

LOGO



Here for Oregon. Here for Good.

1 3/8" minimal width



Here for Oregon. Here for Good.

Clear Space = 1/2 size of OCF mark



Mark only



Elements of the Logo

The Community Foundation's logo is the most important element in the graphic standards and must remain consistent. The logo itself consists of three parts – the mark, the signature and the tag line. The full logo and the signature should always be used together on main communications. However, the mark can be used as a graphic element on secondary pages on a document or PowerPoint presentation. The proportions of the logo should not be changed, and the typography should not be modified. The top part of the signature (The Oregon Community Foundation) is set in Century Gothic Regular.

Tagline

The tagline "*Here for Oregon. Here for Good.*" is set in Archer Book Italic. It is not required on all materials but is recommended for regular use.

Logo Size

To ensure its legibility and clarity, and to help ensure consistency, the overall width of the logo with tagline should be no smaller than 1.375" (1 3/8").

Clear Space

To ensure its integrity, the logotype should be surrounded by open space. The amount of space will vary depending on the type of publication. We recommend that a minimum of one half of the mark height always be provided around the logo.

Mark Only

In general, the use of the mark alone should be avoided. However, certain circumstances might call for it. In PowerPoint presentations, after the logo is used in its entirety, perhaps on the title sequence, it is acceptable to use the mark with OCF only as a screen element. Please contact OCF Communications Officer, Joan Vallejo, for approval for other instances.



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Color, Black and White Logos

The full color logo (shown here) is preferred and should be used whenever possible. Our logo colors must look consistent every time they are used. The Oregon Community Foundation logo appears in PMS 7532 (dark brown). Use the black one-color version when color printing is not an option. Use the reversed (white) logo on any background that does not allow enough contrast for the full or one-color logo.

Background

The logo may appear over a continuous tone of color of sufficient contrast to The Oregon Community Foundation logo. The logo is never to appear over an image unless suitable light or dark areas appear in the image to provide a continuous tone.

Official Artwork and Approval

To ensure the best quality, use only the official digital artwork of OCF's logo. It is available in various formats (eps, jpg, png, etc.) and in various color versions. These formats are available upon request.

Usage by Other Parties

All uses of the Foundation's logo by another organization (such as advertising or promotions) must be approved in advance by the Foundation and shall conform to this Image and Style Guide. Requests to use the logo or for electronic versions of the logo should be approved by OCF.

Guidelines.

When producing materials that use the logo, please forward layouts for approval to Joan Vallejo. Materials for approval include: invitations, event programs, PowerPoint presentations, signage, flyers, etc.

Examples of How NOT to Display Our Logo:

- Don't use any colors or color combinations not specified in this guide.
- Don't lighten or darken the colors to change their value.
- Don't redraw, alter or add to the logo.
- Don't change the size, position or proportional relationships of the letters or elements.
- Don't add graphics, shadows or 3D effects to the logo.
- Don't enclose the logo in any shape or outline.
- Don't stretch or distort logo.
- Don't use the logo within a phrase, sentence or paragraph.
- Don't reproduce the logo on an angle.
- Don't enclose the logo in a box, circle or any defined shape.
- Don't violate the logo clear zone.
- Don't allow the logo to be scanned from printed material, or print with low-res files. Use reproductive artwork supplied as electronic files.
- Don't substitute the logo typeface.
- Don't place logo on a patterned or competitive background.
- Don't reconfigure the positioning of the logo elements.