



CENTRAL NEW YORK
COMMUNITY
FOUNDATION, INC.

Where the Smart Money Gives.

The official logo of the Central New York Community Foundation is a stylized tree. Centered under the tree is text in Copperplate font that reads Central New York Community Foundation, Inc. in upper-case letters.

The tree motif suggests how the Central New York Community Foundation helps grow resources for the communities within our service region by nurturing philanthropy. The text design suggests a sturdiness and classic presentation. The logo gives the Foundation a consistent image. It should be used on all external documents.

USE OF LOGO WITH COLORS:

The logo was designed using one color: Green, PMS 364.

Where feasible the logo should be printed in that color. In the event that this PMS color cannot be matched, every attempt shall be made to print the logo in a shade of green as close as possible to the original. When color is not an option the logo should be reproduced in black.

Logo cannot be reversed.

USAGE BY OTHER PARTIES:

All uses of the Foundation's logo by another organization (such as in advertising or promotions) must be approved in advance by the Foundation and must conform to these Standards.

SIZE:

Because the logo incorporates text, it must be printed large enough to be readable. The logo should always be at least 1" from top to bottom. It shall always be legible and readily recognizable as a whole unit with definable components.

PLACEMENT:

The logo shall appear as a stand-alone and shall not be used as a background screen, nor integrated into any other type or graphic element within the document.