Community Foundation

OF JACKSON HOLE

BRAND GUIDELINES

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Our Brand

Community. Collaboration. Connection. Compassion. Curiosity.

Brand Statement

We believe in the power of connection. To connect generosity with need. To build a bridge from passion to purpose. It is that bond that essential nature of unity that allows us to accomplish more. It unlocks potential. It promises a future that is more than mere improvement, but one that is deeply connected, dynamic, and sustainable. Our Foundation is community, distinguished by collaboration and compassion, and by an environment that empowers meaningful change through philanthropic permanence and organizational leadership. In this bedrock exists a vision of opportunity. Opportunity for an enriched community. Opportunity for a perpetually vibrant Jackson Hole.

Our Logo

Guiding Principles

Community is human.

The logo reflects a degree of humanity, unity, and diversity.
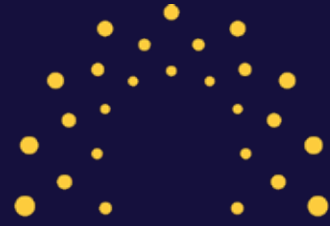
Iconography of place.

We leaned into an iconic, yet meaningful symbol of the Jackson Hole community, the Antler Arches.
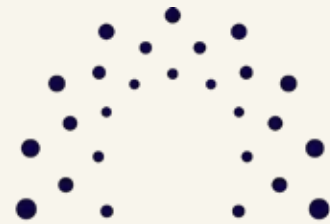
Significance of shape.

We relied upon established principles of design theory to inform creative decisions and build intrinsic meaning. Circular and oblique shapes represent fellowship, fulfillment, and interconnectivity.

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Logo Mark

There is only one logo mark for Community Foundation of Jackson Hole. It is composed of the dotted antler arch and the Community Foundation of Jackson Hole wordmark.

The dotted antler arch should not be used as a secondary mark. The only appropriate instance of using this mark on its own would be as a graphical motif.

In terms of logo color usage, the only time the mark and type can be different colors is when the background is dark, as shown on the previous page. When the logo is on a light background, the primary logo in blue should be used.

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Logo Etiquette

In order to keep the logo legible and allow it to best reflect the Community Foundation's brand and values, we expect that you to follow these basic precepts whenever the logo is being used.

Always include clear space, or breathing room roughly equivalent to the height of the three 'C's around the logo.

The logo should never be smaller than 1.5" wide.

Do not subtract or reorganize any components of the logo.

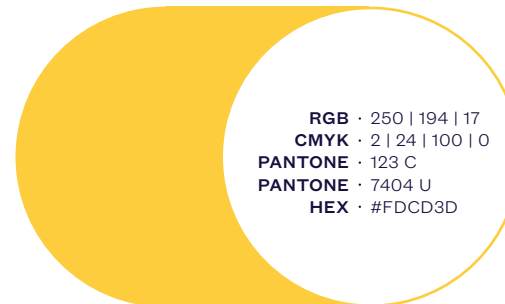
Do not use the logo in any colors not in the CFJH Brand.

Do not stretch or scale the logo disproportionately.

Our Colors

Warm.
Bright.
Exciting.
Elegant.
Timeless.

RGB · 21 | 16 | 61
CMYK · 100 | 100 | 30 | 24
PANTONE · 2757 C
PANTONE · 280 U
HEX · #15103D

RGB · 248 | 245 | 236
CMYK · 2 | 2 | 6 | 0
PANTONE · 9064 C
PANTONE · 9064 U
HEX · #F8F5EC

RGB · 250 | 194 | 17
CMYK · 2 | 24 | 100 | 0
PANTONE · 123 C
PANTONE · 7404 U
HEX · #FDCD3D

Our Typography

Tiempos Headline

The Tiempos Collection is a modern serif family for editorial typography. Tiempos is a serif typeface designed by Kris Sowersby and published through Klim Type Foundry. Tiempos Headline is skillfully designed for larger headline sizes, striking a balance between practicality and elegance.

We use Tiempos for setting large headlines and callouts, and occasionally for setting large body copy or pull quotes.

Founders Grotesk

Founders Grotesk is a grotesque sans-serif typeface designed by Kris Sowersby and published through Klim Type Foundry. Founders Grotesk is a contemporary amalgamation of classic grotesks. Founders Grotesk is not intended as strict revival, it resolves the best details from the last century into a large family designed for modern typography.

We use Founders Grotesk Text for setting body copy and smaller headlines, as well as eyebrow type and footnotes.

Large Headlines and Big Callouts

Tiempos Headline Regular at 40pt
0 Tracking, 48 Leading

Founders Grotesk Text Regular at 9pt
120 Tracking, 10.8 Leading

EYEBROW

Founders Grotesk Text Medium at 16pt
0 Tracking, 21.2 Leading

Primary Headers Sometimes Span Two Lines

FFFounders Grotesk Text Light at 12pt
0 Tracking, 15 Leading

Cerumquos dolorupta qui volo cuptatem quati dolendi net eos iundero eos sinciminus nonsequi tet quiatiis audis ulla ilic totatis at ut hil in el es sum quid utestione dolorestem alitendam, experum dolora in re pro estem enit atemodit occatur.

Founders Grotesk Text Medium at 10pt
60 Tracking, 12 Leading

PULL QUOTES AND ACCENT TYPE I.E. CTA BUTTONS

Founders Grotesk Text Regular at 7pt
20 Tracking, 8.4 Leading

Tiny Text and Footnotes

Referencing Our Name

Naming & Recognition

When referencing our name in marketing materials, the only acceptable usage of names are 'Community Foundation of Jackson Hole' and 'Community Foundation'.

When acknowledging the Community Foundation's support in publications, programs, and signage, use the logo and name.

For any event or presentation that received grant funding, always use our full name, 'Community Foundation of Jackson Hole'.

Where possible, please include written acknowledgement in addition to the logo.

"This grant was made possible by the Community Foundation of Jackson Hole."

"This project was funded (or partially funded) by a grant from the Community Foundation of Jackson Hole."

The Community Foundation of Jackson Hole brand, as well as this set of brand guidelines, are the work of New Thought Digital Agency in Jackson Hole, Wyoming. Any inquiries may be directed to info@newthoughtdigital.com.