

Logo Usage Guide

Correct logo usage for full color, black, and white logos.



Pantone 280 C
CMYK:
100/94/28/23
RGB:
2/33/105



Pantone 542 C
CMYK:
150/20/5/0
RGB:
125/174/211

Our logo is the touchstone of our brand and one of our most valuable assets.

- We must ensure proper usage to maintain the integrity of the St. Charles Foundation brand and the health system brand as a whole.
- The preferred way to use the foundation logo is full color on a white background or as white on one of the two blues associated with the brand.
- If the logo must be alternatively placed on a dark background color other than our blue, it can be knocked out in white.
- Please observe *clear space around the logo equivalent to the height of the "F" to maximize visual effectiveness. Nothing should intrude into this clear space.

DO NOT

- DO NOT skew or distort the logo in any way
- DO NOT place full color logo on a tinted or colored background
- DO NOT use the logo, in any of its forms, over any photo or artwork
- DO NOT apply special effects, change colors, add gradients, or alter the base logo in any way



*Clear space reference

Glossary of Terms

Budget: a detailed breakdown of estimated income and expenses for a development program, prepared in advance. Budgets show various cost categories, including personnel, printed materials, purchase and rental of equipment, office expense, venue, mailing charges, costs of events, etc.

Community Organized Fundraiser (COF): a Community Organized Fundraiser is a fundraising event/initiative organized by any person, group, or organization not employed by St. Charles Foundation or volunteering in an official capacity for a St. Charles Foundation organized event.

Donation acknowledgement: a communication sent by a nonprofit organization to express gratitude to a donor for their contribution. It acknowledges the receipt of the donation and thanks the donor for their generosity. Unlike the tax-exempt receipt, the acknowledgment letter is not used as proof for tax deductions.

Donor: the individual, organization, or institution that makes a gift.

Fair market value: the price that an asset would sell for on the open market.

Good(s) and service(s): any item(s) or service(s) donor receives in exchange for donation, admission, or fee. Some examples can include a meal, auction purchase, gift certificate for a service, host gift, etc.

Nonprofit organization: organizations of members or volunteers, classified by the Internal Revenue Service as providing a public benefit without purpose of profit for members of the corporation.

Restricted gift/funds: restricted funds are any donations made and earmarked for a specific purpose by the donor giving assurance that the money can only be used for specific projects or purposes.

Tax benefits: savings in income, gift, and estate taxes brought about by giving to charitable institutions.

Tax-exempt receipt: a document issued by a 501(c) (3) organization (a nonprofit organization with tax-exempt status) to a donor, to acknowledge the donor's charitable contribution. It serves as evidence for the donor to claim a tax deduction for their contribution when filing their annual tax return.

Unrestricted fund/gift: a gift to an institution or agency for whatever purposes officers or trustees of the nonprofit choose.

Virtual Fundraising Page (VFP): an online fundraising technique in which individual supporters or ambassadors fundraise on behalf of a larger cause or organization. These volunteer fundraisers promote the campaign to their own networks of friends and family online. Also known as peer-to-peer, social or team fundraising.