



## Promotion Toolkit

### "About Springfield Foundation" Copy

The Springfield Foundation exists to raise, strengthen, and distribute permanent charitable funds to benefit Clark County and the surrounding region.

### Springfield Foundation Logos

Click each logo to download a high-res, transparent png.



Springfield Foundation  
For good. For ever. For all.®

\*Primary logo to be used whenever possible\*



Springfield Foundation  
For good. For ever. For all.®

\*Black logo to be used on B&W documents\*



Springfield Foundation  
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\*White logo to be used on colored backgrounds\*



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### Springfield Foundation Color Palette



\*Pantone P 660 C  
\*CMYK 90%, 57%, 0%, 0%  
RGB 14, 108, 182  
HEX #0E6CB6



\*Pantone 2995 C  
\*CMYK 90%, 11%, 0%, 0%  
RGB 0, 163, 228  
HEX #00A3E4



\*Pantone 122 C  
\*CMYK 0%, 17%, 80%, 0%  
RGB 255, 211, 80  
HEX #FFD350

### Springfield Foundation Social Media

Click each logo to see our page.



If you need something that is not included here or have any questions, please email Jenna Hurst-Bluemlein at [jenna@springfieldfoundation.org](mailto:jenna@springfieldfoundation.org).



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## Credit and Publicity Statement for Nonprofit Partners

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We are proud to work with you to help improve the quality of life for Clark County residents. When we enter into a grant agreement with a nonprofit organization, we become partners, working toward a mutual goal. As your program progresses, we welcome updates from you, including newsletters, brochures, and photos. We encourage you to publicize awards from the Springfield Foundation so the community can learn about the ways we are working together.

**Credit is expected from all funded organizations, regardless of the dollar amount of the grant, or whether the funding supports a program, a project, general operations, or a capital campaign.**

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**Printed / Electronic Materials:** For the duration of the funding period for your program, you must include a **current** Springfield Foundation logo in all printed and electronic materials including, but not limited to, newsletters, brochures, flyers, invitations, forms, videos, and/or websites, regarding all activities for which the Foundation's funds are used. Credit must be given on all applicable grant-related program materials.

In annual reports, the Foundation must be listed in the donor category most appropriate to the level of financial support received from the Foundation. Please use one of the three color versions of the Springfield Foundation logo on the first page in either the stacked or horizontal variations. Please use the one that works best with each unique material you are creating. The logo size should be large enough for the text to be legible, and no smaller than the logo of any other sponsoring organization.

**Public Announcements / Events:** The grant recipient must acknowledge the Foundation's support in any newspaper articles as well as television or radio ads/interviews about the grantee's programs.

For any event that uses funding from the Foundation, displays must include the Foundation listed with other major public, private, and/or corporate sponsors. When written credit is not applicable, oral credit should be given before at the event, before a performance or announcement. If an announcement is not feasible, a sign must be placed at the entrance to the event crediting the Foundation.

**Permanent Structures:** When Springfield Foundation funds are used to provide support for permanent structures and physical elements, appropriate credit must be given. For example, installed park benches, water fountains, or other objects should include a placard or other signage with the following or similar language: "Provided by (X organization) with support from the Springfield Foundation."

Recognition of permanent structures resulting from capital campaign commitments should be discussed directly with Springfield Foundation staff. Staff should also be contacted to discuss the inclusion of the Springfield Foundation in other recognition opportunities including donor walls, plaques, etc.

**Organizations that are official collaborators of the grantee for the funded project must comply with the requirements mentioned above. The grantee is responsible for informing said collaborators of this policy and seeing that they fulfill these obligations.**