itasca Gold: PMS: 131

Greenway Green: PMS: 355

Nashwauk Blue: PMS: 289