



# NORTH CENTRAL MICHIGAN COMMUNITY FOUNDATION

Serving Crawford, Ogemaw, and Oscoda Counties

## Grant Media Kit

### Credit Line

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

Or, if the grant came from a specific fund held at NCMCF (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 North Central Michigan 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 the NCMCF logo.

### NCMCF 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 unsure whether to use the CFNEM boilerplate, please contact CFNEM Development & Marketing Director Christine Hitch at [chitch@cfnem.org](mailto:chitch@cfnem.org).*

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The North Central Michigan Community Foundation (NCMCF) is a charitable organization committed to providing people who care about the future of Crawford, Ogemaw, and Oscoda Counties with unique and effective ways of supporting their community now, and for generations to come. Since 1997, NCMCF has focused on both traditional causes and evolving needs, making grants to nonprofit agencies and institutions benefitting its three-county service area. NCMCF is an affiliate of the Community Foundation for Northeast Michigan, which serves as its administrative arm. Through this partnership, NCMCF demonstrates its 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 NCMCF.”

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

## Acknowledgment

When appropriate, we ask that grantees include an acknowledgment of NCMCF support in all grant products, publications, and websites developed with NCMCF 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 NCMCF 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, please contact us to determine if NCMCF boilerplate language should be used.

### Social Media

If you create social media content related to your grant project on Facebook or Instagram, be sure to include [Community Foundation for Northeast Michigan](#) in your Facebook posts and [@communityfoundationnemi](#) in your Instagram posts. (Community Foundation for Northeast Michigan is the lead foundation for NCMCF.)

### Press Events

NCMCF 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 North Central Michigan Community Foundation.” should be used.

### Public Events

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

### Recorded Audio/Video

Recorded audio presentations should include oral acknowledgment of NCMCF. A statement similar to “This project is made possible by a grant from the North Central Michigan Community Foundation,” should be used, along with the statement of views expressed as appropriate. Video recordings should display the NCMCF 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](mailto:relkie@cfnem.org).

# NORTH CENTRAL MICHIGAN COMMUNITY FOUNDATION - BRAND STANDARDS



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 NCMCF 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 NCMCF 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 NCMCF logo. Note: Color representations may appear different on screen than in print.

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

## Logo Configuration

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

## ANTONIO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz • 1234567890

## Typography Usage

In the event that the NCMCF 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 NCMCF 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 NCMCF 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 NCMCF logo on a textured or patterned background. The one in this example is too distracting and similar patterns should be avoided.