



NIAGARA COMMUNITY  
FOUNDATION

# Brand Guidelines

- 2022 -

## Brand Marks

- Main logo
- Simple logo



## Main Logo

The Niagara Community Foundation logo is the main element of our brand identity. It is essential that the wordmark is always displayed correctly with enough safe-space surrounding it.

This new branding maintains a nod to the NCF's original brand while illustrating the organizations growth. Honouring the tradition of working with Niagara communities, the green and blue align with the Niagara Region while also providing imagery that extends to our agriculture sector, natural surroundings, status as a UNESCO biosphere, and more. The NCF works to sustain the Niagara Region through their good and collaborative work.



MINIMUM WIDTH: 1.5"  
(150px for digital application)

## Simple Logo

The icon could be used when our brand needs to be implemented at smaller sizes.



MINIMUM WIDTH: 0.5"  
(100px for digital application)

## Logo Usage



The main logo is to be used  
on light backgrounds.



The light logo is to be used  
on dark backgrounds.

## KEY MESSAGES

# Primary Tagline

Turning intent into impact.

# Secondary Taglines

Connecting donors to causes, communities to resources.

NCF is Niagara's philanthropic partner.



## Grantee Acknowledgment

[GRANTEE] gratefully acknowledges the financial support of [David S. Howes Fund\* with] Niagara Community Foundation (NCF). NCF is a public foundation and has been Niagara's philanthropic partner since 2000. NCF connects donors to causes and charities to resources through permanent endowment funds, providing grants to eligible charitable organizations in culture, health, education, environment, recreation and social service sectors. NCF turns intent into impact.

\*Only grants from the Davis S. Howes Fund are required to acknowledge the Fund name. All other grants are requested to acknowledge NCF in written form.

NOTE: The NCF logo is not required for written publications, however is welcome. Please follow this brand guide for logo placement or contact [communications@niagaracommunityfoundation.org](mailto:communications@niagaracommunityfoundation.org) for more information.





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For more information or for clarification contact our Marketing & Communications Coordinator at  
[communications@niagaracommunityfoundation.org](mailto:communications@niagaracommunityfoundation.org).