Community Foundation of Broward

BRAND STANDARDS MANUAL

COMMUNITY FOUNDATION OF BROWARD | LEAD with LOVE

Lead With Love Edition | Revised September 2026

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1.1 What Is A Community Foundation?

THE BASICS

The **Community Foundation of Broward** is one of more than 900 community foundations across the country. Community foundations are grantmaking public charities that provide support to make life better for people living in the areas they serve. They are driven by the idea that by teaming up, local philanthropists create greater impact than by going it alone. Community foundations build endowment to support their community's long-term needs. Donors partner with us to enlist local knowledge and philanthropic expertise. We pool resources and connect donors to innovative, impactful nonprofits. We shepherd endowments so a donor's impact goes on for generations to come.

WHAT WE DO

- We partner with individuals, families and local organizations to create personalized charitable funds that fuel game-changing philanthropy.
- As a grantmaking public charity, we provide leadership and resources to support solutions that make Broward a better place to call home.
- Through the power of endowment, we build permanent resources for Broward to take care of itself today and forever. We connect donors to innovative, impactful nonprofits, and shepherd endowments so a donor's impact goes on for generations to come.

1.2 What Is A Community Foundation? Our Core Branding

OUR MISSION

To transform our community through focused leadership that fosters collaboration, builds endowment, advances equity and connects people who care to causes that matter.

OUR VISION

We strive to create a community that is a vibrant place where all can thrive, feel connected and have the opportunity to reach their full potential.

OUR VALUES

LEAD WITH PURPOSE:

We take bold strategic action as a community champion focused on a more vibrant and prosperous Broward for all.

CHERISH DIVERSITY:

We treasure diversity, stand for equity and foster inclusion within our organization and across our community.

CREATE COLLABORATION:

We forge dynamic collaborations with community partners and create innovative solutions to Broward's biggest challenges.

EMPOWER PHILANTHROPY:

We partner with visionary residents to grow enduring philanthropy that benefits our community for generations to come.

LISTEN, LEARN AND SHARE:

We evolve and grow to serve the changing needs of our community.

STANDARD BOILERPLATE MESSAGE

STANDARD/LONG VERSION:

About the Community Foundation of Broward:

Founded in 1984, the Community Foundation of Broward partners with families, individuals and organizations to create personalized charitable funds that deliver game-changing philanthropic impact. 600 charitable funds represent $375 million in assets, distributing more than $275 million in grants over more than four decades. The Community Foundation transforms our community through focused leadership that fosters collaboration, builds endowment, advances equity and connects people who care to causes that matter. The Foundation empowers visionaries, innovators and doers to create the change they want to see in the community we love. *www.cfbroward.org*

ALTERNATIVE/SHORT VERSION:

About the Community Foundation of Broward:

The Community Foundation of Broward transforms our community through focused leadership that fosters collaboration, builds endowment, advances equity and connects people who care to causes that matter. The Community Foundation partners with families, individuals and organizations to create charitable funds that make life better in Broward. 600 charitable funds represent $375 million in assets, distributing more than $275 million in grants since 1984.

SOCIAL MEDIA VERSION:

The Community Foundation of Broward, founded in 1984, partners with families, individuals and organizations to create charitable funds that make life better in Broward. Our leadership fosters collaboration, builds endowment, advances equity and connects people who care to causes that matter.

VALUE PROPOSITIONS BY AUDIENCE

The Community Foundation's core differentiators hold across every donor type, but the emphasis shifts by audience. Use the framing below, drawn from cfbroward.org, when tailoring messaging.

INDIVIDUALS: "Stronger Together"

- Join a movement of visionaries amplifying their impact.
- Create a personalized charitable fund, named by you.
- Ensure a legacy of impact carried on by the Foundation.
- Gain peace of mind with a trusted fiduciary.

cfbroward.org/give/prospective-donors/individuals

FAMILIES: "Grow Your Family Legacy"

- Pass on and sustain a family tradition of giving.
- Get expert guidance to craft a shared giving strategy.
- Involve future generations in grantmaking decisions.
- Save time versus running a private foundation.

cfbroward.org/give/prospective-donors/families

ORGANIZATIONS: "Fuel Your Mission"

- Local philanthropic expertise and full-service stewardship.
- We handle investments and back-office duties, so you save time.
- Permanent, sustainable support through an endowed fund.
- Donor confidence that your mission has staying power.

cfbroward.org/give/prospective-donors/organizations

ESTATE GIFTS: "Your Impact Never Ends"

- A future bequest launches an endowed fund in your name.
- We help you navigate planned-giving assets with your advisor.
- The Foundation is your "forever" partner, ensuring dollars are used as intended.
- Enduring impact: grants continue for generations to come.

cfbroward.org/give/prospective-donors/estate-gifts

2.3

From BE BOLD To Lead With Love

The BE BOLD capital campaign concluded in December 2024. Over seven years, it raised $415 million, the most successful campaign in the Community Foundation's history.

As BE BOLD wrapped up, the Foundation introduced Lead With Love as its new brand platform.

Unlike BE BOLD, Lead With Love isn't a time-bound campaign. It's the Foundation's ongoing expression of brand and voice.

BE BOLD → LEAD with LOVE

WHAT IS LEAD WITH LOVE?

The word philanthropy comes from the Greek philanthropia: philos ("loving") plus anthropos ("mankind"), literally "love of humanity."

Lead With Love is the Foundation's modern expression of that same idea. Local philanthropy is a powerful way to show love for the place you call home.

TWO MARKS, ONE SYSTEM

Official logo: the Community Foundation diamond and wordmark alone, our base identity, unchanged since the original brand standards.

Primary (emphasized): the combined Lead With Love lockup, the Foundation mark plus Lead With Love mark, divided by a vertical rule. This is the version we lead with today.

A) Official Logo



Official logo (base identity)

B) Primary



Primary lockup (emphasized version): *(locked with a vertical rule)*
preferred for advertising, campaigns, events, promotions, and donor-facing pieces

PRIMARY LOCKUP VARIATIONS

The primary (Lead With Love) lockup is also available in all-black and all-white, by request from Marketing and Communications, for use on colored or photographic backgrounds.

Primary, Full Color



Primary, Black and White



Primary, Reversed



Secondary, Stacked



SECONDARY LOCKUP

The stacked secondary lockup is shown below in full color. It is not preferred; use the primary lockup first. The secondary lockup is appropriate when the long, horizontal primary version won't stay readable at a small size. All-black and all-white versions of the secondary lockup are also available by request.

3.3

Our Official Logo: Spacing and Positioning

SPACING

To ensure that our logo is clearly visible in all applications, sufficient clear space is applied to maximize the recognition and impact of our identity.

The spacing around the logo must be a minimum of 1/4" (.25").

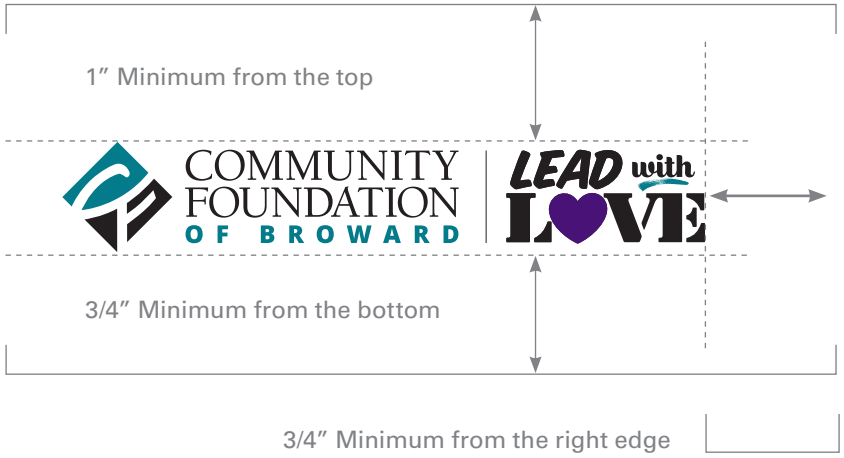
Primary



POSITIONING AND SPACING

Minimum clear space: 1/4" on all sides, around the logo, and around either lockup as a single unit. Preferred placement: right side, 1" from top, 3/4" from right and bottom edges.

Positioning



3.4 Our Official Logo: Sizing and Placement

MINIMUM SIZING

The minimum size for the official logo is 1" (use larger whenever possible).

The minimum size for the primary logo is 1.5" (use larger whenever possible).

Official



1" Minimum

Primary



1.5" Minimum

Any time you include the Foundation's logo in a design, it must be clearly visible, sharp and readable.

There is no maximum size for the logo.

BALANCED SIZE AND PLACEMENT FOR MULTIPLE SPONSORS

When the Community Foundation is one of several sponsors at the same level of support, our logo should appear at equal size, prominence, and placement to the other sponsor logos. Not bigger, not smaller. If the Foundation's sponsorship is greater than the other sponsors', our logo size should reflect that greater level of support.

Correct: Equal size and prominence



Incorrect: CFB undersized relative to other sponsors



3.5

Our Official Logo: Improper Use, What to Avoid

WHAT TO AVOID

The integrity of the Community Foundation of Broward logo must be respected at all times.

Please do not:

- Stretch, condense, or otherwise alter or manipulate it.
- Re-create or retype the words.
- Change logo colors, including the purple heart accent.
- Use graphic effects or outlines.
- Place it in a box or frame it in any way.
- Overlap other graphics, text, or photography.
- Screen the logo: it should always print at 100% ink density.

















OUR TYPOGRAPHY

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. Univers is our primary typeface. We use it mainly in two weights, Univers 55 Roman and Univers 75 Black.

Secondary weights: Univers 65 Bold, 45 Light, 55 Oblique

The Lead With Love script and heart accent are locked artwork, not a typeface. Never re-set or hand-draw it.

Univers - 55 Roman

Aa Bb Cc

Univers - 75 Black

Aa Bb

Univers - 45 Light

Aa

Univers - 65 Bold

Aa

Univers - 55 Oblique

Aa

5.1

Our Color palette

OUR COLOR PALETTE

Our primary colors are teal (PMS 7713), purple (PMS 2607) and black. They represent strength, stability, and a true connection to our community as well as the ocean and water that are integral to Broward as a whole.

This ensures that our branded communications stand out and give the Community Foundation of Broward our distinctive aesthetic.

We also use two secondary PMS colors that support our image: Sage (PMS 556) and Bright Teal (PMS 319)



Teal
PMS 7713
CMYK: 87, 37, 39, 7
RGB: 1, 123, 138
HEX: 007b8a



Purple
PMS 2607
CMYK: 82, 100, 18, 12
RGB: 82, 10, 118
HEX: 520a76



Sage
PMS 556
CMYK: 59, 21, 52, 1
RGB: 113, 162, 138
HEX: 71a28a



Bright Teal
PMS 319
CMYK: 52, 0, 19, 0
RGB: 111, 193, 194
HEX: 6fc1c2

6.1

Imagery: Good vs. Bad

WHAT WE'RE LOOKING FOR

Images should help tell a story: a person, a place, or a thing relevant to the grantee's program or someone they've helped. A good photo shows impact; it doesn't just document that an event happened.

Good imagery is often what determines whether we can share a success story at all. A program submitted with weak photos may not get the exposure it deserves, but a great story paired with a great picture can reach a wide audience across our newsletters, social media, annual report, and other communications.

BEFORE YOU SEND US A PHOTO

Think about how it would look alongside a story about your project. Does it help the story, or hurt it? Good imagery is sometimes the deciding factor in whether we write about and promote your success story or not.

Photos should be in focus, sufficiently bright, and high-resolution. 300 DPI for print is the goal, but a high-quality iPhone photo with good lighting and clear, steady focus works well too.

GOOD: TELLS A STORY

In focus, close, and specific. You can see the program in action, with a real face to the impact.

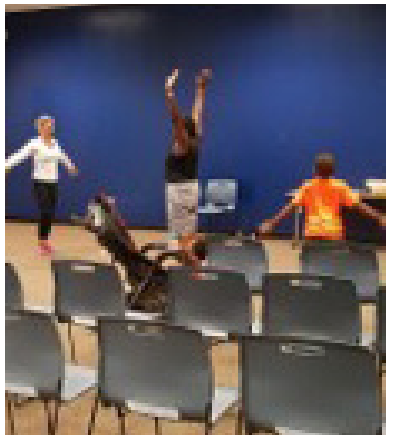




AVOID: LOW-RES SNAPSHOTS

Dark, blurry, distant. A snapshot from the back of the room. It doesn't help tell the story.





7.1 Grantee Communications Requirements

Now is the perfect time to raise awareness of your organization and the difference you're making with your Community Foundation of Broward grant.

The Foundation is able to award this grant because generous philanthropists have established personalized charitable funds here since 1984.

Our fundholders are not just donors; they are visionaries, leaders, entrepreneurs and doers who care about creating a better future. Proper recognition shows them the impact they're making, which increases the chance they'll support your organization again, and it's how we honor our commitment to each Fundholder's legacy.

MANDATORY REVIEW OF MATERIALS

Adherence to the following is mandatory. Failure to do so can result in a breach of your Grant Agreement and exclusion from future grant opportunities.

All promotional materials and communications related to your grant, including press releases, interior and exterior signage, invitations, announcements, programs, feature stories, blog posts, videos, and other public information, must be submitted to the Foundation for approval prior to print and distribution. Plan ahead and allow 3 to 5 days for review. Email materials to marketing@cfbroward.org.

FUND RECOGNITION

The Fund (or Funds) that supported your grant must be recognized exactly as listed in your Grant Agreement, using the language below.

"This event / project has been made possible by:" followed by the Community Foundation of Broward logo or the name of the supporting Fund.

"Support for this event / project has been made possible by the following funds at the Community Foundation of Broward:" followed by a list of the supporting Fund names.

FOUNDATION NAME RECOGNITION

Allowed:

- First reference, at the beginning of a sentence: The Community Foundation of Broward
- First reference, within a sentence: the Community Foundation of Broward
- Second reference: the Community Foundation
- Third reference and beyond: the Foundation

Never allowed:

Broward Community Foundation, Broward Foundation, Broward County Community Foundation, The Community Foundation of Broward County.

7.1 Grantee Communications Requirements Continued

LOGO FILES

Contact the Foundation to request digital logo files. Never copy logos, graphics, or banners used on our website. Logos should be used in their entirety, without separating elements.

SOCIAL MEDIA

The Foundation doesn't require prior approval of social media posts, but the following applies to posts related to grant-supported projects.

1. Always tag the Community Foundation of Broward in posts on all social media platforms. We're most often found using @CFBroward.

2. If the Foundation creates a post about your project, please share it on your own pages and timelines rather than recreating the content under your organization's name. We'll tag you whenever we can so you're notified. Recreating the post makes it impossible for us to track total reach, views, and engagement.

3. If the Foundation produces a video about your program, we'd love for you to share it, but please share our original post rather than downloading the video and posting it again on your own. Downloading strips out captioning and degrades HD quality, and a brand-new post also makes it impossible for us to track reach and engagement. Share our content and we're happy to pass along the data we collect.

GREAT PHOTO OP? LET US KNOW

Foundation staff often attend grantee events, and on occasion we may work with you to obtain professional photography or videography of an activity or program we have supported.

If you know of an opportunity for us to capture photos or video showing your grant-supported program creating an impact on the community, please let us know. A short heads-up email to the Foundation is all it takes for us to capture material we can use to further promote your work in our publications, on our website, in social media, or even at our events.

7.2 How We Review Your Materials (Traditional and AI)

The Community Foundation reviews every submitted piece, however it was produced, against the same core standards below, plus additional checks that apply specifically to AI-assisted work.

FOR EVERYTHING YOU SUBMIT

- **Accuracy**: every fact, statistic, date, program name, and location matches source documentation.
- **Appropriate acknowledgment**: the Foundation and/or the specific Fund(s) that support the grant are credited using the required language in Section 7.1.
- **Proper logo use**: the Foundation logo appears at the correct size, font, spacing, and color, per Section 3 of this manual.
- **Brand integrity**: the Foundation's logo must never be redrawn, regenerated, or "cleaned up" by an AI tool. Always place the Community Foundation of Broward logo into your designs manually; AI rarely redraws the Foundation logo correctly.
- **Verify everything**: never accept a date/time, dollar amount, statistic, program name, or location rewritten by an AI tool without verifying it against a source. Watch for AI "smoothing" that can change the meaning or accuracy of your information.
- **Authenticity of people and places**: AI-generated images may not depict, imply, or stand in for real beneficiaries, clients, donors, or program participants. If a piece implies "this is someone we served," it must be a real photo with documented consent or a licensed stock image.

WHAT SUBMITTING MEANS

These standards apply to all materials made using traditional graphic design tools and/or AI, including text generators, image generators, and AI-assisted design, that carry the Foundation's name, logo, or brand, or that describe grant-funded work. This covers materials produced by the Foundation, by grantees and/or submitted to the Foundation for review and approval.

By submitting materials to the Foundation for review, you are confirming that you have already completed the Pre-Submission Checklist in Section 7.4, including having a human reviewer, other than the drafter, check the material for accuracy, hallucinations, and distortions. You confirm that no AI-generated or modified image of a person is presented as a real beneficiary. You don't need to separately disclose whether AI was used in your design. Just complete the checklist before you submit, then send your materials to marketing@cfbroward.org as you normally would.

The Foundation may require revision or reject any material, traditionally produced or AI-assisted, that doesn't meet these standards, regardless of the tool used to produce it.

FAST TO CREATE, HARD TO FIX

While it's fast and easy to create designs with AI, recreating them is not. The Foundation has rejected designs where AI redrew our logo incorrectly, and nonprofits have had to start over because their AI tools couldn't reproduce the design the same way with only that one change corrected. This can create more work for grantees, who may need to completely redo an AI-generated design instead of making a simple edit and resubmitting, as they could with a traditionally produced design.

7.3 Using AI In Your Materials: What To Watch For

OUR GUIDING PRINCIPLE

AI can assist in creating the work. It cannot be responsible for the work. Any grantee publishing under the Community Foundation's name or grant support, remains fully responsible for every fact, image, representation, and claim it publishes, regardless of whether a staff member, contractor, Canva template, Photoshop tool, ChatGPT, or image generator produced it.

For a commercial brand, AI missteps are mostly a quality problem. For a nonprofit, they go straight to the things a nonprofit depends on most: trust, mission integrity, donor stewardship, and the dignity of the people its work describes.

BRAND & QUALITY CONTROL

Nonprofits often have many people producing materials who aren't communications professionals: program staff, development officers, volunteers, board members, event committees. AI lowers that barrier further: "I don't need Marketing, I'll just have AI make the flyer." The result is a dozen unofficial versions of the organization's brand circulating at once. This makes it difficult to ensure consistent branding across the organization.

ACCURACY & RELIABILITY

Small AI wording changes can quietly change meaning. "Applications close September 15" can become "September 25." "$2.3 million awarded through 47 grants" can become "$2.3 million awarded to 47 organizations," which is not the same claim. AI also tends to make language more confident than the source supports, turning a carefully qualified statistic into an unsupported impact claim. For grantees, this might look like a report claiming a program "served over 500 people" when the actual, verified number was closer to 300, a gap that can be hard to explain if it's ever checked against the data.

AUTHENTICITY, TRUST & MISSION

Picture an annual report photo of a smiling mother and child, captioned "Your support gives families like Maria's a brighter future," except there is no Maria; AI created her. Even with careful wording it can visually imply she's a real person the organization helped. For a nonprofit, credibility is currency. The real risk isn't whether the image looks good – it's what happens if your stakeholders find out the person wasn't real. Getting caught presenting a fake as real can undo years of trust with a single social media post or flyer.

7.3 Using AI In Your Materials: What To Watch For Continued

DIGNITY, REPRESENTATION & BIAS

Ask AI for "a struggling low-income family receiving assistance," and the model has to invent what that looks like, which is exactly where stereotypes enter, whether the subject is poverty, homelessness, disability, immigration status, or age. The goal isn't just avoiding a bad-looking image – it's making sure AI-assisted work doesn't reinforce the very biases and stereotypes nonprofits are working to dismantle.

LEGAL, PRIVACY & INTELLECTUAL PROPERTY

Staff often don't perceive typing into an AI tool as sharing information with an outside company. A development officer asking AI to "make this donor profile more emotional" may paste in real giving history. A program officer may upload a grant proposal containing client details. This matters because, in many cases, information entered into an AI tool can be used to train that tool, meaning private donor or client details could resurface, in some form, in results generated for someone entirely outside your organization. A policy has to cover what goes into these tools, not just what comes out.

GOVERNANCE, WORKFLOW & HUMAN OVERSIGHT

The hardest question is often simply: who "owns" AI at your organization? Communications, IT, Legal, everyone, no one? Without clear rules on approved tools, what may never be uploaded, who reviews AI-assisted output, and when disclosure is required, accountability disappears exactly when something can go wrong.

7.4 Pre-Submission Checklist

Before submitting promotional or collateral materials to the Community Foundation for review and approval, confirm each item listed.

- ☐ Brand elements match current guidelines for your organization and/or the Community Foundation of Broward.
- ☐ The Community Foundation and fund acknowledgment is correct.
- ☐ All logos are used correctly.
- ☐ Facts are verified against source documentation.
- ☐ A human reviewer, other than the drafter, has confirmed all data and elements in the submission.
- ☐ No confidential data was entered into AI tools.
- ☐ No AI imagery is presented as a real beneficiary.

8.1 Get In Touch

NEED MATERIALS APPROVED?

marketing@cfbroward.org

HAVE A QUESTION?

Kirk Englehardt
Vice President, Marketing and Communications
marketing@cfbroward.org

Katherine Agurcia
Director, Marketing and Events
marketing@cfbroward.org

GRANTS:

Grants Administration Manager
grants@cfbroward.org

WHERE TO FIND US:

Community Foundation of Broward
910 East Las Olas Boulevard, Suite 200, Fort Lauderdale, Florida 33301
954.761.9503 | cfbroward.org

We want your materials to look great and be as effective as possible. If you have any questions at all, please reach out. We're here to help.

COMMUNITY FOUNDATION OF BROWARD | LEAD with LOVE

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