



**COMMUNITY  
FOUNDATION**

SOUTHWEST  
WASHINGTON

# Logo Standards and Guidelines

A handbook for using the Community Foundation logo



# 1 LOGO

## ELEMENTS

Our logo is comprised of two main elements:

1. An abstract, illustrative mark that we fondly refer to as a “burst”
2. The words ‘Community Foundation Southwest Washington’

When used together, the relationship and physical space between both elements becomes a key part of our visual identity.



## ORIENTATION & SIZE

Aside from our primary horizontal logo, we have a vertically oriented version.

Discretion should be used when deciding which logo version and size is best suited for the a communication piece, but our primary logo is the default where space is available.

To ensure maximum legibility, our logo should not be used below the minimum sizes indicated to the right.



# SAFE AREA

The area that surrounds our logo is as much a part of our visual identity as any other element.

Providing adequate white space around our logo avoids clutter and ensures the integrity of our brand in visual communications.

We have defined a “safe area” around our logo. No other visual elements should be positioned within this area. This safe area is twice the height of the letters used in the words “community” and “foundation” within our logotype.



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**COMMUNITY** x  
**FOUNDATION**  
SOUTHWEST  
WASHINGTON



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**COMMUNITY** x  
**FOUNDATION**  
SOUTHWEST  
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## ALTERNATE VERSIONS

In most circumstances we use our logo in full color. However, occasionally, there are circumstances where this format might inhibit legibility or be impossible altogether due to certain color print processes in publications.

For these circumstances, we have developed a reverse color version of our logo that can be used on dark-colored backgrounds. We have also created white and black versions, which can be used on dark and light colored backgrounds when using grayscale or a black and white printing process.



**COMMUNITY  
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Reverse



**COMMUNITY  
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White



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Black

# INCORRECT USES

It is imperative that our logo stays consistent across all mediums and all uses. Using logos in a standardized fashion reinforces our visual identity and aligns our communication.

Here are some examples of incorrect usage.

- a. Using other fonts or typefaces
- b. Altering element configurations
- c. Resizing specific elements
- d. Rotating the logo or elements
- e. Stretching, squashing or scewing

a.



b.



c.



d.



e.



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