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Getting the Most Value Out of the FFTC Brand

Brand identity is the umbrella under which all Foundation For The Carolinas visual communications should be organized. The strength of this brand identity system lies in the artful and consistent application of its elements over time. Used correctly, it can positively influence the perceptions of Foundation For The Carolinas in our community and strengthen its identity throughout our region. This document is not intended to be a “how to” book outlining all possible identity applications, but rather to provide a general overview to promote a basic understanding of the brand identity elements and encourage an appreciation for the benefits of consistent implementation.



The Wordmark

The graphic element that presents the name of Foundation For The Carolinas to the public is known as the Wordmark.

Wordmark Black

The black and white version is used for most Foundation applications. It can be used over photo images or solid colors.



Wordmark Gray

This version is used when The Foundation wants to subliminate its name so another entity can shine. It also can be used for formal or personal communications when a whisper is desired instead of a shout.



Wordmark Elements

The Wordmark consists of four main design elements. All of these elements must be in place for the Wordmark to be used. For instance, removing the outer black border is not allowed nor is altering the Wordmark in any other way.

*The Wordmark has been carefully crafted in proportion and form.
It should never be re-created in any software program. Use only approved art.*

Black Border

The black rule around the edge of the Wordmark

White Gap

The white area inside the border surrounding the black bars

Black Bars

The two black rectangles that frame the lettering

White Letters

The letterforms have been carefully customized and should never be re-created in any software program. Use only approved art.



The Monogram

If used with the Wordmark the Monogram must be used as a secondary element. If used alone, the Monogram must be accompanied by a connecting line of type such as "An Affiliate of Foundation For The Carolinas." (Please contact Communications department for specific language.)

*The Monogram has been carefully crafted in proportion and form.
It should never be re-created in any software program. Use only approved art.*

Monogram Black

The black and white version is used for most Foundation applications when use of the initials is desirable instead of The Foundation's full name. It can be used over photo images or solid colors. It also can be used internally as a familiar "visual nickname" on items such as the coffee mug shown here.



Monogram Gray

This version is used when use of the initials is desirable instead of The Foundation's full name and The Foundation wants to subliminate its name so another entity can shine. It also can be used internally alone as a familiar "visual nickname" on items such as the coffee mug shown here.



Monogram Elements

The Monogram consists of four main design elements. All of these elements must be in place for the Monogram to be used. For instance, removing the outer black border is not allowed nor is altering the Monogram in any other way.

*The Monogram has been carefully crafted in proportion and form.
It should never be re-created in any software program. Use only approved art.*

Border

The black rule around the edge of the Monogram

Gap

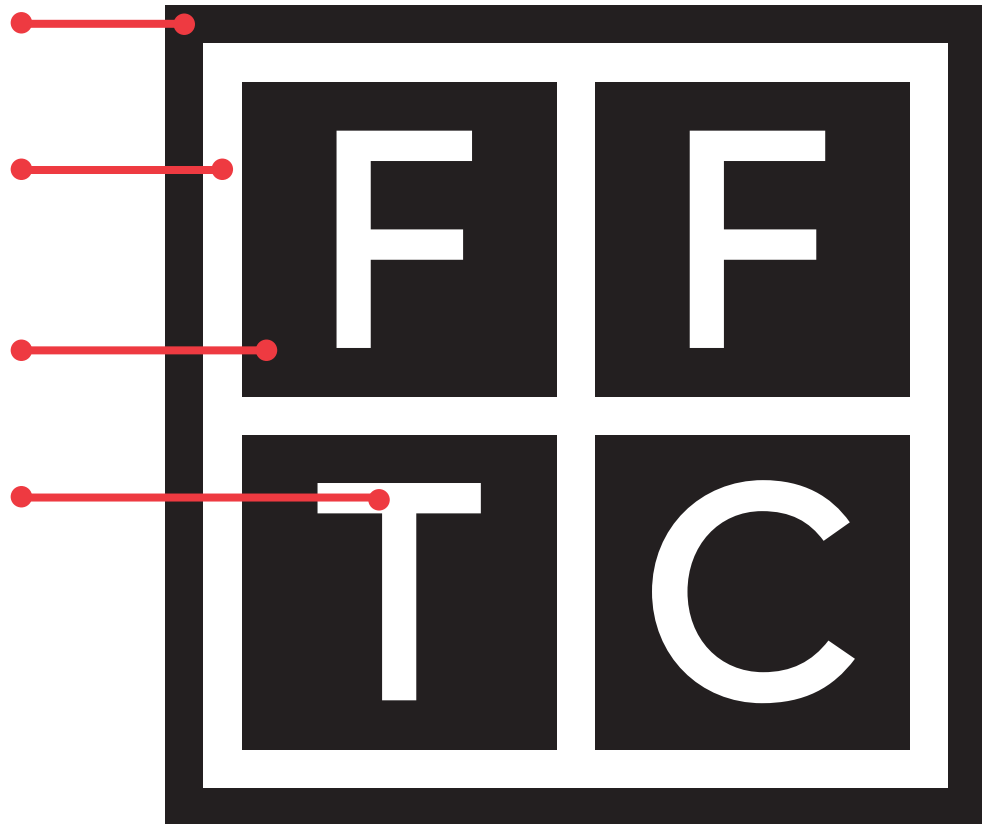
The white area inside the border surrounding the four black squares

Black Squares

The four black squares that frame the lettering

White Letters

The letterforms have been carefully customized and should never be re-created in any software program. Use only approved art.



Wordmark & Monogram Allowed Usages

To protect the strength of the visual brand it is necessary to adhere to correct usage of the Wordmark and Monogram. Allowed usages are shown below.

Allowed

Only use the Wordmark Black and Monogram Black over images or solid colors. Note: the gap and letters should remain solid white.

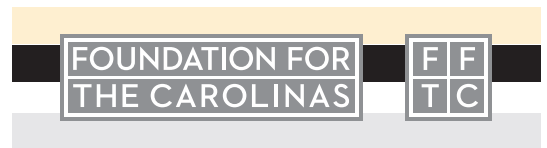


Allowed

Wordmarks Black and Gray and Monograms Black and Gray may print on cream, black, white or light gray colored backgrounds. Note: the gap and letters should remain solid white.



Cream
Black
White
Gray

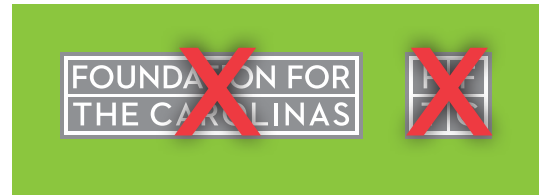


Wordmark & Monogram Restricted Usages

To protect the strength of the visual brand it is necessary to avoid incorrect usage of the Wordmark and Monogram. Restricted usage examples are shown below.

Not Allowed

Do not use Wordmark Gray and Monogram Gray over images or solid colors except for cream, black, white or light gray.



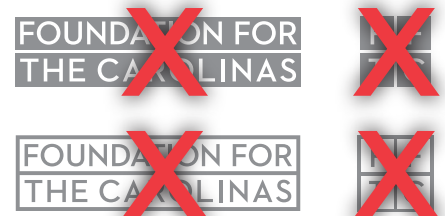
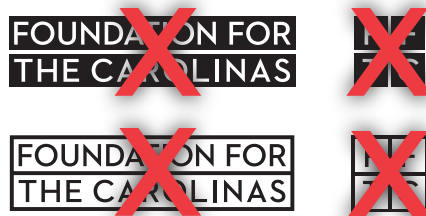
Not Allowed

Do not reverse the Wordmark or Monogram out of images or solid colors.



Not Allowed

Do not remove or modify any part of the Wordmark or Monogram including removing the outer border.



Regional Affiliates

In common usage, Regional Affiliate names should appear in the font Univers 75 and the color Aqua (PMS 327) followed by a black horizontal rule, the line "An Affiliate of Foundation For The Carolinas" in gray followed by the Monogram Gray.

Version A: No Border

Used for most printed and web materials including letterhead, envelopes, etc.

Cabarrus County Community Foundation

An Affiliate of
Foundation For The Carolinas



Lancaster County Community Foundation

An Affiliate of
Foundation For The Carolinas



Version B: With Border

This version is intended to be used when Regional Affiliates have an application such as a sponsorship ad in which their graphic may be seen next to various logos or other graphics.

Cabarrus County Community Foundation

An Affiliate of
Foundation For The Carolinas



Lancaster County Community Foundation

An Affiliate of
Foundation For The Carolinas



Color Palette Specifications

The color palette for Foundation For The Carolinas is limitless — a full spectrum that can be rendered as solid colors or art images and textures. Below are some suggested colors but you are not limited to using just these colors.

Aqua

PMS 327
C: 100 M: 0 Y: 44 K: 17
R: 0 G: 146 B: 143
Used for Regional Affiliates



Orange

PMS Orange 021
C: 0 M: 53 Y: 100 K: 0
R: 247 G: 142 B: 30



Blue

PMS 660
C: 90 M: 57 Y: 0 K: 0
R: 2 G: 108 B: 182
*Used for Robinson Center
For Civic Leadership*



Apple

PMS 369
C: 59 M: 0 Y: 100 K: 7
R: 108 G: 179 B: 63



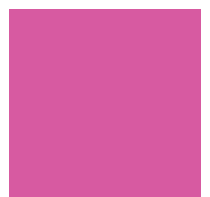
Purple

PMS 513
C: 44 M: 83 Y: 0 K: 0
R: 154 G: 78 B: 158



Fuchsia

PMS 239
C: 11 M: 79 Y: 0 K: 0
R: 215 G: 90 B: 161



Red

PMS 185
C: 0 M: 91 Y: 76 K: 0
R: 239 G: 62 B: 66



Seafoam

Custom Mix
C: 71 M: 0 Y: 32 K: 0
R: 25 G: 188 B: 187



Yellow

PMS 130
C: 0 M: 30 Y: 100 K: 0
R: 253 G: 185 B: 19



Gray

PMS Cool Gray 9
C: 0 M: 0 Y: 0 K: 52
R: 145 G: 147 B: 150



Type Specifications — Professional Reproduction Fonts

These fonts will be used by the Communications department for brand applications.

Neutraface 2 Text Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Book
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Bold
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Light
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Type Specifications — Professional Reproduction Fonts

These fonts will be used by the Communications department for brand applications.

Neutraface 2 Text Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Neutraface 2 Text Demi
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Type Specifications — Professional Reproduction Fonts

These fonts will be used by the Communications department for brand applications.

Filosofia OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Filosofia OT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Filosofia Reg Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
