

# CICF

## Graphic Standards Manual

### For Grant Recognition

Philanthropy. It begins with an idea, a fundamental belief, an inspiration. From that core idea, it bursts forth in all directions, touching lives and communities in a variety of ways. Its energy is creative, its effects far-reaching, its value beyond calculation.

Invigorating, enlivening, inspiring philanthropy is what Central Indiana Community Foundation and its affiliates are all about. The newly created logo was designed to convey this clear and important message, and these guidelines for using the new visual identity will help you be a skilled and effective messenger.

Whether you are an associate or employee, whether you are a donor or a grantee, whether you are reporting on the Foundation or reporting to it, you can help establish this new visual identity and, as a result, help communicate the organization's fundamental purpose and vision. And in this way, you can contribute to the success of our community.

**Now that's inspiring!**

### "What is the logo, and what does it imply?"

This new logo, inspired by the architectural elements of the Broad Ripple office, uses simple shapes and concepts to represent the bright, innovative approach to philanthropy that is CICF's hallmark.



**The logo** is made up of the following distinct elements:

**a** **Names** of the three entities – Central Indiana Community Foundation (CICF), The Indianapolis Foundation, and Legacy Fund. Please note that CICF appears as both words and the common abbreviation. For clarity, The Indianapolis Foundation and Legacy Fund are not abbreviated to the letters TIF and LF, respectively, but rather should always be spelled out.

**b** **Icon** – a distinctive starburst pattern, representative of an idea forming and expanding. It must always be used with the abbreviated lower right spoke when it appears within the logo, as seen in the first illustration.





**Tagline** – The tagline “Inspiring philanthropy” appears in the lower right corner of the logo and reinforces the message of the icon. It is taken directly from the CICF mission statement: to inspire, support, and practice philanthropy, leadership, and service in our community.

The logo must be used in its entirety, following these guidelines, for all communications with only one exception. **For grant recognition purposes only** – for instance, for use in literature produced by grant recipients or in CICF documentation regarding The Indianapolis Foundation or Legacy Fund Community Endowments or Efroymsen Fund. The individual logo variations are acceptable. These one-use-only variations, which include the icon, tagline, name of the organization plus the words “A CICF Affiliate” or “A CICF Fund,” are shown here. In all other instances, the full and official CICF logo is the right one to use.



In these variations of the logo and in the primary logo, the elements are drawn in a very specific way and must never be altered. To ensure the highest quality and consistency in reproducing the logo, contact the CICF Marketing & Communications department for an approved electronic version. Never scan or color photocopy the logo from a piece of stationery, binder cover, or other printed material. **For internal purposes only**, you may print the logo on a color printer. But truly accurate colors can only be achieved in four-color printing processes; therefore, for all external purposes, contact the CICF Marketing & Communications department for assistance. Using short cuts to reproduce the logo will result in an inferior quality product representing our organization – an outcome no one wants.

## “How do I use the logo?”

The logo may appear in four-color, two-color, one-color, and reversed out versions. Contact CICF Marketing & Communications staff to obtain any of the following logo versions. Here is how you can use each of them:



**Full-color version** This is the **preferred** version of the logo and should be used whenever possible. The colors are vital elements of the overall visual identity, forming a type of “trademark” that can heighten recognition and build awareness of CICF and its affiliates. The official full-color version contains four specific colors, used consistently, and must always be produced following these guidelines.

### The full-color version uses the following colors\*:

- Foundation Blue (in lieu of Foundation Blue, use PANTONE 288)
- Foundation Turquoise (in lieu of Foundation Turquoise, use PANTONE 312)
- Foundation Orange (in lieu of Foundation Orange, use PANTONE 144)
- Foundation Green (in lieu of Foundation Green, use PANTONE 390)

### The preferred background color for the full-color logo is white.

Secondarily, any very pale, neutral color (such as ivory) is acceptable. The background color should not obscure or conflict with the logo; therefore, **refrain** from using background colors

not included in the identity color palette and never put the full-color logo on a patterned or highly textured background. Do not reproduce the logo over a photograph unless the photo has adequate neutral space to provide a solid white or very pale color background.

\*PANTONE® is a registered trademark of PANTONE, Inc. The colors shown in this manual are not intended to match the PANTONE Color Standards.

**Two-color version** When budgetary or other constraints prevent the use of the full-color version, or when a design requires it, you may use a two-color version of the logo. This version uses Foundation Blue for the core and largest dots of the spokes on the icon and for the names of the organizations; one of the other colors of the full-color version (either Foundation Turquoise, Foundation Orange, or Foundation Green) is used for the remaining dots on the spokes and for the tag line, “Inspiring philanthropy.”

The preferred background colors are the same as for the full-color version.



**One-color version** Occasionally, it will only be possible to use one color to reproduce the logo. When that is the case, the logo should print in either Foundation Blue or black. You have two options in this version:

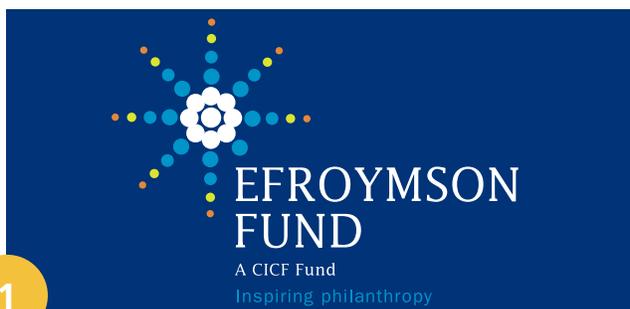
- The two outermost dots on each spoke are 50 percent of the color used.
- All elements of the logo are 100 percent of the color used.

CICF Marketing & Communications can provide you with this approved version: do not try to create it yourself.



**Reverse treatment version** Some designs will call for the logo to appear on a black or very dark background. Other times, a one-color reverse may be preferred when the logo appears in a one-color print piece that uses a color not in this design system color palette. When this happens, one of two options may be employed:

- 1 When the logo is used on one of the colors in the full-color logo, make the parts of the full-color logo that match the background white rather than that color. For instance, if the background is Foundation Blue or a similar color, the blue letters, dots and lines in the full-color logo become white.
- 2 All elements of the logo become white.



## “Where should I place the logo on a page or item? And what size should it be?”



**Positioning:** Retain an area of isolation around the logo that gives it breathing room. Visually separating the logo from copy, photographs, or illustrative materials will maximize the logo's impact and minimize confusion.

Never place anything in the space above the logo type and to the right of the icon.

The **minimum** area of clear space around the logo should equal the height of the letters in either the word “Indianapolis” or “Foundation.”

**Alignment:** Use the center axis of the icon – either the vertical or horizontal one – to align the logo with other elements on the page.

**Size:** The logo should be sized appropriately to the piece on which it appears, neither too large to dominate the space nor too small to be legible. On an 8.5" x 11" page, the logo can be no larger than 3" wide and no smaller than 1.75" wide. To adjust the size of the logo in Microsoft Office® products, use the four corner points on the box that surrounds the logo in order to assure the correct proportions. Be careful not to stretch or otherwise distort the logo.

## “What other rules about the logo do I need to follow?”

There are just a few other guidelines about the logo that are important to remember:

- Do not place the logo in a shape (such as a circle, rectangle, etc.) in order to separate it from other graphic elements or dark background colors. If the logo must appear in a dark-colored area, use the reverse version.
- Don't selectively use separate elements of the logo. Only the approved special versions for The Indianapolis Foundation, Legacy Fund, and Efroymsen Fund are acceptable alternatives to the full CICF logo. The icon is the only element that may be used separately as a graphic element.
- Use the appropriate file type to ensure best quality. CICF Marketing & Communications can provide the logo in various file types depending on your needs. For example, a .jpg file is best for the Web, but will reproduce poorly in print materials.

**Why is it important not to change the look of the logo?** A copy is filed with the United States Patent and Trademark Office. To protect our rights and prevent others from using our logo inappropriately, maintain these standards at all times.

### Who to contact?

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Thank you for your cooperation!