

A large, stylized green leaf graphic on the left side of the page, composed of several overlapping leaf shapes with a central stem, rendered in a light green color.

Visual Brand Guidelines

Logo Family | Typography | Color Palette | Icons |
Photography | Brand Applications



www.couchfoundation.org



Couch Family
Foundation

Healthy Childhoods | Strong Families Vibrant Communities



This presentation was made for clear understanding of how to use the Couch Family Foundation brand identity.

We believe that the identity system we've created fully represents the Couch Family Foundation brand, and is rooted in its mission and values. The following sections will break down the visual make-up of each facet, and instructions of how and where they're used. We hope that this guide will be helpful.

Please do not deviate from any directions within this presentation. If you have any questions regarding brand usage, please direct all questions to **Jessica Ratey** at jratey@mottphilanthropic.com.

The CFF Logo Family

A well-crafted logo is, at best, a vessel that encapsulates the brand's story and values. After extensive exercises, we feel that the new CFF logo succeeds in communicating our values while also being up to modern graphic production standards. As the middle ivy vine shelters the flanking ivy leaves, the Couch Family Foundation is there to provide for families and children.



HORIZONTAL LOCKUP FULL COLOR



VERTICAL LOCKUP FULL COLOR

The CFF Logo Family

Nowadays, having a strong logo family allows for further flexibility in usage across print and digital media. Our identity system was designed to be truly "liquid" in this way. Below are the official CFF logos within the logo family. Please do not deviate from or use variations of these marks.



HORIZONTAL LOCKUP
FULL COLOR



VERTICAL LOCKUP
FULL COLOR



PULLAWAY MARK



LOGOTYPE



HORIZONTAL LOCKUP
FULL COLOR



VERTICAL LOCKUP
FULL COLOR



PULLAWAY MARK



LOGOTYPE



HORIZONTAL LOCKUP
KNOCKOUT



VERTICAL LOCKUP
KNOCKOUT



PULLAWAY MARK
KNOCKOUT



LOGOTYPE
KNOCKOUT

The CFF Logo Family: Scale & Space

A well-crafted logo can stand strong at any scale; from being on a billboard to a pin on a jacket. These logos were created with specific contexts in mind, each mark boasting a certain level of scalability. With this in mind, please use these marks in appropriate places; ones that leverage ample space around them and at their respective smallest sizes.



The horizontal logo can be used in most conventional spaces, but mainly in wide spaces such as navigation bars and business cards.



The vertical logo can be used in most conventional spaces, but mainly in either square proportioned or taller spaces.



The pullaway mark can be used for large scale emblems and textiles across brand collateral, but mostly for social media avatars and the favicon.



The logotype should only be used in contexts which don't allow the use of the horizontal or vertical logo.

The CFF Typography

Effra

Effra has impressive design credentials, with a family history tracing back to Caslon Junior. With clean lines and humanist character shapes, it is a supremely flexible sans serif family which has become a design favourite in recent years.

Effra solves everyday design and communication problems by providing a unique look-and-feel that can be applied to a wide range of media. Named after the river that runs through Brixton, the area of London that is home to our London studio, Effra takes its inspiration from one of the earliest commercial sans serif font designs but is an updated interpretation for contemporary use.

The CFF Typography: Type Hierarchy

EFFRA MEDIUM <H1> _____

The Couch Family Foundation

EFFRA MEDIUM
<H2> _____

Working to improve the lives of children and families in Northern New England.

EFFRA BOLD <H3> _____

Mission Statement

The mission of the Couch Family Foundation is to create quality opportunities for children and families to learn and thrive so that they develop healthy, fulfilling lives.

EFFRA REGULAR
<BODY> _____

The Couch Family Foundation partners with organizations serving the Upper Valley Region of New Hampshire and Vermont. Our strategic priority area is early childhood development.

The CFF Color Palette

The color palette below was chosen based off of the 60/30/10 rule, a rule derived from interior design principles for creating balanced color palettes. The two colors will be used for the logo, as well as for headers and CTAs. Use of opacities for each color allows for more flexibility in design.

PRIMARY HUE

SECONDARY HUE

TEXT



PRIMARY HUE OPACITIES

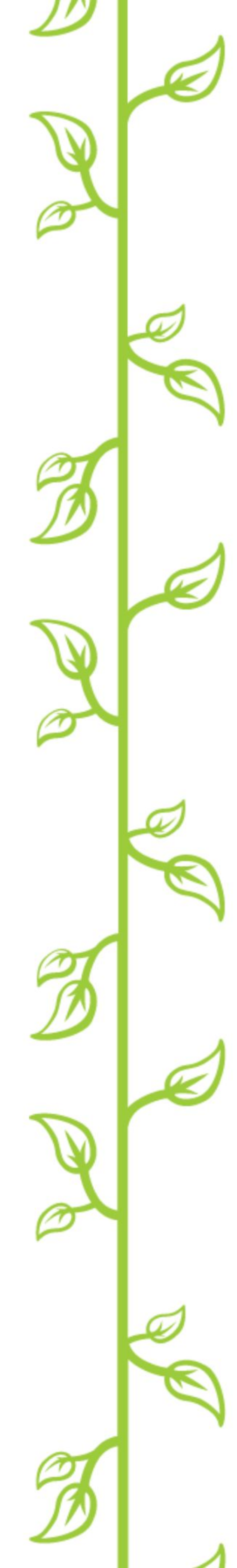
SECONDARY HUE OPACITIES



The CFF Graphic Assets

A strong palette of graphic assets can help to harness the full potential of brand expression within all types of media. While this palette is made of only two pieces, there is always room to grow this further. The ivy borders can be used for most print-related materials as an overlay atop photos. The three vines mark can be used as a full-bleed graphic atop the evergreen or yellow-green backgrounds.





The CFF Icon System

These custom icons were made specifically for the Founding Principles section on the website home-page. Whenever the Founding Principles are being presented, these icons should be used as well.



Creating opportunities for all children and families to experience life-long success



Collaborating with community partners to create sustainable, positive change



Treating grantees as valued partners, and those they serve with dignity and respect



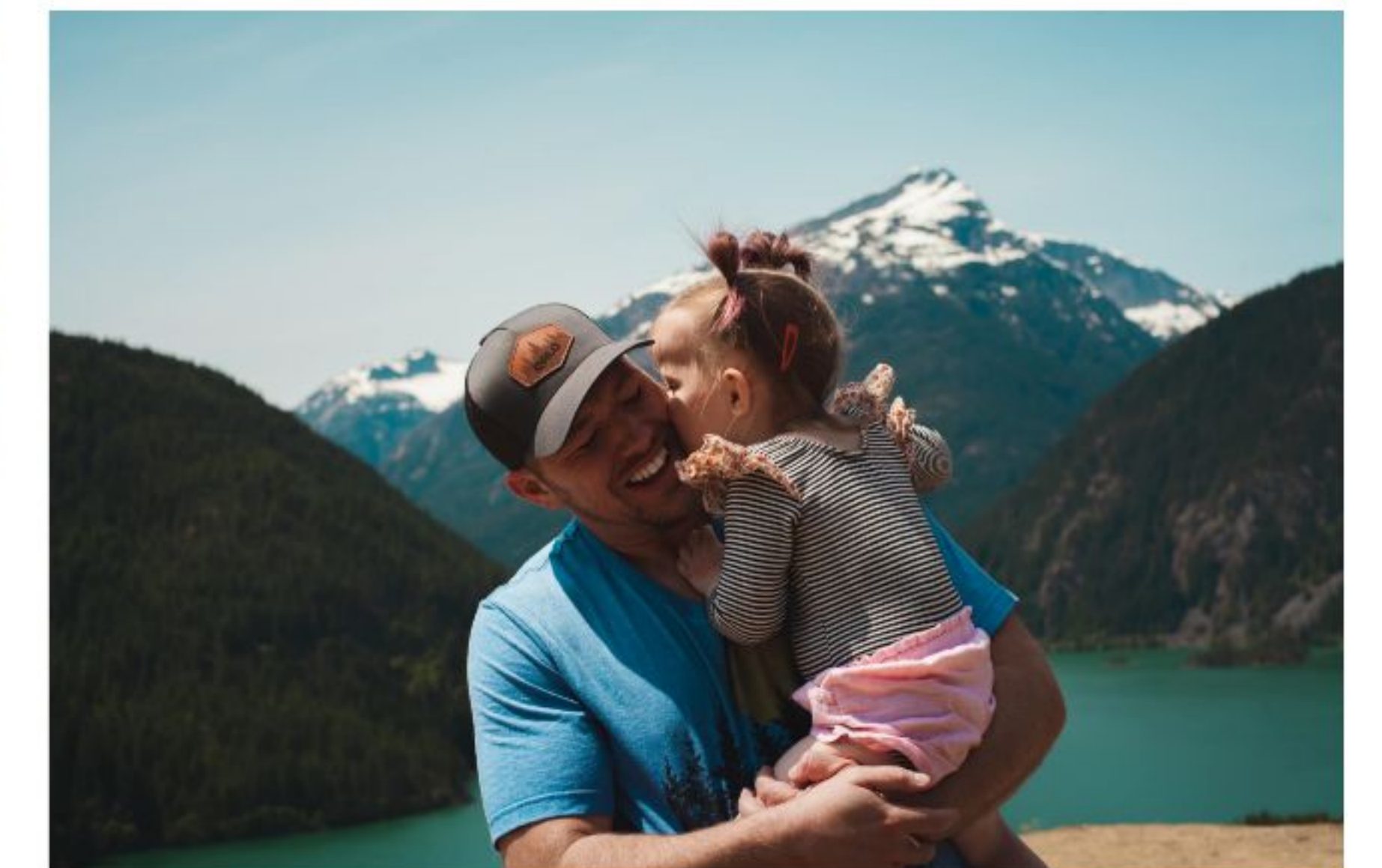
Engaging in statewide efforts to build awareness and support for more effective public policy



Using research and community engagement to inform our work

The CFF Photography

While the Couch Family Foundation currently does not have a photography library, stock photography can be used. With regard to subject matter, there should be a focus on both families having fun together and landscapes of New England's Upper Valley. Treatment of the photography should feel natural but warm and welcoming.



Brand Applications



The CFF Business Stationery



 Couch Family Foundation

Dear Mr. Wayne,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet.

Best,

Lucius Fox
VP Wayne Enterprises

P.S. Don't mind the dummy text! It's just used to demonstrate how the letterhead is used. All text can be deleted whenever; the text styles are saved and pretty much ready to use.

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Couch Family Foundation

The CFF Apparel/Brand Swag



The CFF Website

