



BRAND GUIDELINES



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INTRO



ABOUT VENTURA COUNTY COMMUNITY FOUNDATION

Established in 1987, the Ventura County Community Foundation (VCCF) builds philanthropy in the Ventura County, CA region by stewarding legacies through careful management of charitable capital. The foundation honors donor intent by protecting endowments and specializes in connecting philanthropic resources with community needs for the benefit of all.

Ventura County Community Foundation also serves the community through scholarships, grantmaking, and collaborative partnerships.

VISION

We envision an engaged and thriving community inspired by growing generosity.

MISSION

Connecting people, resources, and solutions to create lasting impact in our shared world.

VALUES

TRUST

We apply sound financial principles invest wisely to steward the assets entrusted to us.

TRANSPARENCY

We conduct our work with honesty, intentionality and accountability.

COMPASSION

We bring empathy, respect and heart to all of our interactions.

EQUITY

We listen to and elevate diverse voices and experiences to advance fair and just opportunities.

TENACITY

We respond to dynamic challenges strategically and with immediacy, perserving until sustainable success is acheived.

EXCELLENCE

We consistently invest in education, operations, technology, and our human capital to ensure the highest quality of service and support to our donor clients and those we serve.

AUTHENTIC CONNECTION

We engage all partnerships with open collaboration and forthright communication, co-creating impactful solutions.

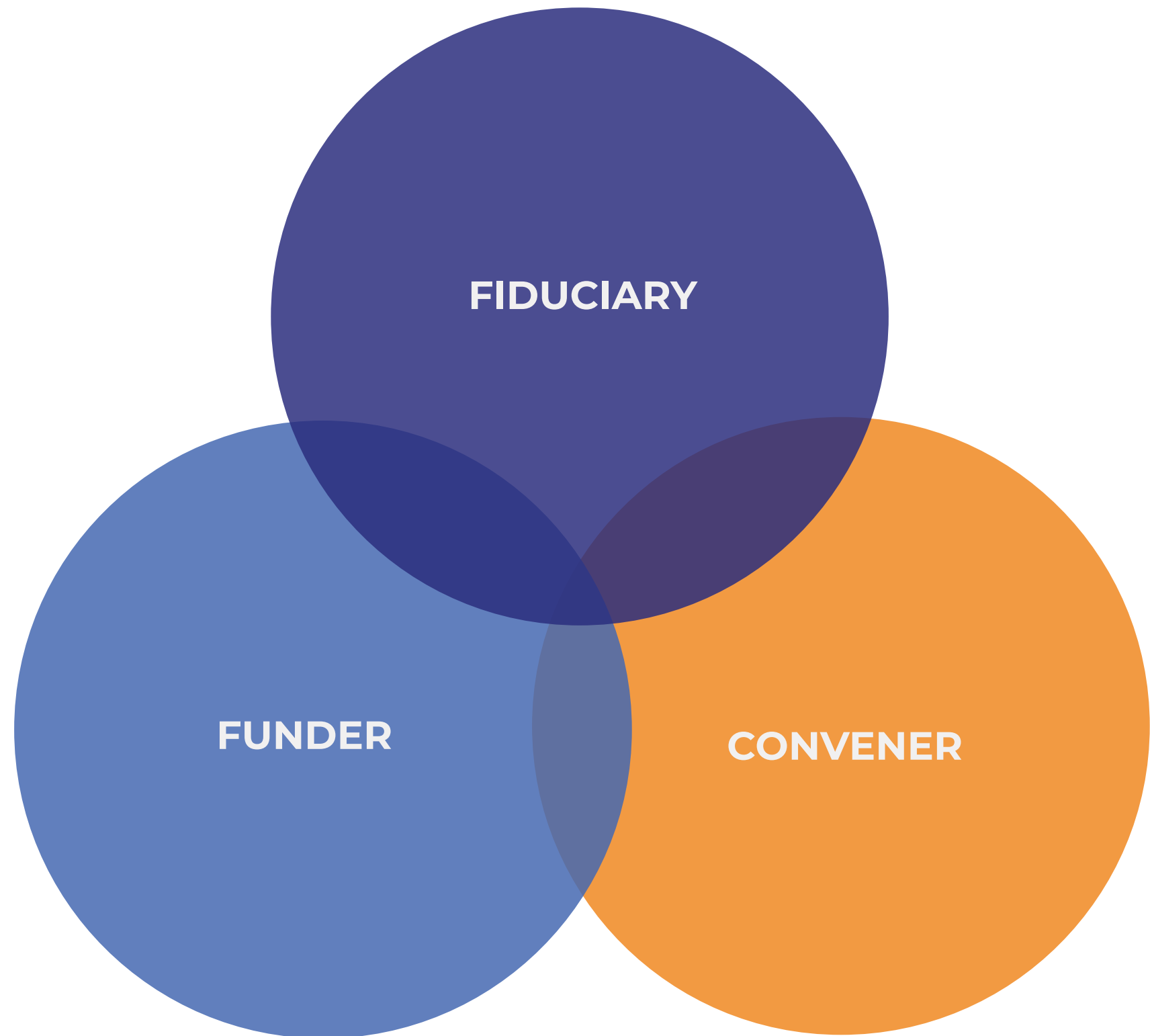
An aerial photograph of a coastal scene at sunset. In the foreground, a wooden pier extends from the left into the ocean, with waves breaking against its pilings. The beach is wide and sandy, with some people visible. In the background, a city is built into a hillside, with a prominent tall, rectangular building on the left. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The text "BRAND VOICE" is overlaid in large, white, sans-serif capital letters across the middle of the image.

BRAND VOICE

THREE PERSONAS, ONE BRAND VOICE

Ventura County Community Foundation's brand identity is organized into three roles: **Fiduciary, Funder, and Convener.**

Using brand archetypal framing, each of these identities is defined by unique personas and characteristics that come together to form one unified brand voice.



VCCF AS FIDUCIARY

VCCF first and foremost plays the role of Fiduciary — safeguarding and advising donor investments that are designed for the greatest community impact.

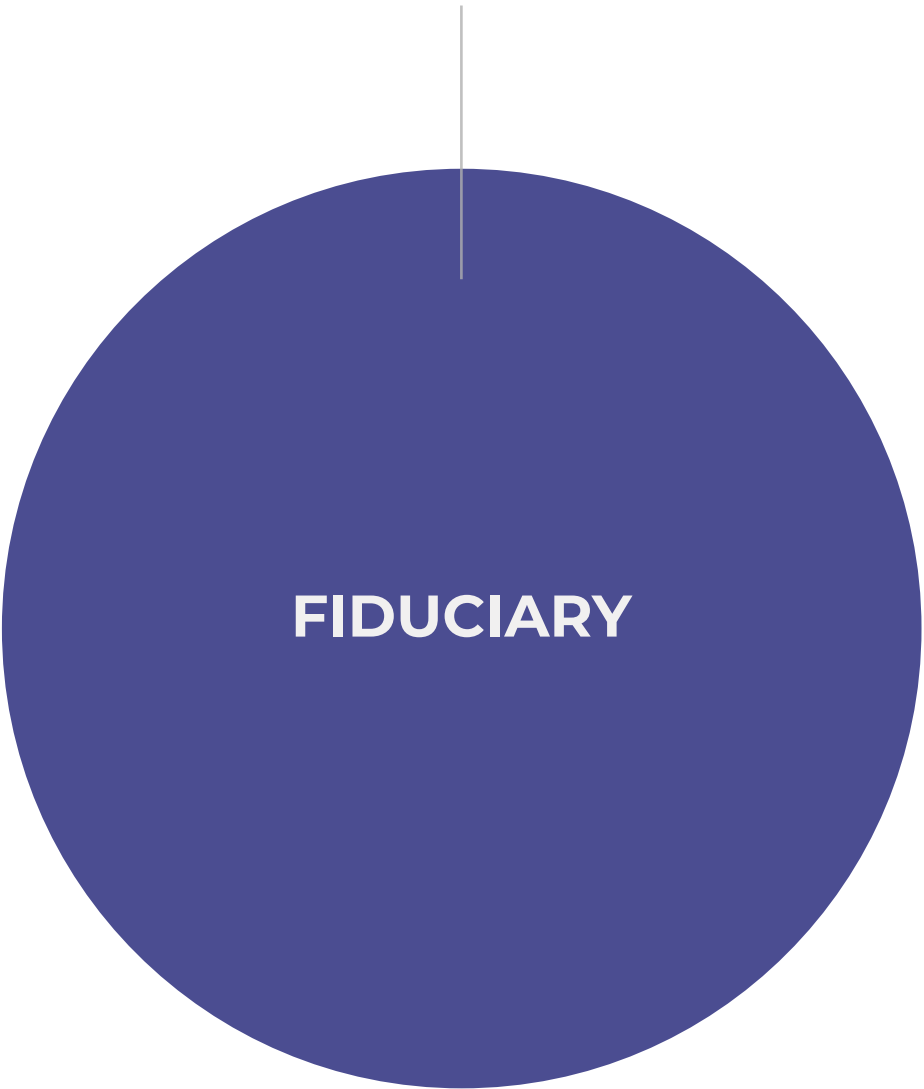
The community foundation is a highly trusted and respected entity amongst nonprofits, donors, decision-makers, and the greater community.

EVERYMAN & SAGE PERSONA

As a Fiduciary, VCCF is characterized by stewardship, altruism, fairness, respect and creating a sense of belonging for the entire community.

VCCF sees the bigger picture of community need; they are seasoned experts. This persona is characterized by wisdom, deep understanding, clarity, intelligence, and informed decision-making.

*“We are your entrusted
Community Foundation.”*



VCCF AS FUNDER

VCCF also serves as a Funder (and fund-raiser/responder), distributing funds to community organizations with the aligned purpose to better Ventura County and beyond.

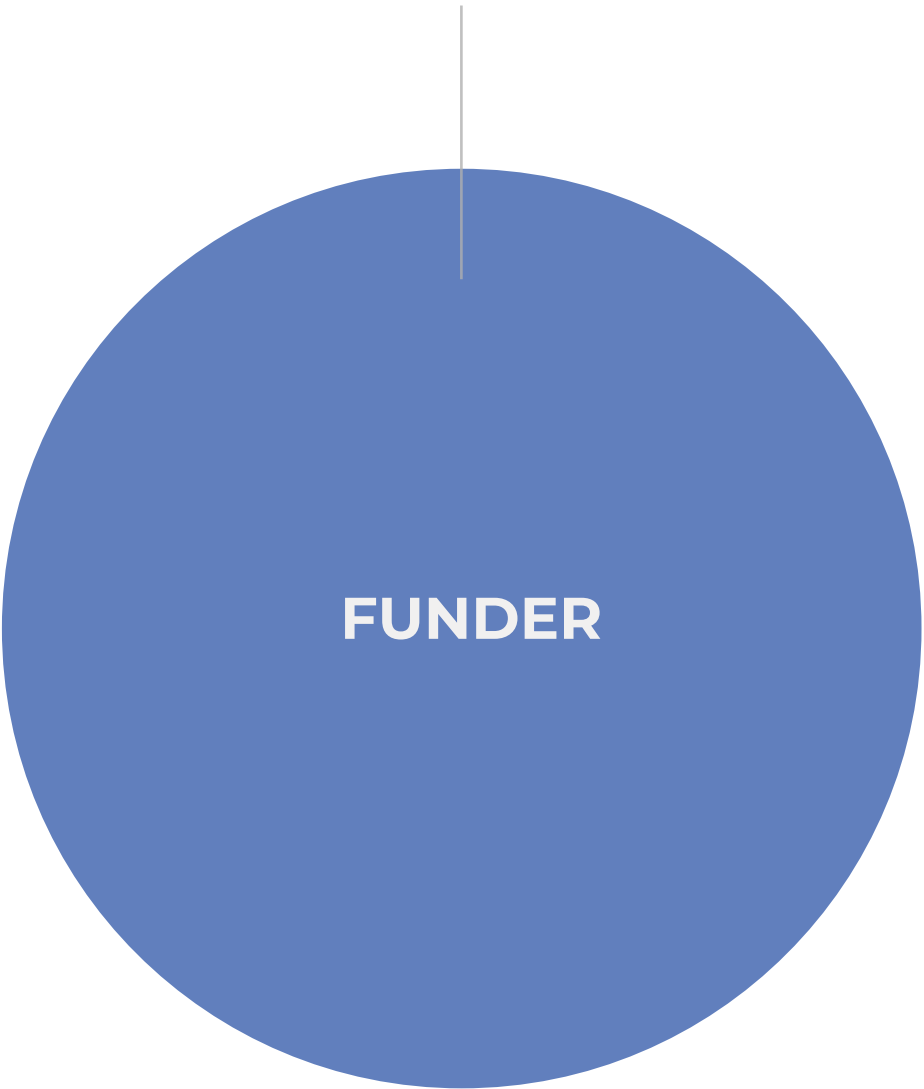
In times of community crisis, the community foundation is always there — responsive, dependable and solutions-oriented.

HERO & CREATOR PERSONA

In its capacity as Funder, VCCF is characterized by mastery of its skills, courage, strength, and above all, honesty.

At the same time, VCCF believes in innovative solutions and is bold in its approach to community need. Creativity, non-conformity, and community collaboration are deeply valued.

“We are pure of heart and do not operate with self-interest.”



VCCF AS CONVENER

In its tertiary role, VCCF is a Convener and connector of community.

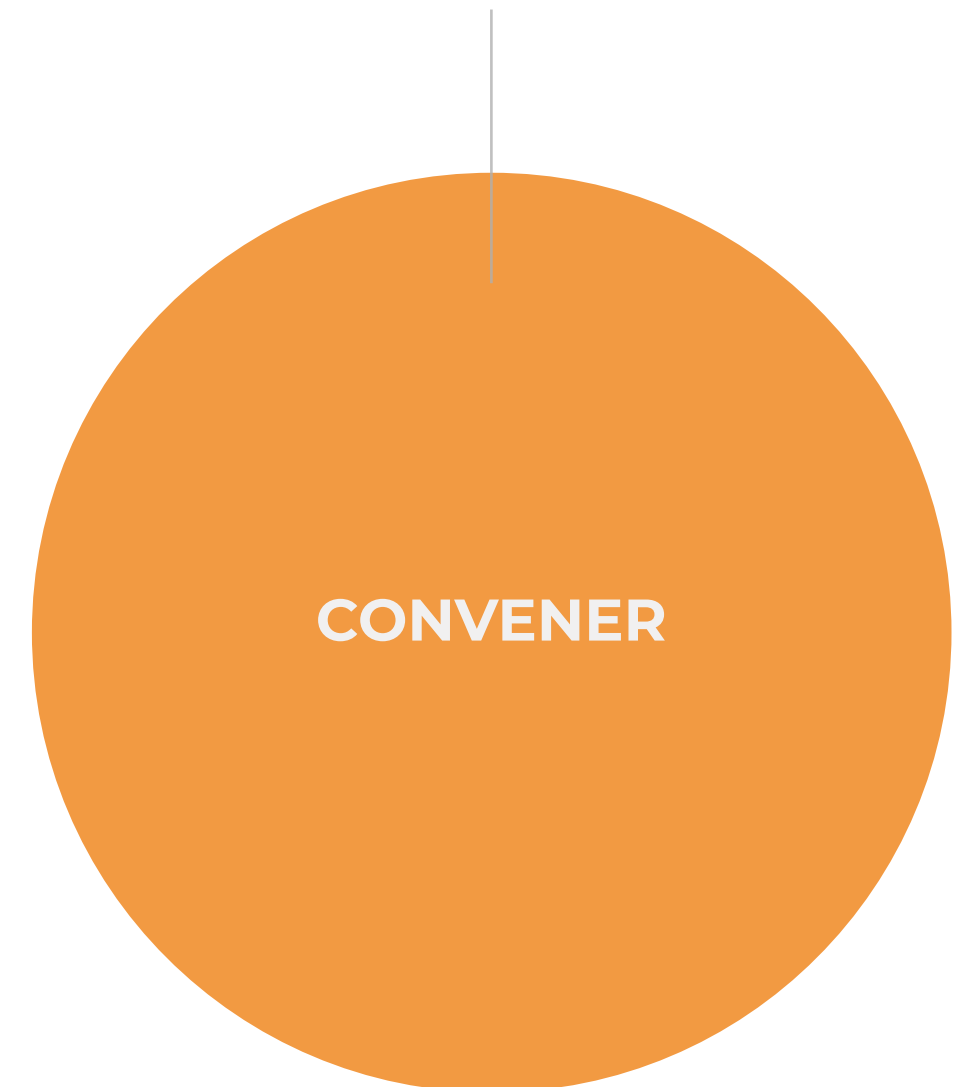
Through the organization of events, initiatives, and various collaborations, the foundation brings people of diverse backgrounds together.

DISRUPTOR/REVOLUTIONARY & CAREGIVER PERSONA

As a community Convener, VCCF creates space for everyone at the table. They are willing to say what is hard and do what is right — not what is easy or status quo. Leadership, bravery, and progressive-thinking define this persona.

This is balanced by the Caregiver persona – one that is driven by the selfless desire to protect and care for others, especially those in need. This is characterized by service, altruism, compassion, patience, and empathy.

*“We do what is right —
not what is easy.”*



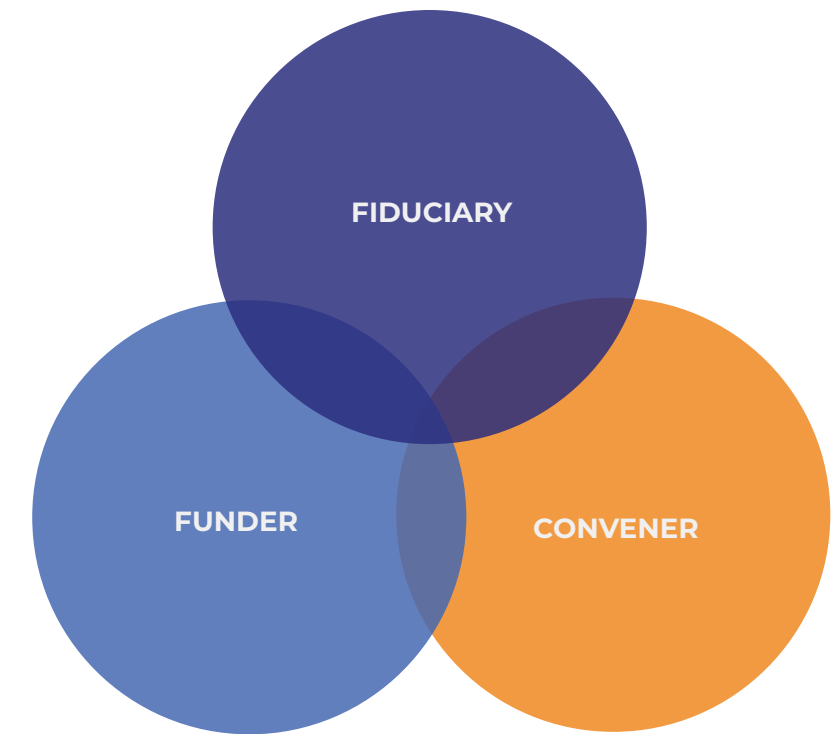
BRAND VOICE AT A GLANCE

*A **trusted advisor** and **wise teacher**.*

*A **knowledgable philanthropic planner** and **competent financial confidant**.*

*An **advocate and champion** for your biggest dreams.*

*An **effective and inclusive leader** who is connected to the community and gets things done.*



A scenic photograph of a coastal landscape at sunset. In the foreground, there is a dense cluster of green leafy plants with several light pink, trumpet-shaped flowers. The background shows a calm ocean under a sky with soft orange and yellow hues from the setting sun. The word "LOGO" is centered in the middle of the image in a white, bold, sans-serif font.

LOGO



PRIMARY LOGO

A primary logo is foundational to a brand's visual identity, typically consisting of the brand colors and typography. The Ventura County

Community Foundation horizontal logo should be used across communications associated with the campaign whenever possible.



HORIZONTAL WHITE

The white logo is the preferred variation of the primary logo. Place over imagery or darker color blocks/backgrounds. Be sure there is adequate contrast between the logo and the background to ensure legibility. The wordmark may be an option if legibility is a challenge.



HORIZONTAL BLACK

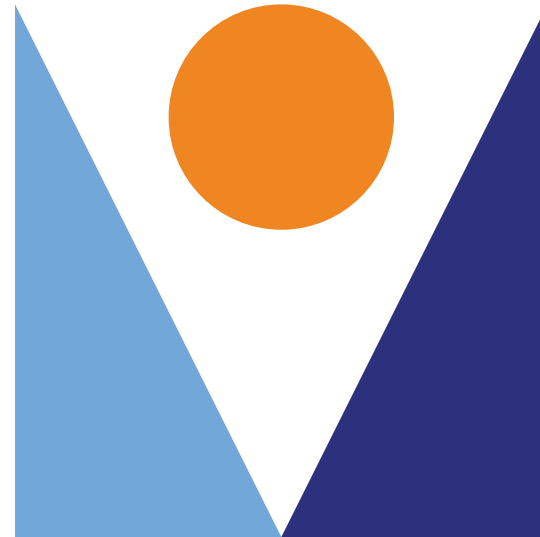
The black version of the logo is to be used sparingly for mostly means of printing or black and white or grayscale designs.



SECONDARY LOGO VARIATION

In some cases, the primary logo is not compatible. This secondary logo, to be used when the primary logo is unusable, adds flexibility in logo usage.

Ventura County Community Foundation's secondary logo is a full-color vertical logo. Use this variation when a more vertical application is needed, such as on a square or circle canvas.



BRANDMARK

The brandmark acts as a watermark to add vibrancy and versatility to the brand. It can be used over images as an identified (when applicable) to create brand awareness. It is available in full color as well as black and white.

The brandmark is not to replace the primary logo but to use in congruence with the logo, while broadening our expression. The brandmark should not be used in any other colors.

CLEARSPACE

Clearspace is the space around the logo. Providing the right amount of clearspace around the logo makes it easier to distinguish and reinforces the importance of the VCCF idnetity.



MINIMUM SIZE

Please use in accordance with the folloiwing standards to ensure best visibility across a range of platforms.



INCORRECT USAGE

Please respect the logo by not altering it in any of the following ways. We appreciate your collaboration in keeping this logo as intended by its designer.

DO NOT DISTORT



DO NOT ROTATE



DO NOT CHANGE COLORS




DO NOT REARRANGE ELEMENTS




A wide-angle landscape photograph taken from a high vantage point, likely a mountain ridge. The foreground is filled with dark, rocky terrain and sparse, low-lying vegetation. In the middle ground, a valley opens up, showing a winding road and some small buildings. In the background, a city is visible, its lights beginning to glow as the sun sets. The sun is a large, bright orb on the horizon, casting a warm, golden light across the entire scene. The sky is a mix of soft pinks, oranges, and blues, with some light clouds. The word "COLORS" is superimposed in the center of the image in a large, white, sans-serif font.

COLORS


BRAND COLORS




Deep Blue
#07038C
C:100 M:98
Y:13 K:12




Ocean Blue
#73A9D9
C:54 M:23
Y:1 K:0




Orange
#F28705
C:2 M:57
Y:100 K:0



Bright Blue
#1766FF
C:80 M:62
Y:0 K:0



Tangerine
#F29F05
C:3 M:42
Y:100 K:0



Gold
#F2B705
C:5 M:29
Y:100 K:0

Primary colors

Secondary colors

TYPOGRAPHY



PRIMARY FONT FAMILY

Montserrat is our primary font. This clean, geometric, sans serif typeface is one of the most accessible fonts for legibility. Use Montserrat by default in most communications, including in all body copy and main headers.

MONTSERRAT

HEADINGS

MONTSERRAT BOLD

PARAGRAPH

Montserrat Regular

SECONDARY FONT FAMILY

Playfair Display is our secondary font. It should be used sparingly for accents, sub-headers, quotes and anywhere that needs a dash more of expression.

Playfair Display



VENTURA COUNTY COMMUNITY FOUNDATION | Brand Guidelines ©2021

Prepared by LOACOM

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