

GRANTEE

Brand Guidelines

Updated November 2022



FOX
FAMILY
FOUNDATION

USING OUR IDENTITY:

Fox Family Foundation is proud to support your work and welcomes you to use our identity, should you wish to do so, to indicate our partnership.

However, the Foundation does not require grantees to acknowledge the Foundation in materials or publicize the Foundation's grant, either through the media or through other communications channels.

This document provides guidelines for using our logo and/or name.

Primary Logo



Reverse Treatment



01

USING OUR LOGO:

Current Fox Family Foundation grant recipients may use the Foundation logo on your website or in your annual report to acknowledge our support alongside other funders and donors. Such use does not require approval.

Standalone or featured use of our logo requires pre-approval.

When using our logo, we ask that you ensure the logo is clear and legible. Our full-color version is appropriate for most cases, but our reverse-color version should be used on dark backgrounds.

To request either the full-color or reverse-color logo, please email: kshirah@foxfoundation.org

To request approval for a stand alone or featured use of our logo, please call Kate Shirah: [919.383.5575](tel:919.383.5575)

OUR NAME

Fox Family Foundation

Note, “the” is not part of our name and, therefore, should not be used unless being used with a secondary reference abbreviation (i.e., “the Foundation”).

02

USING OUR NAME

Similar to our logo, current Fox Family Foundation grant recipients may use the Foundation name on your website or in your annual report to acknowledge our support alongside other funders and donors. Such use does not require special approval.

Simple grant award announcements or references — our name, the amount of the award, and the purpose of the award as noted in the Foundation's award letter — on your website, in your newsletter, on social media, or otherwise do not require pre-approval.

The Foundation requests the opportunity to review and approve any more extensive use of our name or reference to our support. To discuss any such planned communications, please email or call Kate Shirah: kshirah@foxfoundation.org or 919.383.5575.

03

BOILERPLATE DESCRIPTION

Fox Family Foundation of Durham, North Carolina, supports and engages with partners to make a positive difference in our community through arts and culture, education, health, and human services. Established in 1991, the Foundation's vision is a greater Durham area where people's lives are enriched and improved.

If you typically include a description of your funders or their mission, you are welcome to include this boilerplate description.

QUESTIONS?

Contact:

Kate Shirah

kshirah@foxfoundation.org

919.383.5575