



**CICF**

CENTRAL INDIANA  
COMMUNITY FOUNDATION  

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THE INDIANAPOLIS FOUNDATION  

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HAMILTON COUNTY  
COMMUNITY FOUNDATION



**LOGO & BRAND  
GUIDELINES**

## GRAPHICS STANDARDS

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.

MINIMUM WIDTH FOR VERTICAL LOGO



MINIMUM WIDTH FOR HORIZONTAL LOGO



Maintain a clear space around the logo of at least the letter height of the "T" in "CICF" (as shown here).



BRAND EXPRESSION:  
LOGO



**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.



Squashed or stretched



Repositioned elements



Tilted



Screened



Flipped



Enclosed



Altered colors



Busy background

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](http://www.pantone.com)

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.

	PROCESS	PANTONE	RGB	HEX
	0c 51m 100y 0k	144c	237r 139g 0b	ed8b00
	27c 0m 100y 3k	390c	181r 189g 0b	b5bd00
	88c 0m 11y 0k	312c	0r 169g 206b	00a9ce
				
	100c 80m 6y 32k	288c	0r 45g 114b	002d72
				

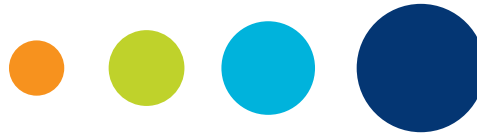


BRAND EXPRESSION:  
COLOR



CORE PALETTE

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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.

SECONDARY PALETTE

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54c 61m 0y 0k  
Pantone 2655c  
150r 120g 211b  
9678D3



2c 22m 100y 8k  
Pantone 110c  
218r 170g 0b  
DAAA00



0c 100m 2y 0k  
Pantone 226c  
208r 0g 111b  
D0006F



6c 4m 7y 13k  
Pantone 420c  
199r 201g 199b  
C7C9C7



21c 11m 9y 23k  
Pantone 429c  
162r 170g 173b  
A2AAAD

BRAND EXPRESSION:  
TYPE FACES



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.

**CICF**

This is a custom alteration of Lucida Bold

CENTRAL INDIANA  
COMMUNITY  
FOUNDATION

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FOUNDATION

HAMILTON COUNTY  
COMMUNITY FOUNDATION

This is Brandon Grotesque Medium

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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Grotesque Regular      **Brandon Grotesque Bold**  
Brandon Grotesque Medium      **Brandon Grotesque Black**

## AVENIR

Body copy companion to Brandon Grotesque

Avenir Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Light	Avenir Roman	<b>Avenir Heavy</b>
<i>Avenir Light Oblique</i>	<i>Avenir Oblique</i>	<b>Avenir Heavy Oblique</b>
Avenir Book	Avenir Medium	<b>Avenir Black</b>
<i>Avenir Book Oblique</i>	<i>Avenir Medium Oblique</i>	<b>Avenir Black Oblique</b>

## ADELLE

Complementary serif family

Adelle Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Adelle Regular  
**Adelle Bold**  
***Adelle Bold Italic***

## ASSOCIATED LOGOS

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.

HORIZONTAL FORMAT [PREFERRED]



STACKED FORMAT [ALTERNATE]



# ASSOCIATED LOGOS

## CICF AFFILIATES



## FAMILY FUNDS



## SPECIAL FOCUS FUNDS



This is our current family of associated logos.

# RESOURCES

## 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/](http://cicf.org/logos-cicf/)

The Indianapolis Foundation  
[cicf.org/logos-theindianapolisfoundation/](http://cicf.org/logos-theindianapolisfoundation/)

Hamilton County Community Foundation  
[cicf.org/logos-hamiltoncountycommunityfoundation/](http://cicf.org/logos-hamiltoncountycommunityfoundation/)

## SPECIAL FOCUS FUNDS

Central Indiana Senior Fund  
[cicf.org/logos-seniorfund/](http://cicf.org/logos-seniorfund/)

The Indianapolis Foundation Library Fund  
[cicf.org/logos-libraryfund/](http://cicf.org/logos-libraryfund/)

Women's Fund of Central Indiana  
[cicf.org/logo-womensfund/](http://cicf.org/logo-womensfund/)

## FAMILY FUNDS

Jacqueline A. Banks Memorial Scholarship  
[cicf.org/logos-banks/](http://cicf.org/logos-banks/)

Dovie Stewart Cox & Chester A. Cox, Sr. Memorial Fund and  
Standiford H. Cox Fund  
[cicf.org/logos-cox/](http://cicf.org/logos-cox/)

Crosser Family Foundation  
[cicf.org/logos-crosser/](http://cicf.org/logos-crosser/)

Margot L. Eccles Arts & Culture Fund  
[cicf.org/logos-eccles/](http://cicf.org/logos-eccles/)

Efroymsen Family Fund  
[cicf.org/logos-efroymsen/](http://cicf.org/logos-efroymsen/)

Glick Fund  
[cicf.org/logos-glick/](http://cicf.org/logos-glick/)

Rogers Family Foundation  
[cicf.org/logos-rogers/](http://cicf.org/logos-rogers/)

Prospect Fund  
[cicf.org/logos-prospect/](http://cicf.org/logos-prospect/)

Sheehan Family Foundation  
[cicf.org/logos-sheehan/](http://cicf.org/logos-sheehan/)

## CONTACTS



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HAMILTON COUNTY  
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If you have questions regarding these guidelines,  
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