The key to any successful brand is consistency. The purpose of this guide is to provide our staff, as well as external vendors and partners, with the tools necessary to convey our brand consistently and in the best light possible. Used correctly, it should provide the framework for professional communications that reflect the core attributes of our brand.

This guide was created collaboratively between our staff and outside design professionals. If you have any questions about any of the content, please contact Carol Goglia at cgoglia@cftexas.org.

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The symbol of the Communities Foundation of Texas logo is a reflection of what we stand for and strive to achieve every day.

Its color and motion capture the spirit and vitality of the foundation. The “star” formed by the different colored ribbons evokes our deep Texas roots and represents the diverse communities we serve. And it subtly illustrates that for every dollar that flows through CFT, there are countless people and stories woven together across North Texas and beyond.

Most importantly, it represents the fact that when we come together, combining our efforts and leveraging our resources, we have the ability to truly change communities.

Our symbol is forward-thinking and progressive, and reminds us to always strive to make tomorrow better.
Our primary logo is our symbol combined with our logotype, locked up in the configuration seen to the left.

The logotype is simple, but unique. To create a more dynamic hierarchy, the word “communities” was made bold and enlarged, to represent those we serve. The second line – “Foundation of Texas” – is intentionally indented to the right to allow the symbol to be placed over the top of the word “Texas,” representing our home. The upper case letters lend the symbol a sense of sophistication, yet the sans serif font gives it a more progressive and approachable feel.

The dark gray type serves as a strong, contrasting base for the multi-colored symbol.

This is the primary configuration of our logo. It should be used whenever possible.
In certain cases, the symbol may be separated from the logotype in order to give it more graphic prominence. However, the “Communities Foundation of Texas” name should appear in close proximity to the symbol. For these situations, an alternate logotype has been created.

The secondary logotype may also be used without the symbol, though it is always preferable to use the entire logo, as repetition of our symbol and colors are important in building brand equity.

Artwork for the secondary logotype has already been created. Do not try and recreate this piece of typography or set the “Communities Foundation of Texas” name differently when using the logotype on its own.

For questions about use of the CFT symbol or logotype, please contact Carol Goglia at cgoglia@cftexas.org.
It’s very important that the Communities Foundation of Texas logo be easy to see and read in any application.

Therefore, an area of isolation or clear space must surround the logo to prevent interference from other visual elements.

The area of isolation for our logo equals the height of the “C” from the word “Communities.”

The symbol also has an area of isolation when it is used on its own, which equals half the height of the symbol.

These spaces are the minimum required.

Avoid crowding the logo into corners or against other elements. Always use good judgment when positioning the logo to ensure its value and integrity.
To ensure that our logo is easily recognized in any medium, there are size recommendations.

The minimum size is based on the width of the logo or the symbol, depending on the version being used.

The minimum size of the logo for printed applications is 1” wide. For online and screen applications it is 72 pixels wide.

The minimum size of the symbol when used on its own is 0.5” wide for printed applications, and 36 pixels wide for online and screen applications.

There is no maximum size of the logo or symbol. However, use the logo judiciously. Do not enlarge the logo simply to fill space — rather, allow the white space around it to let it breathe.
These examples show uses of the Communities Foundation of Texas logo that are not allowed.

1. Do not alter the colors of the logo elements.

2. Do not change or alter the logotype.

3. Do not delete any part of the logo.

4. Do not distort, alter or change the proportion or position of any part of the logo.

5. Do not rearrange the logo elements.

6. Do not rearrange the colors of the symbol.
Our logo is made up of seven colors. Six colors are used to create the symbol and one color (Communities Gray) is used to create the logotype.

Since the logo is made of multiple colors, it will be reproduced a majority of the time in print using CMYK values. For digital purposes, use the logo with RGB values.

Each color also has a corresponding PMS number. These PMS numbers are from the Pantone Uncoated Color Book, and can be referenced when printing in CMYK is not an option.

Individual colors from the color palette may be used as background and accent colors in layouts.

Whenever possible, use the logo colors at 100%. In instances where additional colors are needed to convey information (for example in a chart or graph) it is acceptable to use a lighter screen of any of the colors from our color palette.
The Communities Foundation of Texas logo is available in three color versions.

The preferred version is full color or full color reversed. In either version, the symbol is full color, and the logotype is dark gray on a white background or white on a black or dark gray background.

When color is not an option, the logo should be reproduced as either grayscale or one color. Both the grayscale and one color versions can also be reversed out of black.

All logos exist as digital art. Never attempt to re-create these logos.
The Communities Foundation of Texas logo comprises a spectrum of colors with both light and dark values. Because of this, it is most effective when used on very light or very dark backgrounds.

The full color Communities Foundation of Texas logo may be used on white or on a light neutral background no darker than the equivalent of 12% black.

The full color reversed logo may be used on black or on a tint no lighter than 80% black.

All other values and colors are too busy and impede the readability of the full color logo. No other backgrounds are allowed.

When choosing a light colored background (or when choosing paper stock), avoid using creams or ecru colors that are more traditional and less contemporary.
For use on colored backgrounds, the one color Communities Foundation of Texas logo or reversed logo should be used.

If possible, it is preferable to use one of the six colors from our palette as a background color when working with the one color or reversed versions of the logo.

All logos exist as digital art. Do not attempt to re-create these logos.
The examples show uses of the Communities Foundation of Texas logo on backgrounds that are not allowed.

1. Do not use the full color logo on a color from the color palette.

2. Do not use the full color logo on a background darker than 12% black.

3. Do not use any version of the logo on non-approved colors.

4. Do not use any version of the logo directly on strong gradients.

5. Do not use the logo on top of busy photography.

6. Do not use the logo on patterns or busy pieces of vector art.
Sub-Brand Logos: Family Funds

Family name should be typeset in a larger, bolder version of Brandon Grotesque. “Foundation” should appear beneath in a smaller and lighter weight.

The area of isolation for the fund logos should equal the cap-height of the logotype.

For the W.W. Caruth, Jr. Foundation, as well as any other family funds, the CFT symbol is positioned to the left of the name and separated with a hairline. This relationship indicates the partnership between the two organizations, while putting CFT in the forefront.

The family name is set in Brandon Grotesque Bold, while the word “Foundation” beneath it is in a lighter weight.

The descriptor “at Communities Foundation of Texas” is set beneath the logo, and should be used at all times to make sure the connection to CFT is made.

The lengths of fund logos will vary, so use the height of the symbol to gauge minimum size.

Minimum Size: 0.25” or 18 pixels high

Logos for family funds within CFT utilize the same elements and follow the same general rules as the master logo, so that they appear to be from the same family. However, their relationship has been altered to differentiate them from the master logo.
The area of isolation for the initiative logos should equal the cap-height of the logotype.

**EDUCATE TEXAS**
*a public-private initiative of Communities Foundation of Texas*

The most prominent word(s) of the initiative name should be typeset in a larger, bolder version of Brandon Grotesque. Support words (if applicable) should appear beneath in a smaller and lighter weight.

**ENTREPRENEURS FOR NORTH TEXAS**
*a program of Communities Foundation of Texas*

The smaller descriptor should appear beneath the logo at all times.

Logos for CFT initiatives utilize the same elements and follow the same general rules as the master logo, so that they appear to be from the same family. However, their relationship has been altered to differentiate them from the master logo.

For Entrepreneurs For North Texas and Educate Texas, the CFT symbol is positioned to the left of the name and separated with a hairline. This relationship indicates the partnership between the two organizations, while putting CFT in the forefront.

The type for the initiatives may take up one or two lines, depending on the length of the name and may use varying weights of Brandon Grotesque.

Both Educate Texas and Entrepreneurs For North Texas have descriptors set beneath the logotype, and should be used at all times to make sure the connection to CFT is made.
Communities Foundation of Texas traces its roots back to 1953. Since that year, more than $1 billion in grants have been made by the Dallas-based foundation. People who make charitable gifts save time and effort by working with CFT. We help donors take advantage of optimal tax benefits. Most importantly, CFT can connect individual charitable goals with real community needs. 

*CFT is a hub for collaboration between donors, nonprofits and other funders to stimulate creative solutions to key...*
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New Baskerville is the primary serif face for Communities Foundation of Texas. It is a classic typeface, which adds a good contrast to the more contemporary Brandon Grotesque.

Its legibility makes it an excellent choice for longer body copy and is ideal for more formal communications.
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When the primary fonts are unavailable, Calibri may be used as a sans serif replacement font. Georgia should be used as an alternate serif face.

For use online, such as on the CFTexas.org website, the Google font family Lato should be used as a replacement for Brandon Grotesque.
Giving students a chance to shine

Juan Piñeda is no ordinary high school graduate. As a student of Trinidad “Trini” Garza Early College High School (ECHS), he gained dual college credit that prepared him for a postsecondary education. And now, he’s the.

Thinner weights of Brandon Grotesque are ideal for oversized headlines and convey our progressive thinking.

Lighter and thinner weights should not be used if the type is below 18 points, as it can be difficult to read, especially for older readers.

Tomorrow

our students will succeed.

To create more dynamic layouts, it is appropriate to mix serif and sans serif typefaces for headlines, subheads and body copy.

SOCIAL SERVICES

Brandon Grotesque, used in all caps and spaced out, is ideal for categories and subheads.

Giving is easy:

HEALTH

AIDS Arms

Vickery Meadow neighborhood. CDC estimates that it will serve underinsured women in the coming year.

Funding will support operations of the agency’s new HIV medical

and geographic barriers to the diagnosis and treatment of breast
cancer. The program expects to serve more than 1,200 uninsured

and low-income, first-generation students, THSP focuses on

education. With an emphasis on college readiness for

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SOCIAL SERVICES

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for categories and subheads.
Funding will support Bridging Breast Health Access, a Community Dental Care (CDC) medical care. Funding will support occupancy expenses for uninsured women in the coming year. More than 1,800 patients at the Vickery clinic in the next year.

To give, visit CFTexas.org or contact Monica Egert Smith in the P...
Consider using alternate kinds of graphs to display information that has more than eight categories. It is permissible to use screens of the CFT colors to help differentiate categories in these instances.

Colors from the logo should be used when creating graphs, charts or infographics. Do not use colors outside of our palette.

Graphs that are clean and simple aid in legibility, and are more sophisticated than ones that are overdesigned.

Whenever possible, limit pie graphs to eight categories, as the graphs can become too difficult to read when there are too many colors.
Compelling photography is critical to conveying what we do. We help real people and make real differences in communities, so it’s critical that our photography look natural and honest. It should be dynamic and engaging and convey a sense of caring and humanity.

Use images that are natural, with genuine and even unexpected expressions. Keep the focus on the hero image, and allow backgrounds to be in soft focus.

Strive to shoot portraits against backgrounds that are appropriate for the subject and also are visually dynamic. Consider cropping photos so that the hero is not always in the center of the frame.

Action shots of events should never be staged. Focus on the action, and do not try to tell the whole story in a single photo.

With black and white images, consider printing duotones of black and PMS 425 to create richer, more engaging images.

Black and white or duotone photography can be used to create a more editorial feel, which can be appropriate for certain images.

Consider using event photos in black and white (or as a duotone). This adds a level of sophistication and can help neutralize busy backgrounds.
USE OF STOCK IMAGERY

USE THIS

Strive for simplicity and a natural feel in stock images. Select photos that feature compelling composition versus trying to show too much.

NOT THIS

It is always preferable to shoot your own photography. However, if budgets or subject matter dictate that you use stock imagery, it’s important to search for images that do not feel staged. Use the recommendations on this page to guide you in selecting appropriate photography.

LAYOUT TREATMENTS

Consider using stock images smaller in a supporting role, instead of as the hero shot.

USE THIS

Avoid images that are overly composed and clichéd. If you are going to use an image as a metaphor, it should be subtle and natural.

NOT THIS

Stock photography can be effective when used in black and white and integrated with other design elements to make them more “ownable.”
ENGAGING. We attract and connect through our warm and caring spirits. We are fully committed. Proactive instead of reactive. And our heart is always in the right place.

SAVvy. We have deep knowledge, capable resources and understand how to act on them for donors, nonprofits and peer funders. When it comes to data-based insight, philanthropic know-how, or the contacts to truly make a difference, we are the partner to call.

TRUSTED. We have been making the world a better place since 1953. We’re honest, reliable and respected as wise stewards and service exemplars. We honor the intents of our donors. Our goodwill and the assets we hold are always used for the benefit of the community.

SERVANT LEADERS. We lead with equal parts inspiration and participation. We’re known to be humble listeners, empathetic, encouraging and collaborative. And we’re satisfied when others reach their full potential.

The personality of our brand helps us make an emotional connection with everyone we come into contact with. It reflects how our friends and colleagues describe our character, behavior and style.

When writing copy, use our key personality words to guide both content and tone of voice.
USE THIS

Communities Foundation of Texas
CFT (after full name is referenced)

W.W. Caruth, Jr. Foundation at Communities Foundation of Texas
Caruth Foundation or The Caruth Foundation (after full name is referenced)

Entrepreneurs For North Texas, a program of Communities Foundation of Texas
Entrepreneurs For North Texas (after full name is referenced)
EFNT (after full name is referenced)

Educate Texas, a public-private initiative of Communities Foundation of Texas
Educate Texas (after full name is referenced)

NOT THIS

The CFT
Communities
Entrepreneurs
Entrepreneurs for North Texas
Texas High School Project
Educate
ET

While others may call us “Communities,” and we often shorten our name to “CFT” internally, we should use our full name in copy whenever possible, particularly as we establish our new brand’s visual system. Abbreviating our name to “CFT” should only be used when the full name has appeared first in the communication.

Likewise, when referring to programs or initiatives of Communities Foundation of Texas such as Entrepreneurs For North Texas and Educate Texas, always make sure to use the full name first, then abbreviate as needed. When referring to a family fund or other initiative of CFT, always make sure to include a reference to CFT. For example, when referring to the W.W. Caruth, Jr. Foundation, make sure to include “at Communities Foundation of Texas” so that a connection with CFT is made.

Use the guidelines on this page as a reference guide for how to refer to Communities Foundation of Texas, its family funds and initiatives in copy.
A complete stationery suite has been developed for our brand. Please follow the guidelines on this page for communications. Do not try to create your own stationery.

For questions about ordering stationery or to request digital files, please contact Carol Goglia at cgoglia@cftexas.org.

Letters should be written in Georgia Roman, 10 point font, single spaced.
It is important that we are consistent with our communications and branding at every touchpoint, including email signatures. Follow the recommendations and the example to the left when setting up your own email signature.

An email signature template and instructions documents have been posted on the U drive:

**U:\Help\Email Signature Template**

*Signature Template: New CFT External Signature Template.htm*

*Signature Instructions: New CFT email signature directions-Outlook2007.doc*
PowerPoint® templates have been created to reflect the new elements of our brand. For consistency, it is critical that you use only approved templates, and do not try and create templates on your own.

Use the colors, typography, photography, charts and design elements as outlined in this brand standards document.

It is always preferable to have less information, as the presentations should serve as a clean and succinct outline of information.

*PowerPoint® templates have been posted on the staff intranet. If you have any questions, please contact Carol Goglia at cgoglia@cftexas.org.*