



Brand Standards: Quick Start Guide

Partnership Logo – Overview

The Partnership for Philanthropic Planning logo is provided to local councils in .jpg format for use in print and online media. The logo is available in two designs: one with the tagline and one without. The logos may be downloaded directly from the Council Branding Toolkit www.pppnet.org (located in the Council Resources section of the site).

Note: If you have any questions regarding use of the logo, please contact the Partnership's Director of Strategic Initiatives at ttarpley@pppnet.org or 317.269.6274 x28.



Logo and Name Usage Guidelines

Councils should place any council or geographic designation after the national name in text or logo placement. This reinforces the concept that each council, while distinct, is part of the national brand. Below are text and graphic examples of how local councils should incorporate the Partnership's name and/or logo. The Partnership's name and logo are not to be modified (i.e., manipulation or removal of any part of name or of the logo artwork).

Council names may incorporate the national brand in the following ways:

A. Partnership for Philanthropic Planning (of) [insert city, region or state]

Example: Partnership for Philanthropic Planning of Southern California
Partnership for Philanthropic Planning – Los Angeles

A council may choose "of" or a dash to link a council with the national name. Graphic examples of this option are provided below.

B. Partnership for Philanthropic Planning – [insert local council name]

Examples: Partnership for Philanthropic Planning – Western Michigan Planned Giving Group
Partnership for Philanthropic Planning – Mahoning/Shenango Planned Giving Council

A council may choose to maintain their current name, using a dash to represent the linkage in written communications. Graphic examples of this option are provided below.

Graphic Examples of Option A



Graphic Examples of Option B



Primary Color Palette



PMS 202



C 0
M 100
Y 61
K 43



R 152
G 0
B 46



PMS 202
(23%)



C 0
M 23
Y 14
K 10



R 228
G 187
B 183



BLACK
(55%)



C 0
M 0
Y 0
K 55



R 138
G 140
B 142



BLACK



C 0
M 0
Y 0
K 100



R 0
G 0
B 0

Typography

Albertus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Albertus Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890