This document serves as a guideline for working with the Central Indiana Community Foundation's logo and established brand guidelines. It is important for CICF to maintain a consistent and distinctive identity across all of our public touchpoints and marketing materials. We must ensure that the representation of our brand and the basic elements of our identity are always used coherently and correctly.

This guideline outlines a number of fundamental areas of importance including logos, color palettes and typefaces. By adhering to these guidelines we will ensure that our identity stays strong and we promote a consistent image to our audiences across all of our communications.

While we use a bright, inviting palette, we want our printed materials to be warm and friendly. Printed documents should be large, easy-to-read and nicely tactile. Try to avoid cold, glossy materials in print marketing.
BRAND EXPRESSION: LOGO

EVOLUTION
The new logo family is a “refresh” of our long-standing starburst logo — making the mark bolder and more readable in small applications.
BRAND EXPRESSION: LOGO

ELEMENTS ALIGNMENT

The logo consists of the starburst element, the organization acronym and the names of the affiliated funds. The relationship and spacing of these elements is shown here. The relationship of these elements should not be altered.
**BRAND EXPRESSION: LOGO**

**SIZE AND CLEARSPACE**

The logo is designed to remain readable at small sizes down to the minimums shown here. Be sure to allow sufficient clear space around the logo.

Avoid using the logo at any size smaller than shown here. Use the most readable format for the space available.

Maintain a clear space around the logo of at least the letter height of the “T” in “CICF” (as shown here).
BLACK AND WHITE USAGE

When the logo cannot be used in full-color, all elements should print in black or white — determined by legibility over the background under the logo.

Only use in full white or full black. Do not use a black and white version of the full color logo.
BRAND EXPRESSION: LOGO

MISUSE

The logo should always remain intact. Its proportions and orientation should never be altered.
BRAND EXPRESSION: COLOR

CORE PALETTE

The brand colors are Pantone 144 orange, Pantone 390 green, Pantone 312 light blue and Pantone 288 dark blue and the Pantone-suggested matches for those colors when used online and in process color printing.

Care should be taken to always use the current Pantone matching system for converting colors (not the conversions provided in applications such as Adobe Illustrator or Photoshop.)

www.pantone.com

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>PANTONE</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0c 51m 100y 0k</td>
<td>144c</td>
<td>237r 139g 0b</td>
<td>ed8b00</td>
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<tr>
<td>27c 0m 100y 3k</td>
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<td>181r 189g 0b</td>
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<tr>
<td>88c 0m 11y 0k</td>
<td>312c</td>
<td>0r 169g 206b</td>
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<tr>
<td>100c 80m 6y 32k</td>
<td>288c</td>
<td>0r 45g 114b</td>
<td>002d72</td>
</tr>
</tbody>
</table>

Text is usually printed at 100% black with headlines in black, gray or any of the brand colors for visual effect. Text may be printed at a value less than 100% at the discretion of the designer.
BRAND EXPRESSION: COLOR

SECONDARY COLOR PALETTE

In most applications, the brand’s core color palette should be all that is needed. In the event that additional colors are needed, this secondary palette is suggested. These additional colors should be used with discretion and only in addition to the core colors—never as replacements.

Screened values of the brand core colors may also be used sparingly.

CORE PALETTE

SECONDARY PALETTE

- 54c 61m 0y 0k
  Pantone 2655c
  9678D3

- 2c 22m 100y 8k
  Pantone 110c
  DAAA00

- 0c 100m 2y 0k
  Pantone 226c
  D0006F

- 6c 4m 7y 13k
  Pantone 420c
  C7C9C7

- 21c 11m 9y 23k
  Pantone 429c
  A2AAAD
The CICF logo uses two typefaces within the mark. A slightly altered version of Lucida Bold is used for the CICF lettering. Brandon Grotesque Medium is used for the full name and affiliate names.
BRAND Expression:

TYPE FACES

Headlines should be set in the Brandon Grotesque family—all caps.
(Bold weights of Futura or Arial would be acceptable in situations where only Microsoft/digital media fonts are available.)

Body copy should be set using the Avenir family. Preferred weights for text are Avenir Book and Avenir Light.
(Light weights of Futura or Arial would be acceptable in situations where only Microsoft/digital media fonts are available.)

The Adelle font family can be used as a serif complement to the main sans serif fonts (subheads, captions, etc.)
(Cambria would be acceptable in situations where only Microsoft/digital media fonts are available.)

BRANDON GROTESQUE
ALL CAPS/HEADLINES

Brandon Grotesque Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Grotesque Regular

Brandon Grotesque Medium

Brandon Grotesque Bold

Brandon Grotesque Black

AVENIR

Body copy companion to Brandon Grotesque

Avenir Book

Avenir Light

Avenir Book Oblique

Avenir Light Oblique

Avenir Book

Avenir Book Oblique

Avenir Roman

Avenir Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Heavy

Avenir Heavy Oblique

Avenir Black

Avenir Black Oblique

ADELLE

Complementary serif family

Adelle Regular

Adelle Bold

Adelle Bold Italic
CICF has two affiliates and several funds. Some funds have a logo mark to complement the CICF family. Like the CICF logo, these affiliate logos are available in a horizontal and a vertical (stacked) version. The horizontal version of each logo is the preferred format. The alternate, stacked version of the logos allow for better legibility when space is too tight for the preferred, horizontal version.

Other funds will simply add the appropriate CICF affiliate bug to their own logo.
This is our current family of associated logos.
DOWNLOADABLE BRAND ASSETS

These links provide access to the latest versions of each logo for print and digital use.

Upon entering the links into your web browser, the zip file will begin downloading.

CICF & AFFILIATES

Central Indiana Community Foundation (CICF)
cicf.org/logos-cicf/

The Indianapolis Foundation
cicf.org/logos-theindianapolisfoundation/

Hamilton County Community Foundation
cicf.org/logos-hamiltoncountycommunityfoundation/

SPECIAL FOCUS FUNDS

Central Indiana Senior Fund
cicf.org/logos-seniorfund/

The Indianapolis Foundation Library Fund
cicf.org/logos-libraryfund/

Women’s Fund of Central Indiana
cicf.org/logo-womensfund/

FAMILY FUNDS

Jacqueline A. Banks Memorial Scholarship
cicf.org/logos-banks/

Dovie Stewart Cox & Chester A. Cox, Sr. Memorial Fund and Standiford H. Cox Fund
cicf.org/logos-cox/

Crosser Family Foundation
cicf.org/logos-crosser/

Margot L. Eccles Arts & Culture Fund
cicf.org/logos-eccles/

Efroymson Family Fund
cicf.org/logos-efroymson/

Glick Fund
cicf.org/logos-glick/

Rogers Family Foundation
cicf.org/logos-rogers/

Prospect Fund
cicf.org/logos-prospect/

Sheehan Family Foundation
cicf.org/logos-sheehan/
If you have questions regarding these guidelines, please contact the CICF marketing department.

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