Our Story

Since 2010, Coloradans have come together to make extraordinary happen. Community First Foundation and FirstBank partner to unite Colorado donors in 24-hours of giving each December.

Last year, more than 82,000 donors supported 2,874 nonprofits with $50 million in donations.

By giving where you live, together, we make good possible for our community.
Logo

Stacked
The preferred logo is the vertical version.

Color

Black & White

Horizontal
A horizontal version is available to use in instances when the vertical version doesn’t work.

Color

Black & White
Stacked Logo w/URL

Use this logo lockup when the URL needs to be included with the stacked logo.

Color

Black & White
Brand Colors

**COMMUNITY FIRST FOUNDATION**

COMMODORE GIVES DAY

Corporate Partner

December 7, 2021

**CMYK**

50, 0, 100, 0

**RGB**

141, 198, 63

#8dc63f

**Pantone**

Green: 376C

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**CMYK**

0, 48, 95, 0

**RGB**

248, 151, 40

#f89728

**Pantone**

Orange: 715C

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Logo Usage

**Proper Use**

Allow for clear spacing around logo. Size based on heart icon size in logo for all sides.

When possible, logo should be no smaller than the minimum size.

Keep white background when using logo on photo or colored backgrounds.

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**Improper Use**

Don’t place copy or other logos within clear space guidelines for logo.

Do not scale disproportionately.

Do not rotate or flip the logo.

Do not alter color outside provided logo versions and brand colors. Do not alter or change logo fonts.

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Use horizontal logo when space requires the stacked logo to be smaller than min. size or does not fit space.

When possible, horizontal logo should be no smaller than the minimum size.
Logo Usage

When using **stacked logo with URL** on a photo or colored background, use the green or white URL version depending on the readability and contrast of the photo.

Avoid using this version of the logo on high contrast images, or busy images where the URL is not legible. Recommend using horizontal logo.

Don’t multiply logo.

Do not break up logo elements.

Do not combine logo elements with other logos.
Voice, tone, messaging and fun facts

Here are some key messages and fun facts you can incorporate into your own promotional campaigns.

- Use the hashtag #COGivesDay.

- Colorado Gives Day is a statewide movement to increase online giving. Community First Foundation is pleased to power this day, presented by FirstBank, on Tuesday, December 7, 2021.

- Donations are accepted year-round at ColoradoGives.org, which features more than 2,900 nonprofits. Colorado Gives Day is one of the most successful events of its kind in the nation. Since the site’s inception in 2007, more than $419 million has been raised on ColoradoGives.org to support Colorado nonprofits.

- Colorado Gives Day donations are accepted at ColoradoGives.org, which features the missions, programs and finances of more than 2,900 Colorado nonprofits. Each organization’s online profile is screened by Community First Foundation to ensure specific standards are met before they are added to the program.

- Colorado Gives Day unites all Coloradans in a common goal to strengthen the state’s nonprofits by giving to their favorite charities online. The state’s largest community giving movement has raised a total of $307 million since the one-day giving event began in 2010.


- Colorado Gives Day. It’s more than just a day. It’s a movement that inspires and unites thousands of donors to give where they live and support Colorado nonprofits.

- Every donation helps! The minimum donation that can be made online is $5.

- Donations can be scheduled ahead of time, starting on November 1, 2021.
Make it your own!

Use your Colorado Gives Day toolkit with your own branding to leverage statewide exposure and promote your organization’s participating in the day.

The toolkit includes transparent images and overlays. These should be used on top of photographs of your organization’s impact in the community.

While promoting your organization’s participation, always include the logo. Avoid editing or removing any components of the logo.
Questions?
We’re here to help.

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