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
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

CLEAR SPACE

COMMUNITY FOUNDATION

COMMUNITY FOUNDATION
## Typography

### Primary Font

**Gill Sans Light**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

**Gill Sans Regular**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

**Gill Sans Semibold**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

### Alternate Font

**Myriad Pro Light**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

**Myriad Pro Regular**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

**Myriad Pro Bold**
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

### Secondary Font

**Bernadette Regular**
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPp
QqRrSsTtUuVvWnXxYyZz1234567890
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: 008IC8

ORANGE
- C:0 M:36 Y:100 K:0
- R:251 G:173 B:24
- HEX: FBA618

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
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.

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
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. Just like-minded community partners in making endless possibilities a reality.

Visit foundationhoc.org or call 315.735.8212.

The Community Foundation

good things are happening right here
AND THE COMMUNITY FOUNDATION IS HELPING TO LEAD THE WAY

The Community Foundation isdedicated to creating strong partnerships with the goal of making social impact in our community.

2608 GENESEE STREET
UTICA, NY 13502

foundationhoc.org

Our community benefits in countless ways 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 anchors Downtown Utica’s historic Bagg’s Square district.

Formerly known as Kids Oneida, ICAN—Integrated Community Alternatives Network—changed its name from Kids Oneida in 2019. With expanding programs serving more than just “kids,” and services 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 1997.

“ICAN’s unique home and community-based network provides comprehensive and coordinated care, mental health and behavioral health services and care to the highest-risk individuals and families. ICAN’s unique approach provides the highest-quality programs and services that meet the needs of our community members,” said Steven Bulger, CEO and executive director.

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