



Brand Guidelines

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East Bay Community Foundation logo can be used in navy, teal or reversed out in white.

A secondary horizontal version of the logo may be used in instances where it makes sense to do so.

A third acronym version of the logo may be used in instances where brand recognition is at its strongest and the main or secondary logos are not necessary or appropriate, for example, in a thumbnail or favicon.



The vertical version of our EBCF Logo may be locked up with either of our two taglines:

- “Dream, Heal, & Belong”
- “Economic Freedom for the East Bay.”



*Dream, Heal
& Belong*



*Economic Freedom
for the East Bay*

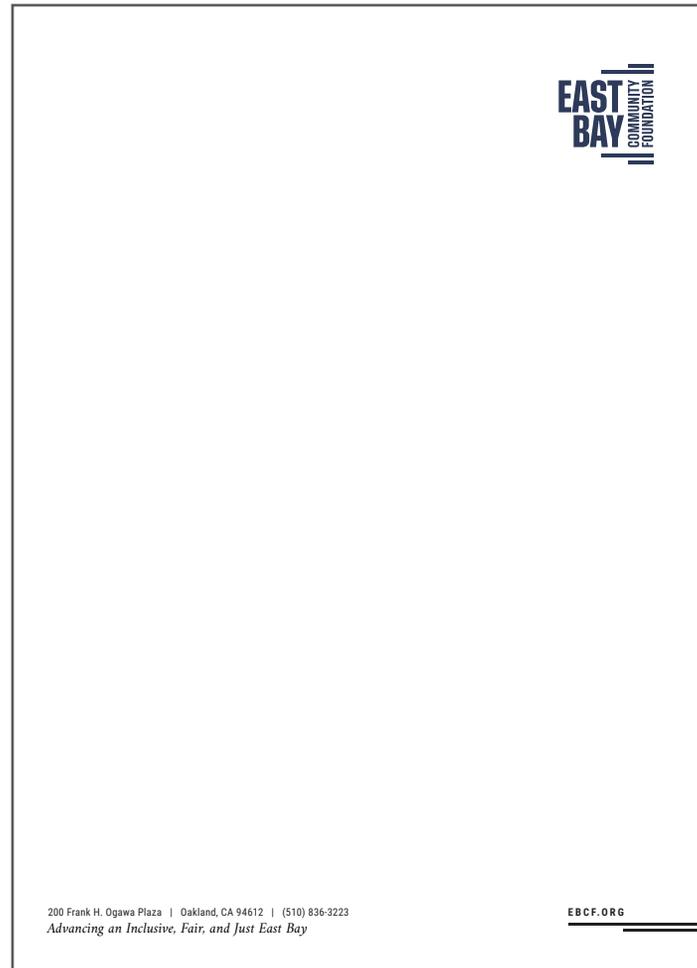
Logo Clear Space

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.



In most cases the logo should be positioned on the right hand side of the document

Some notable exceptions include places where this is not possible such as the ebcf.org and staff email signatures



Letterhead



APRIL 2023

Dear Michele,

The wildflowers are in full effect this month as the East Bay welcomes the "superbloom." Many East Bay residents have also just planted their summer gardens – an act that reminds me of the rejuvenation and care that is our responsibility to practice with community.



As the East Bay's community foundation, EBCF is planting seeds that will welcome a different kind of superbloom. This spring, we awarded [\\$1.15 million in grants](#) to social movement organizations dedicated to community organizing, power building, and movement building in Alameda and Contra Costa counties. EBCF invests in organizing in the region because it's the strongest tool for making long-term change and creating the future where

EBCF Newsletter



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)

PRIMARY COLORS

Navy, yellow, and teal are the primary colors that best represent the EBCF brand.

SECONDARY ACCENT COLORS

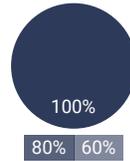
Orange and blue are our secondary accent colors, and should be used to complement EBCF's primary color palette.

DARK AND NEUTRAL COLORS

Dark gray, medium gray, and light gray are our dark and neutral colors and should be used sparingly, but mainly for body copy.

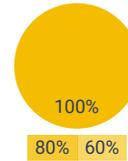
OPACITY

When playing with the opacity on our brand colors, be mindful of using an appropriate amount or opacity as to not muddy the colors. Full, 100% opacity should be used against colorful or dark backgrounds, anything less than 100% opacity should typically be used against a white or light background.



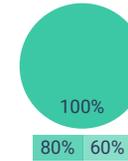
NAVY

HEX 2D3A59
RGB 45 58 89
CMYK 89 78 40 32
PMS 2757 C



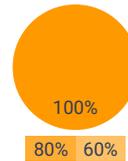
YELLOW

HEX F4BD00
RGB 244 189 0
CMYK 5 26 100 0
PMS 124 C



TEAL

HEX 3DC8A5
RGB 61 200 165
CMYK 65 0 47 0
PMS 3248 C



ORANGE

HEX FF9900
RGB 255 153 0
CMYK 0 47 100 0
PMS 1235 C



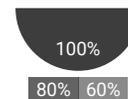
BLUE

HEX 6E9EDD
RGB 110 158 221
CMYK 56 30 0 0
PMS 7452 C



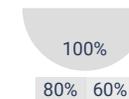
DARK GRAY

HEX 231F20
RGB 35 31 32
CMYK 70 67 64 74
PMS NEUTRAL BLACK C



MEDIUM GRAY

HEX 3D3D3D
RGB 61 61 61
CMYK 68 61 60 49
PMS BLACK C



LIGHT GRAY

HEX DDDDDD
RGB 221 221 221
CMYK 12 9 10 0
PMS COOL GRAY 1 C

COLORED BACKGROUND

When using the colors in our color palette as background colors, be sure to pair with white text and only pair our yellows and light gray text with dark backgrounds.

DARK BACKGROUND

When using colors against dark backgrounds, only use color combinations that provide high enough contrast that is legible for viewers.

WHITE BACKGROUND

When using our brand colors for text on a white background, please keep these best practices in mind:

1. Teal should not be used for body text.
2. Colored text should be 32pt or larger and bold.
3. When you can't use a larger font size, use dark text and colored design elements like an underline, icon, or on-brand shape.
4. Use an [online contrast checker](#) to ensure legibility.

white on navy	yellow on navy	teal on navy	orange on navy	blue on navy
navy on yellow	dark gray on yellow	medium gray on yellow		
navy on teal	dark gray on teal	medium gray on teal		
navy on orange	dark gray on orange	medium gray on orange		
white on blue	navy on blue	dark gray on blue	medium gray on blue	
white on dark gray	yellow on dark gray	teal on dark gray	orange on dark gray	blue on dark gray
white on medium gray	yellow on medium gray	teal on medium gray	orange on medium gray	blue on medium gray
navy on light gray	dark gray on light gray	medium gray on light gray		
navy on white	dark gray on light gray	medium gray on white	blue on white	

NAVY LOGO

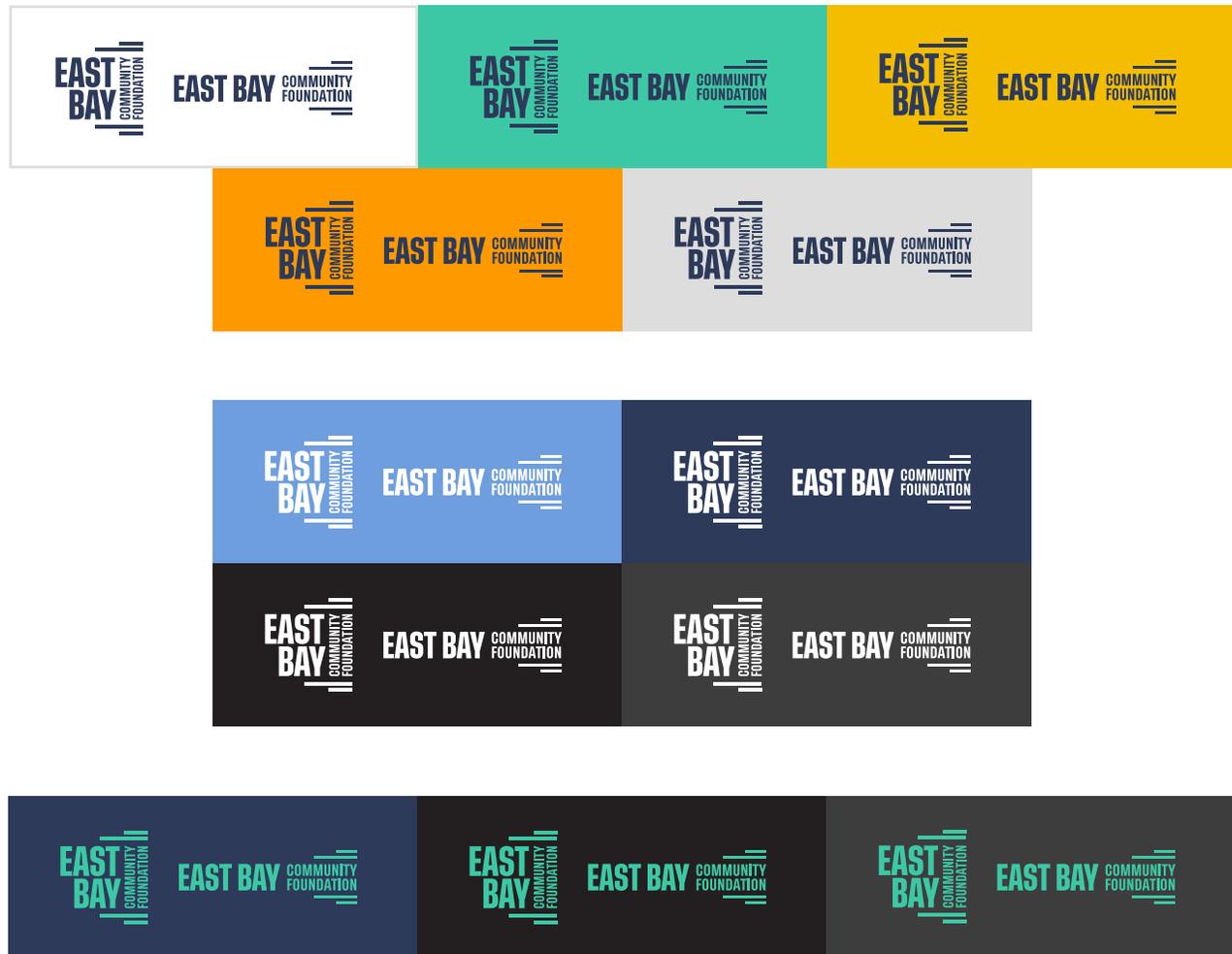
Only use our navy logo against colors that create appropriate contrast for viewer legibility. White, teal yellow, orange, and light gray are all acceptable background colors for dark logo usage. Do not use our navy logo against blue, dark gray, or medium gray backgrounds.

WHITE LOGO

Be sure to only use our white logo against backgrounds that create appropriate contrast for viewer legibility. Blue, navy, dark gray, and medium gray are all acceptable background colors for white logo usage.

TEAL LOGO

Be sure to only use our teal logo against navy, dark gray, and medium gray for best viewer legibility.



The tagline should be:

1. Written in title case.
2. Italicized in the secondary (serif) font with a bold or regular font-weight.
3. Any of the primary accent colors on a navy background or navy blue or dark grays on a white background.
4. Written on one line or with a line break as seen below:

Dream, Heal & Belong

*Economic Freedom
for the East Bay*

Dream, Heal, & Belong

Economic Freedom for the East Bay



LETTERHEAD FOOTER



BANNER

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.

Microsoft alternative: **Garamond**

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.

Microsoft alternative: **Arial**

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

EMAIL

Amiri font alternative: **Georgia**
Roboto from alternative: **Verdana**

Amiri Bold
Amiri Bold Italic
Amiri Regular
Amiri Italic

Roboto Black
Roboto Black Italic
Roboto Bold
Roboto Bold Italic
Roboto Medium
Roboto Medium Italic
Roboto Regular
Roboto Italic
Roboto Light
Roboto Light Italic
Roboto Thin
Roboto Thin Italic

Roboto Condensed Bold
Roboto Condensed Bold Italic
Roboto Condensed Regular
Roboto Condensed Regular Italic
Roboto Condensed Light
Roboto Condensed Light Italic

MICROSOFT ALTERNATIVES

Garamond Bold
Garamond Italic
Garamond Regular

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

These web font styles and sizes are optimized for standard desktop browsers. The fonts will scale accordingly for digital devices with smaller windows. Teal text should not be used against a white background on digital or web.

AMIRI
—
Bold
70px / 75px

H1: Lorem ipsum dolor

AMIRI
—
Bold
55px / 60px

H2: Lorem ipsum dolor sit amet

AMIRI
—
Bold
40px / 45px

H3: Lorem ipsum dolor sit amet montes platea

AMIRI
—
Bold
30px / 35px

H4: Lorem ipsum dolor sit amet montes platea eleifend mattis

ROBOTO COND
—
Bold
20px / 27px / 75-letterspc

H5: LOREM IPSUM DOLOR SIT AMET MONTES PLATEA ELEIFEND MATTIS QUIS

ROBOTO
—
Bold
17px / 21px

H6: lorem ipsum dolor sit amet montes platea eleifend mattis quis semper porttitor nec massa

ROBOTO
—
Medium
14px / 20px
200-letterspc

OVERLINE TITLE

ROBOTO
—
Regular
22px / 30px

Paragraph 1: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cursus euismod quis viverra nibh cras pulvinar mattis nunc sed. Cras semper auctor neque vitae tempus quam. Pretium lectus quam id leo in vitae. Tincidunt praesent semper feugiat nibh sed pulvinar proin.

[Ut ornare lectus](#) sit amet est placerat in egestas. Porttitor eget dolor morbi non arcu risus. Tincidunt tortor aliquam nulla facilisi cras fermentum odio eu feugiat. Eget mauris pharetra et ultrices neque ornare aenean euismod. Fusce ut placerat orci nulla.

- 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.
- 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.

ROBOTO
—
Regular
17px / 21px

Paragraph 2: Quisque mattis natoque lacus habitant, faucibus purus mattis nec pellentesque. Eu eget et suspendisse mi amet sit, dolore pede mollis enim sit semper. [Sit sit at semper](#) porttitor nec massa, elit quis montes cras platea a nullam, nunc nam eget orci diam, eu amet, eleifend magna.

AMIRI
—
Regular
20px / 30px

Caption/Special P: Quisque mattis natoque lacus habitant, faucibus purus mattis nec pellentesque. Eu eget et suspendisse mi amet sit, dolore pede mollis enim sit semper. Sit sit at semper porttitor nec massa.

AMIRI
—
Regular
40px / 50px

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

ROBOTO
—
Black / 14px
200-letterspc

PRIMARY CTA »

SECONDARY CTA »

PRIMARY CTA »

SECONDARY CTA »

PROFILE PIC / FAVICON

Instances that call for a small scale profile pic or favicon, the acronym-style version of our logo should be used in our primary color palette that play on contrast.



ICON GRAPHICS

Icons may be used to create visual interest for viewers to better understand EBCF's mission and values. Icons used should be simple, yet provide some narrative to aid in telling EBCF's story.



ARTS AND
CULTURE FOR SOCIAL
AND RACIAL JUSTICE



CAPACITY
BUILDING WITH A RACIAL
EQUITY LENS



COMMUNITY ORGANIZING,
POWER BUILDING,
AND MOVEMENT BUILDING



FOSTERING
INCLUSIVE ECONOMIC
MODELS



GOOD
JOBS



AFFORDABLE
HOUSING



EQUITABLE
EDUCATION



VIBRANT ARTS
AND CULTURE



EXPANDED LAND
OWNERSHIP



ROBUST
ENTREPRENEURSHIP



A HEALTHY
ENVIRONMENT

VISUAL ELEMENTS

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

The East Bay Community Foundation is represented by the 'building blocks' of our community, portraying growth, foundation, and building brick-by-brick.

These stacks may be used in any of our brand colors or white. When used in white, opacity may be used to soften the rigidity of the stack when overlaid on photos or used in the background.

Stacks may be used in a single line accent, staggered as long as central lines are aligned, or in a repeated pattern.



SHORT TRIPLE LINE STACK



LONG QUAD LINE STACK



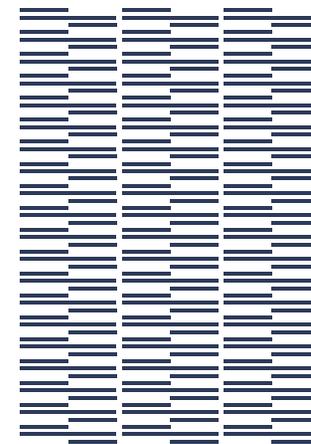
LONG TRIPLE LINE STACK



SINGLE LINE ACCENT



STAGGERED STACKS



REPEATED PATTERN

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.



This infographic is a grid of text blocks with dashed bars. At the top, a banner reads "We're building an East Bay where everyone has the freedom to dream, heal, and belong." The grid contains several sections:

- COALITIONS & ADVOCACY:** EBCF cannot transform the East Bay alone. To achieve our goals, EBCF needs and participates in numerous coalitions to amplify the foundation's voice on critical issues.
- TALENT & PROFESSIONAL DEVELOPMENT:** To deliver on our bold goals, EBCF must be the employer of choice for visionary and effective leaders.
- TECHNOLOGY & DATA-DRIVEN DECISION MAKING:** To run efficiently, we must invest in the most up-to-date technology. This includes extracting data analytics to assess program impact and community needs.
- MARKETING, DIGITAL COMMUNICATIONS & OUTREACH:** Building on our strong brand, we will develop a robust communications program.
- SUSTAINABILITY & RESILIENCE:** We will refine our business model to ensure long-term financial sustainability.
- ENHANCED DONOR ENGAGEMENT:** As a community foundation, we raise funds for both our community partners and our own operations.

A group photo of diverse staff members, some wearing "FREE BLACK MAMAS" t-shirts. A quote overlay reads:

“ To do philanthropy well is a lot of work. It's impossible as a part-time philanthropist to keep up with everything that's happening with East Bay nonprofits. EBCF is an effective conduit for respectful, productive philanthropy that can really impact lives. **”**

— Deborah Kirshman
Fund Advisor

Grants Management to Ensure IRS Compliance
Whether your grant is \$500 or \$1 million, EBCF ensures that your money is moved into the community in compliance with IRS tax code. Our due diligence process vets organizations, makes sure that they are financially sound, sends out any that fund hate, and provides our donors with reporting if necessary. We protect your resources and help you achieve your charitable goals.

Case For Support: Inside Spread Examples



Brochure: Cover Example

The dashed bar graphics can be used in different ways. See examples to the right.

- A** Use the bar graphics on intro images to create interesting masks or solid color accents.
- B** The bar graphics can also be used as side accents or underline marks to direct attention to headlines and other important copy.



One Pager: Intro Example



Letterhead: Header Example



Business Card: Back Side Example



Website: Page Intro Examples

LIGHTING

Darker-toned, natural lighting is ideal. Use photos to show strength of people and togetherness, but avoid over-dramatizing with deep shadows and dark overlays.

FOCUS

Subjects of the photograph should be clear. A picture of diverse community of 4+ people connecting with one another or doing meaningful work will best represent EBCF's mission.

COMPLETENESS

Avoid abstract, metaphorical, or staged photographs. Images should feel like a scene someone may come across in their day-to-day life and not a scene from a movie-set or staged appearance.

REPRESENTATION

Our photos must represent our priority communities with dignity. Follow these representational rules:

1. Lead with a BIPOC person whenever possible;
2. If there are more than four people in a photo, the majority should be people of color;
3. Photos should include all genders where appropriate;
4. Keep body and age diversity in mind.

PROFESSIONAL QUALITY

Follow these photo guidelines:

1. Compelling, in-focus composition with good lighting;
2. Authentic and uplifting storytelling with subjects, poses, and locations that don't feel staged;
3. No distracting elements like branded apparel or oddly-placed objects;
4. Legally acquired images with signed model releases (no Google images).

Do use images where people joyfully connecting with one another in shared efforts



Do use images with beautiful and rich color



Do use images that focus on groups of people



Do use images that highlight diversity of race/ethnicity, age, gender, and body.



Do use images set in recognizable places (i.e. not in front of blank backgrounds)



Do use images already owned by EBCF (preferred)



Do use images of the author of an article or an interviewee. In these cases, a direct-to-camera photo is best.



Don't use images that feature people looking directly into the camera unless they are the subject of the content. (e.g. a staff headshot, an image of a donor used in a donor profile).



Don't use images that highlight professions or locations that don't relate to EBCF org work



Don't use images with all white people or tokenism



- 1 Overlaid text must be clearly legible, so fade areas with gradient or add overlay box as needed.
- 2 Integrate text and logos into designs using impacts by placing them over non-detailed photo areas.
- 3 Use selective blur, or darken/lighten photo areas if necessary to increase readability of text and logos.
- 4 Crop photos thoughtfully to ensure the focus is on the intended subject. If a close crop is necessary, ensure it is done carefully and realistically.
- 5 Avoid collage-style image layouts that look too busy. Using 2-3 strong images are more impactful than trying to fit in 6-8.

