



Marietta Community Foundation

BRANDING GUIDE

2023



ABOUT US

VISION

A community inspired through philanthropy.

MISSION

To improve the quality of life in Washington County by investing in the community's well-being and making decisions that positively impact future generations.

PROMISE

To utilize reasonable judgment, creative partnerships, diligent financial management, and strategic grantmaking to strengthen our community and connect people that care with causes that matter.

CORE VALUES

Power of Philanthropy

- Transforming lives and strengthening Washington County now and in the future.
- Remaining steadfast in our mission and our vision.

Service and Stewardship

- Maintaining the highest standards of integrity in donor relations, institutional governance, and fiscal management.
- Engaging in action that promotes the common good for as long as the need exists.

Legacy

- Honoring those who contributed to our area's prosperity and pledging to support those who will carry on that legacy.
- Valuing the intentions of donors and respecting their vision.

TAG LINES

Serving Washington County For Good, Forever.
Where good intentions become great accomplishments.

BOILERPLATE

Marietta Community Foundation brings together passionate donors and causes to improve Washington County, Ohio for generations to come. Founded in 1974, the Foundation manages more than 350 funds and has distributed more than \$24.5 million to charities while meeting rigorous national standards in the community foundation sector.



MESSAGING TONE AND VOICE

In keeping with a consistent voice and message, all language should be written with keywords and phrases that underpin our vision, mission, promise and core values. Additionally, language should:

- use adjectives and verbs that evoke an emotional connection and/or strong mental image
- be easily understandable by all readers, avoiding jargon or wordiness
- have a clear call-to-action when appropriate
- give credit when due, noting partnerships
- strive to communicate sizable or transformational impact
- inspire readers to make a difference
- reinforce our steadfast, trustworthy, mission-driven nature
- demonstrate our extensive knowledge and professional approach
- show no preference toward causes, organizations, or issues; holding sacred the greater good of the community

PERSONALITY

To assist in reflecting the brand's identity in human terms, these attributes should guide the tone of all communications.

Connected – Collaborative – Engaged

Great achievements often aren't accomplished alone. When relationships matter, we connect people that care with causes that matter. Investing in a shared belief and avoiding duplicated efforts can effectively shape and uplift our community to positively impact today and forever.

Transformative – Impactful – Beneficial

The Foundation helps transform good intentions into great accomplishments. When passion turns into action, the power of philanthropy is unleashed and high priority or great needs are satisfied. Every investment is fervently considered and promotes the common good and improves the quality of life of our neighbors.

Reliable – Steady – Timeless – Focused

We're committed to serving Washington County for good, forever. Our vision is sharply focused on the long-term good of our community and we're built to withstand tribulations. Donors can rest easy knowing that their investment is actively working to satisfy their intentions even through their legacy.

Expert – Resource – Leader – Successful

When the path is shaky, turn to the Foundation. Our Board and Staff possess a wealth of vast, trustworthy knowledge; maintain the highest standards of integrity; and only practice fair, ethical, unbiased operations. Strategic planning, diligent management, and creative solutions fuel our success.

VISUAL IDENTITY

NOMENCLATURE

Marietta Community Foundation

- Brand name - required use for the first mentioning of the brand.
- Incorrect: The Marietta Community Foundation

The Foundation

- Acceptable second reference of the brand. Use The Foundation when beginning a sentence or title, and the Foundation in all other instances.

MCF

- Acceptable third reference of the brand or when space restrictions deem necessary.

OFFICIAL MARIETTA COMMUNITY FOUNDATION LOGO

The Marietta Community Foundation logo is the primary visual identity mark of the Foundation and is to be used on stationary, merchandise and all printed and electronic publications.

The logo must always have clear space on all four sides and be printed in a one-color format. Acceptable colors are PMS 282 Coated, black, and white in a reverse-out application.

The logo must be produced at 100% of the color. No portions of the logo should ever be distorted. A drop shadow may be added to the logo when necessary.



WASHINGTON COUNTY

It is encouraged to include a graphic rendition of Washington County, Ohio in appropriate cases to reinforce the breadth of Marietta Community Foundation's service area.

When placing the graphic on a line (as seen above) the vertical centers must be aligned. The graphic must be easily visible, but never overwhelm the primary page content.



SECONDARY LOGO

The MCF logo mark and wordmark may be separated and used alone or side by side with a vertical dividing line to represent Marietta Community Foundation. The vertical line should be the same height as the MCF logo mark and spaced equally between the logo mark and wordmark.

The first option in any printing of the logo would be to use the entire logo, but there are cases where the MCF icon or the wordmark may be used.



ALTERNATE LOGO — LOGO MARK AND TAGLINE

In instances where a communication’s intended audience represents those who are most familiar with the Foundation, the wordmark on the official logo may be replaced with a tagline to emphasize the organization’s service area and other brand ethos. This should be done sparingly and methodically.



Serving Washington County For Good, Forever.

LOGO PROPORTIONS AND SIZING

The logotype has been designed for use in various sizes. If changing the size of the logo, all elements should be enlarged or reduced in exact proportion. Never make the symbol bigger or smaller in relation to the typography, or make the type bigger or smaller in relation to the symbol.

The recommended minimum reproduction size of the official Marietta Community Foundation logo is 0.75” inches in width. Reducing the logo further compromises the integrity of the icon and the readability of the wordmark. The alternate logo must be used when the vertical space is less than 0.75”. The alternate logo may not be used at a size less than 0.25”



0.75” Minimum



0.25” Minimum

TYPE STYLES



PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Sans Serif, Extensive
Font Family, Use For:
*Headers, Titles, Displays,
Body Text, etc.*

ADOBE GARAMOND PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Serif, Extensive Font
Family, Use For: *Body
Text, Logo Text*

COLORS



Official Color - PMS 282 C / RGB: 4, 30, 66 / CMYK: 95, 55, 0, 74 / HEX: #041e42

Primary Accent - RGB: 4, 106, 174 / CMYK: 91, 58, 4, 0 / HEX: 046aae

Primary Accent - RGB: 65, 166, 221 / CMYK: 67, 19, 0, 0 / HEX: 41a6dd

Primary Accent - RGB: 158, 205, 230 / CMYK: 36, 7, 3, 0 / HEX: 9dcce6

Primary Accent - RGB 210, 220, 230 / CMYK: 16, 8, 5, 0 / HEX: d2dbe5

Secondary Accent - RGB: 91, 44, 134 / CMYK: 80, 100, 6, 3 / HEX: #5b2b85

Secondary Accent - RGB: 209, 74, 125 / CMYK: 12, 85, 24, 2 / HEX: d14a7d

Secondary Accent - RGB: 184, 53, 53 / CMYK: 20, 93, 85, 10 / HEX: #b83434

Secondary Accent - RGB: 248, 153, 29 / CMYK: 0, 47, 100, 0 / HEX #f8991c

Secondary Accent - RGB: 251, 238, 35 / CMYK: 4, 0, 93, 0 / HEX #fbed23

Secondary Accent - RGB: 95, 156, 69 / CMYK: 68, 18, 97, 3 / HEX #5f9c45

Secondary Accent - RGB: 52, 185, 193 / CMYK: 69, 3, 26, 0 / HEX #33b8c1

The official color of Marietta Community Foundation is Pantone Color System's PMS 282 C. When ordering materials from a vendor (for example, shirts and mugs), asking for "navy blue" is acceptable.

White paper should be utilized rather than off-white or colored papers for printed publications as it provides a white background when reversing out Marietta's visual identity marks.

Secondary accent colors may be used for Imagination Library and scholarship communications. For Imagination Library materials, refer to the branding standards of Dolly Parton's Imagination Library and Dolly Parton's Imagination Library of Ohio.

Printed publications should use CMYK reproduction. Digital or Online applications should use RGB.