The East Bay Community Foundation logo can be used in solid black or reversed out in white.
Logo Clear Space

Make sure the logo always has enough clear space around it to provide clarity and prevent crowding from other graphics and type. Use the height of the “E” as a measurement guide for how much clear space to provide around the logo.
Logo Misuses

DO NOT use inappropriate background colors or patterns that make the logos difficult to read.

DO NOT use logos on busy background photos.

DO NOT scale the logo disproportionately.

DO NOT rotate the logo.

DO NOT alter the color of any parts of the logo.

DO NOT crowd the logo with type or other graphics (see Clear Space section).
**Color Palette**

**Primary Colors**
The six colors above represent the primary colors for the EBCF brand.

**Accent Colors**
The Light Gray and Darker Yellow colors are secondary accent colors that are used on the website. Certain modules feature a solid background color set in the Light Gray. When using this as a background color, CTAs and other small text elements need to be set in the Darker Yellow color in order to have enough contrast to be visible.
EBCF uses three font families for its typography system: Amiri, Roboto, and Roboto Condensed. These font families can be downloaded at fonts.google.com.

Amiri should be used for headlines, subheads, pull quotes, and other special copy areas. Do not use for long paragraphs of copy.

Roboto is the primary body copy font. It should be used anywhere there are larger amounts of copy. It can also be used for smaller subheads and other special callouts.

Roboto Condensed should be used for shorter callout copy areas, smaller subheads, stats, attributions, and website navigation.

Amiri Bold    Amiri Regular
Amiri Bold Italic    Amiri Italic

Roboto Black    Roboto Condensed Bold
Roboto Black Italic    Roboto Condensed Bold Italic
Roboto Bold    Roboto Condensed Regular
Roboto Bold Italic    Roboto Condensed Regular Italic
Roboto Medium    Roboto Condensed Light
Roboto Medium Italic    Roboto Condensed Light Italic
Roboto Regular    Roboto Thin
Roboto Italic    Roboto Thin Italic
Roboto Light    Roboto Light Italic
These web font styles and sizes are optimized for standard desktop browsers. The fonts will scale accordingly for digital devices with smaller windows.

H1: Lorem ipsum dolor

H2: Lorem ipsum dolor sit amet

H3: Lorem ipsum dolor sit amet montes platea

H4: Lorem ipsum dolor sit amet montes platea eleifend mattis

H5: Lorem ipsum dolor sit amet montes platea eleifend mattis quis


- Dictum non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna.
- Pulvinar pellentesque habitant morbi tristique senectus et.
- Non consectetur a erat nam at lectus urna.
- Non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna dictum.

Paragraph 2: Quisque mattis natoque luctus habitant, faucibus purus mattis nec pellentesque. Eu eget et suspendisse mi amet sit, dolorem pede mollis enim sit semper. Sit sit at semper porttitor nec massa.

“Blockquote enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”
Supporting Graphics

The dashed bars from the logo have been repurposed throughout the EBCF brand to create a supporting graphical language. These visual cues help create a unified brand.

Arts & Culture

Background
The arts have long had a unique ability to inspire and unify communities. At the East Bay Community Foundation, we are strong advocates of the power of culture and art to increase civic engagement for social change and build stronger communities and neighborhoods. As the Foundation (EBCF) embarks on our journey to advance a fair, inclusive, and just East Bay, we continue to support artists and cultural centers in funding cuts would have all but eliminated 4 federal cultural agencies (the National Endowment for the Arts, The National Endowment for Humanities, the Institute of Museum and Library Services and the Corporation for Public Broadcasting). And in Oakland, shrinking investments in the arts and a steep decline in cultural spaces due to an inflated real estate market has increased the need for more equitable arts funding as an important anti-gentrification, place-keeping strategy.

As a result, EBCF seeks to lift up the role of culture in building:

One Pager: Intro Example

Letterhead: Header Example

Business Card: Back Side Example

Website: Page Intro Examples
Supporting Graphics (cont.)

The East Bay Community Foundation (“EBCF” or the “Foundation”) may make grants from donor advised funds to organizations that are:

- Verified by EBCF staff to be one of the organizations described in Internal Revenue Code Section 170(b)(1)(A), including public charities, governmental units, and private operating foundations; or
- Not otherwise prohibited to receive grants pursuant to this policy (see “Prohibited Grants,” below).

Grants to Other Organizations

The Foundation will not normally make grants from donor advised funds to organizations that are not of a type listed in Internal Revenue Code Section 170(b)(1)(A). However, the Foundation may make such a grant provided that:

- Staff exercises Expenditure Responsibility with respect to the grant;
- Staff conducts pre-grant inquiry to verify that the grant is for a valid, charitable purpose;
- The grant is made subject to a grant agreement in the approved form and countersigned by the grantee; and
- The grantee accounts for all grant funds and promptly submits a written report summarizing the project and the specific use of funds as required by the grant agreement.

Prohibited Grants

The Foundation will not make any of the following types of grants from donor advised funds:

- Grants to individuals, including grants payable to the individual or to a school, college, or university for individual benefit;
- Grants or other payments, including expense reimbursements, to donors, advisors, and related parties;
- Grants for which the donor, advisor, or any related party receives any goods or services in return;
- Grants to any organization then listed on the Southern Poverty Law Center’s Hate Group map, as that list may be titled or revised from time to time;
- Grants to any organization that engages in discriminatory practices against a protected class, protected by applicable law;
- Grants to any organization that requires participation in its religious activities as a condition of receiving charitable services;
- Grants for any purpose that is not a permitted purpose;
- Grants to any organization not listed in Internal Revenue Code Section 170(b)(1)(A), including private non-operating foundations; or
- Grants to any “disqualified supporting organizations” as defined in Internal Revenue Code Section 4966(d)(4).

Agency and Designated Funds

Grants from agency and designated funds may be paid out to the organization(s) named in the applicable fund agreement. Upon the opening of each agency and designated fund, staff will verify that each organization that is proposed to receive grants from such fund is one of the organizations described in Internal Revenue Code Section 170(b)(1)(A), including a public charity, a governmental unit, and a private operating foundation.

The dashed bars can also be configured to create repeating patterns, and can be used in different colors from the palette. Larger areas of the patterns should be more subtle, whereas smaller isolated instances can use bolder colors and have stronger contrast.