Logo Usage Policy

The Community Foundation Sonoma County is proud to share our logo with community partners, donors, and nonprofits. In order to protect and grow the CFSC brand, our logo can be used by other organizations. Examples of this support may include but are not limited to sponsorship, grantmaking, community leadership activities, board services, etc.

We encourage affiliated organizations to use our logo, in accordance with our standard guidelines, including in conjunction with any fundraising efforts. Unaffiliated organizations may request explicit permission for logo usage. (Affiliated organizations include fund holders, Healdsburg Area Fund, Sonoma Valley Fund, Pepperwood Preserve, Sonoma Paradiso Foundation, Chop’s Teen Center, Oliver Ranch Foundation, Sonoma Wine Country Weekend, and giving circles with funds at the Community Foundation.)

*For Fund Holders*: Any materials (including materials in written or electronic form or intended for broadcast) designed to raise money for or to otherwise publicize the Fund must be submitted in writing for review by CFSC. No such materials shall be used without the Community Foundation’s prior written approval. Community Foundation will respond to requests within two business days.

To request usage of Community Foundation Sonoma County’s logo, please contact your Philanthropic Advisor or Program staff.

*Donors:*

* Miguel Ruelas, Director of Philanthropic Advising (707) 303-9619 [mruelas@sonomacf.org](mailto:mruelas@sonomacf.org)
* Kristin Nelson, Senior Philanthropic Advisor (707) 303-9625 [knelson@sonomacf.org](mailto:knelson@sonomacf.org)
* J Mullineaux, Vice President for Philanthropic Planning (707) 303-9620 [jmullineaux@sonomacf.org](mailto:jmullineaux@sonomacf.org)

*Grantees:*

* Rubie Magallanes, Program Assistant (707) 303-9639 [rmagallanes@sonomacf.org](mailto:rmagallanes@sonomacf.org)

When displaying the CFSC logo, please follow our standard guidelines described in our Brand Book 2015.

Please use our name correctly in your materials; we are Community Foundation Sonoma County. (Please do not refer to us as “The Foundation”, “Community Foundation”, “Sonoma Community Foundation” or “Sonoma County Community Foundation”.

If you are honoring a donor who has given a grant to an organization through their donor advised fund, or would like to reference a specific fund at Community Foundation, please ensure that you have the fund name correct. Community Foundation staff would be happy to help you with that.

**Logo Usage**

When approached by another organization with a request to use Community Foundation Sonoma County’s logo, CFSC staff will ask several sets of questions to determine if it is appropriate to share our logo.

* Why would the organization like to use CFSC’s logo?
* How will the logo be used?
* Who is the audience that will see the logo?

If appropriate, CFSC staff will ask the requestor the following questions to determine which logo file(s) to send to the organization:

* Will the logo be used electronically or printed?
* How large will the logo be when printed?
* Will it be color or black and white? If black and white, will it be reverse?
* Vertical or horizontal?
* Is a tagline required?
* What is the deadline?
* When will the logo be used and may we have a copy of the final version?

Finally, once the logo has been sent, staff will enter a brief selection of information into a tracking spreadsheet at (S:\Communications\CFSC Logos and Usage) so that we can better understand how our logo is being used and to make the process easier for both staff and requesting organizations. We welcome your feedback!