

# IDENTITY STANDARDS

*for*

Logo

Fonts

Editorial Style





A corporate logo is an invaluable asset for creating and enhancing corporate identity. The Cleveland Foundation logo is highly flexible, but to ensure brand recognition, certain standards must be carefully guarded. This guide outlines the strict requirements to be followed when displaying the logo.

Any deviation from the standards established here must be authorized in advance by Public Affairs.

The Cleveland Foundation primary logo incorporates the tree as a symbol of growth, prosperity and strength. The words “Cleveland Foundation” are in a classic typeface and complemented with the flourish of a script letter “f.” The symbol and words in the logo function as a visual image. The tree may never appear alone without the words. The words may never be substituted, manipulated, stretched, squeezed, represented in another font, or re-created in any way.

CLEVELAND  
*Foundation*

CLEVELAND  
*Foundation*

The Cleveland Foundation alternate logo uses the words without the accompanying tree symbol. The alternate logo is a practical option when the logo needs to be small or horizontal. This alternate logo is required when the vertical space allowance is less than 3/4 inch. (See Logo Size, page 8.)

The Cleveland Foundation logo is two colors, a carefully tested “Cleveland Foundation green” and “Cleveland Foundation red.” In an effort to maintain the integrity of the color logo and remain visually consistent, these colors are never to be substituted. Consistent application will help achieve maximum impact every time.

Because the logo will appear in different media, which reproduce color differently, several color formulas are approved for use.

■ **Print materials**

Use PANTONE colors whenever possible. If necessary, CMYK reproduction can be used.

PANTONE coated		
	PMS 5753C	PMS 215C

PANTONE uncoated		
	PMS 5753U	PMS 214U

CMYK coated		
	40/19/66/58	5/100/26/24

CMYK uncoated		
	49/29/70/20	3/96/11/3

■ **Digital or online applications**

RGB		
	91/99/52	201/0/98

HEX		
	6E7645	A71056

RGB websafe		
	102/102/51	204/51/102

HEX websafe		
	666633	CC3366



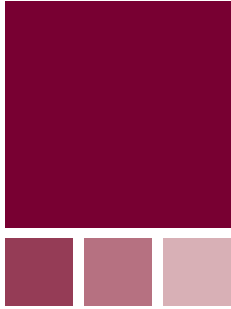
■ **Reproduction of script “f”**

The script “f” must appear in Cleveland Foundation red when the primary color logo is reproduced.

The script “f” must appear in black or grey (50% black) when the logo is reproduced in the positive black and white format. When the logo is reversed out of a black background, the script “f” must appear as white or Cleveland Foundation red.

When designing a product that would be enhanced by the use of a different color for the script “f,” authorization must first be obtained from Public Affairs. Colors must be chosen from the approved palettes that follow.

Vibrant



**PANTONE 7421**

**Coated:** R 94 G 23 B 45  
C 15 M 100 Y 39 K 69  
HTML 5E172D

**Uncoated:**  
C 34 M 81 Y 46 K 26



**PANTONE 187**

**Coated:** R 167 G 25 B 48  
C 5 M 100 Y 71 K 22  
HTML A71930

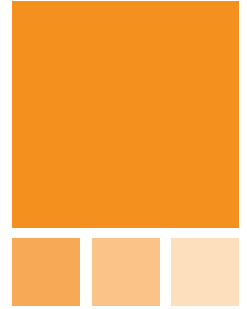
**Uncoated:**  
C 7 M 84 Y 56 K 16



**PANTONE 215**

**Coated:** R 167 G 16 B 86  
C 5 M 100 Y 26 K 24  
HTML A71056

**Uncoated:**  
C 6 M 98 Y 12 K 20



**PANTONE 152**

**Coated:** R 225 G 112 B 0  
C 0 M 62 Y 100 K 0  
HTML E17000

**Uncoated:**  
C 0 M 50 Y 93 K 5



**PANTONE 130**

**Coated:** R 240 G 171 B 0  
C 0 M 30 Y 100 K 0  
HTML F0AB00

**Uncoated:**  
C 0 M 34 Y 90 K 0



**PANTONE 1675**

**Coated:** R 163 G 63 B 31  
C 5 M 82 Y 100 K 26  
HTML A33F1F

**Uncoated:**  
C 8 M 61 Y 95 K 17



**PANTONE 5753**

**Coated:** R 91 G 99 B 52  
C 40 M 19 Y 66 K 58  
HTML 5B6334

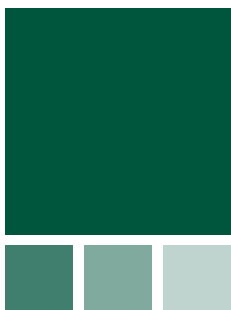
**Uncoated:**  
C 49 M 29 Y 70 K 20



**PANTONE 7474**

**Coated:** R 0 G 122 B 135  
C 98 M 7 Y 30 K 30  
HTML 007A87

**Uncoated:**  
C 86 M 10 Y 33 K 10



**PANTONE 554**

**Coated:** R 29 G 92 B 66  
C 83 M 17 Y 62 K 56  
HTML 1D5C42

**Uncoated:**  
C 73 M 23 Y 80 K 27



**PANTONE 647**

**Coated:** R 22 G 87 B 136  
C 96 M 53 Y 5 K 24  
HTML 165788

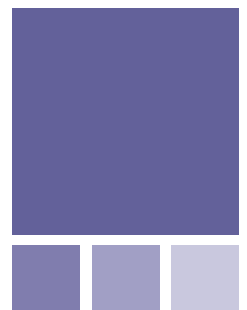
**Uncoated:**  
C 80 M 46 Y 11 K 8



**PANTONE 2925**

**Coated:** R 0 G 152 B 219  
C 84 M 21 Y 0 K 0  
HTML 0098DB

**Uncoated:**  
C 67 M 12 Y 0 K 0



**PANTONE 7447**

**Coated:** R 90 G 68 B 122  
C 76 M 77 Y 6 K 18  
HTML 5A447A

**Uncoated:**  
C 62 M 64 Y 18 K 3

The colors on the page are process simulation of Pantone® spot colors. Please refer to Pantone® color bridge coated and uncoated for the spot, CMYK, RGB, and HTML color values and for matching reference. Variations in perceptual color will occur based on printing process and substrate (paper stock: coated or uncoated, vinyl).

*Note: The sampled tints under the Pantone colors are tints of 75%, 50%, and 25%.*

## Muted



**PANTONE 7546**

Coated: R 57 G 74 B 88  
C 70 M 43 Y 23 K 63  
HTML 394A58

Uncoated:  
C 51 M 26 Y 15 K 49



**PANTONE 5777**

Coated: R 163 G 168 B 107  
C 22 M 7 Y 51 K 22  
HTML A3A86B

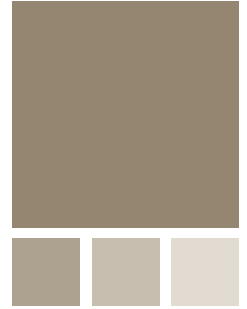
Uncoated:  
C 28 M 11 Y 51 K 4



**PANTONE 7540**

Coated: R 94 G 97 B 103  
C 40 M 30 Y 22 K 60  
HTML 5E6167

Uncoated:  
C 57 M 45 Y 38 K 9



**PANTONE 7531**

Coated: R 133 G 115 B 99  
C 16 M 28 Y 36 K 49  
HTML 857363

Uncoated:  
C 14 M 23 Y 33 K 46



**PANTONE 5415**

Coated: R 92 G 127 B 146  
C 57 M 23 Y 10 K 31  
HTML 5C7F92

Uncoated:  
C 51 M 21 Y 10 K 34



**PANTONE 5135**

Coated: R 134 G 95 B 127  
C 37 M 61 Y 9 K 26  
HTML 865F7F

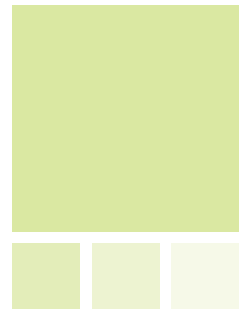
Uncoated:  
C 24 M 52 Y 4 K 26



**PANTONE 659**

Coated: R 111 G 154 B 211  
C 60 M 29 Y 0 K 0  
HTML 6F9AD3

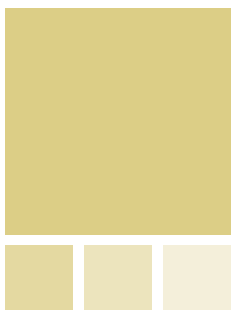
Uncoated:  
C 40 M 15 Y 0 K 0



**PANTONE 373**

Coated: R 208 G 235 B 138  
C 20 M 0 Y 42 K 0  
HTML D0EB8A

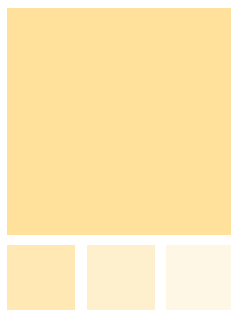
Uncoated:  
C 27 M 0 Y 57 K 0



**PANTONE 617**

Coated: R 198 G 191 B 112  
C 7 M 6 Y 52 K 15  
HTML C6BF70

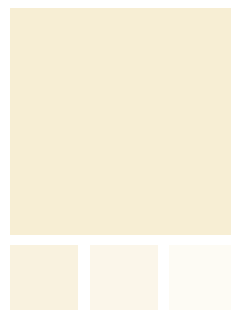
Uncoated:  
C 18 M 11 Y 56 K 3



**PANTONE 134**

Coated: R 251 G 212 B 118  
C 0 M 11 Y 56 K 0  
HTML FBD476

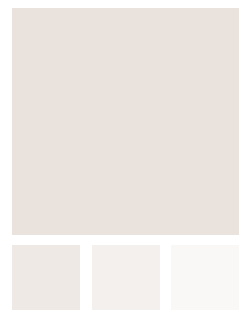
Uncoated:  
C 0 M 13 Y 59 K 0



**PANTONE 7500**

Coated: R 225 G 216 B 183  
C 1 M 5 Y 23 K 3  
HTML E1D8B7

Uncoated:  
C 3 M 4 Y 27 K 2



**PANTONE 434**

Coated: R 207 G 195 B 195  
C 5 M 11 Y 8 K 12  
HTML CFC3C3

Uncoated:  
C 5 M 9 Y 6 K 8

The colors on the page are process simulation of Pantone® spot colors. Please refer to Pantone® color bridge coated and uncoated for the spot, CMYK, RGB, and HTML color values and for matching reference. Variations in perceptual color will occur based on printing process and substrate (paper stock: coated or uncoated, vinyl).

Note: The sampled tints under the Pantone colors are tints of 75%, 50%, and 25%.



When color is not an option or when appropriate colors are not available, reproduce the logo in black and white.



When using the primary logo at a size less than 1 inch, the “f” should be black for maximum readability. The “f” should be black when using the secondary logo at a size less than 1/2 inch.



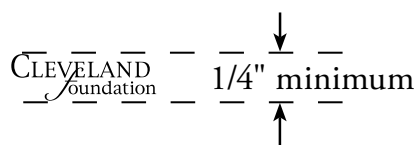
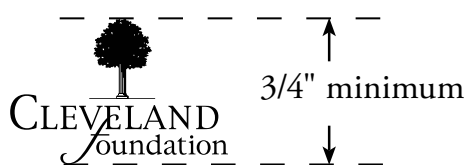
When the size of the primary logo is 1 inch or greater, the “f” may be black or grey (50% black).



When the size of the secondary logo is 1/2 inch or greater, the “f” may be black or grey (50% black).



When the black and white logo is reproduced in the reversed format, the script “f” must appear white.



■ **Proper proportions**

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.

■ **Reproduction of the logo at a small size**

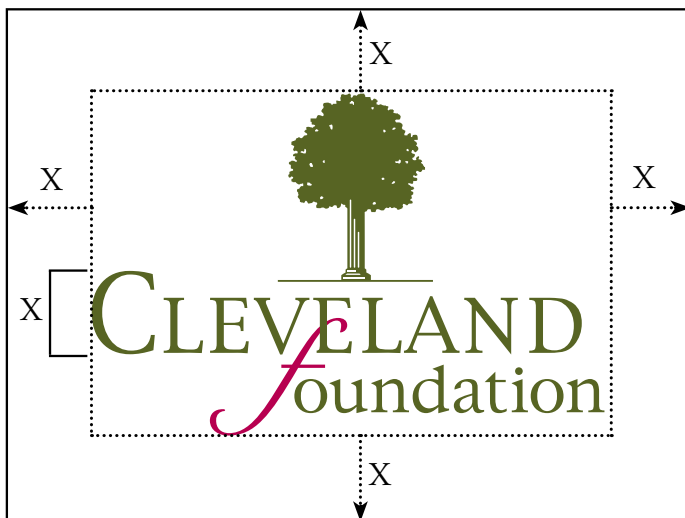
The primary logo (with tree) may be used when the vertical measurement from the top of the tree to the bottom of the “f” is a minimum of 3/4 inch.

The alternate logo must be used when the vertical space is less than 3/4 of an inch.

The alternate logo may not be used at a size less than 1/4 of an inch vertically.



To preserve visual impact and graphic integrity, always maintain white space around the logo. A clear rectangular area around the logo will help to isolate it from other visual components. The logo should always stand alone as a single element. Never use it in conjunction with another symbol or illustration.



As illustrated, the minimum clearance between the logo and other elements should be equal to the height of the “C” in the word Cleveland. This measurement (X) will vary depending on the size of the logo.

# Adobe Garamond Pro

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Semi Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Sample text in Adobe Garamond Pro, 12pt

Established in 1914, the Cleveland Foundation is the world's first community foundation. Today we are the third-largest community foundation in America.

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

### ■ Editorial fonts

An organization's overall image benefits from consistent use of specific fonts for most print or visual materials. Type styles chosen for general correspondence, e-mails, website copy, brochures, newsletters, ads and the like should be consistent. The following selection of fonts has been chosen for the Cleveland Foundation's graphic identity: Adobe Garamond Pro, Helvetica Neue Regular and Condensed, and Arial for printed materials, and Verdana for electronic use.

### ■ Print text fonts

#### **Serif font – Adobe Garamond Pro**

This typeface is classic, elegant and highly legible. It is the recommended option when choosing a serif font. It is widely available in a range of weights and styles, including italic, bold, and more. The preferred format for printed documents in Adobe Garamond Pro, as shown below, is 12pt text with 14pt line spacing and 8pt paragraph spacing, providing legibility and openness. When preparing copy in larger or smaller type sizes, keep the line spacing sympathetic to this treatment.

# Helvetica Neue Regular

25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

26 Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

36 Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Print text fonts

### Primary Sans-Serif Font – Helvetica Neue

This highly legible font is the recommended option when choosing a sans-serif font. The preferred format for printed documents in the Helvetica Neue font is 9pt text with 14pt line spacing and 8pt paragraph spacing, providing legibility and openness. When preparing copy in larger or smaller type sizes, keep the line spacing sympathetic to this treatment.

#### Sample text in Helvetica Neue, 9 pt

Established in 1914, the Cleveland Foundation is the world's first community foundation. Today we are the third-largest community foundation in America.

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

96 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Helvetica Neue Condensed

27 Ultra Light Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*27 Ultra Light Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

37 Thin Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*37 Thin Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

47 Light Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*47 Light Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

57 Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*57 Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

67 Medium Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*67 Medium Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

77 Bold Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*77 Bold Condensed Oblique*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

## ■ Print text fonts

### Primary Sans-Serif Font – Helvetica Neue

This highly legible font is the recommended option when choosing a sans-serif font. The preferred format for printed documents in the Helvetica Neue font is 9pt text with 14pt line spacing and 8pt paragraph spacing, providing legibility and openness. When preparing copy in larger or smaller type sizes, keep the line spacing sympathetic to this treatment.

#### Sample text in Helvetica Neue, 9 pt

Established in 1914, the Cleveland Foundation is the world's first community foundation. Today we are the third-largest community foundation in America.

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

**87 Heavy Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***87 Heavy Condensed Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

**97 Black Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***97 Black Condensed Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

# Arial

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890***

■ **Print text fonts**

**Alternate Sans-Serif Font – Arial**

This highly legible font is another recommended option when choosing a sans-serif font. The preferred format for printed documents in the Arial font is 9pt text with 14pt line spacing and 8pt paragraph spacing, providing legibility and openness. When preparing copy in larger or smaller type sizes, keep the line spacing sympathetic to this treatment.

**Sample text in Arial, 9 pt**

Established in 1914, the Cleveland Foundation is the world’s first community foundation. Today we are the third-largest community foundation in America.

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

# Verdana

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890*

## **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890**

## ***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890***

## ■ Web and electronic text font

### **Verdana**

This spacious sans-serif typeface was specially designed to be readable on a computer screen and is recommended for e-mail and web use.

#### E-mail

Use the default size set by your e-mail program unless your personal needs dictate the use of a larger size. Size should not be so small as to become unreadable.

#### Web

To respect the user's browser preferences, keep body text at 100%, or 1em. Sizing of other elements should be compatible with the design of the page.

### Sample text in Verdana, 10 pt

Established in 1914, the Cleveland Foundation is the world's first community foundation. Today we are the third-largest community foundation in America.

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

**Designers should use the following practices or settings on projects for the Cleveland Foundation.**

■ **Typographic standards and requirements**

- No double spaces in body copy prior to proof release
- No double spaces after periods
- Line breaks should be controlled by proper hyphenation settings
- Manual line breaks should be applied sparingly
- Numbers should be set to OpenType Proportional Lining for numbers in text
- OpenType fonts should be used when available

■ **Hyphenation**

- Maximum 2 hyphens in a row
- Minimum 3 characters before and after hyphen
- No hyphens on capitalized words, column breaks

■ **Bullets**

- No hyphenation on bullet lists, subheads, or heads
- Bullets are to be set at maximum +2 pts leading
- Bullets require an additional minimum +20% inter-bullet spacing (one or two pts)
- Distance between bullet and first line of text must never exceed the M square
- Bullet style should be used where appropriate
- Manual line breaks should be kept to a minimum in bullet lists

■ **Styles**

- All text should use paragraph styles if possible
- Character styles should not be applied to paragraphs, but to words only

■ **Punctuation**

- Punctuation should hang where possible (InDesign story feature on text blocks)
- Punctuation should not hang in bullet lists

- Do use only one logo per page.
- Do leave ample white space around the logo. Avoid crowding.
- Don't stretch, condense, or manipulate the logo in any way.
- Don't alter the proportions or placement of the tree symbol and the logotype.
- Don't change the font used in the logotype.
- Don't place a color logo on a color background.
- Do use only the standard recommended colors behind the reversed (all white) logo.
- Don't place the logo on a textured background that compromises its clarity.
- Don't repeat the words "The Cleveland Foundation" when the logo is included in the address block.

When in doubt, do consult Public Affairs for guidance.

**To download the Cleveland Foundation logo, visit the Press Room on the foundation website at [www.ClevelandFoundation.org](http://www.ClevelandFoundation.org)**

## Standards for Editorial Style

The choice of the way a word or phrase appears is known as editorial style, or standard. Often, organizations will adopt an editorial style for written communications, which is used uniformly throughout the organization. While editorial style can change with evolving cultural usage, for the most part, it remains constant. Following these style guidelines will keep our communications consistent and looking professional.

*In large measure, the Cleveland Foundation follows the style guidelines set forth in the Associated Press Stylebook, often considered the “journalist’s bible.”*

The purpose of the AP Stylebook is to “provide a uniform presentation of the printed word, to make a story written anywhere understandable everywhere.”

The editorial guidelines that follow are specific to the Cleveland Foundation. When in doubt, refer to the AP Stylebook. If there is no relevant listing in the AP Stylebook, refer to the American Heritage Dictionary of the English Language, which contains guidance on matters of language usage by its famous panel of nearly 200 distinguished experts. You can find these references in Public Affairs. In addition, any member of the Public Affairs team can provide guidance on TCF style or other grammar, punctuation, or usage questions. For further guidance on grammar issues, staff members can use Tri-C’s Grammar Hotline at 216-987-2050.

## A

- address** For address blocks at the bottom of brochures, publications, etc., eliminate extra four digits on ZIP code. Spell out *Suite*.  
Example: *1422 Euclid Avenue, Suite 1300*  
*Cleveland, Ohio 44115*
- For addresses within text, abbreviate only Avenue (Ave.), Boulevard (Blvd.), and Street (St.) when used with a numbered address; otherwise, spell out. All similar words (alley, circle, drive, road, terrace, etc.) are always spelled out. Examples: *1422 Euclid Ave.* or *Euclid Avenue*. *1700 Ridge Road* or *Ridge Road*.
- African-American** Hyphenate.
- a.m., p.m.** Use lowercase letters. Omit the two zeros after the colon.  
Examples: *6 p.m.*, *6:45 p.m.*
- ampersand (&)** Use “and.” Only use the ampersand when it is part of a formal name. Example: *Gifts & Grants Online*.
- and/or** Choose one or the other to avoid the awkward “and/or” double conjunction. Examples: *Grant requests can be made online or in person.* Or: *Grant requests can be made online and in person.*
- authorized (not approved)** Preferred phrase in grant releases is *the Cleveland Foundation authorized...*, according to J.T. Mullen. Technically, the TCF board approves grants based on the amount held in TCF trust, not on the amounts held by supporting organizations. Supporting organizations, often through their own advisory boards, approve grants for particular causes. However, officially speaking, the foundation – not its board – does *authorize* all of the grants. Example: *For the period ending June 30, 2006, the Cleveland Foundation authorized grants totaling \$13.6 million, but only \$11 million of that amount was approved by the board.*

## B

**board**

Uppercase the proper noun when using its formal name: the Board of Directors of the Cleveland Foundation. Lowercase the common noun when using the informal name or on second reference: the board, the directors, the board of directors.

**boilerplate**

The short “Who We Are” paragraph often found at the end of news releases that describes the foundation, its mission, and its history. It is updated as needed.

**book titles**

Generally, use quotation marks. Names of reference books do not appear in quotes. Example: *The program was based on an idea first described in the book, “Reaching Out to the Underprivileged.”*

## C

**capacity-building**

Avoid using this term. Try: *business training for nonprofits; an MBA-like experience for nonprofits*, or contact a member of the Public Affairs department to help consider an alternative.

**city**

Capitalize city if part of a proper name or part of an government entity: *New York City, Kansas City, the City of Cleveland Department of Public Health*. Lowercase elsewhere. Example: *residents of the city of Cleveland*.

**Civic Innovation Lab**

No *the* in formal name. Second reference can be *the Lab*, with lowercase “t” and uppercase “L.” The lab refers to its grantees as “champions,” a term that generally requires explanation on first mention.

**Cleveland Foundation**

In text, lowercase the “t” in *the* before *Cleveland Foundation*, unless it begins the sentence or heading. When subsequently referring to *the foundation*, lowercase both the “t” and “f.” Do not refer to *the Cleveland Foundation* externally as TCF. Limit use of TCF to internal audiences.

## C

- co-** Use the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status. No hyphen in other combinations. Examples: *co-author*, *co-chairman*, *co-sponsor*. No hyphen: *coexist*, *cooperative*.
- commas** Generally, place a comma before the concluding conjunction in a series.
- committee names** Capitalize the formal name of committees; lowercase the common noun. Example: *The Activities Committee planned the event, and many committee members attended.*
- company** Use *Co.* or *Cos.* when a business uses either word at the end of its proper name. Spell out the word in second reference. Examples: *Ford Motor Co. announced its first-quarter earnings. The company reported a record loss.*
- comprised** Do not use “comprised of.” Remember: the whole *comprises* the parts and the parts *compose* the whole. *Composed of* or *comprises* is acceptable. Examples: *The United States comprises 50 states. The United States is composed of 50 states.*
- corporation** Abbreviate as *Corp.* when the company uses the word at the end of its name. Spell out *corporation* elsewhere. Lowercase it when it stands alone. Examples: *The Corporation for Public Broadcasting urged viewers to donate. The corporation has been successful in fundraising in recent years.*
- county** Capitalize when part of a formal name. Examples: *Crime rates have decreased in Cuyahoga County. Other counties have seen an increase.*

## D

- dash (–)** Be precise when using dashes to set off phrases. Avoid using a double hyphen (--) or a single hyphen (-) in its place.
- days of the week** Do not abbreviate unless needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat. No periods in abbreviations.
- degrees (academic)** Follow AP style for academic degrees: Use an apostrophe in *bachelor's degree*, *master's degree*, etc., but there is no possessive in bachelor of arts degree, master of science, etc. Degrees are lowercase, unless using the abbreviated *B.A.*, *B.S.*, *M.A.*, etc. Also, use *associate degree* (no possessive).
- department names** Capitalize the formal name of departments; capitalize a shorthand reference when it refers to the proper name; lowercase the department when it stands alone. Examples: *Kate Asbeck heads the Finance Department. The staff in Finance is working on the budget. The department has seen three consecutive years of growth.*
- disabled, handicapped** Remember: A person's disability is not his/her sole identity. Use sensitive language when describing people with disabilities. Examples: *A child with mental retardation*, not *a retarded child*. *He speaks with a stutter*, not *He's a stutterer*.
- dollars** For large values, such as with grants, use a dollar sign (*\$650,000*) and no decimals. For amounts more than \$1 million, use \$ and numerals up to two decimal places (*\$4.35 million*, *\$1.7 billion*, etc.) For further guidelines, see *dollars* in AP Stylebook.

## E

- e.g.,** Use when the meaning is “for example.” Is not interchangeable with “i.e.,” which means “that is.” Requires a comma. Example: *The conference center provides basic beverage service, e.g., water, tea, coffee.*
- e-mail** Hyphenated, lowercase “e.”

## F

- fewer, less** Use *fewer* for individual items, *less* for bulk items or quantity. Examples: *Fewer than 10 donors called. They each spoke for less than 10 minutes.*
- follow-up, follow up** Use *follow-up* for the noun and adjective form; use *follow up* for the verb form.
- fundraising** One word.

## G

- gift making** Two words, no hyphen.
- grantmaker** Compound word, no hyphen.
- grantmaking** Compound word, no hyphen.
- grant seeker** Two words, no hyphen.

## H

- health care** Two words.

## I

**i.e.,**

Use when the meaning is “that is.” Is not interchangeable with “e.g.,” which means “for example.” Example: *The boss said everyone had to stay until the project was finished, i.e., they were in for a long night.*

**incorporated**

Abbreviate and capitalize “Inc.” when used as part of a corporate name. Do not set off with commas.

**Internet, intranet**

Use uppercase when describing the worldwide set of interconnected network, but lowercase when describing an organization's private online network.

## J

**jargon**

Avoid the use of overused, stale phrases with little meaning to those outside the nonprofit world. For several examples of nonprofit jargon, visit the Communications Network's Jargon Finder.

**junior, senior**

Abbreviate as *Jr. and Sr.* only with first and last names of people. Do not precede by a comma. The notation *II or 2nd* may be used if it is the individual's preference, but remember that they are not necessarily the equivalent of junior - they are often used by a grandson or nephew.

## K

## L

**Lake-Geauga Fund**

The Lake-Geauga Fund of the Cleveland Foundation provides grants to nonprofit organizations in Lake and Geauga counties. Lowercase “fund” on second reference.

## M

**magazines**

Capitalize the initial letters of the name, but do not put it in italics or quotes. Lowercase magazine unless it is part of the publication's formal title.

**mission statement**

The mission of the Cleveland Foundation is to enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

**months**

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only the months with more than five letters: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. Examples: *The next lunar eclipse will take place in August. The all-staff meeting will occur Feb. 14, 2008. May 15, 2008, marks Joe’s fifth anniversary with the foundation.*

**more than/over**

Use “more than” when referring to numerals. Use “over” to refer to distances. Example: *The foundation awarded more than \$85 million in 2007.*

**multi-**

In general, no hyphen. Examples: *multimillion*, *multifaceted*.

**N****neighborhoods**

Hyphenate Cleveland neighborhoods with double names. Examples: *Detroit-Shoreway*, *Buckeye-Shaker*.

**newspapers**

Capitalize the initial letters of the name, but do not put it in italics or quotes.

**non-**

Does not require a hyphen when forming a compound that can be understood if not is used before the base word.

**nonprofit**

One word, no hyphen

**nonprofit designation 501(c)(3)**

The section of the Internal Revenue Code that defines a not-for-profit organization. Sometimes used as a synonym for “nonprofit agency.”

**Northeast Ohio**

Use a capital “N” for the multicounty region.

**numerals**

Follow AP guidelines. Spell out whole numbers below 10 (*three girls*, *two boys*). Use figures for 10 and above (*12 days*, *40 hours*). For large values, such as with grants, use a dollar sign (*\$650,000*) and no decimals. For amounts more than \$1 million, use \$ and numerals up to two decimal places (*\$4.35 million*, *\$1.7 billion*, etc.) See also: *dollars*.

**O****online**

One word, no hyphen.

## P

**percent**

Spell out; do not use the symbol (%) in printed copy, except in tables. Use figures. Repeat percent with each individual figure. Example: *He said 10 percent to 30 percent of the board members were voting for the measure.*

**phone numbers**

Use *hyphens* for documents and online copy. Printed materials may have periods between numbers. Do not use parentheses to surround area code.

**plurals**

To make the following plural:

**words as words** Do not use “’s.” *His speech had too many “ifs,” “ands,” and “buts.”*

**figures** Add “s.” *The custom began in the 1920s. Temperatures will be in the low 20s.*

**single letters** Use “’s.” *He had four A’s and two B’s.*

**multiple letters** Add “s.” *Four VIPs were there.*

**publications**

Italicize names. Examples: *Donor Connections, Giving Voice, New York Times.*

## Q

**quotation marks**

The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. Examples: *Public Affairs Officer Scott Tennant dislikes meetings in which we “sit down and do nothing.” Have you read “To Kill A Mockingbird”?*

## R

## S

**startup/start-up/start up**

As a noun, use one word or hyphenate; either option is correct, but be consistent. As a verb, use as two words, no hyphen.

Examples: *The foundation invested in 20 startups in the past year.*  
*The CFO wanted to start up discussions surrounding the company's fiscal health.*

**states**

Spell out the names of the 50 states when they stand alone. Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code. Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence. Example: *The grant will benefit those in Ohio and Pennsylvania, as well as the residents of Wheeling, W.Va., and Louisville, Ky.*

The eight states never abbreviated in text, with ZIP code abbreviations in parentheses: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX), and Utah (UT).

State abbreviations (ZIP code abbreviations in parentheses):

Ala. (AL)	Kan. (KS)	Nev. (NV)	S.C. (SC)
Ariz. (AZ)	Ky. (KY)	N.H. (NH)	S.D. (SD)
Ark. (AR)	La. (LA)	N.J. (NJ)	Tenn. (TN)
Calif. (CA)	Md. (MD)	N.M. (NM)	Vt. (VT)
Colo. (CO)	Mass. (MA)	N.Y. (NY)	Va. (VA)
Conn. (CT)	Mich. (MI)	N.C. (NC)	Wash. (WA)
Del. (DE)	Minn. (MN)	N.D. (ND)	W.Va. (WV)
Fla. (FL)	Miss. (MS)	Okla. (OK)	Wis. (WI)
Ga. (GA)	Mo. (MO)	Ore. (OR)	Wyo. (WY)
Ill. (IL)	Mont. (MT)	Pa. (PA)	
Ind. (IN)	Neb. (NE)	R.I. (RI)	

## T

<b>task force</b>	Two words.
<b>TCF</b>	Casual internal abbreviation of the Cleveland Foundation. Do not use on external documents or copy.
<b>times</b>	Use figures except for <i>noon</i> and <i>midnight</i> . See <i>a.m.</i> , <i>p.m.</i> entry.
<b>titles</b>	Follow AP style; capitalize only <i>before</i> person's name, lowercase following a person's name. Examples: <i>Cleveland Foundation President and CEO Ronn Richard</i> ; or <i>Ronn Richard, president and CEO of the Cleveland Foundation</i> .

## U

<b>under way</b>	Two words in virtually all uses. Example: <i>The project is under way.</i>
<b>United States</b>	Spell out when used as a noun. Use U.S. (no space) only as an adjective. Examples: <i>The United States comprises 50 states.</i> <i>The U.S. government has declared a state of emergency.</i>
<b>URLs</b>	Eliminate “http” before addresses; start with “www.”

## V

<b>voice mail</b>	Two words.
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## W

<b>web</b>	Lowercase (Note: This differs from AP Style.)
<b>webmaster</b>	One word, lowercase.
<b>webpage</b>	Lowercase, one word. (Note: This differs from AP Style.)
<b>website</b>	Do not capitalize the “w” unless it begins a sentence. (Note: This differs from AP Style.)
<b>-wide</b>	No hyphen. Examples: <i>citywide</i> , <i>countywide</i> , <i>nationwide</i> , <i>statewide</i>

## X

## Y

## Z