
National Standards for U.S.
Community Foundations Seal™

guidelines

This document contains graphic, image, and style standards for the National Standards for U.S. Community Foundations Seal™.

The following pages contain guidelines for using the Seal in an appropriate, uniform way. Consistent application of the Seal is necessary to uphold the integrity of its brand and the brand of all community foundations that have met National Standards.

If you have any questions about these guidelines, contact:

nationalstandards@cfstandards.org



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October 2015

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Prior to using the National Seal (“the Mark”) outlined in these Guidelines, community foundation (“Sub-Licensee”) will be required to sign a National Seal License agreement with the Community Foundations National Standards Board (“the National Standards Board”). For informational purposes only, the terms of the Agreement are described below. **This document is NOT a contract. The terms of the Agreement actually signed by the National Standards Board and Sub-Licensee will be controlling. The signed licensing agreement must be submitted to the National Standards Board prior to any use of the Mark.**

SAMPLE TERMS

The National Standards Board will execute a sub-license pursuant to the license granted to the National Standards Board (licensee) by the Council on Foundations (licensor). The licensor maintains all its rights, title and interests to the Marks, Seal, or Word Mark, including, but not limited to those rights acknowledged below. Accordingly, by signing the agreement, the parties to this agreement, confirm and acknowledge that, at all times, the Council on Foundations retains any and all of its rights as owner.

Requirements to Use the Marks.

To use the Marks, a sub-licensee must:

1. Achieve confirmation of compliance with National Standards;
2. Maintain its status as confirmed in compliance with National Standards; and
3. Only display the Marks in accordance with this Agreement and the National Standards Seal for U.S. Community Foundations Guidelines (“National Seal Guidelines”), a copy of which is available at www.cfstandards.org and is incorporated by reference.

Subject to these requirements and the other terms of this Agreement, the National Standards Board will grant Sub-licensee a non-exclusive, worldwide, royalty-free, limited sub-license to reproduce and display the Marks. **The signed licensing agreement must be submitted to the National Standards Board prior to any use of the Mark.**

Obligations of Sub-licensee.

1. Warranties and Responsibilities. The Sub-licensee warrants and represents that at all times during the term of this agreement that it shall operate in a manner that is consistent with the National Standards and that does not reflect poorly on the National Standards program. The Sub-licensee further warrants that it will notify the National Standards Board of any material changes to the information, policies or procedures upon which basis confirmation of compliance with National Standards was granted. This provision is of the essence.
2. Third-Party Infringement. The Sub-licensee will promptly notify the National Standards Board if it becomes aware of any infringement of the Marks by a third party. Sub-licensee shall have neither the right nor the obligation to prosecute any infringement claims against third-party infringers.

Agreement Term.

The initial term of the agreement will run for a period ending on _____, unless otherwise terminated as set forth in the agreement. The agreement will not automatically renew and may only be extended upon written agreement by both parties. However, such agreement may not be unreasonably withheld by the National Standards Board provided that Sub-licensee is then classified as confirmed in compliance with National Standards and has paid any and all renewal or licensing fees that may imposed at the time of renewal.

Termination of the Agreement and License to Use the Marks.

1. **Termination by Sub-licensee.** The Sub-licensee may terminate the Agreement at any time by providing written notice to the National Standards Board and by discontinuing all use of the Marks. Termination in this manner shall be effective upon receipt of the notice by the National Standards Board or at such time (not to exceed thirty (30) days) specified in the notice from Sub-licensee.
2. **Termination by the National Standards Board.** The Agreement will terminate and the Sub-licensee will no longer be able to use the Marks:
 - a. If the Sub-licensee ceases to maintain its status as confirmed in compliance with National Standards.
 - b. If the Sub-licensee engages in the unauthorized use of the Marks.
“Unauthorized use” is defined as, without limit, any use that:
 - i. Does not conform to the terms and conditions set forth in this Agreement,

- ii. Is misleading, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to the National Standards Board or reflects negatively on the National Standards,
 - iii. Impairs the rights of the National Standards Board and/or Council on Foundations, their respective trademarks or logos, infringes any intellectual property or other rights, or violates any applicable law, or
 - iv. Is likely to reduce, diminish or damage the goodwill, value or reputation associated with the Marks.
- c. If the Sub-licensee fails to comply with any of the terms and conditions of this Agreement. The National Standards Board may terminate the Agreement immediately upon the occurrence of any of the above events. However, Sub-licensee will be given reasonable notice and an opportunity to cure prior to the termination of this Agreement where doing so will not adversely affect the integrity of National Standards, as determined by the National Standards Board in its sole discretion.
3. **Termination by Bankruptcy.** If either party shall become bankrupt or insolvent, or if either party's business shall be placed in the hands of a receiver or trustee, whether by voluntary act of such party or otherwise, the Agreement shall, at the option of the other party, immediately terminate.
 4. **Consequences of Termination.** Upon termination of the Agreement for any reason, including the expiration of the Agreement term, all rights and sub-licenses granted herein shall immediately terminate and Sub-licensee will immediately discontinue all use of the Marks. However, the terms and conditions set forth under the sections below titled "Ownership" and "Liability and Indemnity" shall continue indefinitely beyond termination or non-renewal.

Modifications.

1. **Terms and Conditions.** The terms and conditions of the Agreement, the National Seal Guidelines and any related documents referenced herein may be changed by the National Standards Board, or by the Council on Foundations (through the National Standards Board or as the National Standards Board's successor in interest) from time to time upon thirty (30) days written notice to Sub-licensee. Continued use of the Marks after such notice will constitute the Sub-licensee's acceptance of the change.
2. **Council on Foundations Changes to the Marks.** The Council may change the Marks from time to time as it determines is necessary, using reasonable discretion. Upon notice of such change communicated directly by the Council or through the National Standards Board, Sub-licensee agrees to update all images of the Marks being used by Sub-licensee in a timely manner. The Council and the National Standards Board will cooperate with Sub-licensee in an effort to minimize expenses associated with such changes but will not be able to grant accommodations that jeopardize the integrity of the Marks or the National Standards.

Assignment.

1. **Assignment by the Sub-licensee.** Any and all rights granted under the Agreement are granted exclusively to Sub-licensee and Sub-licensee is not authorized to assign, transfer, sublicense any rights granted herein to any third party or any affiliate, successor, subordinate or other related entity or otherwise permit the exploitation of any rights granted herein by any third party or any affiliate, successor, subordinate or other related entity. Neither the Agreement nor any rights granted herein may be assigned, directly or indirectly, by Sub-licensee without the prior written consent of the National Standards Board, which may be denied in the National Standards Board's total discretion.
2. **Assignment by the National Standards Board.** The National Standards Board may assign the Agreement and any or all of its rights, interests or obligations, including for example and without limit, assigning its rights to the Council on Foundations. The Agreement shall be binding upon and inure to the benefit of any assignee permitted hereunder. In the event the licensing agreement between the Council on Foundations and the National Standards Board is terminated, the sub-license agreement will remain in force and the Council on Foundations will automatically be the successor in interest of the National Standards Board.

Ownership.

The Sub-licensee will acknowledge the validity, inherent distinctiveness and acquired distinctiveness of the Marks and agrees not to challenge the same. Sub-licensee will further agree that the Marks are the sole and exclusive property of the Council on Foundations and agrees not to (i) do anything inconsistent with such ownership, (ii) use the Marks to create a separate and distinct impression for any other service mark or trademark, (iii) take any action that changes or reduces the Council on Foundation's rights in the Marks, and (iv) cause or assist any person in doing any of the above. Sub-licensee will acknowledge that its use of the Marks hereunder will not create in it any right, title or interest in the Marks other than the limited license rights granted herein and that all such use of the Marks and the goodwill generated thereby will inure to the benefit of the Council on Foundations. The National Standards Board will warrant that it has the authority to grant the sub-license to the sub-licensee in accordance with the agreement.

Liability and Indemnity.

- 1. Action for Unauthorized Use.** The National Standards Board and the Council on Foundations reserve the right to take action against Sub-licensee for any unauthorized use of the Marks. Sub-licensee will acknowledge that if it engages in any unauthorized use of the Marks, its right to continue using the Marks shall cease immediately, that irreparable injury will occur if its use continues, and that the National Standards Board and/or the Council on Foundations shall be entitled to temporary, preliminary, and permanent injunctive relief, plus an award for damages, costs, and reasonable attorneys' fees arising from or relating to such unauthorized use or reference to the Marks, including filing and obtaining the injunctive relief described above.
- 2. Indemnity by Sub-licensee.** The Sub-licensee will agree to defend, indemnify and hold the National Standards Board and Council on Foundations and their representatives, employees, officers, directors and agents harmless against all claims, suits, cost, damages, judgments, attorney's fees, settlements or expenses incurred, caused by, arising from or relating to any breach of this Agreement by Sub-licensee or claimed, obtained or sustained by any third party, whether for personal injury, misrepresentation, or otherwise arising out of or relating to the advertising, promotion, use, marketing or sale of Sub-licensee products or services, provided such claims are not caused by the Council on Foundations or the National Standards Board's negligence or the National Standards Board's breach of this Agreement. Further, Sub-licensee will maintain all appropriate liability coverage protecting itself from such claims.
- 3. Indemnity by the National Standards Board.** Similarly, the National Standards Board will agree to defend, indemnify and hold Sub-licensee and its representatives, employees, officers, directors and agents harmless against all claims, suits, cost, damages, judgments, attorney's fees, settlements or expenses incurred, caused by, arising from or relating to any breach of this Agreement by the National Standards Board or claimed, obtained or sustained by any third party, whether for personal injury, misrepresentation, or otherwise arising out of or relating to the advertising, promotion, use, marketing or sale of the National Standards Board products or services, provided such claims are not caused by Sub-licensee's negligence or breach of this Agreement. Further, the National Standards Board will maintain all appropriate liability coverage protecting itself from such claims.

Limitations on Liability.

- 1. Force Majeure.** Neither party shall be liable for failure to perform any or all of the obligations under this agreement to the extent that events beyond such party's reasonable control, such as labor strikes, picketing, acts of God, severe weather, acts of terrorism, civil disturbances, shortages of materials or governmental intervention, materially affect that party's ability to perform. Further, the agreement may be terminated in writing without penalty by either party if such an event occurs.
- 2. IN NO EVENT SHALL THE NATIONAL STANDARDS BOARD OR THE COUNCIL ON FOUNDATIONS BE LIABLE FOR LOST PROFITS OR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THE AGREEMENT REGARDLESS OF THE LEGAL THEORY UPON WHICH SUCH CLAIM IS BASED AND EVEN IF THE NATIONAL STANDARDS BOARD OR THE COUNCIL ON FOUNDATIONS HAS BEEN ADVISED OF THE POSSIBILITY THEREOF.**

No Warranty.

Except where expressly provided for herein, The National Standards Board will provide the sub-licenses granted hereunder without warranty of any kind. TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE NATIONAL STANDARDS BOARD AND THE COUNCIL ON FOUNDATIONS DISCLAIM ALL EXPRESS, IMPLIED AND STATUTORY WARRANTIES.

Miscellaneous.

- 1. Execution in Counterparts.** For the convenience of the parties, the Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document.
- 2. Severability.** If any clause, provision or term of the Agreement is declared illegal, invalid or unenforceable under applicable present or future laws, then it is the intention of the parties that the remainder of the Agreement shall not be affected and that, in lieu of any such clauses, provision or term, there shall be added as a part hereof a substitute clause, provision or term as similar in substance to such illegal, invalid or unenforceable clause, provision or term as may be possible.
- 3. Waiver.** Any waiver by any party of any right arising from any breach of any term of the Agreement shall not be construed as a continuing waiver of any other breach of the same term or any other term of this Agreement by the other party.



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To download files for the National Standards Seal, visit www.cfstandards.org

Community foundations in the United States serve tens of thousands of donors, administer more than \$40 billion in charitable funds, and address core concerns of nearly 700 communities. In recent years, community foundations worked together to strengthen recognition and understanding of their role in this field for the benefit of each local community foundation.

In 2000, community foundation practitioners collaborated to establish National Standards for U.S. Community Foundations™, approved by the Council on Foundations' Community Foundations Leadership Team and the field for the purpose of:

- Demonstrating community foundations' transparency and financial responsibility
- Guiding sound policies and accountable practices
- Distinguishing community foundations from other philanthropic vehicles
- Building the capacity of community foundations to carry out their missions
- Assisting the field with self-regulation in a manner viewed positively by the Internal Revenue Service, which has increased its scrutiny of charities offering donor advised funds.

The National Standards Seal was developed as a way for community foundations to signify that they have been confirmed in compliance with National Standards. Professional advisors and prospective donors may appreciate the Seal as an indication of the integrity and credibility of your community foundation. This guide is designed to help you apply the Seal to a number of your organization's communications.



Smallest recommended use of the identity

Usage

The National Standards Seal is a piece of art, and should not be modified in any way. The Seal includes an TM symbol to indicate that it is a trademarked seal of the Council on Foundations. The Council on Foundations has authorized the Community Foundations National Standards Board to license the National Standards Seal to community foundations confirmed in compliance with National Standards.

Art files featuring the Seal have been created for a variety of software applications, so there should be no need to re-create the identity (see page 19).

Size

To maintain optimum legibility, the Seal must not be used at a size smaller than 1" wide.

Unlike most graphic identities, however, it is important to note that this Seal is designed for small uses only, and as a secondary element to any existing logo. A well-known example of this type of mark is the Good Housekeeping Seal, which most often appears clearly subordinate to product logos.



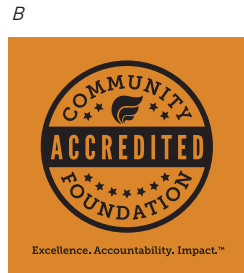
To maintain its clear, consistent brand, it is important to use the National Seal exactly as specified in this document. Any distortion of the National Seal will give it a different appearance, which could make it more difficult to legally protect it as a mark of quality used by community foundations.

Do not:

- Distort its proportions (examples A and B)
- Use the identity without its legal service mark (example C)
- Use a portion of the identity (example D)
- Re-create the identity, or the fonts used within it (example E)
- Reduce the artwork to less than 1” in width (example F)

Do:

- Use the artwork supplied by the National Standards Board to represent National Standards appropriately. For more information and for downloadable art files, visit www.cfstandards.org.
- It is permissible to use the National Seal without the tagline 'Excellence. Accountability. Impact.™'



It is recommended that the National Standards Seal be reproduced in solid black in all printed applications. Black was selected as a “neutral palette” to complement many existing community foundation identities. Considering the Seal’s role as a mark subordinate to a community foundation logo, it must be printed at very small sizes—again, making black the best choice for a clear, legible reproduction.

Occasionally, a community foundation may produce a communication piece in one non-black color. In these cases, it is appropriate for the Seal to appear in that chosen color so that two-color printing costs are not incurred. To do this, a community foundation or its design professional must open and manipulate the artwork’s color in a software program such as Adobe® Illustrator.®

The National Standards Seal should be reproduced in one color.

Example A: The identity printed in solid black.

Example B: The identity printed in black with a light solid color behind the artwork.

Example C: The identity reversed to white with a dark solid color behind.

Example D: The identity printed in one solid color—the same color used in a community foundation’s own identity.

**Confirmed in Compliance
with National Standards for
U.S. Community Foundations**

Optional text

A



Excellence. Accountability. Impact.™

*Confirmed in Compliance
with National Standards for
U.S. Community Foundations*

B



Excellence. Accountability. Impact.™

Confirmed in Compliance with
National Standards for U.S. Community Foundations

C



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Confirmed in Compliance with National Standards for U.S. Community Foundations

*Example A: Myriad Italic, 7/9,
left aligned beneath the seal.*

*Example B: Minion, 7/9,
centered beneath the seal.*

*Example C: Helvetica, 6/8, left aligned
and placed to the right of the seal.*

A community foundation may decide that the Seal requires a line of explanation in some applications. In these cases the text at left may be added to the Seal.

The several examples shown here illustrate suggested type sizes and positions relative to the seal; additional examples of the optional text positioning are shown on the following pages. Note that the examples shown are merely suggestions—the exact typeface, type size, and position of the optional text can vary, depending on the layout in which it is used.

Permissible

A



B



Confirmed in Compliance with
National Standards for U.S. Community Foundations

**[The XYZ Community Foundation] is certified by the
Standards of Excellence Institute**

C [The XYZ Community Foundation] has been confirmed in compliance with National Standards for U.S. Community Foundations, is certified by the Standards for Excellence Institute, and has earned the National Charity Seal of the Better Business Bureau Wise Giving Alliance.

Community foundations confirmed in compliance with National Standards who have achieved other accreditations, certifications or endorsements may wish to use those service marks in combination with the National Standards Seal.

The National Seal may be used with other seals or marks according to the following parameters:

- The National Seal may be used only as set forth herein. Altering the Seal and optional text is strictly prohibited.
- The Seal may be used in combination with other credentials, seals, logos or trademarks so long as doing so does not alter or obscure the Seal.
- When using the Seal with another mark, the other mark must be either sufficiently different from the Seal in style, color, font, color or overall appearance or must be separated from the Seal by enough space so that two are clearly distinct marks.
- Statements about compliance with National Standards and other standards are permissible provided that they are factually accurate and not misleading.

Please note that the use of any other organization's seal, logo, trademark or other intellectual property is contingent upon your having been granted permission to use it and subject to any terms of use they may have established for such marks. Though use of another mark in combination with the National Seal may be permissible under these Guidelines, doing so may not be permissible under another organization's rules. If you have questions or concerns regarding use of the National Seal, you may contact the National Standards Board for clarification. However, questions relating to the use of another mark must be addressed to the organization that owns and administers the use of that other mark.

Impermissible

A



B



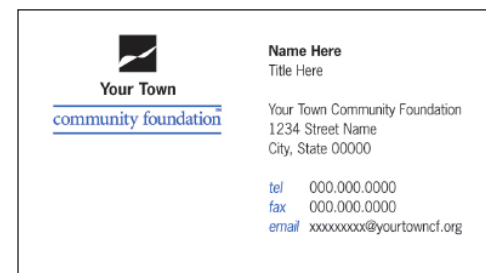
Confirmed in Compliance with
National Standards for U.S. Community Foundations
Certified by the Standards for Excellence Institute



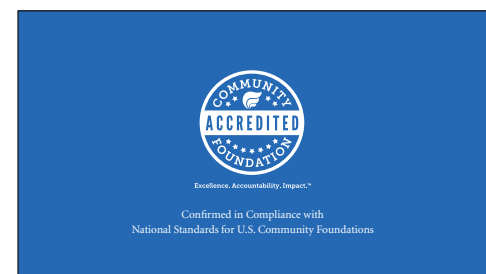
Letterhead (shown at 50% of actual size)

This example illustrates the National Standards Seal on letterhead reproduced using solid black. In this example, the seal is aligned to the right of the organization's address and contact information.

On the business card, the seal reverses out of a solid color and is accompanied by the optional descriptor text.



Business card (front—shown at 70% of actual size)



Business card (back—shown at 70% of actual size)



Letterhead (shown at 50% of actual size)

This example illustrates the National Standards Seal on letterhead reproduced using an existing community foundation color—in this case, a dark purple—to complement the existing identity color palette.

On the business card, the seal is again printed in a solid purple, centered below the organization’s own logo.

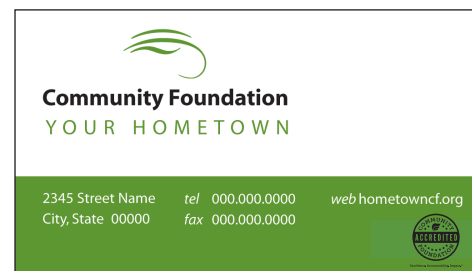


Business card (print front only—shown at 70% of actual size)

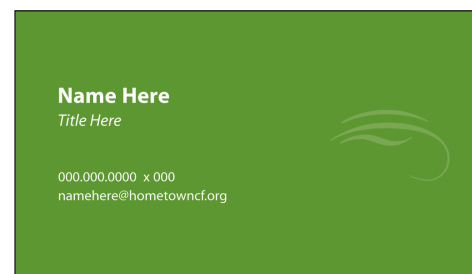


Letterhead (shown at 50% of actual size)

In this example, the National Standards Seal prints in solid black on both the letterhead and business card.



Business card (front—shown at 70% of actual size)



Business card (back—shown at 70% of actual size)

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2006
report to the community

Hometown Community Foundation
123 Street Address
City, State 00000
Tel: 000.000.0000
Fax: 000.000.0000
web: hometowncf.org

Hometown Community Foundation

Confirmed in Compliance with National Standards for U.S. Community Foundations

In these examples of annual reports, the National Standards Seal is printed in one color on the outside back cover, along with the optional text.




2006 annual report

Community Foundation
YOUR HOMETOWN

1234 Street Address
City, ST 00000
t: 000.000.0000
f: 000.000.0000
w: www.yourhometown.org

Community Foundation
YOUR HOMETOWN

Confirmed in Compliance with National Standards for U.S. Community Foundations

COMMUNITY
connections
VOLUME ONE SPRING 2006
Community Foundation
YOUR HOMETOWN

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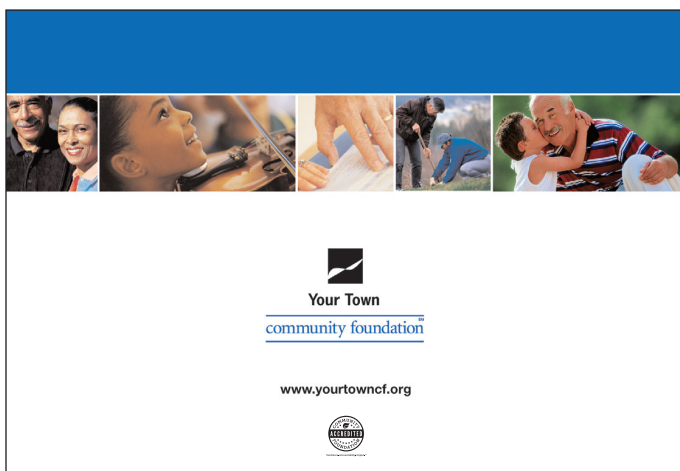
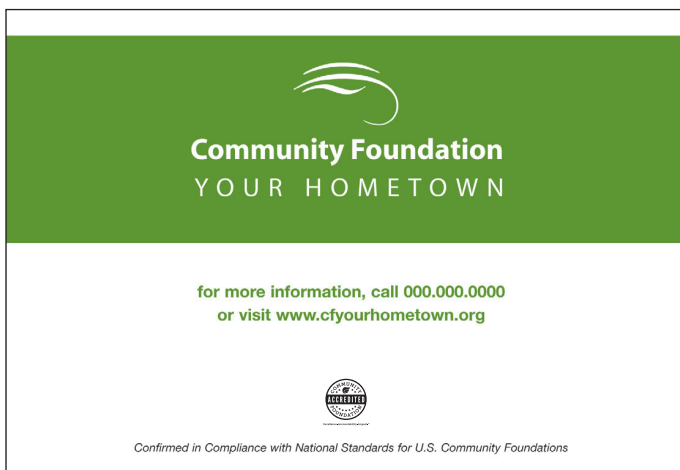
Community Foundation Your Hometown • 2345 Street Name • City, State 00000 • tel 000.000.0000 • fax 000.000.0000 • web hometowncf.org

Confirmed in Compliance with National Standards for U.S. Community Foundations

In these examples of annual reports, the National Standards Seal is printed in one color on the outside back cover, along with the optional text.



In these examples of PowerPoint® presentation final slides, the National Standards Seal is used in conjunction with the community foundation logo and other signoff information—both with and without the optional text.



Your Town
community foundation

Home
About Us
Ways to Give
For Advisors
Contact Us

Search

Your Town Community Foundation in lorem ipsum dolor sit amet, sed in diam dolor sit ametissium. In veritas lorem sed in diam sunt, nonummy ex in euquid deum. Lorem sed in dolorissium veritas, deus in autissium sunt. Ipsum dolor sit amet, sed in diam dolor sit ametissium. In veritas lorem sed in diam sunt, nonummy ex in euquid deum. Lorem sed in dolorissium veritas, deus in autissium sunt.

About community foundation national standards

Accredited

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MORE

Lorem ipsum dolor

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MORE

Your Town Community Foundation - 1234 Street Address - City, ST 00000 - tel 000.0000

In this example website homepage, a sidebar is used to explain and promote the National Standards Seal.

Community Foundation
YOUR HOMETOWN

Search our site

HOME
ABOUT US
WAYS TO GIVE
FOR ADVISORS
CONTACT US

In veritas nonummy

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Accredited

Community Foundation of Your Hometown - 1234 Street Address - City, ST 00000 - tel 000.0000

In this second example of a website homepage, the National Standards Seal is placed in conjunction with the community foundation's contact information.

The National Standards Seal is available in four electronic file formats, .eps, .pdf, .jpg, and .png, all of which are further explained below.

FILE TYPE	.eps (Encapsulated Postscript File Format)	.pdf (Portable Document Format)	.jpg (Joint Photographic Experts Group)	.png (Portable Network Graphic)
FILE NAME	AccreditedCF_Seal.eps (color) AccreditedCF_Seal_BK.eps (solid black) AccreditedCF_Seal_KO.eps (reverses to white)	AccreditedCF_Seal.pdf (color) AccreditedCF_Seal_BK.pdf (solid black) AccreditedCF_Seal_KO.pdf (reverses to white)	AccreditedCF_Seal.jpg (color) AccreditedCF_Seal_BK.jpg (solid black)	AccreditedCF_Seal.png (color) AccreditedCF_Seal_BK.png (solid black) AccreditedCF_Seal_KO.png (reverses to white)
DESCRIPTION	A vector-based graphic format, which can be enlarged with no loss of quality. <ul style="list-style-type: none"> • <i>Edit these files if you would prefer to use the National Seal in color other than solid black or white—must have access to Adobe® Illustrator® or comparable software</i> 	A vector-based graphic format, which can be enlarged in certain programs with no loss of quality.	A compressed bitmapped graphic format, sacrificing quality to reduce size. This file type, at this resolution, is intended only for electronic applications (e.g., PowerPoint® presentations and website graphics). File should not be enlarged, or quality (resolution) will further decline.	A compressed bitmapped graphic format, sacrificing quality to reduce size. This file type, at this resolution, is intended only for electronic applications (e.g., PowerPoint® presentations and website graphics). File should not be enlarged, or quality (resolution) will further decline. This file type is saved without a background color (including white) - so it can be used on any color background.
USES	High-resolution imaging/printing at higher than 600 dpi Scalable for many uses	Word processing—laser-output quality documents printing at 300+ dpi	On-screen uses at 72 dpi Website graphics	On-screen uses at 72 dpi Website graphics
CREATED IN	Adobe Illustrator	Adobe Illustrator	Adobe Photoshop, or converted from Adobe Illustrator file using Photoshop	Adobe Photoshop, or converted from Adobe Illustrator file using Photoshop
IMPORTS INTO	QuarkXPress® Adobe InDesign® Adobe Illustrator Adobe Photoshop®	Quark Express Adobe InDesign Adobe Illustrator Adobe Photoshop Adobe Acrobat Microsoft Word	Many digital cameras QuarkXPress Adobe InDesign Adobe Illustrator Adobe Photoshop Microsoft Word Microsoft PowerPoint Macromedia® Flash® Dreamweaver®	Many digital cameras QuarkXPress Adobe InDesign Adobe Illustrator Adobe Photoshop Microsoft Word Microsoft PowerPoint Macromedia Flash Dreamweaver

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