



Branding Guidelines

The LIFE & LEGACY® logo is the cornerstone of the Harold Grinspoon Foundation's LIFE & LEGACY brand. Consistent use of this logo makes the brand more recognizable and strengthens our presence in the community.

The LIFE & LEGACY logo should be displayed prominently on every publication and communication that relates to your LEGACY-related program as well as on your website. On your website the logo should be hyperlinked to www.jewishlifelegacy.org.

The logo must always be reproduced from a digital master reference. It should never be redrawn or digitally manipulated. Master files are available in eps, jpeg, PDF and ai formats. These files can be downloaded from www.jewishlifelegacy.org.

- **The logo consists of three colors and must be used on a white or cream background** only to ensure maximum impact and accessibility (See LIFE & LEGACY Brand Identity Guide for the specific color palette).
- The tag line must always be used with the logo.
- A black and white version of the logo is available but should only be used when the entire printed piece is black and white.
- **To retain legibility, the minimum size for print is 2 inches wide.**
- To ensure the logo is away clearly reproduced and never obscured or compromised by other design elements, an area of clear space, equal to 1/4 of the size of the logo must surround it.
- Color Palette and Typography associated with the logo must be as outlined in the LIFE & LEGACY Brand Identity Guide.

LIFE & LEGACY Trademark and Logo

THE WORDMARK "LIFE & LEGACY" and the logo mark are registered trademarks of the Harold Grinspoon Foundation. We are pleased to allow our partner communities to use the trademark and logo for permitted uses, as described below.

Why use the LIFE & LEGACY Program Trademark?

We require our partnering communities to consistently use our word mark and logo mark during the term of our partnership to:

- To let community members know that the Harold Grinspoon Foundation is providing resources to promote legacy giving in your community.
- Encourage a connection between local organization legacy efforts and HGF.
- To identify those select communities who are partnering with HGF to integrate legacy giving into their philanthropic culture.

Goods and Services Covered by the Trademarks

The word mark, "LIFE & LEGACY" and the logo mark "LIFE & LEGACY" are registered trademarks of the LIFE & LEGACY program which is a partnership program that assists communities across North America to promote after-lifetime giving to benefit local Jewish day schools, synagogues, social service organizations and other Jewish entities.

The registered trademarks relate to all aspects of the program including training sessions, PowerPoint presentations, incentive grants, printed products, electronic communication, brochures and other materials providing information about and relating to your legacy program.

As a partnering community, you are a licensee authorized to use the word mark and logo mark exclusively for communications connected to LIFE & LEGACY program as described below.

Usage Rules

- **Capitalization** - in the word mark, "LIFE & LEGACY," capitalize all the letters and use the ampersand for "and". The word mark appears as follows: LIFE & LEGACY.
- **Trademark symbol** - include the registered symbol with the word mark the first time " LIFE & LEGACY" is mentioned in a communication. It should appear as **LIFE & LEGACY®**.
- **Naming Your Community** -- To name the LIFE & LEGACY program in your community, the following must be applied.
 - Do not combine your organization's name with LIFE & LEGACY. (EXAMPLE: Improper usage would be "JFOX **LIFE & LEGACY®**" while proper usage would be " **LIFE & LEGACY®** and JFOX" or " **LIFE & LEGACY®** at the JFOX.")
 - Do not use the word mark in a way that can be interpreted to mean LIFE & LEGACY is a program of your organization. (EXAMPLE: Improper usage would be " **LIFE & LEGACY®** of JFOX" or "JFOX's **LIFE & LEGACY®**" while proper usage would be " **LIFE & LEGACY®** and JFOX" or **LIFE & LEGACY®**" at the JFOX.")

If you have questions about this policy, please contact your HGF Legacy Community Consultant or Arlene D. Schiff, National Director, LIFE & LEGACY by calling 413-276-0784 or by sending e-mail to arlene@hgf.org.