

THE VAN WERT COUNTY FOUNDATION



BRAND STANDARDS

1.0 OVERVIEW

As, The Van Wert County Foundation, our brand voice is a vehicle for the philanthropy of individuals, corporations and organizations that have concern for a specific geographic or demographic area. Our mission is to continue to receive and invest contributions to further the mental, moral, intellectual or physical welfare and advancement of citizens of Van Wert County, Ohio and such other areas as directed by a donor. The following guidelines will help ensure that VWCF's voice and mission is expressed clearly across all communications.

As VWCF promotes itself, it is important to keep all brand identity elements consistent throughout our communications. The attention we pay to our brand reminds people of the premium attention we pay to administering our trusts and their wishes. The following manual explains the rules of correct usage for The Van Wert County Foundation's logo and other elements in an easy-to-understand format. Be sure to review the manual thoroughly and refer to it whenever you have questions concerning the placement of any VWCF brand identity elements.

2.0 LOGO VERSIONS

The Van Wert County Foundation’s logo and coordinating icon should be used as our primary brand identity elements in all marketing materials and publications and must always follow the guidelines set forth by this manual. The size and position relationships of all graphic elements are fixed and must not be altered in any way. The 3-color logo is preferred but other options may be used when background or material being used dictates it. Acceptable illustrations listed below.



FULL COLOR



GRAYSCALE



ALL BLACK



2-COLOR

2.1 ACCEPTABLE LOGO VERSIONS

The VWCF icon can be used as a stand alone for certain marketing situations. This icon should be used in accordance with the guidelines set forth in this manual.



MONACO BLUE
RGB 35,63,119



DUSK BLUE
RGB 125, 161, 191



POPPY RED
RGB 220, 52, 59



BLACK
RGB 0, 0, 0

3.0 TYPOGRAPHY

The Lato family of typefaces should be used for all business communications, marketing materials and publications. To maintain the integrity of the VWCF’s identity, it is important to always use the specified font families.

HEADLINES

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodycopy

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Blacksword

is the typeface for specific taglines and headings.

4.0 COLOR

The Van Wert County Foundation's colors as specified here are to be used in all applications including signage, printed materials, website and where ever else the identity is called for.

Always use the PANTONE® Matching system to ensure the correct colors are used. If printing the logo using process inks, CMYK percentages are used.

Primary Colors



Pantone®
19-3964

CMYK
100|82|25|9
RGB
35|63|119
Monaco Blue



Pantone®
Black C

CMYK
0|0|0|100
RGB
0|0|0
Black

Accent Colors



Pantone®
16-4120

CMYK
53|28|14|0
RGB
125|161|191
Dusk Blue



Pantone®
17-1664

CMYK
8|94|82|1
RGB
220|52|59
Poppy Red

5.0 MINIMUM SIZE & CLEAR SPACE

The minimum size refers to the smallest acceptable size allowable to ensure readability and recognition.

For The Van Wert County Foundation’s logo, the minimum size in width is 4 inches. The minimum size of the icon with text is 1.5 inches. See examples below.



The clear space refers to the minimum distances from the VWCF logo to any other graphic element or edge of a printed piece. This space should always be kept clean and free of additional graphics, photography, text and other marks. The minimum clear space (X) is the height as shown in the diagram below.



6.0 UNACCEPTABLE USAGE

It is important to keep all graphic elements consistent throughout our communications, therefore we must not deviate from the logos shown previously in this manual.

- A. Never use a drop shadow on the logo.
- B. Never outline the logo.
- C. Never reposition any part, or parts of the logo.
- D. Use only approved colors for the logo.
- E. Always maintain the logo's clear space.
- F. Never modify the logo artwork in any way.
- G. Never place the logo on a photo or illustration where readability will be compromised.

7.0 GRAPHIC ELEMENTS

The below are to be used to enhance and expand The Van Wert County Foundation's brand identity. It is recommended that they be used judiciously in marketing materials promoting VWCF including collateral, website, promotional materials, etc.

A Community Trust.



Grants

Building the foundation for a stronger community.
////////////////////

Scholarships

Laying the groundwork for tomorrow.
////////////////////

A Lasting Legacy.



8.0 MESSAGING

It is important to use the tag-line messaging correctly throughout our communications. This will keep our value proposition consistent across all media. Below are the tag-lines that are to be used.

A Community Trust.

Useage: main brand tag-line to be used on all general media applications

*Building the Foundation.
A Lasting Legacy.*

Useage: service specific - trusts, grants, scholarships, community projects

9.0 PHOTOGRAPHY STYLE



Imagery is another important way to express the ideas of our brand identity.

Images create visual interest, excitement, and an emotional connection with varied audiences. Just as with color and typography, images must have a consistent look and feel from one communication to the next.

The images shown here represent just a few examples of the style of imagery that can be featured in our communications. Our focus should remain on community, featuring important community institutions, showing community members, and situations that represent working, growing, and giving.

Keep the following criteria in mind when choosing stock or commissioning photography:

- Look for images with crisp and vibrant colors; black-and-white imagery can be mixed in with color
- Capture 'real moments'; avoid portraits and overly posed or staged situations
- Images can have motion or action, but should not be overly blurry
- Look for interesting ways to crop subjects to create visual interest

10.0 CONTACT INFORMATION

SETH BAKER

Executive Secretary

419.238.1743 / seth@vanwertcountyfoundation.org

PAUL HOVERMAN

Coordinator of Performing Arts

419.238.1743 / paul@vanwertcountyfoundation.org

AMANDA MILLER

Marketing & Resource Development Manager

419.238.1743 / amanda@vanwertcountyfoundation.org

RENEE THATCHER

Office Manager

419.238.1743 / renee@vanwertcountyfoundation.org

TRACEY REICHERT

Assistant Office Manager

419.238.1743 / tracey@vanwertcountyfoundation.org

THE VAN WERT COUNTY FOUNDATION
138 E. Main St., Van Wert, OH 45891
419.238.1743 / vanwertcountyfoundation.org



VAN WERT COUNTY
FOUNDATION
////////// A Community Trust.