



Community Foundation for **NORTHEAST MICHIGAN**

Grant Media Kit

Credit Line

“This project is made possible with support of a grant from the Community Foundation for Northeast Michigan.”

If the grant came from a specific fund held at CFNEM (you can find the fund names on your grant award letter or the grant agreement on the portal), you may use the following language:

“This project is made possible by a grant from the XX Fund held at the Community Foundation for Northeast Michigan.”

If your project is being funded with a grant from one of our Affiliate Foundations (Iosco County Community Foundation, North Central Michigan Community Foundation, or Straits Area Community Foundation), please use the Media Kit for the correct foundation linked here:

[-Iosco County Community Foundation](#)

[-North Central Michigan Community Foundation](#)

[-Straits Area Community Foundation](#)

Logo

If it is possible for a logo to be included as recognition in products, signage, or otherwise, please include the Community Foundation's logo in accordance with our Branding Standards Guidelines at the end of this document or use the link below to access the CFNEM logo.

CFNEM Logo

Boilerplate Language

The following boilerplate should be used in news releases where the Foundation's grant for your project is the main story/headline. It is not necessary for news releases about your project where the Foundation is mentioned as a funder. If you are unsure whether to use the CFNEM boilerplate, please contact CFNEM Development & Marketing Director Christine Hitch at chitch@cfnem.org.

The Community Foundation for Northeast Michigan (CFNEM) is a charitable organization committed to providing people who care about the future of our area with unique and effective ways of supporting their community now, and for generations to come. Focusing on both traditional causes and evolving needs, CFNEM makes grants to nonprofit agencies and institutions in the northeast portion of the lower peninsula of Michigan. Since 1974, the Foundation has continued to demonstrate commitment to its donors by implementing sound financial, investment and reporting practices. Gifts of all sizes from individuals, families, businesses, and agencies are invested in a balanced, well-managed portfolio to build endowments, enabling support for students and local community nonprofits now and forever.

Statement of Views Expressed

In materials that contain or present substantive project content, such as an exhibition, article, catalogue or other publication, video documentary, or online exhibition or website, the acknowledgment must also include the following statement: "The views, findings, conclusions or recommendations expressed in this (publication) (program) (exhibition) (website) (article) do not necessarily represent those of CFNEM."

If you have any question about whether your product requires this statement, please contact Development & Marketing Director, Christine Hitch at chitch@cfnem.org.

Acknowledgment

When appropriate, we ask that grantees include an acknowledgment of CFNEM support in all grant products, publications, and websites developed with CFNEM funding. Acknowledgment should include mention of the grant from the Community Foundation as noted in the "Credit Line" section of this document, and/or the CFNEM logo if space and design permit.

Acknowledgment of Support in Publicity and Public Events

News Releases

When the Community Foundation is credited in any news release for a grant, please credit the grant according to the "Credit Line" section of this document. If additional information is to be provided regarding the Community Foundation in your news release, or if the your organization's receipt of the grant is the main topic of the news release, please contact us to determine if CFNEM boilerplate language should be used.

Social Media

If you create social media content related to your grant project on Facebook or Instagram, please tag or include [Community Foundation for Northeast Michigan](#) in your Facebook posts and [@communityfoundationnemi](#) in your Instagram posts.

Press Events

CFNEM support should be orally acknowledged during news media interviews, including radio, television, and press conferences when possible. A statement such as, "This project is made possible with support of a grant from the Community Foundation for Northeast Michigan." should be used.

Public Events

At programs or public gatherings related to your award, please acknowledge CFNEM orally. A statement similar to "This project is made possible with support of a grant from the Community Foundation for Northeast Michigan." should be used. Please display the logo on signage at events when possible.





Recorded Audio/Video

Recorded audio presentations should include oral acknowledgment of CFNEM. A statement similar to "This project is made possible with support of a grant from the Community Foundation for Northeast Michigan," should be used, along with the statement of views expressed as appropriate. Video recordings should display the CFNEM logo and the credit line and statement of views as appropriate.

We encourage you to send project updates, photos, event invitations, and media coverage to us when possible to help share stories of impact, generating visibility for both your organization and the Foundation's grants. If you have questions regarding the above forms of acknowledgment, contact Program Officer, Rachel Elkie at relkie@cfnem.org.

COMMUNITY FOUNDATION NE MICHIGAN BRAND STANDARDS



 PMS 296 U	 PMS 294 U*	 PMS 325 U	 PMS 643 U
C = 100 M = 46 Y = 0 K = 70	C = 100 M = 58 Y = 0 K = 21	C = 56 M = 0 Y = 26 K = 0	C = 25 M = 7 Y = 0 K = 4
R = 0 G = 45 B = 86	R = 0 G = 55 B = 95	R = 86 G = 177 B = 179	R = 161 G = 191 B = 213
hex = 002D56	hex = 00375F	hex = 56B1B3	hex = A1BFD5

Color Usage

The following colors have been approved for use in all CFNEM applications. Spot color reproduction is preferred whenever possible. The spot colors used are Pantone Uncoated 296 U, 294 U*, 325 U, and 643 U.

The CFNEM logo can also be reproduced using a four color printing process or in HEX colors for use online. The CMYK color combinations and web colors listed are acceptable substitutions for the spot colors mentioned above. Please follow these color usage guidelines when reproducing the CFNEM logo. Note: Color representations may appear different on screen than in print.

*Note: 294 U is not used in the CFNEM logo, but is a preferred complementary color in designing marketing items.

Logo Configuration

The following presentation of the Community Foundation of Northeast Michigan (CFNEM) logo is the preferred combination of the symbols with typography. When used properly, the CFNEM logo serves to consistently identify the brand and communication efforts. Following this guide ensures approved application of the logo.

ANTONIO BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Calibri Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Typography Usage

In the event that the CFNEM logo is rebuilt, the following typefaces must be used: **Antonio Bold** and **Calibri Bold**. It is recommended that these typefaces be used to help establish visual consistency throughout all marketing materials.



Acceptable Usage

For clarity and impact, keep a clear space (control area) around the logo. This space is used to set the logo apart from other graphic elements so that it maintains maximum recognizability. In this case, we use the height of the space between the gray lines as the measurement of space around the logo.

Secondary Usage

Whenever possible, the primary CFNEM logo should be used. It is also acceptable to use the logo in only black, reversed as white on a colored background, or in 2-colors when needed.

Unacceptable Usage

Never use the CFNEM logo in any color combination other than what is listed in this standards guide. Any elements other than what is contained in the logo itself should never be placed within the control area. Use care if placing the CFNEM logo on a textured or patterned background. The one in this example is too distracting and similar patterns should be avoided.