



## 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*

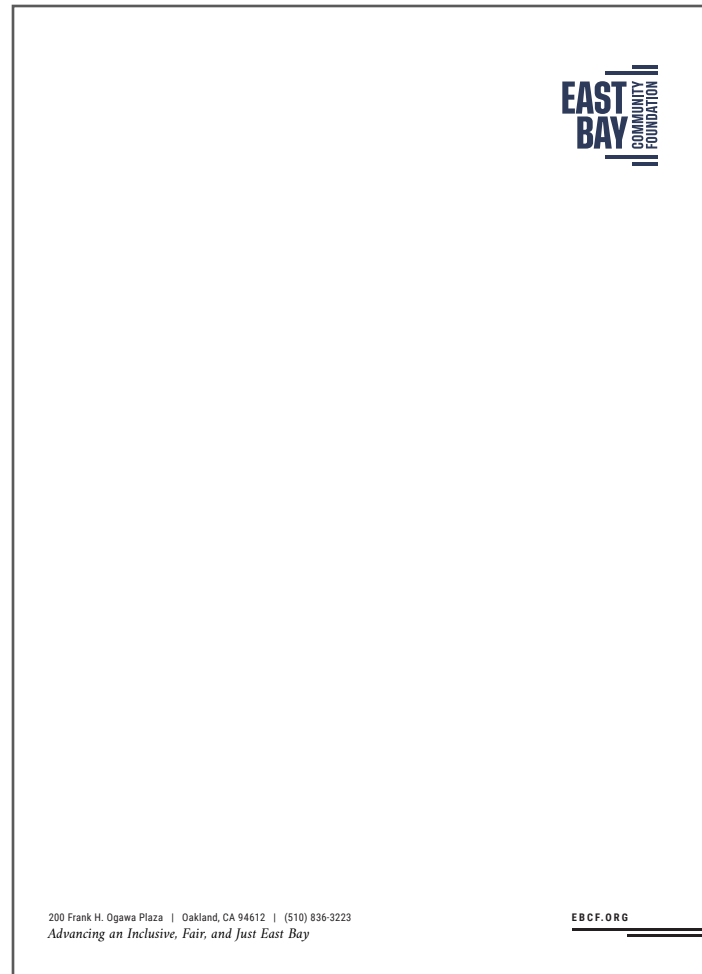
# Logo Clear Space

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

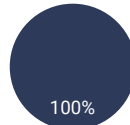
Orange and blue are our secondary accent colors, and should be used to complement EBCF's primary color palette.

## 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

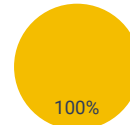
When playing with the opacity on our brand colors, be mindful of using an appropriate amount of using an appropriate amount or opacity as to not muddy the colors. Full, 100% opacity should be used against colorful or dark backgrounds, anything less than 100% opacity should typically be used against a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



80% 60%

### NAVY

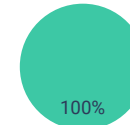
HEX 2D3A59  
RGB 45 58 89  
CMYK 89 78 40 32  
PMS 2757 C



80% 60%

### YELLOW

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



80% 60%

### TEAL

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



80% 60%

### DARK BLUE

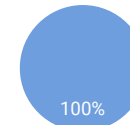
HEX 3366CC  
RGB 51 102 204  
CMYK 81 63 0 0  
PMS 2726 C



80% 60%

### ORANGE

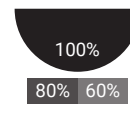
HEX FF9900  
RGB 255 153 0  
CMYK 0 47 100 0  
PMS 1235 C



80% 60%

### BLUE

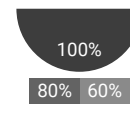
HEX 6E9EDD  
RGB 110 158 221  
CMYK 56 30 0 0  
PMS 7452 C



80% 60%

### DARK GRAY

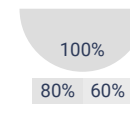
HEX 231F20  
RGB 35 31 32  
CMYK 70 67 64 74  
PMS NEUTRAL BLACK C



80% 60%

### MEDIUM GRAY

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



80% 60%

### LIGHT GRAY

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

# Color Usage – How They Work Together

## 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 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	dark blue 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.



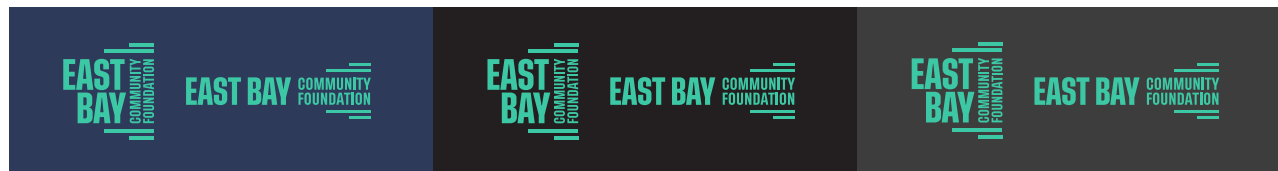
## WHITE LOGO

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](https://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

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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.



An infographic grid with a red and white background at the top. The top left has a green box with white text: "To achieve our goals, EBCF needs bold investment in our stability and resiliability. The work of the future will only be possible if we have strong infrastructure, business, donor relations, community relations, communications and branding. With your support, we will invest in:". The top right has a yellow box with black text: "We're building an East Bay where everyone has the freedom to dream, heal, and belong." Below are six white boxes with green dashed bars on the right side, each containing text and a category name: "COALITIONS & ADVOCACY", "TALENT & PROFESSIONAL DEVELOPMENT", "TECHNOLOGY & DATA-DRIVEN DECISION MAKING", "MARKETING, DIGITAL COMMUNICATIONS & OUTREACH", "SUSTAINABILITY & RESILIENCE", and "ENHANCED DONOR ENGAGEMENT".

A group photo of diverse people of various ages and ethnicities. A blue quote box is overlaid on the photo. The quote 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." Below the quote is the name "Debarah Kirshman" and the title "Fund Advisor". To the right of the photo is a text block titled "Grants Management to Ensure IRS Compliance" with a short paragraph of text.

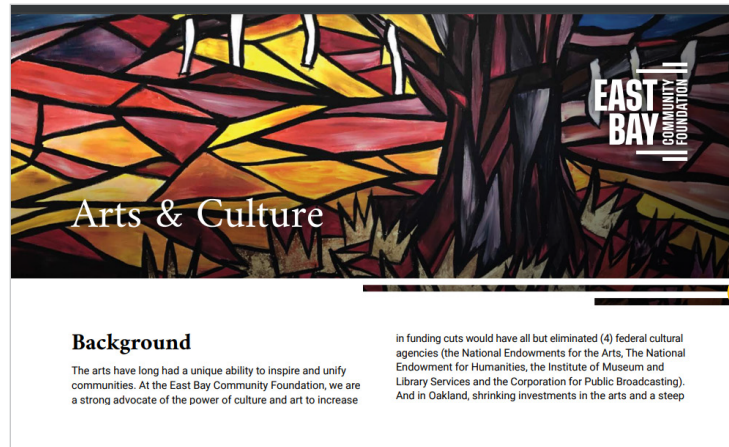
Case For Support: Inside Spread Examples



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.

