ADAMS COUNTY
COMMUNITY FOUNDATION

Graphic Identity Standards

June 2020

Contents

The Adams County Community Foundation's graphic identity system expresses our mission, values, and personality.

Our graphic identity system helps us present the Community Foundation consistently, no matter the context, no matter the scale: from annual report to business cards, from newspaper ads to billboards, from Post-its to signage, from website to email to Facebook page.

The centerpiece of our identity system is our logo. It is reinforced by typography and color.

Our identity system is a visual shorthand that people will come to know us by. When we use it consistently, it tells people our Community Foundation is reliable, trustworthy, and professional.

A strong identity system also makes our work easier. It gives us a framework for consistent and effective communications.

Logo

![Adams County Community Foundation logo]

The Community Foundation's logo is inspired by the verdant fields and the orchard rows of Adams County. It evokes the deep connection to the land held by generations of Adams County residents and by those who have more recently put down roots in the area.

The shape of the icon is similar to the letter "A" for Adams County. The curved lines suggest growth and momentum, while the straight lines suggest stability, strength, and support. Together, they symbolize leadership and collaboration.

Light green suggests new spring growth and creativity; dark green, maturity, establishment, and responsible investment.

The logo type incorporates the serif typeface Stone Informal and the sans-serif Montserrat. Both typefaces have been modified to coordinate with the icon in a unique representation of the Community Foundation.

The logo should be used on all materials that represent the Community Foundation. It is a combination mark, comprising an icon and logo type that should always be used together exactly as designed.

National Standards Seal

The Community Foundation has been certified under National Standards for Community Foundations overseen by the Council on Foundations.

The National Standards seal should be displayed on our publications whenever possible. It should be positioned and scaled so as not to compete with the Community Foundation's logo. The guidelines for use are at www.cof.org/sites/default/files/documents/files/NationalStandards-Seal_Guidelines.pdf.

![Community Accredited Foundation seal - Excellence. Accountability. Impact.]

Colors

The logo may be reproduced in its original colors or black or reversed to white. Do not use it in any other color.

Size and Positioning

CLEAR SPACE

The logo should always have at least a minimum clear space around it, so it is visible and legible. The supplied files have this space built in. It's indicated by the gray area below.

The logo should always be presented clearly. Avoid using it near distracting or competing design elements.

MINIMUM SIZE

For best legibility, the logo should be no smaller than 1½ inches wide, as shown here.

SCALE

The logo must be used horizontally, and the icon and logo type must be used together. If it needs to be resized, it must be done proportionally and as a unit. Do not distort or alter it in any way.

To scale the logo proportionally in Microsoft Office, click and drag one of the corner handles (indicated by ◯). Do not drag by the handles on the sides (✖). They will distort the logo.

THINGS TO AVOID

✖ scaling icon and logo type independently

✖ rearranging the logo

✖ separating logo type from icon

✖ separating icon from logo type

✖ squishing the logo

✖ stretching the logo

PLACEMENT

The color and black versions of the logo should be used on white or light-colored backgrounds.

Avoid using the logo on a complex background because it makes the logo less legible.
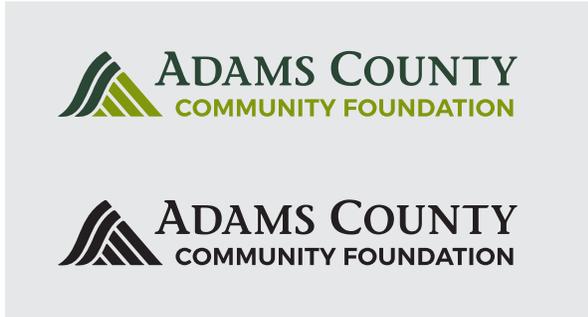
The white (reversed) version should be used only on dark backgrounds.
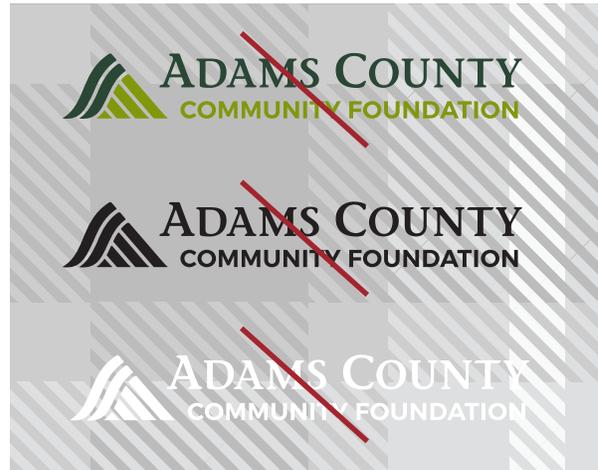
Color

The color palette is for type and graphic elements around the logo. Only colors from this palette should be used to represent the Community Foundation.

Primary Colors
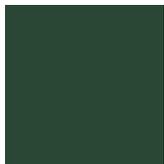
Print
Pantone 553C
Pantone 553U
CMYK: 79/46/78/52

Web
Hex: #254738
RGB(37, 71, 56)

Print
Pantone 377C
Pantone 377U
CMYK: 58/21/100/5

Web
Hex: #719742
RGB(113, 151, 66)

Print
Pantone Black C
Pantone Black U
CMYK: 0/0/0/100

Web
Hex: #000000
RGB(0, 0, 0)

Print
White
CMYK: 0/0/0/0

Web
Hex: #FFFFFF
RGB(255, 255, 255)

Print

Print colors are for pieces that will be printed in house, by a commercial printer, or by the end user.

Use Pantone colors for stationery, promotional materials, and anything where the number of colors is limited to two or three. Pantone colors are also known as spot colors or PMS colors.

"C" indicates use on coated paper. "U" is for uncoated paper.

For pieces with photos or more than three colors, you will need to use four-color process (CMYK). Four-color process equivalents are close to but not an exact match for the Pantone colors.

Web

Web colors are for pieces that will be viewed on a screen or mobile device, like enewsletters, websites social media, PowerPoints, and jumbotrons. Because of variations in software and hardware, colors will look different from one device to another.

Secondary Colors

The secondary colors extend the color palette and make the branding system more flexible. They should be used in addition to, rather than instead of, the primary colors.

They should be used only when needed and should be appropriate to the context where they will be used.

Print
Pantone 168C
Pantone 168U
CMYK:
31 / 77 / 96 / 43
Web
Hex: #642106
RGB(100, 33, 6)
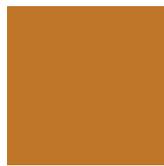
Print
Pantone 7511C
Pantone 7511U
CMYK:
21 / 55 / 95 / 10
Web
Hex: #B5670B
RGB(181, 103, 11)

Print
Pantone 7508C
Pantone 7508U
CMYK:
12 / 28 / 55 / 0
Web
Hex: #E0B873
RGB(224, 184, 115)

Print
Pantone 2757C
Pantone 2757U
CMYK:
100 / 95 / 39 / 24
Web
Hex: #000A76
RGB(0, 10, 118)
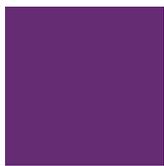
Print
Pantone 520C
Pantone 519U
CMYK:
70 / 97 / 20 / 10
Web
Hex: #4507B8
RGB(69, 7, 184)
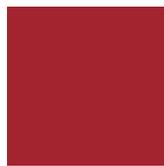
Print
Pantone 7628C
Pantone 7628U
CMYK:
23 / 96 / 84 / 19
Web
Hex: #9F0821
RGB(159, 8, 33)

**Print**
Pantone 116C
Pantone 115U
CMYK:
0 / 18 / 96 / 0
Web
Hex: #FFD10A
RGB(255, 209, 10)

Examples of Use of Secondary Colors

- A chart or infographic.
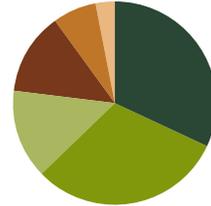
- The background for a sidebar.
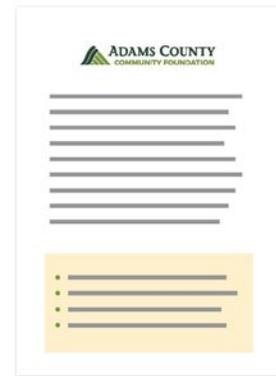
- A color block to complement a photo.

Typography

The same typefaces should be used in all print and online materials. When the preferred typefaces are not available, please use a recommended substitution.

Serif

PREFERRED

Minion (or Minion Pro) Regular

Minion Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

SUBSTITUTE

Times (or Times New Roman) Regular

Times Italic

Times Bold

Times Bold Italic

Sans-Serif

PREFERRED

Helvetica (or Helvetica Neue) Regular

Helvetica Italic

Helvetica Bold

Helvetica Bold Oblique

Helvetica Black

Helvetica Black Oblique

SUBSTITUTE

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Where to Get the Fonts

Times and **Arial** are included in most Windows and Mac systems.

Minion is included in an Adobe Creative Cloud subscription, www.adobe.com/creativecloud/plans.html. A perpetual license is available at www.myfonts.com/pack/599373.

Helvetica can be purchased as a perpetual license at www.myfonts.com/pack/631506.

The perpetual license is a lifetime license that allows for installation on five workstations connected to one printer. Custom licenses are also available.

Below are examples of styling for print materials, the web, and email. Typefaces, text size, and colors may vary within the scope of the identity standards.

Print

Minion Heading 1

Heading 2

HELVETICA HEADING 3

Heading 4

Minion should be used for body text.

Bulleted lists should look like this:

- List item 1
- List item 2
- List item 3

SIDEBAR HEADING

This is how sidebar text should appear.

Web or email

Times Heading 1

Heading 2

ARIAL HEADING 3

Heading 4

Arial should be used for body text.

Bulleted lists should look like this:

- List item 1
- List item 2
- List item 3

SIDEBAR HEADING

This is how sidebar text should appear.

Files

PRINT FILES

Use vector files (AI, EPS, PDF) whenever possible. They can be scaled to any size. Most professional designers and printers require vector files.

Use TIFs in Microsoft Word. Please note that TIFs cannot be enlarged without losing quality.

Color

Four-Color Process (CMYK)

accf-logo-cmyk.ai
accf-logo-cmyk.eps
accf-logo-cmyk.pdf
accf-logo-cmyk.tif

Pantone Coated

accf-logo-pms-553-377-c.ai
accf-logo-pms-553-377-c.eps
accf-logo-pms-553-377-c.pdf

Pantone Uncoated

accf-logo-pms-553-377-u.ai
accf-logo-pms-553-377-u.eps
accf-logo-pms-553-377-u.pdf

Black

accf-logo-k.ai
accf-logo-k.eps
accf-logo-k.pdf
accf-logo-k.tif

White (Reverse)

accf-logo-reverse.ai
accf-logo-reverse.eps
accf-logo-reverse.pdf
accf-logo-reverse.tif

SCREEN / WEB FILES

SVG is a vector format that can be scaled to any size. It looks crisp on displays of all resolutions.

GIFs, JPGs, and PNGs cannot be enlarged without losing quality.

AI files are not for web use. They are provided as source files for generating other file formats and sizes.

Color

accf-logo-rgb.ai
accf-logo-rgb.gif
accf-logo-rgb.jpg
accf-logo-rgb.png
accf-logo-rgb.svg

White (Reverse)

accf-logo-reverse-rgb.ai
accf-logo-reverse-rgb.gif
accf-logo-reverse-rgb.png
accf-logo-reverse-rgb.svg

Abbreviations

377	Pantone 377
553	Pantone 553
c	coated paper stock
cmyk	four-color process
k	black
pms	Pantone (spot) colors
u	uncoated paper stock