



# BRAND IDENTITY & DESIGN STANDARDS

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# CORE BRAND ELEMENTS & STANDARDS

Core Brand Elements are the building blocks of the Brand Identity and Design Standards. These simple elements play a crucial role in portraying and protecting our Brand across all touchpoints.

Consistently using a common set of elements enables integrated marketing communications, innovation and maximum Brand scalability. It is essential that any work for the Tahoe Truckee Community Foundation Brand be approached in a manner that faithfully apply the Identity Standards for the Core Brand Elements, while reinforcing the Design Principles of the Brand—specifically, helping to focus and clarify what is, and what is not, Tahoe Truckee Community Foundation.

The following pages provide an overview of each Core Brand Element and standards for using them.

# MONDRIAN LOGO

The Tahoe Truckee Community Foundation Mondrian Logo—also known as the “Box” or “TV” Logo—is the primary asset for the Tahoe Truckee Community Foundation Brand. As such, it is the preferred Logo to represent this Brand.

The Mondrian Logo—named for the painter, Piet Mondrian, and his distinctive artistic style upon which much of the Tahoe Truckee Community Foundation Brand is based—visually locks together the name of the Tahoe Truckee Community Foundation with a box and colors. This four-part square is designed to express the many areas of impact that the Tahoe Truckee Community Foundation has in the Tahoe-Truckee region.

We are committed to using the Mondrian Logo in its purest original form. By boldly using the Mondrian Logo on its own or in combination with other elements, we can create executions that retain the essence of the Tahoe Truckee Community Foundation Brand, while emphasizing the enduring and unique vision held by the Tahoe Truckee Community Foundation.



# SIMPLE LOGO

The Tahoe Truckee Community Foundation Simple Logo—also known as the “Plain” or “Text” Logo—is the preferred asset for the Tahoe Truckee Community Foundation Brand when it can be used in conjunction with Mondrian Styling.

The Simple Logo is preferred when Mondrian Styling is included and should never be used on its own. In rare circumstances—such as in co-branding ventures or when there are space limitations—this logo can be used without Mondrian Styling and is available for flexibility purposes.

As such, the Simple Logo will primarily be used only when the Tahoe Truckee Community Foundation has sanctioned the development of graphic collateral and has design or editorial control over said collateral.

**TAHOE  
TRUCKEE  
COMMUNITY  
FOUNDATION**

# MONDRIAN STYLING

"(Piet Mondrian) was an important contributor to the De Stijl art movement and group...He evolved a non-representational form which he termed neoplasticism. This consisted of white ground, upon which was painted a grid of vertical and horizontal black lines and the three primary colors" (Wikipedia).

As with the work of Piet Mondrian, the Tahoe Truckee Community Foundation Brand makes use of horizontal and vertical black lines. Rules for using these lines are as follows:

The thickness of the lines can vary and are not tied to any other element in the Logo. However, these lines should never "outweigh" the thickness of other elements on the brand.

Lines should be a consistent size throughout a single composition, though they may vary from one execution to the next.



## CORRECT

This is a good use of Mondrian Styling.



## INCORRECT

The lines are too heavy in this example. They are as tall as the colored blocks.



## INCORRECT

The lines thickness varies in this example.



Lines should never be diagonal.



**INCORRECT**

There is a diagonal line in this example.

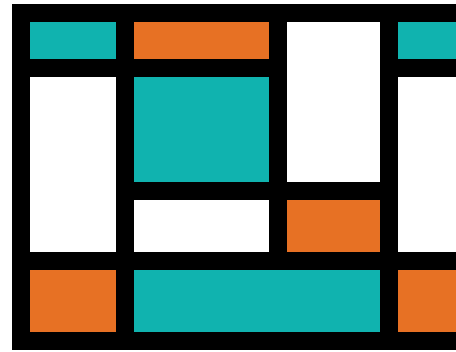
Lines should never create recognizable shapes other than squares and rectangles (i.e. no block lettering).



**INCORRECT**

The lines form two shapes recognizable as the letter "T" in this example.

The Mondrian Styling should emphasize white space and avoid excessive use of color and pattern. Colors can be used to add emphasis, but should primarily be used to complement the other elements in the composition.



**INCORRECT**

There is too much color and pattern in this example.

# COLORS

Color executions of the Tahoe Truckee Community Foundation logos include the Mondrian Logo on any color background, and the Simple Logo on a white background only.

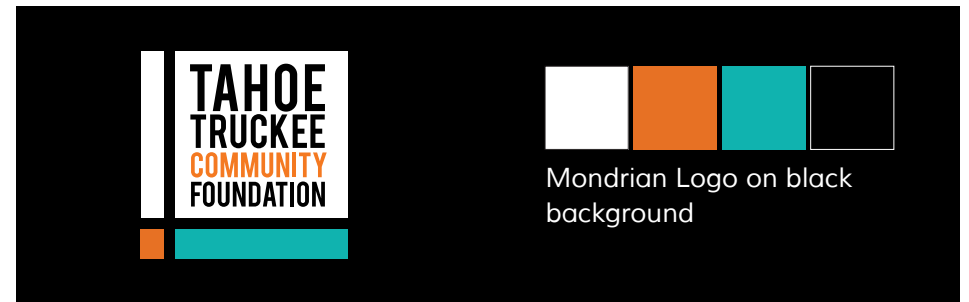
The Mondrian Logo and Simple Logo should not feature other colors, even if they are within the Brand color palette. However, in rare circumstances for special events or promotions, a change can be made to the colors in the box of the Mondrian Logo, with editorial control maintained by key staff of the Tahoe Truckee Community Foundation.

For media in which color is not an option, use the restricted-use black-and-white Mondrian Logo. If the collateral is on a dark background, it is acceptable to reverse the restricted-use black-and-white Mondrian Logo.

For premiums, architectural details, or other applications where the Mondrian Logo is etched, embossed, sandblasted, or spot varnished, the color can be the same as the substrate of the material used.



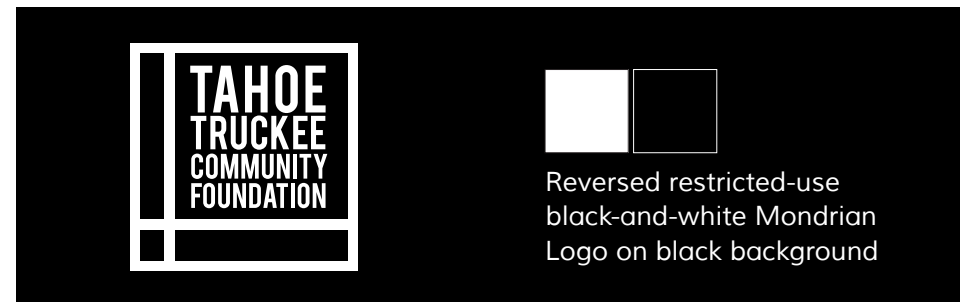
Mondrian Logo on white background



Mondrian Logo on black background

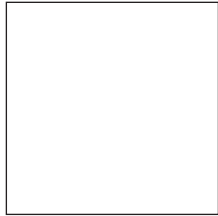


Restricted-use black-and-white Mondrian Logo on white background



Reversed restricted-use black-and-white Mondrian Logo on black background

# COLOR PALETTE



## BLACK

Pantone  
Black 6 C  
Neutral Black U

CMYK  
C: 100  
M: 100  
Y: 100  
K: 100

RGB  
R: 0  
G: 0  
B: 0

Hexidecimal  
# 000000

Must appear in all executions in some form: text, lines, background, etc.

## WHITE

Pantone  
663 C  
656 U

CMYK  
C: 0  
M: 0  
Y: 0  
K: 0

RGB  
R: 255  
G: 255  
B: 255

Hexidecimal  
# FFFFFFFF

Must appear in all executions in some form: primarily as background, occasionally as text.

## ORANGE

Pantone  
158 C  
144 U

CMYK  
C: 6  
M: 68  
Y: 100  
K: 0

RGB  
R: 228  
G: 112  
B: 37

Hexidecimal  
# E47025

Use to add emphasis or visual excitement that empowers the rest of the communication, creating collateral that is fresh, bold, and surprising.

## AQUA

Pantone  
7465 C  
326 U

CMYK  
C: 75  
M: 4  
Y: 36  
K: 0

RGB  
R: 7  
G: 178  
B: 175

Hexidecimal  
# 07B2AF

Do not use a transparent, opaque, or grayscale version of these colors. If these colors are not available, revert Logo to the Black and White Logo.

## ADDITIONAL COLORS

In extremely rare circumstances, the Orange and Aqua can be substituted for other approved colors. This is only acceptable for specific, special events to draw for the purpose of drawing additional attention and separating the event from the Main Brand. The colors will revert after such an event has concluded.

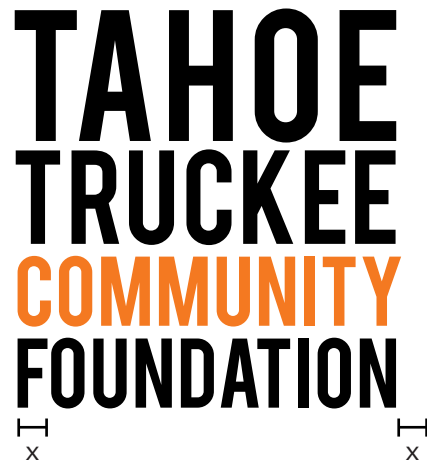
Note: Do not use gradients or multiple tones of color.

# CLEAR SPACE, MINIMUM SIZE, CROPPING

## CLEAR SPACE

Surround the Mondrian Logo with clear space that is, at a minimum, equal to the black lines that border the Logo. The Simple Logo needs to be surrounded with clear space that is at least the width of the "F" of the word "Foundation."

Apply these space guidelines in all circumstances, including when the Tahoe Truckee Community Foundation Logos are featured with logos from another organization or organizations.



## ACCEPTABLE SPACING



## MINIMUM ACCEPTABLE SPACING



## INCORRECT SPACING



## MINIMUM SIZE

It is vital to maintain legibility for the Tahoe Truckee Community Foundation Logos. If legibility cannot be maintained at a certain size, the Logo needs to be increased in size until it has reached that threshold. It is a rule of thumb that the Mondrian Logo should not be smaller than 0.75 inches wide.

In rare circumstances, the Logo may be used at very small sizes—such as the website Favicon for the Tahoe Truckee Community Foundation website—but this is only acceptable if a larger version of the Logo is present at the same time as the miniature depiction.

If the logo takes on a pixelated appearance after adjusting the size, discard the pixelated logo and contact the Tahoe Truckee Community Foundation for a non-pixelated version with the required dimensions.

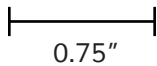
## CROPPING

The Tahoe Truckee Community Foundation Logos must not be cropped in any circumstances.

The image at right is cropped, and therefore an improper use of the Tahoe Truckee Community Foundation Logo.



## MINIMUM SIZE



## FAVICON & FULL SIZE LOGO



# INCORRECT USAGE

There are many ways in which the Tahoe Truckee Community Foundation Logos can be incorrectly applied. The following examples are some of the more obvious examples of what NOT to do with the Tahoe Truckee Community Foundation Logos.

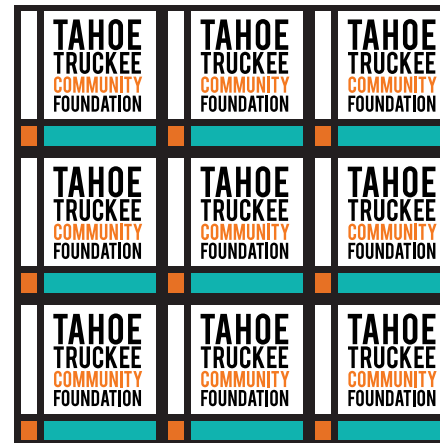
In general, when unaccounted-for circumstances arise, simply use the Mondrian Logo, or the Simple Logo and requisite Mondrian Styling, without making any alterations.



Do not use an old logo



Do not expand disproportionately



Do not repeat or pattern



Do not condense disproportionately



Do not reposition elements within the logo



Do not rescale individual elements within the logo



Do not use pixelated versions of the logo



Do not rotate



Do not add additional elements



Do not use black-and-white logo when there is access to color

# HORIZONTAL LOGO

To the right is a two-line, horizontal version of the Tahoe Truckee Community Foundation Logo which has been specifically designed with limited use in mind.

Primarily, this version of the Tahoe Truckee Community Foundation Logo should be used where space is limited and where it is important that the Tahoe Truckee Community Foundation be recognized in an impactful manner.

The Horizontal Logo can only be featured on a black background. The Horizontal Logo does not need additional space, of any color, beyond the black rectangle that surrounds the text.

To ensure that the Horizontal Logo is legible, it should not be cropped or altered in any way, and the minimum size should not be smaller than 1 inch wide.



1.25"



1"



# STAMPS

The Tahoe Truckee Community Foundation has several stamps that can be used by other nonprofit organizations and groups to show approval and association with the Tahoe Truckee Community Foundation. These Stamps indicate the relationship between the two parties.

These Stamps make use of the same coloring, size, and cropping guidelines as the Horizontal Logo. However, the Stamps cannot appear on a black or dark background because of the text above the Horizontal Logo describing the relationship to the Tahoe Truckee Community Foundation. It is also important to leave a clear space of at least 0.1 inch to the right, left, and top of the Stamp.

**PROJECT OF**  
**TAHOE TRUCKEE**  
**COMMUNITY FOUNDATION**

Venture developed by the Tahoe Truckee Community Foundation

**PROGRAM OF**  
**TAHOE TRUCKEE**  
**COMMUNITY FOUNDATION**

Organization or ongoing effort that is run by the Tahoe Truckee Community Foundation

**POWERED BY**  
**TAHOE TRUCKEE**  
**COMMUNITY FOUNDATION**

Recipient of organizational support and resources from the Tahoe Truckee Community Foundation, such as a fiscal sponsored project

**SUPPORTED BY**  
**TAHOE TRUCKEE**  
**COMMUNITY FOUNDATION**

Recipient of grant money or other support by the Tahoe Truckee Community Foundation

# TYPOGRAPHY

There are two typefaces—and one substitute typeface—preferred by the Tahoe Truckee Community Foundation for use on collateral and documents, both official and external. These typefaces are Bebas, Muli, and Arial.

These typefaces should be used in conjunction with the Tahoe Truckee Community Foundation Logos. The consistent use of these typefaces will establish a long lasting, easily recognizable and memorable visual identity.

The text size should be readable on any document or object from a reasonable distance given the nature of that particular item. However, the Tahoe Truckee Community Foundation Logo should always be the primary feature when paired with text.

## PRIMARY FONT

Bebas should be used for headlines on all formal executions and Brand communications

## BODY COPY

Muli Regular should be used for body copy on all Brand communications.

## SUBSTITUTE FONT

When Bebas and Muli are unavailable, the Arial typeface may be used as a replacement for internal communications only. Arial should never be used in consumer-facing executions.

## BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# HEADLINES & BODY COPY

## HEADLINES

Should always be set in Bebas and in all capitals.  
Use two spaces between words.  
Minimum kerning 25.

Note: The text "Tahoe Truckee Community Foundation" can appear in Bebas as a headline and be featured on collateral, such as long banners. This is not an approved logo, simply an acceptable headline.

## BODY COPY

Should always be set with leading at least +20% of the font size. For example, 10 pt. type with 12 pt. leading, or 11 pt. type with 14 pt. leading. Should not be kerned more tightly or loosely than a "0" setting. Should always use sentence-capitalization rules. May align flush left, flush right, or centered, as appropriate.

## CALL-TO-ACTION COPY

May vary in point size to create impact.  
Should be capitalized as appropriate.  
Should never be set in all lowercase.

## BEBAS HEADLINE

### TAHOE TRUCKEE **COMMUNITY** FOUNDATION

Muli Regular: 10 pt. type with 13 pt. leading.  
This is an example of how to set type for the Tahoe Truckee Community Foundation body copy. This is 10 pt. Muli Regular with 13 pt. leading. This is an example of how to set type for the Tahoe Truckee Community Foundation body copy. This is 10 pt. Muli Regular with 13 pt. leading.

Muli Regular: 11 pt. type with 14 pt. leading.  
This is an example of how to set type for the Tahoe Truckee Community Foundation body copy. This is 11 pt. Muli Regular with 14 pt. leading. This is an example of how to set type for the Tahoe Truckee Community Foundation body copy. This is 11 pt. Muli Regular with 14 pt. leading.



# SUB BRAND GUIDELINES

The Tahoe Truckee Community Foundation has several Sub Brands with specific guidelines and expectations regarding their use.

Whenever possible, the Sub Brands should follow the Tahoe Truckee Community Foundation Brand Guidelines, including using Brand-approved Typefaces, using Mondrian Styling, and avoiding incorrect logo treatments.

Sub Brands should be associated with the Tahoe Truckee Community Foundation in all collateral by displaying the Sub Brand Logo in the Sub Brand Mondrian Box.

The Sub Brand Box is a standardized box reflecting the same idea as the Mondrian Logo. Each Sub Brand Box has an approved color or two taken from the Sub Brand Logo that is featured in the left-hand boxes, and includes the Horizontal Logo in the bottom-right box. The Sub Brand Box is the preferred way for displaying Tahoe Truckee Community Foundation Sub Brands.

A secondary option includes using the Sub Brand Logo with the Tahoe Truckee Community Foundation Stamp, as seen on the following page.

In certain circumstances, such as on Sub Brand-specific collateral or at a Sub Brand-hosted event, collateral can include the Tahoe Truckee Community Foundation Mondrian Logo prominently near the Sub Brand Logo.

