COMMUNITY
FOUNDATION
OF GREATER
GREENSBORO

Community Foundation of Greater Greensboro
Style Guide

October 3, 2018

The Community Foundation logo should always appear in these two formats (as shown below) - horizontal and vertical.

HORIZONTAL LOGO

VERTICAL LOGO

An abbreviated version of the logo may also be used in the two formats listed below.

HORIZONTAL LOGO

VERTICAL LOGO

Clear Space Requirements

No design elements, type or photos should come within 1/3 of the height of the mark.
The actual distance will change depending on how large the logo is scaled.

Proportion & Size

The mark and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.

The horizontal logo should not appear smaller than 1½" and the vertical logo should not appear smaller than .9" in any printed material.

Minimum Horizontal Size

←——— 1½" ———→

Minimum Vertical Size

←——— .9" ———→

Primary Colors

PMS 3035
CMYK 100, 30, 19, 76
RGB 0, 62, 81
HEX 003e51

PMS Cool Gray 10
CMYK 40, 30, 20, 66
RGB 99, 102, 106
HEX 63666A

PMS Cool Gray 4
CMYK 12, 8, 9, 23
RGB 187, 188, 188
HEX bbbcbc

Secondary Colors

PMS 221
CMYK 9, 100, 26, 38
RGB 145, 0, 72
HEX 910048

PMS 7469
CMYK 100, 31, 8, 42
RGB 0, 95, 134
HEX 005f86

PMS 7580
CMYK 0, 77, 97, 15
RGB 192, 81, 49
HEX c05131

PMS 5753
CMYK 42, 16, 80, 58
RGB 94, 103, 56
HEX 5e6738

PMS 377
CMYK 50, 1, 100, 20
RGB 122, 154, 1
HEX 7a9a01

PMS Cool Gray 2
CMYK 5, 3, 5, 11
RGB 208, 208, 206
HEX d0d0ce

PMS 5753
CMYK 24, 0, 60, 0
RGB 197, 217, 122
HEX c5d97a
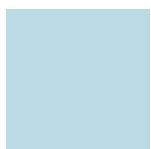
PMS 552
CMYK 24, 3, 7, 2
RGB 185, 211, 220
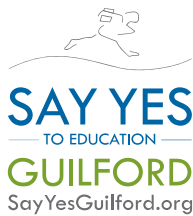**HEX** b9d3dc

PMS 7485
CMYK 8, 0, 16, 0
RGB 231, 237, 203
HEX e7edcb

These secondary colors are accent colors which may be used in graphics or typography in conjunction with the logo. However, these colors should not be used in the logo itself. The logo should ONLY appear in colors PMS 3035 and PMS Cool Gray 10, CMYK and RGB equivalents, black and white or reversed out in white.

The logos above may be used without the "An Initiative of The Community Foundation of Greater Greensboro" tagline if the CFGG logo appears somewhere in the marketing piece. If the CFGG logo is not included in the piece, the CFGG tagline must accompany the above logos.

COMMUNITY
FOUNDATION
OF GREATER
GREENSBORO

WOMEN
TO WOMEN
AN INITIATIVE OF
THE COMMUNITY FOUNDATION OF GREATER GREENSBORO

GTC
TeenGrantmakingCouncil
AN INITIATIVE OF
THE COMMUNITY FOUNDATION OF GREATER GREENSBORO

THE PUBLIC
ART
ENDOWMENT
AN INITIATIVE OF
The Community Foundation of Greater Greensboro

FUTURE
FUND
GSO
AN INITIATIVE OF
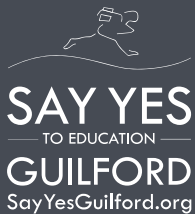THE COMMUNITY FOUNDATION OF GREATER GREENSBORO

The logos above may be used without the "An Initiative of The Community Foundation of Greater Greensboro" tagline if the CFGG logo appears somewhere in the marketing piece. If the CFGG logo is not included in the piece, the CFGG tagline must accompany the above logos.

SAY YES
TO EDUCATION
GUILFORD
SayYesGuilford.org

Housing Our Community
affordable need families
information households
income number
Greensboro income
low-income center units
Community

Building
Stronger
Neighborhoods

guilford nonprofit
consortium

DEGREES MATTER!

Below are the acceptable full-color applications in which the logo may appear. In instances that the logo must appear on a darker background, the reversed/white version of the logo should be used. Please note the logo should ONLY be used on backgrounds that contrast well with the colors in the logo.

Suggested Light Background Colors

PMS 552 (CMYK: 24, 3, 7, 2)

PMS Cool Gray 2 (CMYK: 5, 3, 5 11)

Reversed out on Darker Backgrounds

PMS 3035 (CMYK: 100, 31, 8, 42)

PMS Cool Gray 10 (CMYK: 40, 30, 20, 66)

DO NOT use the logo on backgrounds that don't contrast well:

Below are the acceptable black and white applications for the logo. In certain instances a reversed out version of the logo may be used.

Vertical Format B&W

Horizontal Format B&W

Vertical Format Reversed

Horizontal Format Reversed

The mark may also be used separately from the type in certain instances.

Full Color

Black and White

The mark may be reversed out in white as shown on the right.

Background: PMS 3035

Background: Black

Watermark/Screened Back: An uncropped version of the mark may be screened back on a white background or on colored backgrounds that complement the logo well.

85% Screen: PMS 3035

7% Screen: PMS 3035

Please do not make any alterations to the logo. The following are examples of what NOT to do.

Do not rotate /angle

Do not stretch or distort.

Do not use a drop shadow with the logo.

Do not print in any colors other than as specified in this manual.

COMMUNITY FOUNDATION *Azo Sans Bold*

Azo Sans Regular OF GREATER GREENSBORO

Supporting Typefaces

Two fonts may be used in CFGG materials; whether a Powerpoint presentation, email, letter, or handbook, the primary and secondary fonts below should be used.

Primary Font

Raleway Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Raleway Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Raleway Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Secondary Font

Azo Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Azo Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.

Azo Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Example at 11 pt: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas augue ante, malesuada ac eleifend quis.