

# Community Fund Guidelines



To create a consistent and positive brand impression with your NMF fund logo, please follow these guidelines.

## Component fund statement

We ask that you use this statement on any external documents, brochures, and printed materials or websites that you create for your fund, but you do not need to include it on every Facebook post, blog post, etc.

The [insert your fund name here] is a component fund of the Northwest Minnesota Foundation. To learn more, please visit [www.nwmf.org](http://www.nwmf.org).

## More resources

For more details on the Northwest Minnesota Foundation brand including color palettes, typefaces, and graphic elements refer to the Brand Guideline document available from your development officer.

## Community fund logos

Our new logo represents the past, present, and future of our organization. The symbol retains elements of our past logo with the sunbeams, while the vertical and horizontal lines reflect the lakes, trees, and farmland of our region. The typography is clean, modern, and approachable, reflecting the authentic nature of our work and the people and possibilities in which we invest.

Logo artwork has also been created for each of our community funds. Different configurations are used based on the length of the name.



## Logo use

Your primary full-color logo version is preferred and should be used whenever possible. It can be used on a white or light background.

A secondary option is to reverse your logo out from a color or black background. Be sure the contrast of the background color is sufficient to make the white logo stand out.

When necessary, a solid black logo may be used.

### Electronic Files

Artwork for the logo has been provided in four electronic file formats: EPS, PNG, JPG, and PDF.

#### Which file should I use?

EPS files are vector-based and preferred by professional printers.

PNG files are appropriate for Microsoft Word and PowerPoint documents or for applications requiring a transparent background.

JPG files are appropriate for use on the web or also in Microsoft Word and PowerPoint.

PDF files can be viewed by anyone with Adobe Reader. They can be placed in multiple document types.

**Primary:  
Full color**



**Reversed  
white**



**Black and  
white**



## Logo use

### Clear space

For maximum visibility and impact, a minimum amount of clear space or area of noninterference should always surround your Community Fund logo. Use the height of the symbol outlined below as a clear space around the entire logo for all applications.



### Minimum size

The smallest your logo should appear is 1" wide.

### Backgrounds

Adequate contrast should always be created when using your Community Fund logo over graphic patterns or photography.



## Incorrect use

It is important to maintain the integrity of our brand.  
Use the logo files as provided in all applications.  
Avoid these common mistakes.



**Do not** use non-NMF colors.



**Do not** use just one color for the symbol.



**Do not** skew the proportions of the logo.



**Do not** recreate the logo with a different typeface.



**Do not** add a tagline lockup to the logo.



**Do not** put the logo in another shape that doesn't allow proper clear space.



**Do not** add a dropshadow, glow, or other graphic technique.