

A guide to using the **positioning statement** for community foundations

For **good.** For **ever.**[®]

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Introduction

Using the **For good. For ever®** positioning statement

This positioning statement has been developed for individual and collective use by community foundations. It is a clear, concise and memorable phrase that quickly communicates what is unique about community foundations. *Note that the U.S. Patent and Trademark Office has assigned this artwork a registered trademark (®); the artwork should not be modified in any way.* A registered trademark protects the integrity of the positioning statement and discourages inappropriate use.

When used consistently in conjunction with the community foundation name, the positioning statement will help audiences understand and remember community foundations. Community foundations are encouraged to use the positioning statement in annual reports, newsletters, press releases, and in all local communication materials.

File types and sizes

The positioning statement is provided in three electronic file formats: .eps, .tif, and .gif, which are described in more detail on the next page. All art files are available for both Macintosh® and Windows® platforms.

Adobe® Illustrator® files are provided as master art files, in three different sizes. Each of these sizes (A, B, and C) has been formatted with the registered trademark (®) in a slightly different proportion relative to the positioning statement itself, to ensure readability regardless of production size.

For **good.** For **ever.**®

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Version A of the positioning statement (1.25" wide) in Pantone 660 blue.

Use this version in printed applications when the logo will be used between 1" wide and 1.25" wide. This version has a larger registered trademark (®), designed to reproduce at relatively small sizes.

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Version B of the positioning statement (2.5" wide) in Pantone 660 blue.

Use this version in printed applications when the logo will be used between 1.25" wide and 4" wide. This version has also been provided for use with electronic media (e.g., PowerPoint® presentations, website graphics, etc.).

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Version C of the positioning statement (4" wide) in Pantone 660 blue.

Use this version when you want the logo sized 4" or larger in width.

Electronic art files

File types and sizes

Below is a matrix of the art files that are included on this disc, as well as a brief explanation of file type and usage.

Electronic files: types and descriptions		
.EPS* (encapsulated Postscript file format)	.TIF (tagged image file format)	.GIF (graphic interchange file format)
Description		
A vector-based graphic format — can be enlarged with no loss of quality.	A bitmapped graphic format — should not be enlarged, or quality (resolution) will decline.	A bitmapped graphic format — should not be enlarged, or quality (resolution) will decline.
Uses		
<ul style="list-style-type: none"> • High-resolution imaging/printing at higher than 600 dots per inch (d.p.i.) • Large-format applications (e.g., signage) 	<ul style="list-style-type: none"> • Word processing — laser-output quality documents printing at 600 d.p.i. 	<ul style="list-style-type: none"> • Microsoft® PowerPoint™ presentations • Website graphics • All other on-screen uses at 72 pixels per inch (p.p.i.)
Art files available on CD-ROM		
Version A = logo @ 1.25" wide fgfeAblackR.eps (black logo) fgfeAcmkR.eps (cmyk blue logo) fgfeAspotR.eps (PMS 660 blue logo) fgfeAwhiteR.eps (logo reversed to white)	fgfeAblackR.tif (black logo/600 p.p.i.) fgfeAcmkR.tif (cmyk blue logo/600 p.p.i.)	
Version B = logo @ 2.5" wide fgfeBblackR.eps (black logo) fgfeBcmkR.eps (cmyk blue logo) fgfeBspotR.eps (PMS 660 blue logo) fgfeBwhiteR.eps (logo reversed to white)	fgfeBblackR.tif (black logo/600 p.p.i.) fgfeBcmkR.tif (cmyk blue logo/600 p.p.i.)	fgfeBblackR.gif (800 pixels wide/72 p.p.i.) fgfeBblueR.gif (800 pixels wide/72 p.p.i.) fgfeBwhiteR.gif (800 pixels wide/72 p.p.i.)
Version C = logo @ 4" wide fgfeCblackR.eps (black logo) fgfeCcmkR.eps (cmyk blue logo) fgfeCspotR.eps (PMS 660 blue logo) fgfeCwhiteR.eps (logo reversed to white)	fgfeCblackR.tif (black logo/600 p.p.i.) fgfeCcmkR.tif (cmyk blue logo/600 p.p.i.)	

*All .eps files are Adobe Illustrator® 8.0 files (Macintosh-generated), with all fonts converted to outlines.

Usage: what to avoid

To maintain clear, consistent brand identity, it is important to use the positioning statement artwork exactly as provided on CD-ROM. Shown here are examples of the positioning statement artwork being misused.

For **good.** For **ever.***

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Do not extend the artwork vertically or distort the artwork in any way.

For **good.** For **ever.***

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Do not reproduce the artwork smaller than 1" in overall width.

For **good.** For **ever.***

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Do not extend the artwork horizontally or distort the artwork in any way.

For good. For ever.*

For good. For ever.*

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Do not re-create the fonts used in the positioning statement.

For **good.** For **ever.**

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Do not use the artwork without the registered trademark symbol (®).

Color specifications

To maintain visual consistency and brand integrity, we recommend that the solid color (also known as a spot color) Pantone 660 blue be specified when using color to highlight the positioning statement.

When using the four-color process method of printing (CMYK; C=Cyan M=Magenta Y=Yellow K=Black), consult with your print vendor to obtain the best color match for Pantone 660.

Coated paper



Uncoated paper



Note: Color as it appears in this document is not accurate for color matching. Please refer to current editions of the Pantone® color formula guides for accurate color representation and specification.

Typography

The typeface chosen for the positioning statement is News Gothic (regular and bold). *Since all art files have been created as art rather than as type, you do not need to have the font installed on your system in order to use the art files.* However, if you would like to purchase this font to use it in conjunction with the positioning statement, following is a visual reference of the News Gothic type family. The typeface or font may be purchased by contacting the manufacturer/distributor, Adobe Systems Incorporated. To view fonts online and to order/download fonts, visit www.adobe.com.

News Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*() 1234567890

News Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*() 1234567890