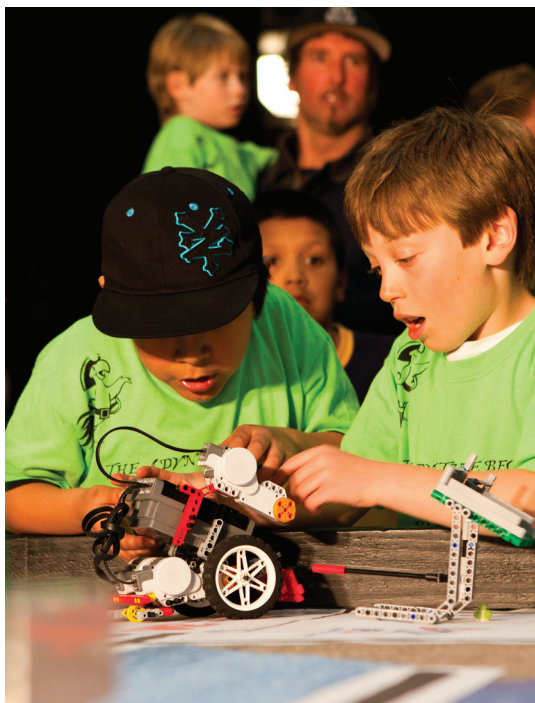# TAHOE TRUCKEE COMMUNITY FOUNDATION

BRAND GUIDELINES

MISSION

To connect people and opportunities, generating resources to build a more caring, creative, and effective community.

PRIMARY LOGO

Full Color Logo

Black Logo

White Logo

The Tahoe Truckee Community Foundation logo is the primary and preferred asset for the brand. The style is based on the painter, Piet Mondrian, and his distinctive artistic style upon which much of the TTCF brand is based.

PRIMARY LOGO

2" minimum width

DO NOT use the primary logo under 2" wide. It is not legible.

The primary logo should appear on a white background, in full-color whenever possible. Gradient or colored backgrounds should be avoided.

A reasonable amount of white space should be maintained around the logo at all times to prevent interference from other graphic elements.

The thickness of the black lines should not vary. Always scale the logo as one unit and with uniformity. DO NOT attempt to rebuild the logo with thicker lines.

NEVER stack, squish, pull, stretch, turn, rescale or reposition individual elements or manipulate the logo in any way.

SECONDARY LOGO

TAHOE
TRUCKEE
COMMUNITY
FOUNDATION

1" minimum width

The secondary logo is the preferred asset for rare circumstances, such as cobranding ventures or when there are space limitations.

The secondary logo will primarily be used only when TTCF has sanctioned the development of graphic collateral and has design or editorial control over said collateral.

DO NOT use the secondary logo under 1" wide. It is not legible.

The secondary logo should appear on a white background, in full-color whenever possible. Gradient or colored backgrounds should be avoided.

A reasonable amount of white space should be maintained around the logo at all times to prevent interference from other graphic elements.

TERTIARY LOGO

TAHOE TRUCKEE
COMMUNITY FOUNDATION

|——————————————|

2" minimum width

The tertiary logo can be used where space is limited.

DO NOT use the secondary logo under 2" wide. It is not legible.

The tertiary logo should appear on a white background, in full-color whenever possible. Gradient or colored backgrounds should be avoided.

A reasonable amount of white space should be maintained around the logo at all times to prevent interference from other graphic elements.

USING PROJECT AND PROGRAM LOGOS

ACCEPTED USAGE EXAMPLE

WRONG USAGE EXAMPLE

Whenever possible, please use all project and program logos in full color giving all logos equal amount of white space. Do not box in, disort, stretch, or change the colors of any logo. When using a project or progam logo with the TTCF logo, please use design discretion to use which version to use. Refer to this guide for examples.

USING PROJECT AND PROGRAM STAMPS

POWERED BY

TAHOE TRUCKEE
COMMUNITY FOUNDATION

SUPPORTED BY

TAHOE TRUCKEE
COMMUNITY FOUNDATION

PROGRAM OF

TAHOE TRUCKEE
COMMUNITY FOUNDATION

PROJECT OF

TAHOE TRUCKEE
COMMUNITY FOUNDATION

The Tahoe Truckee Community Foundation has several stamps that can be used by other nonprofit organizations and groups to show approval and association with the Tahoe Truckee Community Foundation.

These Stamps indicate the relationship between the two parties. The Stamps cannot appear on a black or dark background because of the text above the Horizontal Logo describing the relationship to the Tahoe Truckee Community Foundation.

It is also important to leave a clear space of at least 0.1 inch to the right, left, top and bottom of stamp.

USING PROJECT AND PROGRAM STAMPS

POWERED BY

TAHOE TRUCKEE
COMMUNITY FOUNDATION

Recipient of organizational support and resources from the Tahoe Truckee Community Foundation, such as a fiscal sponsored project.

SUPPORTED BY

TAHOE TRUCKEE
COMMUNITY FOUNDATION

Recipient of grant money or other support by the Tahoe Truckee Community Foundation

PROGRAM OF

TAHOE TRUCKEE
COMMUNITY FOUNDATION

Organization or ongoing effort that is run by the Tahoe Truckee Community Foundation

PROJECT OF

TAHOE TRUCKEE
COMMUNITY FOUNDATION

Venture developed by the Tahoe Truckee Community Foundation

ACCEPTED USAGE EXAMPLE

OR

WRONG USAGE EXAMPLE

BLACK OUTLINED BOXES

Black outlined boxes should be used sparingly and in good taste. They are always placed on top of the photo. At no point should a black line run through the faces featured in the photography. Please crop your photos accordingly to adjust for black box. Teal outlined boxes should be used in the back of both the photo only used when calling out or highlighting a specific headline or photo.

TRADE DRESS USAGE

BREAKOUT QUOTES

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lauren Hill
Truckee Chamber of Commerce

Breakout quotes should be used with plenty of white space to help the user visually separate it from the rest of the article, story, body copy or other elements on the page. TTCF prefers breakout quotes in the signature teal color, with large beginning and ending quotes balanced on either side. Body copy for the quote is Verdana and quote marks are Bebas Neue.

RED DOTTED LINES

IMPACT INVESTING

OUR REGION NEEDS INVESTMENT.

We invest in our community's future through projects that promise to have a big social and environmental impact.

How we invest in our future.	→

The red dotted lines should always be 2pts in stroke weight with a dash of 4 and a gap of 10. They are used to compliment any layout, sparingly, for visual interest and balance. The TTCF brand depends on visual elements and layouts that contain a generous amount of white space.
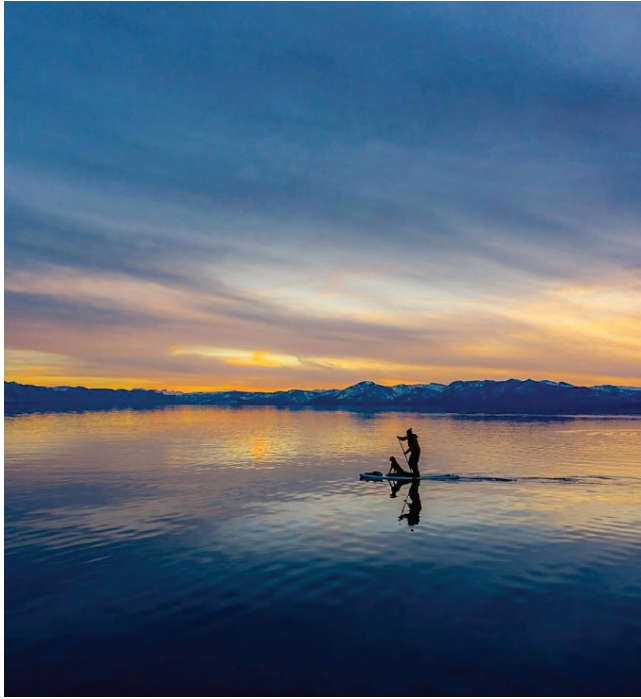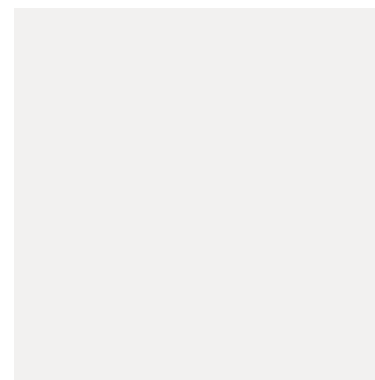
TTCF BRAND COLORS

Black
C0 M0 Y0 K0
R0 G0 B0
HEX #000

PMS 485C
C13 M93 Y98 K4
R205 G55 B40
HEX #CD3728

PMS 2401C
C76 M5 Y37 K0
R7 G177 B175
HEX #07B1AF

PMS 663C
C4 M4 Y4 K0
R241 G239 B237
HEX #F1EFED

The TTCF color palette is intentional. NEVER use other colors without written approval. For media in which color is not an option, secondary and tertiary black and white logo versions. For premiums, architectural details, or other applications where the logo is etched, embossed, sandblasted, or spot varnished, the color can be the same as the substrate of the material used.

BRAND TYPEFACES

There are two typefaces that accompany the Tahoe Truckee Community Foundation.

Bebas Neue is a display family suitable for headlines, captions, and packaging.

Verdana was created specifically to address the challenges of on-screen display. The generous width and spacing of Verdana's characters is key to the legibility of the font on the screen.

Muli is a minimalist Sans Serif designed for use as a display font and body copy. It is an open source font.

BEBAS NEUE
Logo and headlines only.

AA BB CC DD EE FF 1234567890 @$?";:%&

Bebas Neue can be purchased at
https://www.myfonts.com/fonts/flat-it/bebas-neue-pro

VERDANA
Used in all communications, print and web.

Aa Bb Cc Dd Ee Ff 1234567890 @$?";:%&

Verdana can be purchased at
https://www.myfonts.com/fonts/ascender/verdana/

MULI
Used in all out-of-house purposes

Aa Bb Cc Dd Ee Ff 1234567890 @$?";:%&

Muli can be downloaded at
https://fonts.adobe.com/fonts/muli

TYPEFACES IN USE

Headline
Bebas Neue
K100

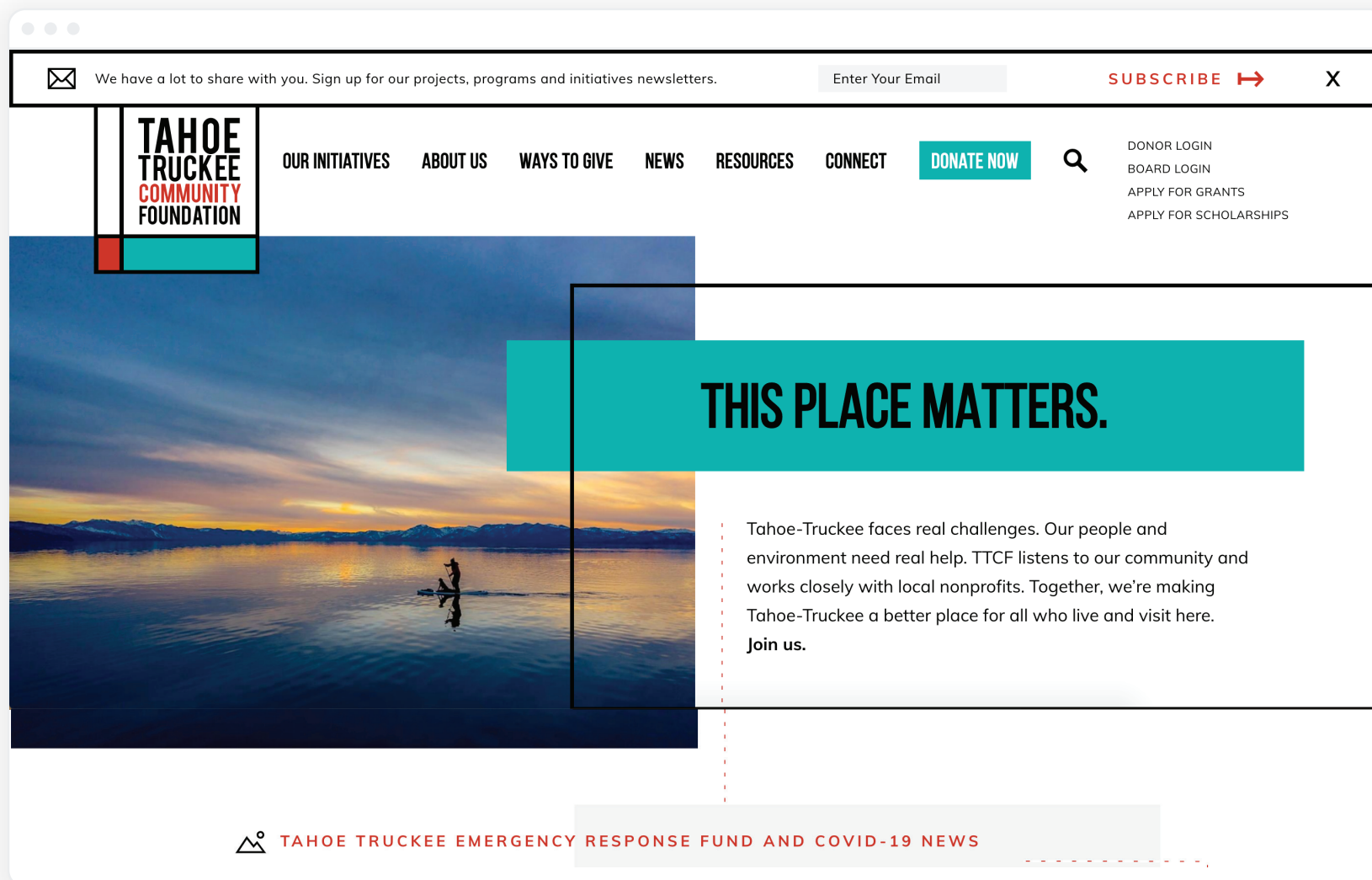**Subhead**
Verdana
K100

Body Copy
Verdana
K100

Button
Verdana
C76, M5, Y37, K0

SO YOU WANT TO DESIGN FOR THE MOVIES?

8 lessons from graphic props master, Annie Atkins.

Just say her name and most graphic designers will inwardly ooh and ahh: Annie Atkins, that art department star of some of the most visually rich films and series made today (Joker, Bridge of Spies, Isle of Dogs, The Grand Budapest Hotel, The French Dispatch, West Side Story). But she didn't start there. Her film world roots stretch back to her school days, when she studied to be a director.

Please donate to help local nonprofits.

We have a lot to share with you. Sign up for our projects, programs and initiatives newsletters.

Enter Your Email

SUBSCRIBE

X

TAHOE TRUCKEE COMMUNITY FOUNDATION

OUR INITIATIVES   ABOUT US   WAYS TO GIVE   NEWS   RESOURCES   CONNECT   **DONATE NOW**

DONOR LOGIN
BOARD LOGIN
APPLY FOR GRANTS
APPLY FOR SCHOLARSHIPS

THIS PLACE MATTERS.

Tahoe-Truckee faces real challenges. Our people and environment need real help. TTCF listens to our community and works closely with local nonprofits. Together, we're making Tahoe-Truckee a better place for all who live and visit here. **Join us.**

TAHOE TRUCKEE EMERGENCY RESPONSE FUND AND COVID-19 NEWS

WEBSITE

TAHOE TRUCKEE COMMUNITY FOUNDATION

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