

UK COMMUNITY FOUNDATIONS: STRENGTHENING A NATIONAL POSITIONING



The executive team agreed to develop a new identity based on a 'flourishing shoot' symbol, plus growth imagery to support the new positioning

4,460
active donors

The Community Foundation Network (as it was known) is one of the UK's leading charitable associations, representing at a national level fifty-five regional Community Foundations. Each Foundation supports social improvement through the application of 'community philanthropy': helping people and companies invest money, time and skills in their communities, whilst also developing grant and investment programmes at national, regional and local levels.

With over 4,460 active donors, more than £309m in endowed funds and £52.1m distributed in grants, by any measure CFN was a highly successful charity... except that it had a problem with both awareness and understanding. Research by our consultants revealed that stakeholders:

- found the concept of 'community philanthropy' difficult to grasp and, therefore, struggled to come to terms with what CFN 'did';
- did not appreciate CFN's national – nor international – role;
- found its image neither reflected an integrated organisation, nor communicated the end benefits of its work.

Whilst this was partially due to the local strength of its members' brands, a significant factor was also CFN's history of low investment in its own. Keen to make a major 'step-change' in profile, the executive team agreed to our recommendations to:

- re-focus communications around the simple idea of 'Helping build thriving communities': the end-benefit of everything they and their Foundations do;
- change name to reflect more readily CFN's national, integrated role. ('Network' carrying negative associations of 'affiliation');
- develop a new identity based on a 'flourishing shoot' symbol, plus growth imagery to support the new positioning;
- create a new strap-line – 'For thriving communities' – to re-enforce that idea at all points of contact.



our name & visual identity...

The decision to evolve our name to UK Community Foundations and adopt a new visual identity stems directly from the thinking outlined in the previous pages. We want to link ourselves more closely to our Community Foundations – in both name and image – as well as to speak 'as one' with you.

Our old name – Community Foundation Network – was felt by many of our members to fail to reflect accurately what we do, especially through the use of the word 'Network', which implied more of an 'affiliation' than close knit movement. Our old logo and identity support the idea of close integration, not 'being connected' with the image associations of 'networking', 'flourishing', 'growth', 'energy' and 'colour'.

We believe our new name and visual identity support our new positioning more effectively, whilst being so clearly – in both spirit and tone – with our local Community Foundations.

But if this is to work effectively, we need to ensure that our message and supporting messages are used consistently and cohesively, because only then will they begin to build the levels of awareness and understanding from which we can all benefit – both as an organisation and as one of us.

To do this, we have selected a range of typefaces that support our new name and visual identity. The Bliss font family has a contemporary appearance and is easy to read. The range offers scope for typographic design and enables us to create a distinctive house style.

Our colours are an integral component in our visual identity system. Consistent and accurate reproduction of our colour palette is essential to maintain the high quality appearance of our identity.

Primary colours
Purple and green are our primary corporate colours and should feature prominently across all our applications.

Complementary colours
An additional five colours have been selected to complement our primary colours. These are used to add richness and extend the scope and variety of colour and mood.



our colour palette

our typefaces

Bliss
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Communications were re-focused around the simple idea of 'Helping build thriving communities': the end-benefit of everything they and their Foundations do

In addition to all branded items, we designed a new web-site, plus 'Marketing & Communications Tool-kit' for use by local Community Foundations to ensure consistency of narrative and message across the movement. This was further supported by guidelines that give direction on how the UKCF brand should endorse each local member Foundation.

£52.1m
distributed in grants

for thriving
COMMUNITIES

