



## Brand Guidelines for Grant Recipients

The Kenosha Community Foundation is proud of the work of our grantees. We encourage you to use our logo and reference our funding in your printed materials and on your website to highlight our support. Please use the following guidelines when promoting our partnership.

### Use of the KCF Name

If the KCF's name is to appear in print or on your website (whether near the logo or not), please use our full name: Kenosha Community Foundation.

### Citing Funding Received by the KCF

Please refer to the full KCF name and the component fund from which the grant was awarded, as in the following example:

“Supported by the Kenosha Community Foundation through a Field of Interest Grant from the Women’s Fund” or “Funded in part through an Unrestricted Grant from the Kenosha Community Foundation”

### Use of the KCF Logo

How we present ourselves visually reveals a lot about KCF as an organization. Consistent adherence to visual communication standards shows we are reliable, disciplined, predictable, organized and working together with a common purpose.

When using the KCF logo we ask you:

- Respect our visual identity guidelines below.
- Ensure that our logo appears clean and legible.
- Indicate near the logo “Supported by” to make clear KCF’s role.
- Provide a hyperlink to the KCF website when used online ([www.kenoshafoundation.org](http://www.kenoshafoundation.org))
- Seek our input for any non-traditional uses of the logo or the KCF’s name.
- Send us links to your materials that use our logo (email preferred).
- Tag our social media accounts when posting about funding we have provided.



(black)

- The primary version includes the graphic icon on the left and the KCF text on the right.
- Acceptable colors for the logo are all black on a light background or all white on a dark background (do not add a rectangle of any color behind the white logo).
- Use only the supplied logo graphic files. Do not recreate the logo with text or alter the colors.



(white/reversed)



### Clear Space Requirements

The KCF logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Consistently maintain a clear space, or margin, of X around the logo, where X is the width of the icon from the logo. Clear space larger than that specified here is always acceptable.