

# Brand Guidelines

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# Contents

## Brand Guidelines

Overview .....	4
Brand Strategy & Language .....	5
Brand Value .....	6
Brand Promise .....	7
Brand Personality .....	8
Key Differentiators .....	9
Key Messages .....	10
Keywords & Phrases .....	11
Tone .....	12
Target Audiences .....	13

## Logo Guidelines

The Logo & Tagline .....	15
Logo Alignments .....	16
Clear Space .....	17
Color Palette .....	18
Logo Variations .....	19
Typography System.....	20

# Brand Guidelines

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## OVERVIEW

Your brand is the culmination of your voice, your image, your promise to customers, and the experience you deliver them.

This guide outlines the Hendricks County Community Foundation brand through identification of the organization's key message, target audiences, keywords and terms, and distinct brand voice and communications goals. The purpose of this document is to help foster a cohesive brand identity for the HCCF across multiple platforms and to inform the creation of collateral and other communications and marketing pieces.

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# BRAND STRATEGY & LANGUAGE

## **Vision: What we are at our very best**

The HCCF creates a community ecosystem of neighbors helping neighbors through engagement with local nonprofits.

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## **Mission: The reason we exist; the motivation to continually do what we do**

The HCCF improves the quality of life in Hendricks County by helping donors match their passions with community needs, awarding grants to nonprofit organizations and projects, and collaborating to address community issues.

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## **Communication Goals**

An organization's goals should drive all brand messaging. No matter the target audience, every communication generated for each of the HCCF's communication platforms should be measured against the following objectives to ensure at least one goal is being advanced with each message:

- Increased donations to the HCCF, with emphasis on general endowment donations
- Increased community education, so that all of Hendricks County can feel informed and empowered to:
  - Make a difference in causes that matter to them within the Hendricks County community through the HCCF and its resources
  - Identify with the entire Hendricks County—not just their town within it—and the promise of a better tomorrow for the community's next generation
- Increased engagement and volunteerism with local nonprofits and causes

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# BRAND VALUES

Your brand values are the attributes that drive the way you carry out your mission. Values differentiate you from your competition and bring you a human element to your organization.

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## THE HCCF's Brand Values are:

***Caring:*** Nonprofits and donors alike need to know that their funds are being stewarded with the highest level of best practices and financial responsibility

***Integrity:*** The HCCF's mission reflects the genuine goodwill of the Hendricks County community

***Community First:*** All of the HCCF's efforts contribute to the good of the hyper-local area within Hendricks County: It's by the people, for the people

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# BRAND PROMISE

Your brand value is a value proposition for the organization's target audiences. In the simplest form, a brand promise positions the HCCF as the solution to a given problem.

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## **The HCCF's Brand Promise:**

The HCCF enables Hendricks County residents to make a permanent investment in their community's future through engagement with local nonprofits.

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## **BRAND PERSONALITY**

To be successful, each brand needs to have a consistent voice and tone in all iterations, from print collateral to social media to internal communications. Your brand voice uses language to connect on an emotional level with a particular target audience, and builds trust by re-engaging them in a consistent way across various media. The elements that we use to comprise brand voice and personality are the HCCF's attributes, key messages, keywords, and tone.



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# KEY DIFFERENTIATORS

## Local People Solving Local Problems

The HCCF creates an infrastructure for local people to come together and solve local problems impacting Hendricks County.

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## Benefits of the Endowment Model

The HCCF's endowment differentiates them from other philanthropic organizations by providing unique and flexible services for donors to make sustainable, long-term impact in Hendricks County. The endowment allows donor dollars to go farther to make a long-term, sustainable impact for the next generation.

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## Collective Impact

By working as an advocate for the whole nonprofit sector and connecting residents and organizations across the county, the HCCF enables a larger impact beyond what one individual nonprofit can accomplish.

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# KEY MESSAGES

A key message is a mechanism for conveying to audiences, in a succinct way, the nature of an organization's work and its value to the public. The key messages serve as basic talking points for the HCCF staff, board members, and other stakeholders.

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## The HCCF's key messages are:

1. The HCCF is making Hendricks County a better home for the next generation by creating an ecosystem for local people to come together to solve local problems.
2. Donations made through the HCCF drive greater value than other giving alternatives because of its endowment model. Endowments hold a large amount of invested funds in principal and typically operate from the interest generated each year. Like any kind of a financial investment, this generates more funds in the long-term for the fund-holders (in this case, Hendricks County nonprofits).
3. The HCCF serves as the philanthropic hub for community good in Hendricks County, connecting residents with causes they care about. By working collectively, we can have a greater and more permanent impact than any one group or person can do individually.
4. The HCCF acts as a dependable middleman and resource for its donors allowing them to know the donations are being used effectively and locally.

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## KEYWORDS & PHRASES

Never underestimate the power of language; every word you use creates associations and context for an audience. In support of the key message, additional keywords and phrases, listed below, can serve as the basis for all organizational copywriting. Key phrases should be used to tell the HCCF story in all its messages.

- Philanthropic hub
- Local people solving local problems
- Neighbors helping neighbors
- Collective impact
- Sustainable, long-term impact
- Donors know their funds are being used effectively
- Increased engagement and awareness
- Facilitator, catalyst, or matchmaker
- Community first
- Stewardship
- Caring
- Trust
- Integrity
- Collaboration
- Local
- Permanent
- Impactful

In addition to affirmative keywords and phrases, it's essential to identify keywords to be avoided. This could be because they are associated with something negative within the HCCF's industry or a competitor, or because the HCCF has grown or changed its identity away from these attributes.

### **We've identified the following keywords and phrases to be avoided in communications:**

- Advocate for a specific cause
- Guarantee results of donations

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# TONE

Establishing a consistent tone will help inform the voice and approach behind all of the HCCF’s messaging and will develop an emotional connection and trust with the HCCF’s target audiences. The HCCF strikes a balance between urban and rural, modern and rustic. All visual and verbal branding should reflect the following characteristics:

## **SLIGHTLY**

Contemporary  
Casual  
Quiet  
Aggressive  
Organic

## **SOMEWHAT**

Refined  
Economical  
Minimal  
Colorful

## **VERY**

Personal  
Authentic  
Caring

In addition to affirmative keywords and phrases, it’s essential to identify keywords to be avoided. This could be because they are associated with something negative within the HCCF’s industry or a competitor, or because the HCCF has grown or changed its identity away from these attributes.

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# TARGET AUDIENCES

Establishing a consistent tone will help inform the voice and approach behind all of the HCCF's messaging and will develop an emotional connection and trust with the HCCF's target audiences. The HCCF strikes a balance between urban and rural, modern and rustic. All visual and verbal branding should reflect the following characteristics.

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**Target Audience 1:** *Major gift donors:* Individual philanthropists that donate larger gifts that enable change

**Keywords:** Legacy, long-term impact, investment

**Communications Objective:** Generate donations, particularly for the endowment

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**Target Audience 2:** *Corporate Donors:* Corporations or organizations that contribute larger gifts that enable change

**Keywords:** Community impact, philanthropy, corporate social responsibility

**Communications Objective:** Generate donations and/or sponsorships

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**Target Audience 3:** *Smaller Donors:* Unplanned, smaller one-time gifts that enable change as a whole

**Keywords:** Community impact, neighbors helping neighbors, making a home for the next generation

**Communications Objective:** Generate donations, but with a larger emphasis on raising awareness of philanthropy across Hendricks County and generating engagement and volunteerism with area nonprofits

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# Logo Guidelines

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**LOGO  
& TAGLINE**



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PRIMARY-HORIZONTAL

## LOGO ALIGNMENTS



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SECONDARY-VERTICAL





# CLEAR SPACE

An area of clear space should always be maintained around the logo that is equal to or greater than the distance “2x” as indicated in the diagram.



# COLOR PALETTE

PMS 534

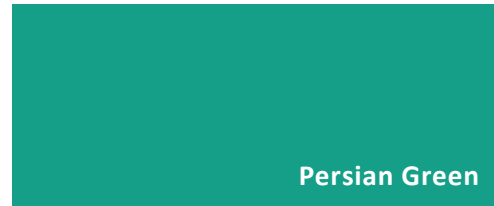


Biscay

#1b365d

R 27 G 54 B 93  
C 71 M 42 Y 0 K 64

PMS 7472



Persian Green

#009E88

R 0 G 158 B 136  
C 100 M 0 Y 14 K 38

PMS 7737



Sushi

#70a842

R 112 G 168 B 66  
C 33 M 0 Y 61 K 34

#1b365d
#314a6d
#485e7d
#5f728d
#76869d
#8d9aae
#a3aebe
#bac2ce
#d1d6de
#e8eae

#009e88
#19a793
#32b19f
#4cbbab
#66c4b7
#7fcec3
#99d8cf
#b2e1db
#ccebe7
#e5f5f3

#70a842
#7eb054
#8cb967
#9ac27a
#a9ca8d
#b7d3a0
#c5dcb3
#d4e4c6
#e2edd9
#f0f6ec

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# LOGO VARIATIONS

ONE COLOR



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GRAYSCALE



# TYPOGRAPHY SYSTEM

# Type On Screen

by ARAL BALKAN

One of the iconic representations of the digital age is an image of the ubiquitous digital screen, stereotypically represented as a grid of brightly-lit pixels.

This, like many of our other traditional perceptions of digital and interactive experiences, are either changing or being replaced altogether as we enter the post-PC era. New devices have such high resolution displays that individual pixels become imperceptibly small. Other devices, like the Amazon Kindle, eschew pixels altogether — opting to use electronic ink.

*These new devices are radically transforming what is possible in digital visual design and this has radical implications for digital typography.*

The death of the pixel leaves you with a flowing, magazine-quality canvas to design for. A canvas where curves are curves, not ugly pixel approximations of curves. A canvas that begins to blur the line between what we consider to be real and what we consider to be virtual.

## Emotional Typography

Web fonts allow for a wider palette of typefaces which can provide far more quirkiness and personality.

The challenge is to help people understand this. The classics such as Arial, Helvetica, Verdana or Tahoma are engrained as fonts you will always expect to see; readers aren't used to seeing type choices beyond these usual suspects.

The majority of screen graphics are done with JPGs that don't scale from the regular screens to retina screens. Now if you have these new type choices as web fonts, you have a scalable version of this which you can use, providing endless possibilities.

### HEADLINES

**Libre Baskerville** (Normal 400)

### BYLINES

**Open Sans** (Normal 400)

### DECKHEADS

**Open Sans** (Normal 400)

### BODY COPY

**Open Sans** (Normal 400)

### BLOCK QUOTES

**Libre Baskerville** (Normal Italic 400)

### SUBHEADS

**Libre Baskerville** (Bold 700)

*Where Local Good Grows*



**Hendricks County  
Community Foundation**

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