



MAIN LOGO

This version of the logo should be used whenever possible on all print and digital materials.



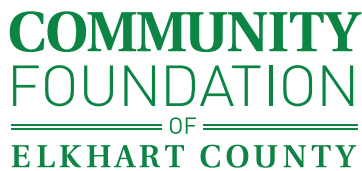
MAIN LOGO REVERSED

The logo should be reversed to white whenever it's placed on a dark or photographic background.



MAIN LOGO CENTERED

This logo should be used sparingly and only when spacing absolutely requires a centered format.



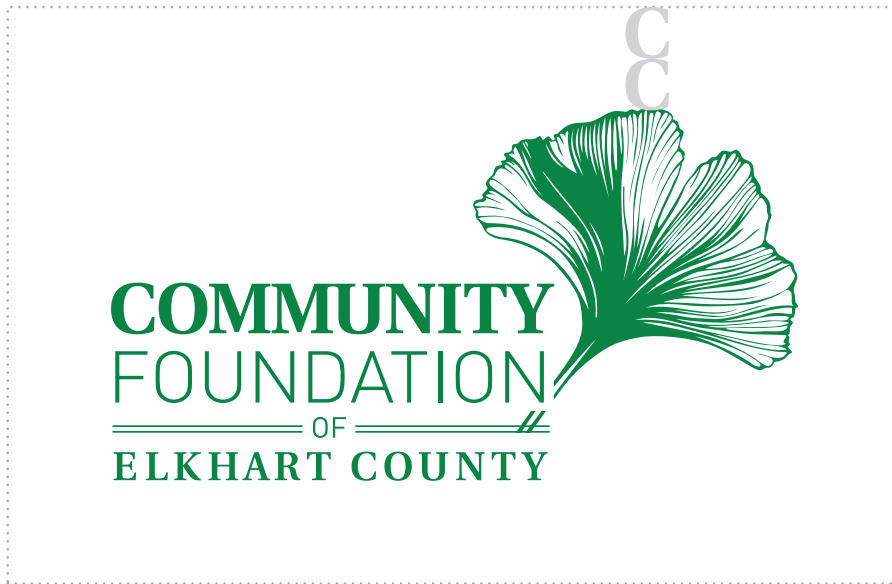
SEPERATED LOGO ELEMENTS

The logo elements alone should not be considered logos but brand assets, and should be used sparingly in independent contexts.



TAGLINE LOGOTYPE

This logotype should be used whenever the tagline is present. The tagline should never appear as regular typeset.



SAFE AREA

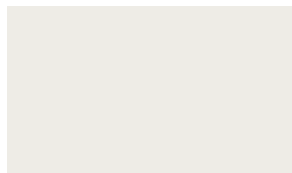
On all versions of the logo, a minimum clear space the size of two C's from 'Community' is required on all sides.



88 / 20 / 100 / 10
#008444
PANTONE 348



75 / 40 / 60 / 53
#426D61
PANTONE 7484



5 / 4 / 7 / 0
#EEEECE7
PANTONE 7527



50 / 45 / 50 / 60
#45443F
PANTONE WARM GREY 11

COLOR PALETTE

These are the only colors that should be used when the main brand of CFEC is present. No other colors should be added or swapped in.

INCORRECT APPLICATIONS



Never stretch or distort the logo.



THIS IS AN INCORRECTLY PLACED HEADLINE.

Never put other elements too close to the logo.



Never add a dropshadow or any effects.



Never make the logo more than one color.



Never replace or remove any of the wording in the logo.



Never change the orientation of the ginkgo leaf.



Never place a non-reversed logo on a dark or photographic background.



SUB BRANDS

The sub brands for CFEC should appear in their full form whenever possible and should never vary in color. All other brand elements (such as the ginkgo leaf or tagline logotype) should appear in the corresponding color.



REVERSED SUB BRANDS

The sub brands should be reversed to white when they appear on a dark or brand color. The ginkgo leaf can be dropped when space requires.



95 / 60 / 40 / 25
#035169
PANTONE 7469

90 / 50 / 25 / 5
#808184
PANTONE 2393

67 / 0 / 64 / 0
#4DBC86
PANTONE 3375

COLOR PALETTE

These are the only colors that should be used when the sub brands of CFEC is present. No other colors should be added or swapped in.

INCORRECT APPLICATIONS

All rules that apply for the main brand application apply to the sub brands. In addition when a piece is sub brand specific, only that sub brand's colors and elements should be used. They should never mix or be used in conjunction with another sub brand on the same print or digital piece.

BRAND TYPEFACES AND FONTS

GOTHAM

Gotham is the typeface used for headlines and for subbrand names (Advisors, Philanthropists, Nonprofits) as well as for short amounts of body copy. Ads usually have an appropriate amount of copy to be set in Gotham, where longer copy (such as brochures or annual reports) should be set in the more readable Sentinal typeface. Gotham is an organic sans serif with open counters and a human feel.

GOTHAM BOLD, CAPS: Uses - Headlines. Set with 50pt kerning. Bold should never be used in sentence case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOTHAM MEDIUM: Uses - Headlines. Set with 50pt kerning. Medium should never be used in sentence case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOTHAM BOOK: Uses - Body copy. Book should only be used in sentence case and should never be used for headlines.

abcdefghijklmnopqrstuvwxyz

Hanley Rough Signature

Hanley Rough Signature is the typeface used lightly on invitations as headlines or descriptive text.

Hanley Rough Signature: Hanley should be set in sentence case and never be set in all caps.

abcdefghijklmnopqrstuvwxyz

SENTINAL

Sentinal is the typeface used for accents (such as 'for' in the sub brands) and for longer paragraphs and body copy. It is a slab serif with high readability and distinctive italics.

SENTINAL BOOK: Uses - Body copy. Sentinal Book should never be used for headlines or set in all caps.

abcdefghijklmnopqrstuvwxyz


SENTINAL BOOK ITALIC: Uses - accent copy such as 'for' in the sub brands or callouts in body copy. It should never be used in all caps or for body copy.

abcdefghijklmnopqrstuvwxyz

SENTINAL LIGHT: Uses - Body copy. Sentinal Light should never be used for headlines or set in all caps.


abcdefghijklmnopqrstuvwxyz

AD AND INVITATION EXAMPLES




INVEST. INSPIRE. THRIVE.
in your community.

INSPIRE GOOD




They say "We make a living by what we get, But we make a life by what we give." Your Community Foundation is a smart and simple way to make that life by investing in the future of your hometown.

INSPIRINGGOOD.ORG



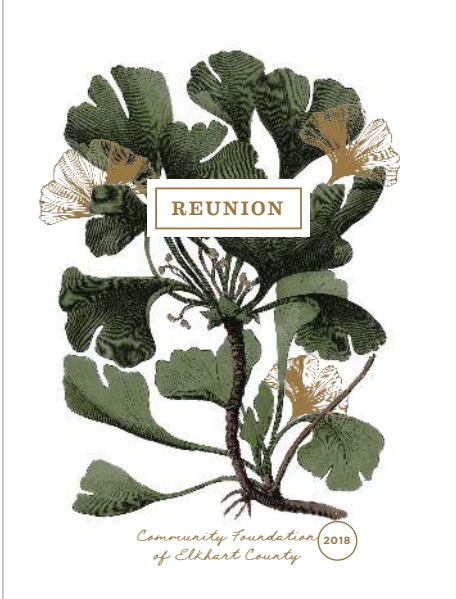
**INVEST.
INSPIRE.
THRIVE.**
in your community.

INSPIRE GOOD



They say "We make a living by what we get, But we make a life by what we give." Your Community Foundation is a smart and simple way to make that life by investing in the future of your hometown.

INSPIRINGGOOD.ORG



REUNION

*Community Foundation
of Elkhart County* 2018

THIS IS A NICE HEADLINE HERE

Gotham Bold
28pt on 34pt Leading

This is an attractive subhead treatment here.

Sentinel Book Italic
24pt on 28pt Leading

This is an example of body copy that's short enough to be set in the Gotham typeface. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh una euismod una tincidunt ut laoreet dolore magna aliquam erat volu tpat. Ut wisi enim ad tona minim veniam, quis nostrud exerci tation ullamcorper ua suscipit lobortis nisl ut aliquipt ex ea commodo tod consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

Gotham Light
11pt on 20pt Leading

This is an example of body copy that's long enough that it should be set in the Sentinel typeface. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam a nonummy nibh una euismod tincidunt ut laoreet dolore magna aliquam erat volu tpat. Ut wisi enim ad tona una minim veniam, quis nostrud exerci tation ullamcorper ua suscipit lobortis nisl ut aliquipt ex ea commodo todo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

Lorem ipsum dolor sit amet, consectetur adipiscing a elit, sed diam nonummy nibh una euismod tincidunt ut .

Sentinel Light
12pt on 20pt Leading

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Lorem ipsum dolor sit amet, consectetur adipiscing a elit, sed diam nonummy nibh una euismod tincidunt ut.

This is what a pull quote could look like here. It could be a relevant quote or some other intersting snippet that seems relevant. Pull quotes are a nice design element because they break up large bodies of text that can become boring or visually confusing without a break.

Sentinel Book Italic
18pt on 32pt Leading
