IDENTITY STANDARDS

for

Logo
Fonts
Editorial Style

CLEVELAND
*f*oundation

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 7.)

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.

■ Digital or online applications

| PANTONE coated | PMS 5753C | PMS 215C |
| RGB | 91/99/52 | 201/0/98 |

| PANTONE uncoated | PMS 5753U | PMS 214U |
| HEX | 6E7645 | A71056 |

| CMYK coated | 40/19/66/58 | 5/100/26/24 |
| RGB websafe | 102/102/51 | 204/51/102 |

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

On a color background, only the all white logo is to be used. A color logo should not appear on a color background. To maintain consistent visual impact, use the following approved background colors, avoid other colors, and never use a light color background. Any deviation from these colors requires prior authorization by Public Affairs.

Primary palette
from which the signature may be reversed consists of the following colors:

PMS 5753 at 40%	PMS 7540 at 100%	PMS 7540 at 60%	PMS 7421 at 100%	PMS 7421 at 60%
PMS 7532 at 100%	PMS 7532 at 60%	PMS 7546 at 100%	PMS 7546 at 60%	

Secondary palette
consists of brighter hues to use when deemed appropriate.

PMS 617 at 100%	PMS 467 at 100%	PMS 4645 at 100%	PMS 152 at 100%	PMS 7515 at 100%
PMS 7447at 100%	PMS 7469 at 100%	PMS 7531 at 100%		
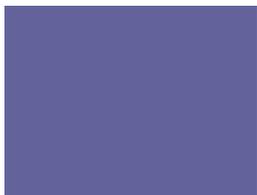
When color is not an option or when appropriate colors are not available, reproduce the logo in black and white.

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.
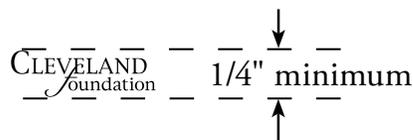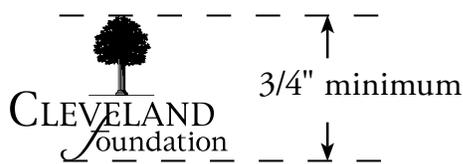
■ Proper proportions

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 botom 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.

3/4" minimum

1/4" minimum

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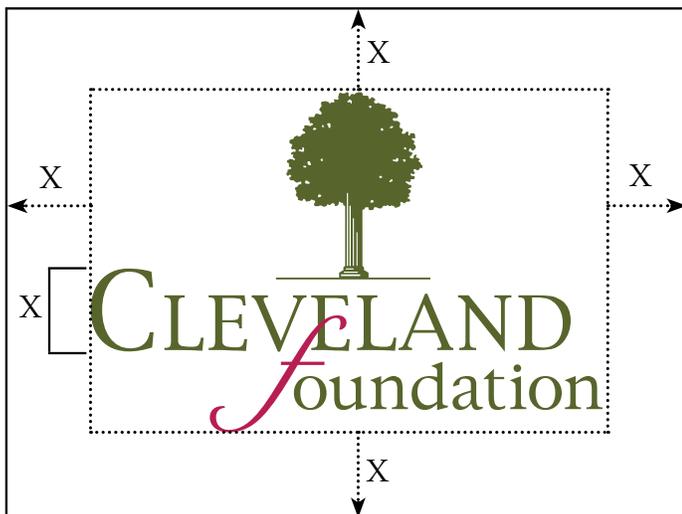
As illustrated, the minimum clearance between the logo and other elements should be equal to the height of the "C" in the word Cleveland. This measurement (X) will vary depending on the size of the logo.

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 and Arial for printed materials, and Verdana for electronic use.

◼ Printed 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.

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

Sans-serif font – Arial

This highly legible font is the 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.

- 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

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.*

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 and currently reads:

> Established in 1914, the Cleveland Foundation is the world's first community foundation and the nation's third-largest today, with assets of $1.6 billion and 2008 grants of $84 million. The foundation improves the lives of Greater Clevelanders by building community endowment, addressing needs through grantmaking, and providing leadership on vital issues. Currently the foundation proactively directs two-thirds of its flexible grant dollars to the community's greatest needs: economic transformation (including advanced energy and globalization), public school improvement, human services and youth development, neighborhoods and housing, and arts advancement.

> For more information on the Cleveland Foundation, please visit www.clevelandfoundation.org.

book titles	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.*

C

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*, with a lowercase "t." 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.

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.*

C

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
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; lowercase the department when it stands alone. Examples: *J.T. Mullen heads the Finance department. The department has seen three consecutive years of growth.* (Note: This differs from AP Style, but is foundation practice.)

D

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.

Fund for Our Economic Future

No *the* in formal name. Second reference can be *the Fund*, with lowercase "t" and uppercase "F." Avoid acronym FFEF externally.

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 web, but lowercase when describing the company'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.

Literacy Cooperative

In text, lowercase the "t" in the word *the* before *Literacy Cooperative.* On second reference, can be referred to as the Cooperative, with a capital "C."

M

mission statement of the Cleveland Foundation

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.

M

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.*

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."

N

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.

P

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

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

T

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

U

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

V

voice mail	Two words.

W

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

X

Y

Z