



COMMUNITY FOUNDATION

BRAND STANDARDS



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ABOUT US

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 & VISION

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.



LOGO USAGE

MAIN LOGO



MAIN LOGO ON DARK BACKGROUND



HORIZONTAL VERSION



HORIZONTAL VERSION ON DARK BACKGROUND





LOGO USAGE

CLEAR SPACE





INCORRECT LOGO USAGE

DO NOT ROTATE LOGO



DO NOT COMPRESS LOGO



DO NOT CHANGE PLACEMENT OF ICON & TEXT



DO NOT ADD EFFECTS TO LOGO





TYPOGRAPHY

PRIMARY FONT

GILL SANS LIGHT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

GILL SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

GILL SANS SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

ALTERNATE FONT

MYRIAD PRO LIGHT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

MYRIAD PRO REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

MYRIAD PRO BOLD

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

SECONDARY FONT

Bernadette Regular

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890*



COLORS

PRIMARY COLORS



BLUE

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



GREEN

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



LIGHT BLUE

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



BRIGHT BLUE

C:100 M:37 Y:0 K:0
R:0 G:129 B:200
HEX: 0081C8



ORANGE

C:0 M:36 Y:100 K:0
R:251 G:173 B:24
HEX: FBAD18



PURPLE

C:38 M:98 Y:36 K:10
R:154 G:39 B:99
HEX: 9A2763



DARK GREEN

C:56 M:0 Y:100 K:46
R:71 G:121 B:37
HEX: 477925





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.






DESIGN ELEMENTS




*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.

 **COMMUNITY
FOUNDATION**

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



SAMPLE GRAPHICS



*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 pride 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-minded community partners in making endless possibilities a reality.



Visit foundationhoc.org or call 315.735.8212.

ORGANIZATION PROFILE

REACHING *new heights:* ICAN



Our community benefits in counties were because certain organizations dedicate their efforts to empowering individuals and families to be the best version of themselves. Optimism, opportunity, and a sense of togetherness flow through our streets, giving hope to all that they can do whatever they put their minds to. One such organization, ICAN, believes in that statement and lives it through its name and mission every day. A staple in the community that unites families, providing supportive programs and services, ICAN empowers Oneida County's youth to reach their dreams.

Formerly known as Kids Oneida, ICAN—Integrated Community Alternatives Network—changed its name from Kids Oneida in 2015. With expanding programs serving more than just "kids," and no longer provided outside of Oneida County, the organization's name was due for a change. And it was one that came full circle, as ICAN was the organization's name when it was established in 1975.

"More and more people are coming to us and asking for support and it's really working. By rebranding families are identifying and recognizing that they can access and utilize our services," said Steven Blagoev, CEO and executive director.

ICAN's unique home and community-based network provides individualized and non-traditional social, emotional, mental health and behavioral services and care to the highest-risk individuals and families in 12 years of service. It has grown into a 14-program entity that reaches across six counties—Herkimer, Madison, Montgomery, Oneida, Otsego, and Schoharie—to provide its clients everything from prenatal to postnatal care for a continuum of care. In addition to core programs and services, ICAN also coordinates care with an Independent Practice Association comprising 45 agencies and more than 200 providers.

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

Kids Oneida has been replicated through programs called Kids Herkimer and Kids Otsego. The organization also provides programs to assist new parents including Daddy's House, a transitional living facility for new and expectant mothers, juvenile justice programs, adult and children management,



ENDLESS POSSIBILITIES

FOUNDATION | THE COMMUNITY FOUNDATION



A future FILLED WITH ENDLESS POSSIBILITIES

THE COMMUNITY FOUNDATION OF HERKIMER & ONEIDA COUNTIES