



BERKS COUNTY  
COMMUNITY FOUNDATION

# Communication Guidelines

*For Grantees*





Congratulations on receiving a grant from Berks County Community Foundation! We are honored to see that funding will benefit your work, and we look forward to supporting your storytelling efforts. In the weeks after grants are awarded and your grant agreement is submitted, the Community Foundation will send out a press release to local media to announce recipients and their projects.

Each organization is encouraged to add its voice by reaching out to news outlets and social media. To follow is a set of guidelines to use when you are communicating about your grant. Promoting the grant is not required, but when doing so, please follow these important guidelines.

Connect with Jen Heydt, Communication Manager, at [jenh@bccf.org](mailto:jenh@bccf.org) with questions or requests.

### **Contact local media**

Contact local news outlets to let them know about your grant award and project. You may use the provided template or create your own press release, but we ask that you include the Community Foundation logo and boilerplate. If you would like a quote that pertains to your specific organization or project, we are happy to provide one.

### **Share with your community**

Share information about the grant you received and the work you're doing in your newsletters, annual reports, lists of supporters, and on social media. When sharing about the grant on your social channels, make sure to tag us so we can repost it!

- **Facebook:** [www.facebook.com/berkscountycommunityfoundation/](https://www.facebook.com/berkscountycommunityfoundation/)
- **Instagram:** @berksfoundation
- **LinkedIn:** Berks County Community Foundation





## **Acknowledge the funding source**

Berks County Community Foundation must be acknowledged as a funding source when promoting your project(s). Please mention both the name of the fund and our organization, in the following format:

"Support for this project was provided by the XYZ Fund of Berks County Community Foundation."

If you would like more information on the specific funding you received, contact Jen Heydt, Communication Manager, at [jenh@bccf.org](mailto:jenh@bccf.org).

## **How to write our name in publications:**

- Berks County Community Foundation
- The Community Foundation
- The foundation (This "the" should only be capitalized if at the beginning of a sentence)

## **Important items to remember:**

- Please do not refer to The Community Foundation as "BCCF".
- We do not use the word "the" in front of our organization's name.

Please use the below language to describe Berks County Community Foundation:

*The mission of Berks County Community Foundation is to promote philanthropy and improve the quality of life for the residents of Berks County. Since 1994, our work has been made possible by generous donations from people and donors who created funds to give back in perpetuity. These funds have provided millions of dollars in scholarships and grants to support our community.*





## Logo Use

The preferred logo use is horizontal on a white background, to best showcase the color palette. There are countless ways a logo and logotype can be improperly used. Avoiding improper usage and preserving the integrity of the logo is extremely important. Below are a few violations that give an idea of the possible ways the logo can be misused.



1. Never substitute the logotype with another font, or attempt to rebuild lockups. Use the digital files available from the foundation whenever possible.
2. Never stretch, squeeze, or in any way re-proportion the logo and/or logotype.
3. Never rotate or change the relationship between the logo and/or logotype.
4. Do not enclose the logo in a box, shape, or border of any type.
5. Do not use the logotype independently.
6. Never transpose, add, or change colors in the logo and/or logotype.





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Use the provided logos on our website by clicking [here](#). If you have any questions, please contact Jen Heydt, Communication Manager, at [jenh@bccf.org](mailto:jenh@bccf.org).

## STANDARD LOGO



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## SPARK ICON



## HORIZONTAL LOGO



BERKS COUNTY COMMUNITY FOUNDATION





## Logo File Formats

Please be sure to choose the correct format according to your usage needs.

Use JPEG files (white background) or PNG files (clear background) for the following uses:

- Word Processing Programs (like Microsoft Word)
- Presentation Programs (like Microsoft PowerPoint)
- Web Applications
- Non-postscript printers (like ink jet printers)

Please use the EPS files for the following uses:

- Print Shops
- Publications
- Screen Printing
- Sign Shops
- Postscript Printers

NOTE: Determine with your print vendor the best file type for your project.

The logo files may lose quality if enlarged too much. If you are unsure about which logo to use, please email the communication manager.

