

## BRAND STANDARDS



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The Community Foundation of Herkimer & Oneida Counties is a community-based, social impact investor. Since its founding in 1952, The Community Foundation has granted more than \$85 million to nonprofits in Herkimer and Oneida counties and beyond. A staff of 21 works closely with a volunteer board to fulfill the organization's mission.



## MISSION

Engage. Invest. Lead.

## VISION

A vibrant region with opportunity for all.

Our mission is just three words—and much more. To meet the community's needs, we

**engage** individuals and organizations, including community partners, donors and residents;

*invest* resources and apply the proceeds for greatest positive impact; and

*lead* through advocacy, collaboration and coalition-building.



MAIN LOGO

MAIN LOGO ON DARK BACKGROUND





HORIZONTAL VERSION

HORIZONTAL VERSION ON DARK BACKGROUND







CLEAR SPACE







# DO NOT ROTATE LOGO DO NOT COMPRESS LOGO COMMUNITY FOUNDATION

DO NOT CHANGE PLACEMENT OF ICON & TEXT

DO NOT ADD EFFECTS TO LOGO







PRIMARY FONT

GILL SANS LIGHT AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

GILL SANS REGULAR AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

GILL SANS SEMIBOLD AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890 ALTERNATE FONT

MYRIAD PRO LIGHT AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

MYRIAD PRO REGULAR AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

## MYRIAD PRO BOLD

AaBbCcDdEeFfGgHhliJjKk LIMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

SECONDARY FONT

Bernadette Regular AaBbCcDdEeHGgHhNiJjKkLMmNnOoPp QqRiSsTTUiVVWnXxYyZz1234567890



#### PRIMARY COLORS



#### BLUE

PMS: 308 C:100 M:5 Y:0 K:47 R:0 G:104 B:146 HEX: 005A84



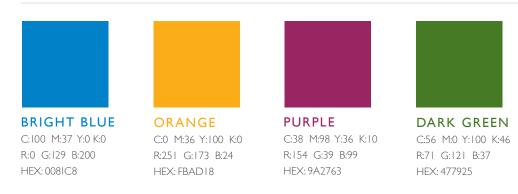
PMS: 583 C:23 M:0 Y:100 K:17 R:176 G:188 B:34 HEX: AAB300



C:100 M:5 Y:0 K:31 R:0 G:125 B:175 HEX: 007DAF

LIGHT GREEN C:23 M:0 Y:100 K:4 R:198 G:211 B:38 HEX: C6D326

#### ACCENT COLORS



# PHOTOGRAPHY

Use of photographic assets is focused on reflecting the company's mission, vision, and work in the community. To remain aligned with the branding, the selection of photography must reflect the following guidelines:

- + Photos used should feel vibrant, positive, and friendly.
- + Photographic elements are always produced in color, rarely would the elements be presented in black and white.
- + No filters or light effects should be applied to photos.
- + Occasionally, color photographs will be accented with a single color overlay from the color palette. In this scenario, the underlying photo should be used at 60% opacity, and the color overlay at 72% opacity.







## good things are happening right here

AND THE COMMUNITY FOUNDATION IS HELPING TO LEAD THE WAY

The Community Foundation strives to build a brighter future for Herkimer and Oneida counties. We invest in our community's people, places and purpose, supporting initiatives to enhance the region now and for generations to come. Join us and our nonprofit partners working to make endless possibilities a reality.



Visit foundationhoc.org or call 315.735.8212.

 Vibrant, positive, and friendly photograph

Color photograph accented with a single color overlay from the color palette. In this scenario, the underlying photo should be used at 60% opacity, and the color overlay at 72% opacity.

• Color banding at bottom or top of document





### good things are happening right here

AND THE COMMUNITY FOUNDATION IS HELPING TO LEAD THE WAY

The Community Foundation's reach extends throughout Herkimer and Oneida counties, helping people of all ages and abilities. We take great updie in the work we do, investing in our community's people, places and purpose. Together, with our donors, we've enhanced the region and will continue to transform it for generations to come. Join like-mided community carteries in making endless ossibilities are allow.



Visit foundationhoc.org or call 315.735.8212.



Network—charged it name from Kds Cheids in 2019. With expanding programs serving more than just "bids," and services provided outside of Oneida County, the organization's name was due for a change. And it was not that came full circle, as ICAN was the organization's name when it was established in 1997.

"Hore and more people are corring to us and axing for support and it's really working. By rebranding, families are identifying and recognizing that they can access and utilize our services," said Steven Bulger, CEO and executive director. ICMN using home and community-based network provides includualed and montraficiation advancemental, emergence and the advancement services and are the the highest-initial includuales and the interface a range of envirus, the ange once in the 16 organism entity that mode a sense six counter—heritizen Markon-Margemeny, Chesia, Chesegu, and Olong—to-transite in leaf wave networks and a more offer arrives for a continuum of cars. In defactors score programs and to mode Affe arrives for a continuum of cars. In defactors score programs and to mode Affe Association comprising 64 agreesies and more than 200 providers.

After years of keeping families together and producing good qua outcomes, the organization received state approval to begin the work that ICAN does by partnering with other nonprofits an New York state to set up similar programs.

sort and it's and Kids Otsego. The organization also provides program prizing that parents including Evelyn's House, a transitional living facili EO and expectant mothers. Journile justice programs, adult and childo







THE COMMUNITY FOUNDATION OF HERKIMER & ONEIDA COUNTIES