



*The Community Foundation*  
**OF MUNCIE & DELAWARE COUNTY**

Brand Standards Guide

# THE COMMUNITY FOUNDATION OF MUNCIE & DELAWARE COUNTY

**Wherever our name appears is an opportunity to tell the our story.**

The Community Foundation of Muncie & Delaware County brand is more than the name, logo, colors, and fonts. It is the face of everything we stand for and strive toward.

Every experience one has with our organization may be their first, last, or only. We should take great pride in ensuring The Community Foundation of Muncie & Delaware County is accurately perceived as the community's long-standing partner for anyone looking to start a fund, make an impact with their donation and/or receive funding for nonprofit or scholarship.

All facets of our brand must present a unified look to reflect the integrity of our character. Throughout our communications, every link in the chain requires the same diligent guardianship.

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## PRIMARY LOGO

This logo system represents The Community Foundation of Muncie & Delaware County to the public. One of these two version of logo will appear on all digital and print communications.



Primary Horizontal  
Full Color



Primary Stacked  
Full Color

# ONE COLOR LOGOS

The one color logos are made to be used where applications require one color. Use the white logos on a dark background to insure legibility. Whenever possible use the full color logos (previous page)!



Horizontal  
Black






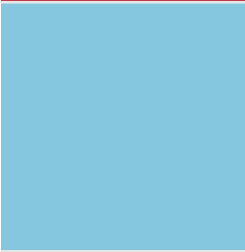
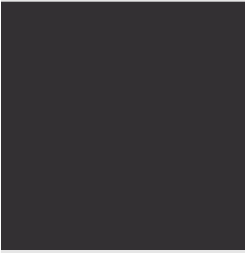
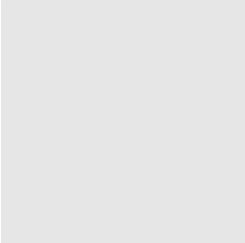
Stacked  
Black



White Horizontal

# COLOR PALETTE

The color palette is inspired by the flame with which we are represented. Yellow and blue act as accents and can be used to organize information graphically. Dark and light red are the **primary colors** and should be incorporated into all touch points. The logo also uses a gradient which can be incorporated into design. 95% black is the logotype color.

	<b>Yellow</b>	CMYK: 0-32-100-0 RGB: 253-181-21 HEX #FDB515
	<b>Dark Red</b> PRIMARY	CMYK: 27-98-76-34 RGB: 135-25-46 HEX #87192D
	<b>Light Red</b> PRIMARY	CMYK: 19-98-73-8 RGB: 188-38-63 HEX #BB263E
	<b>Blue</b>	CMYK: 46-6-9-0 RGB: 132-198-221 HEX #84C6DD
	<b>95% Black</b>	CMYK: 69-65-61-59 RGB: 51-49-50 HEX #333132
	<b>Light Grey</b>	CMYK: 9-6-7-0 RGB: 229-229-229 HEX #E5E5E5

# TYPOGRAPHY

Fraunces Semibold and Adventure Script Unlimited are the logo typefaces. Headlines and body copy should appear in Fraunces. Adventure Script Unlimited can be used sparingly for subheads and other uses. Work Sans is your body copy font and will be used for an larger blocks of copy.

## Fraunces Regular

*Also comes in italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%\*

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## Fraunces Semibold

*Also comes in italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%\*

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## Fraunces Bold

*Also comes in italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%\*

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## Fraunces Black

*Also comes in italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%\*

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## Adventure Script

Download at [myfonts.com](http://myfonts.com) for design or web use

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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## Work Sans

Also comes in many font weights. This is the original body copy font for CFMD, so it may feel familiar! Download at [fonts.google.com](http://fonts.google.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%\*

# LOGO SPECIFICS

Many custom artwork files have been developed for The Community Foundation of Muncie & Delaware County. These files follow a specific naming system so you may quickly understand and locate each file. Each part of the file name gives important information such as color and file type.



Organization	Logo Type	Color	Format
Community Foundation of Muncie & Delaware County	Logo_horizontal	Full Color	pdf- vector file for print companies (scalable to any size)
	Logo_stacked	White	
	Logomark	Black	
	Logo Text		png- transparent background saved for web or print (RGB) 300dpi
			jpg- white background saved for print (CMYK) 300dpi *white logos do not come in jpg