

# The Rapides Foundation Brand Guidelines

Implementing The Rapides Foundation brand in communications





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## Mission and Vision

The mission of The Rapides Foundation is to improve the health status of Central Louisiana. Our vision is to positively impact Central Louisiana by deploying resources to improve key factors of health status.

## Our Work

With our mission of improving the health status of Central Louisiana, The Rapides Foundation funds projects and initiatives intended to improve the health of residents in the region.

The Rapides Foundation focuses its work in three strategic areas: Healthy People, Education, and Healthy Communities.



**THE RAPIDES FOUNDATION**

Working together for healthier communities

## Philanthropic Objectives

### HEALTHY PEOPLE

To improve access to healthcare and to promote healthy behaviors.

**HEALTHCARE ACCESS:** The Healthcare Access Initiative fosters the establishment and expansion of primary, behavioral and oral health services through integration with community health clinics; and also addresses medical manpower issues in the region. Through grant funding to its Cenla Medication Access Program, the Foundation addresses medication access and cancer screenings.

**HEALTHY BEHAVIORS:** The Healthy Behaviors Initiative addresses tobacco use, poor diet, lack of physical activity, and alcohol and substance abuse prevention.

### EDUCATION

To increase the level of educational attainment and achievement as the primary path to improved economic, social and health status.

**EFFECTIVE SCHOOLS AND SCHOOL READINESS:** This component of the Education Initiative focuses on enhancing professional development for teachers and increasing the leadership capacity for administrators in the nine public school districts within the Foundation's service area. Building upon the long-standing work and relationships between the Foundation and School Districts, professional and leadership development opportunities are provided through grants to the districts, as well as funding provided to The Orchard Foundation for training institutes. Research and advancement of successful School Readiness approaches are also included as part of The Rapides Foundation's Education Initiative.

**CAREER & POSTSECONDARY READINESS:** This component of the Education Initiative focuses on achieving career and postsecondary success through implementation of counseling, credential and advance credit programs.

## Philanthropic Objectives

### HEALTHY COMMUNITIES

To improve economic opportunity and family income; and enhance civic and community opportunities for more effective leaders and organizations.

**ECONOMIC ENVIRONMENT:** The Economic Development Initiative addresses incomes and occupations through grants, as well as through funding provided to Central Louisiana Economic Development Alliance to address workforce development in the region; increased business startups and expansions; and support for regional economic development focused on value-added goods and services in traded sectors.

**SOCIAL ENVIRONMENT:** The Community Development Initiative addresses social capital by supporting leadership and nonprofit development, and increased civic engagement through Foundation funding provided to its Community Development Works Program.



**THE RAPIDES FOUNDATION**

Working together for healthier communities

# Brand Expression

## The Rapides Foundation logo and specifications

### The Rapides Foundation logo and tagline



Working together for healthier communities

Arial typeface

The Rapides Foundation logo variations



Standard logo reversed on black



Standard logo reversed on purple



Standard logo reversed on medium/dark gray



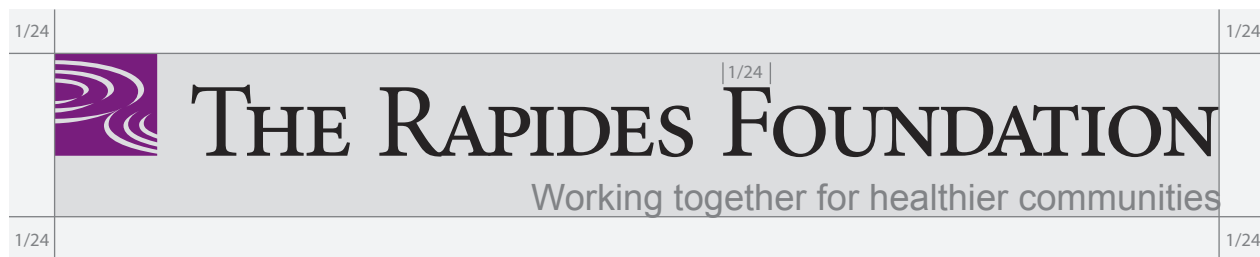
Standard logo on light gray



## Brand Expression

### The Rapides Foundation logo and specifications

#### The Rapides Foundation logo protected area



#### Protected Area

Keep a protected area, equivalent to one-twenty-fourth of the width of the logo, around all versions of the logo.

The protected area also precludes the addition of any additional type, graphics, or images in a way that would appear to create a distinct combined logo.



## The Rapides Foundation grantee logo variations



### Grantee funding logo usage

Any item or document using The Rapides Foundation logo must be submitted for approval to the Foundation's Communications Department prior to distribution. Please see contact information on page 14 for approval process.

Visit [www.rapidesfoundation.org/brandguidelines](http://www.rapidesfoundation.org/brandguidelines) to download files for print, web or video.

# Brand Application

## Logo file types

### What file type do I use?

All file types are available online as RGB, CMYK and black and white in .zip files at [www.rapidesfoundation.org/brandguidelines](http://www.rapidesfoundation.org/brandguidelines)

#### Printed communications



Use one of these for high resolution reproduction in word processing or layout applications for output using offset/digital/inkjet type printers, all-in-one copiers, magazine/newspaper, outdoor/signage, and graphics.

#### Web or digital communications



Use these for online or desktop applications such as web pages, PowerPoint presentations, slideshows, television/broadcast and digital documents.

#### Vector-based communications



Use these for applications that require line or vector artwork such as signs, T-shirts, and other graphic applications.

#### Transparent Background Print and Digital Applications

If you need a high resolution version of our logo on a background or color other than white for printing or digital communications you may try using a layered .tif (for print) or .png file (for digital). These files should prevent the logo from having a white box around it.

FOR PRINT/LAYOUT APPS:



FOR DIGITAL/WEB:



Official logo colors of  
The Rapides Foundation

plum PMS 259 C: 67 M: 100 Y: 4 K: 5	charcoal PMS 426 C: 94 M: 77 Y: 53 K: 94
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%

The Rapides Foundation  
logo secondary colors

maize PMS 7406 C: 0 M: 20 Y: 100 K: 2	cobalt PMS 661 C C: 100 M: 75 Y: 0 K: 6
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%

Web logo colors

plum R: 109 G: 32 B: 119 hex code: #6d2077	charcoal R: 37 G: 40 B: 42 hex code: #25282a
maize R: 241 G: 196 B: 0 hex code: #f1c400	cobalt R: 0 G: 53 B: 148 hex code: #003594

**Exact color matching**  
Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, vinyl and plastic colors might not accurately match the Foundation logo colors. Obtain color samples for approval prior to production of items when using these materials.

**Use of official or secondary colors**  
Grantees may use the official or secondary colors for The Rapides Foundation logo.

# Brand Application

## Incorrect Foundation logo application

### Incorrect logo application

Funded by:



*FUNDED BY:*



~~THE RAPIDES FOUNDATION~~



~~THE RAPIDES FOUNDATION~~

This:



Not this:



This:



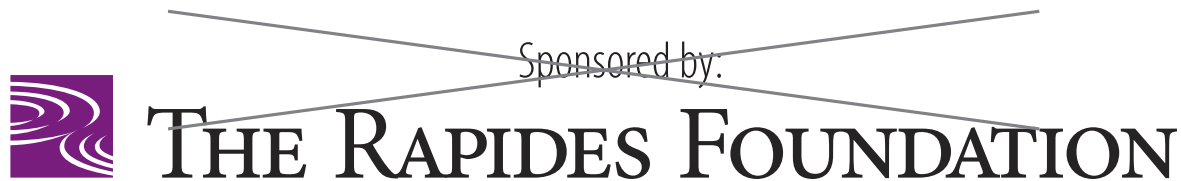
Not this:



## Incorrect grantee application

### Grantee Application

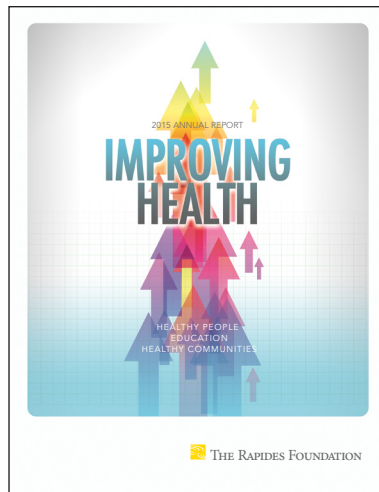
The Rapides Foundation does not allow the use of The Rapides Foundation logo in conjunction with the word (nor any derivative of the word) “SPONSOR” for any grantee funded program or communication.



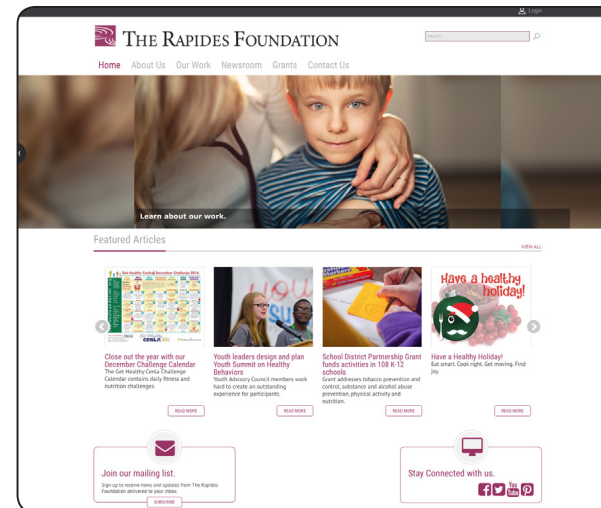
# Brand Application

## Logo examples

### Printed communications examples



### Online and digital applications



### Signage / graphic examples



Any item or document using The Rapides Foundation logo must be submitted for approval to the Foundation's Communications Department prior to distribution. Please see contact information on page 14 for approval process.

## Official font of The Rapides Foundation

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

## Secondary fonts

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

Myriad Pro light condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

## Contact Information

For more information and brand approval

**Primary contact about brand approval and this manual:**

Any item or document using The Rapides Foundation logo must be submitted for approval to the Foundation's Communications Department prior to distribution.

Tammy Moreau, Director of Communications  
tammy@rapidesfoundation.org  
318-443-3394 / 800-994-3394  
318-767-3004 (direct)

**Downloads:**

[www.rapidesfoundation.org/brandguidelines](http://www.rapidesfoundation.org/brandguidelines)

**IMPORTANT NOTE:**

When requesting approval of grant collaterals or materials from the Foundation's Communications Department via email, please also copy the Foundation Program Officer assigned to your grant.

Any User of this document and logo files agrees that The Rapides Foundation owns all right, title and interest in the logo and in the name The Rapides Foundation including all copyrights and trademark rights therein. Any unauthorized copying and/or use of the logo, marks or names is strictly prohibited. The logo may not be used in any form other than those approved by The Rapides Foundation and may not be used for any purpose other than that specifically requested.