



PINCUS FAMILY FOUNDATION

Brand Guidelines



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Introduction

Welcome to the heart of the Pincus Family Foundation's identity – our Internal Brand Guidelines. As stewards of our brand, we recognize the power it holds in unifying our mission under a common vision. This comprehensive guide is designed not only to familiarize you with the visual elements and messaging principles that define the Pincus Family Foundation (PFF) brand, but also to empower you to share our culture and values with one cohesive voice.

Within these pages, you will discover the DNA of our brand – the colors, fonts, and imagery that visually represent us, as well as the language and tone that articulate our unique voice.

As ambassadors of this brand, each of us plays a vital role in ensuring its consistency and resonance across every touchpoint. So, let's embark on this journey together, using these guidelines as a compass to navigate the exciting terrain of PFF's brand landscape. Together, let's continue to build and strengthen the cohesive narrative that is at the core of who we are.

Mission. Vision. Values. Tenet.

Mission: We support our non-profit partners to develop and enhance programs that improve the lives of children, their families, and their communities.

Vision: For the well-being of children.

Values: To help those less fortunate become more fortunate. To break cycles of poverty and abuse and replace them with cycles of empowerment and success. To help those without opportunity or hope reframe their lives to see a future of possibility and joy.

Tenet: The Pincus Family Foundation is a proponent of trust-based philanthropy and has purposely structured our grant process to eliminate power dynamics that commonly exist in non-profit partnerships.

The Visuals

Logo Usage

To standardize the use of the logo, two sizes are provided for most uses: 100 pixels high for web banners and e-mail headers and 1 inch high for printed materials. These sizes should be considered the minimum size for print and online uses.



Minimum clear space

Top placement



Bottom placement



Visual Identity

Logo Formats

Transparent Logo (PNG & EPS)



Transparent Logo (PNG & EPS)



Non-Transparent Logo (TIF & JPG)



Non-Transparent Logo (TIF & JPG)



Formats:

PNG: A transparent file that you can place over a photograph or solid color. The letters will remain white within the three color rectangles. Ideal for web and print.

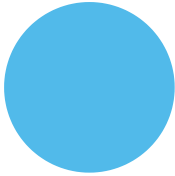
JPG: Not transparent. The white background will remain when placed on top of another image.

TIF: High-res, CMYK file. Not transparent. Ideal for print.

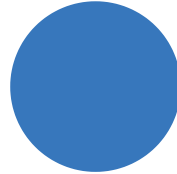
EPS: High-res, vector file. Transparent. Ideal for enlargements such as posters and banners.

Visual Identity

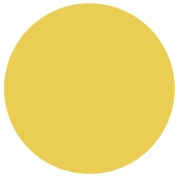
Color Palette



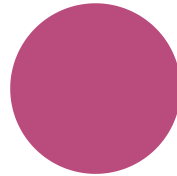
C: 60% M: 8% Y: 0% K: 0%
R:81 G: 186 B: 234
#51BAEA



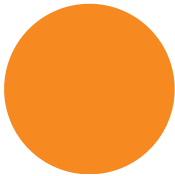
C: 80% M: 50% Y: 0% K: 0%
R:55 G: 119 B: 188
#3777BC



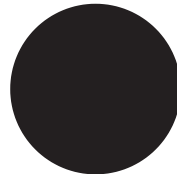
C: 10% M: 15% Y: 80% K: 0%
R:234 G: 205 B: 83
#EACD53



C: 28% M: 85% Y: 28% K: 0%
R:186 G: 75 B: 125
#BA4B7D



C: 0% M: 56% Y: 100% K: 0%
R:246 G: 137 B: 31
#F6891F



C: 0% M: 0% Y: 0% K: 100%
R:35 G: 31 B: 32
#231F20

Imagery

Images should be bright, in-focus, action-oriented, and people-centric. Diversity and inclusion should be considered. Examples below:



Visual Identity

Font Usage

Website Font

Headers and Navigation:
'Acumin-pro-extra-condensed'

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Acumin Pro Condensed

Print Font

Headers & Logo Name:
'Directors Gothic 240-Semibold'

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Directors Gothic 240-Semibold

Website Font

Body Text:
'Helvetica Neue'

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Helvetica Neue

Print Font

Body & Address Text:
'Trade Gothic Condensed No. 18'

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Trade Gothic Condensed No. 18

The Voice

Brand Personality

Caring: Demonstrates a genuine concern and compassion for the well-being of children, emphasizing the PFF's nurturing and supportive nature.

Transparent: Structures the PFF grant process in a way that eliminates power dynamics that commonly exist in nonprofit partnerships.

Trustworthy: Portrays reliability, integrity, and a commitment to transparency, fostering trust among stakeholders, partners, grantees, and the communities served.

Inspirational: Instills hope, motivation, and a belief in the potential of every child, reflecting the PFF's role as an inspiring force for positive change.

Accessible: Conveys approachability, openness, and a willingness to connect with diverse audiences, ensuring that the PFF is easily accessible to those seeking support or collaboration.

Impactful: Emphasizes the PFF's ability to make a meaningful and lasting difference in the lives of children and communities, showcasing a commitment to tangible, positive outcomes.

Collaborative: Highlights the PFF's dedication to working collaboratively with communities, organizations, and individuals to address challenges and create sustainable solutions for children's well-being.

Adaptive: Reflects flexibility, innovation, and a willingness to adapt – ensuring the PFF remains responsive to the evolving needs of children.

Optimistic: Encourages a spirit of optimism, underscoring the PFF's belief in the potential for positive change and brighter futures for children around the world.

Empathetic: Conveys a deep understanding and awareness of the experiences of children and their families, demonstrating the PFF's empathetic approach to addressing challenges and providing support.

Community-Focused: Highlights the PFF's commitment to working within and for the communities it serves, showcasing a deep understanding of local contexts and needs.

The Voice

Taglines

Inspired by the legacy of David and Gerry Pincus, the PFF amplifies the impact of child well-being initiatives and programs.

We are a proponent of trust-based philanthropy and have purposely structured our grant process to eliminate power dynamics that commonly exist in nonprofit partnerships.

We promote healthy lifestyles by creating equitable access to education, the arts, and play & recreation for *all* children.

We believe in the power of collaboration. Together with our grantees, we are shaping a future where every child thrives.

We see our grantees not just as recipients of support but as essential partners in creating positive and lasting change in the lives of children.

Our commitment goes beyond funding – it's about providing the support and resources our grantees need to build strong foundations for the future.

Through advocacy, collaboration, and transparent communication, we aim to produce a collective impact that resonates in the lives of the children we serve.

Our journey is a shared one. With flexible funding, capacity building, and a commitment to learning, we co-create a future where children have the opportunities they deserve.

PFF extends its support to environmental and sustainability initiatives, recognizing that safeguarding the well-being of children is inseparable from nurturing a thriving environment for generations to come.

We recognize that safeguarding the well-being of children encompasses more than just immediate needs; it extends to securing a sustainable environment for future generations.

