

Graphic Standards & Communication Guidelines



**PASO DEL NORTE
COMMUNITY FOUNDATION**

Growing a Community of Philanthropy

Overview & Partnership Announcement

Partner Announcements

The Paso del Norte Community Foundation (PdNCF or PdN Community Foundation) supports the philanthropic goals of individuals, families, corporations, foundations and nonprofit organizations to improve education, health, social services, economic development, and quality of life in the Paso del Norte region. PdNCF strives to ensure consistency in messaging about its partnership and funds. This document contains guidelines to help our partners meet the graphic and communications standards of PdNCF.

Any marketing and communications collateral created by our partners should be reviewed by the PdN Community Foundation's Community and Donor Outreach Manager and Communications Department to ensure brand cohesion. This would include, but not be limited to material including video production, promotional material, printed artwork associated with fund announcements, press releases, commercial spots and other advertising. The PdN Community Foundation's Communications Department oversees the proper use of PdNCF name, identity, logos and colors. Please allow at least five business days for review of material.

PdNCF requires prior approval of any public acknowledgment of support, and all uses of the name or logos to ensure that the PdN Community Foundation and its partners are portrayed accurately. This would include any news releases, interviews, presentations, newsletters, etc. The Communications Department can provide resources, such as the PdNCF boiler plate, when reaching out to the media.

Please provide dates on when information was released by the media so we can share with our Board of Directors.



PdN Community Foundation Name and Logo

Descriptor or Boiler Plate for Media

The Paso del Norte Community Foundation is an effective vehicle for donors to support nonprofit organizations and charitable causes in the region and establish a legacy giving for the future.

The following language should be used when describing the PdN Community Foundation in content as well as when sharing with the media in press releases.

The **Paso del Norte Community Foundation** is a public charity established in 2013 to support the philanthropic goals of individuals, families, corporations, foundations and nonprofit organizations to improve health, education, social services, economic development and quality of life in our binational, tri-state region. For more information, visit their website at www.pdnfoundation.org.



PdN Community Foundation Name and Logo

Define Foundation Name In Content

Use the guidelines below when defining the Paso del Norte Community Foundation in content.

- The Paso del Norte Community Foundation name is never translated.
- Use a lower case “d” when spelling out the name of the Paso del Norte Community Foundation and as an acronym.
- The Paso del Norte Community Foundation should never be referred to only as the “Community Foundation.”

** Please make sure to use these options, especially to distinguish PdNCF from the El Paso Community Foundation.*

1. Paso del Norte Community Foundation
2. PdN Community Foundation*
3. PdNCF



PdN Community Foundation Name and Logo

Logo & Color Pallet

Two layout positions (vertical or horizontal) of the logo, along with a color and black and white version, are available upon request.



Light Blue
PMS 7688

Yellow
PMS 109

Dark Blue
PMS 7693

Montserrat is the standard font with **Avenir Next** as an alternative.

C 68
M 34
Y 0
K 0

C 1
M 16
Y 100
K 0

C 100
M 75
Y 31
K 14

R 81
G 145
B 205

R 255
G 209
B 3

R 8
G 73
B 117

#084975

#ffd103

#084975

PdN Community Foundation Name and Logo

Logo Guidelines

The logo should be used for all branding and promotional material related specifically to the work of the PdN Community Foundation. If you have any questions or need another format, contact the Community and Donor Outreach Manager or Director of Communications.

When using the PdN Community Foundation logo:

- Never use the logo in a sentence, headline or as part of a phrase. (The words “Paso del Norte Community Foundation” may be used in the same font as the other words in a sentence, headline or phrase..)
- Digitized high-resolution artwork for the logo may be obtained from the PdN Community Foundation’s Communications Department. Recreated, photocopied or scanned copies should not be used. Always use the electronic files provided for the most accurate rendering of logo.
- The logo figures and words function as a unified image and should not appear independent of each other.
- To maintain detail, the logo should never be used smaller than ½ inch from top to bottom.
- Clear space minimum ¼ inch around logo.
- The logo should be free from imagery, graphics, folds or any other elements that may interfere with the clarity of the design.
- The colors in the logo should never be substituted.
- If one-color printing is desired, either black or white should be used. If black or white is not feasible, then the PdN Community Foundation’s Communications Department must review and approve alternative(s) before going to print.
- When only one color is to be used, the logo should run in black. When used on a dark background the entire logo can be in white.



PdN Community Foundation Name and Logo

Do's & Don'ts of Logo Use



Do

- Use only one logo per page.
- Use only the recommended colors or fonts.
- Use either color or black and white logo.
- Contact the PdN Community Foundation's Communications Department if another logo format is needed.

Don't

- If promotional material is done in Spanish, the PdN Community Foundation should NOT be translated.
- Never use the logo in a sentence, headline or as part of a phrase.
- If information or material is not relevant to our fiscal agency partnership by the PdN Community Foundation, don't include logo.
- If material is used on any information or materials that include lobbying activities.

PdN Community Foundation Name and Logo

Recognition of Multiple Organizations

If program, event, etc., is supported by more than one partner, including the PdN Community Foundation, the Communications Department can work with you to create language that best describes your project's support or funding.

- The PdN Community Foundation logo should be the primary mark on the page by virtue of size and placement. Other funding organization logos should be close to the logo to show collaboration and partnership.
- If unsure on whether to use the PdN Community Foundation logo, contact the Community & Donor Outreach Manager or Director of Communications.



Communication Guidelines

Acknowledgement

Congratulations on establishing a fund with the Paso del Norte Community Foundation! The following guidelines are intended to help you publicize your fund.

PdNCF publicizes fund stories through media relations, social media, publications, and our website. We encourage you to share success stories and photos, so we can promote partnerships to make the Paso del Norte region a better place to live.

Use this statement to briefly acknowledge your partnership or fund with the PdN Community Foundation:

- *The (name of fund or project) is a fund of the Paso del Norte Community Foundation.*
- All funds under the Paso del Norte Community Foundation are recognized as a “Community of Philanthropy.”

For funds without a 501c3

The Paso del Norte Community Foundation acts as our fiscal agent enabling our fund to receive charitable donations and ensuring that all funds raised are restricted for the specific purposes and mission of the fund. The PdNCF is a 501c3 nonprofit organization. It is under the PdNCF umbrella that we are able to receive tax exempt contributions.

For funds with a 501c3

The Paso del Norte Community Foundation acts as our fiscal agent enabling our fund to receive charitable donations and ensuring that all funds raised are restricted for the specific purposes and mission of the fund. The PdNCF is a 501c3 nonprofit organization. While we are also a 501c3, tax deductible contributions to the fund fall under the PdNCF umbrella.



Communication Guidelines

What You Can Do

A fund with PdNCF is a partnership. Your story is our story. It is also an opportunity for PdNCF to acknowledge our donors and let them know how their gifts are being used to improve the quality of life in our community. You can publicize PdNCF's support in a number of ways:

Your website

Create a link on your website to PdNCF (www.pdnfoundation.org). You can also include our logo on outreach material where appropriate. See logo use details on page 6-7.

Contact local media

Using this sample press release, contact local news organizations to let them know about your project, event, etc. and your fund from PdNCF. We would be happy to provide a quote for your press release that is specific to your organization. This is an opportunity to connect your work to our region's media outlets.

Tell your community

Share information about your fund through your newsletters, annual reports, lists of supporters, and social media. When announcing the fund on social media, make sure to tag us and connect with us on Facebook, Instagram and LinkedIn.

Your board of trustees

Invite someone from PdNCF to speak at one of your board meetings on the fund and the projects, events, activities, etc. taking place.



Communication Guidelines

What You Can Do

Publicity, advertising and promotion

We would like you to include news of your fund in any publication we produce for distribution – such as press releases, newsletters, brochures, events calendar, and annual reports. Please include PdNCF on your public relations mailing and/or email list; we appreciate receiving your materials and news clippings.

Photographs

PdNCF welcomes good quality digital photographs of grantees and community programs. We may use them in our annual report, newsletter, or website to inform the public about the work of our funders or donors. If you would like to supply us with current images, please contact us as listed at the end of this document.

Note: If you photograph an individual under the age of 18, with the intent to publish, proof of a photo release from a parent or guardian will be required.

Use of the Foundation Logo

You may use the PdNCF logo in your print materials in connection with the specific project for which PdN Community Foundation has provided support. Please do not use our logo on your general materials, such as letterhead or newsletters. Please reference the branding standards section for more information.

Important Note: Our partnership does not give your organization permission to use the PdNCF's logo or name on any fundraising materials unless you have received written permission from PdNCF.



PdN Community Foundation Fund Descriptions

Donor- Advised Funds

To allow for individuals to make tax-deductible contributions and recommend grants to the charitable organization(s) of their choice over time.

Designated Funds

To support designated charitable organizations and/or projects/causes with gifts from individuals, corporations and foundations to meet the immediate and long-term needs in El Paso and Ciudad Juárez.

Endowment Funds

To provide a designated, long-term, and sustainable source of funding for nonprofit organizations or charitable causes that is invested for growth.

Corporate Partnerships Funds

To build corporate community giving programs to support emergent and ongoing needs in the region.

Planned Giving

To serve as a resource for estate planning professionals and wealth advisors to support the planned/legacy giving of individuals and families.

Unrestricted Funds

To build unrestricted endowment funds to help address immediate and long-term community needs.

Scholarship Funds

To support access to higher education by increasing the availability and accessibility of scholarship funds in partnership with work with organizations and individuals.

Community Response Funds

To provide a vehicle for giving and granting of philanthropic gifts to address immediate community needs.

Social Media Guidelines

Be Engaged

Social media is an important part of how the PdN Community Foundation communicates with the public, donors, partners and stakeholders. Various social media platforms are used to promote the work of the PdN Community Foundation and its funds.

Before engaging in social media to announce a fund or partnership, consider the following guidelines:

- Notify PdN Community Foundation so we can share your information on our social media platforms.
- Abide by the Terms of Use of the social networking platforms you use. Respect copyright and understand the consequences of using the intellectual property of others (including text, graphics, photography and video).
- If the PdN Community Foundation creates a post related to your project, fund, event, etc., we encourage you to share it on your organization's social media outlets.
- When possible, the PdN Community Foundation will tag your organization, so you are notified of the post. Liking or commenting on the post is strongly encouraged to drive users to your page..
- If you participate in social media and are posting your personal views that do not necessarily represent the views of the PdN Community Foundation, it is important that you consider any possible professional implications. Please use all social media platforms responsibly and professionally.
- Assume that all activities on social media are public regardless of the privacy tools you may use.
- Representatives shall not engage in any social media that may harm or tarnish the image, reputation and/or goodwill of the PdN Community Foundation and/or any of its employees.



Social Media Guidelines

Be Engaged

Facebook

/PdNCFoundation

Instagram

/pdncfoundation

LinkedIn

/company/11782589

YouTube

Paso del Norte Community
Foundation

- Representatives are prohibited from making any discriminatory, disparaging, defamatory or harassing comments when on social media platforms.
- The PdN Community Foundation has the right to ask for removal of its name or logo from any social media posts.
- If you encounter a conflict while using social media, disengage from the dialogue and seek advice from the PdN Community Foundation's Communications Department.
- Post to your social media platform at least once a day and aim for more frequent updates.
- If re-tweeting or liking content from another source make, sure the information is coming from a reliable source.



Together We Are Better

Be Engaged

Keep in touch

Sign up for our monthly newsletter. Simply send an email to info@pdnfoundation.org and include your name and email address or you can find a sign-up form on our website (www.pdnfoundation.org) towards the bottom of the home page.

We love it when you share pictures of programs or events, success stories, videos or any other newsworthy items! Please email any of these items to us at info@pdnfoundation.org and don't forget to like our social media pages. Share and tag us whenever possible.

Gifts and Awards

Although the PdN Community Foundation welcomes formal acknowledgment of support, we ask that funders do not present awards to the PdN Community Foundation or to the staff as a way of recognition. As an institution, the policy and preference is for partners to be the recipients of awards, rather than the PdN Community Foundation.



Growing a Community of Philanthropy

Contact Information

Paso del Norte Community Foundation
221 N. Kansas, Suite 1900
El Paso, Texas 79901
(Located in the Wells Fargo Plaza)

info@pdnfoundation.org
(915) 544-7636
www.pdnfoundation.org



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