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Brand Purpose
Why we exist
Together, Making Good Possible.

Brand Vision
The difference we’ll create in our customers’ lives or the larger world when we ultimately realize our purpose
All communities in Jeffco have the opportunity to thrive.

Brand Mission
How we will obtain our vision, what we do and for whom
We achieve the extraordinary by activating ideas, people and resources.
Key Differentiators
WHAT MAKES US UNIQUE

We are relentless listeners.

At Community First Foundation, we’re changing what it means to listen. We believe that engaged and active listening is only the beginning and having real conversations is the best way to build the collaborative, supportive relationships we need to succeed. When you work with Community First Foundation, you can trust us to be your unwavering partner — to learn what you need and do what it takes to make something better everyday.

We are local champions.

As the go-to organization for giving in Jefferson County, our efforts are focused on giving locally to solve important issues and celebrate opportunities within our communities. By connecting generous donors with impactful nonprofits, we activate ideas, people and resources to fulfill our mission. Together, we make a difference where it matters most — at home.

We are fearless innovators.

We move fast and love to get things done — and we’re not afraid to do things differently. By striking the ideal balance between strategy and speed, our organization has the energy it takes to engage quickly. To think big, be daring, explore ideas in new ways and do the right thing, even when it’s hard. Cultivating this adventurous, innovative and inclusive mentality within our organization is vital to the success of our work. Here we push up our sleeves, get creative and look beyond the expected approach to giving in order to work across a variety of different sectors and make good possible.
Voice

VOICE REFLECTS OUR PERSONALITY, WHAT IT IS AND WHAT IT ISN’T. IT IS CONSISTENT AND UNCHANGING.

- Bold *but not* reckless
- Informed *but not* arrogant
- Fun *but not* inappropriate
- Transparent *but not* overly complicated
- Inspiring *but not* insincere

Tone

TONE IS THE EMOTIONAL INFLECTION APPLIED TO OUR VOICE. IT ADJUSTS TO WHAT’S SUITABLE FOR A PARTICULAR PIECE OR MESSAGE.

- Inclusive *and* Welcoming
- Familiar *and* Human
- Engaging *and* Motivating
- Original *and* Smart
Logos
THE CORE OF THE VISUAL IDENTITY

Primary Logo
The primary logo should be used whenever possible on light backgrounds in all digital, screen and 4-color print applications.

Secondary Logo
The secondary logo provides an option of the primary logo without the tagline. This logo should be used on smaller applications where the tagline is illegible due to space.

Together, Helping, Jeffco Thrive
Alternate Logos

SECONDARY AND SPECIALTY LOGOS

Color Reversed and Black Tagline Logos
Use on neutral gray backgrounds at full or partial opacity that provide enough contrast for the icon and logotype. The ripple should be the only item that is bright green in color reversed application.

Black Logos
Use single or limited color applications, such as black and white. Its opacity may also be reduced atop any brand color, provided the opacity does not fall below 20 percent.

White Logos
Use on backgrounds when the color logo does not provide enough contrast with its background. Its opacity may also be reduced atop any brand color, provided the opacity does not fall below 20 percent.

Primary Reversed

Secondary Black

Primary Black Tagline

Secondary White
Clear Space and Sizing

Logo Clear Space
Always try to maintain the designated clear space when using any part of the logo system. The minimum clear space should be the width of the logo icon (C) in any application.

Sizing
Whenever possible, the logo should be no smaller than the minimum size to ensure legibility. In instances where the minimum size cannot be achieved, make the logo as large as possible within the available space, taking clear space into account.

2.75 Inch Width Minimum Print Size
245 Pixels Width Minimum Print Size

2.25 Inch Width Minimum Print Size
200 Pixels Width Minimum Screen Size
The following rules are applicable to any of the logos within the Community First Foundation visual brand system. Please see illustrations of improper usage on the opposite page.

**DO NOT:**
1. Scale the logo disproportionately.
2. Alter the placement or size of any logo elements.
3. Use unapproved colors.
4. Rotate the logo less than 90°.
5. Apply shadows or effects.
6. Use a different typeface in the logo.
7. Place the logo atop busy photos.
8. Place the logo on backgrounds with insufficient contrast.
9. Place the logo on clashing backgrounds.
**Brand Colors**

*File Types and Usage*

Community First Foundation colors are determined by RGB values, then reduced to the corresponding HEX and CMYK colors before finding the closest Pantone equivalent.

**Color Builds**

- **RGB 141 158 83**
  - CMYK 10 0 100 0
  - HEX #8D9E51
  - PMS Black C
- **RGB 255 196 37**
  - CMYK 0 24 94 0
  - HEX #FFC425
  - PMS 283

**Tints**

Any color in the brand palette may be used in tints from 10–100 percent to extend the palette range.
SECONDARY DESIGN ELEMENTS

Line Art
Multicolor line art can be developed to abstractly represent ideas within the Community First Foundation brand. Maintain a consistent look throughout the line art library by using various, random line lengths, ensuring proper white spacing between lines and refraining from overlapping colors within designs. For a clean look, all line segments within the same visual line should be the same color. Line art may be used with photos, can interplay with text and can be used as a watermark element at a lower opacity.

Pattern
An organic, multicolor pattern may be used as a fill within text applications. Distribute colors as evenly as possible, avoid placing too much of one color within the application and leave zero white space within the text.
Brand Graphics Tutorial
CREATING THE PATTERN

Rules of Pattern Creation
The following rules are applicable any time when creating and using the pattern.

• Ensure all colors except for gray are present in the design and balanced.
• Only use organic lines when creating the pattern.
• The foreground color must always be white.
• Use only the bold weight of the brand font.
• Only use the pattern in headlines.

How to Create The Pattern
Follow these steps below:

1. Type out the headline.
2. Outline the text.
3. Create a compound path.
5. Place compound path overtop shapes.
6. Create a clipping mask.
Brand Typography

**FONTS AND USAGE**

**Margins**
.75 inch at top, .5 inch at the bottom and 1 inch left and right

**Title/Headlines**
Font: Calibri Bold, 18 pt Color: Title can be black or Foundation green, [R=141 G=198 B=63] Align: Flush Left, Upper and Lower Case

**Subheads**
Font: Calibri Bold, 14 pt Color: Black Align: Flush Left

**Body Copy**
Calibri, 12 pt Color: Black Align: Flush Left

**Page Numbers**
Calibri, 10 pt Color: Black Numerals to be placed in the bottom right hand corner

**Primary Typeface**
Calibri is a humanist sans serif typeface, known for its warmth and rounded lines.

**Weights and Styles**
Use any of these weights and styles from the Calibri family.

**Google and System Font Substitutes**
If Calibri is not available via Adobe Fonts, substitute the free Google fonts Open Sans or Arial. Please adhere to the same weights and styles usage for these substitution fonts.

**Futura**
For promotional use, please use Futura.

**Example**

**Headline goes right here.**

**Subheader right here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Sync from Fonts.com ›**
Calibri Bold
Calibri Bold Italic
Calibri Regular
Calibri Regular Italic
Calibri Light
Calibri Light Italic

**Sync from Google Fonts ›**
Open Sans
Preferred system substitute
Open Sans Bold
Open Sans Bold Italic
Open Sans Regular
Open Sans Italic
Open Sans Light
Open Sans Light

Arial
Alternate system substitute
Arial Bold
Arial Bold Italic
Arial Regular
Arial Italic
Design Examples
SWAG, COLLATERAL, DOH
Photography Style

PHOTOGRAPHY LOOK + FEEL

Photography Guidelines

Please use only bright, energetic, welcoming photography that emulates happiness and diversity across all ages.

Photography to Avoid

Please avoid photography that feels very stock, poorly lit, high contrast or that is lacking human elements.