

Catholic Future Foundation (CFF) Brand Guidelines

1. Brand Overview

Mission Statement

The Catholic Future Foundation of Northeast Nebraska, with Catholic values at the forefront, professionally manages, stewards and invites investment into our northeast Nebraska parishes, schools and ministries, giving all members unique opportunities to positively impact the future of the Church and transform lives.

Vision Statement

To be the trusted foundation for faith-driven philanthropy, fostering a future where Catholic communities are financially strong and spiritually vibrant.

Core Values

- **Stewardship** – We responsibly manage and grow funds to sustain Catholic parishes, schools and ministries, ensuring financial resources are invested ethically and effectively.
- **Faith-Driven Integrity** – Guided by Catholic values, we uphold the highest standards of honesty, accountability and ethical investment practices.
- **Transparency & Trust** – We provide professional oversight and clear reporting, fostering confidence in our financial stewardship.
- **Community Commitment** – We connect donors with meaningful opportunities to support parishes, schools and ministries, strengthening the Catholic faith and our community.
- **Sustainability & Growth** – We focus on long-term financial strategies that build thriving, enduring Catholic institutions.

2. Logo Usage

Primary Logo

- The official Catholic Future Foundation logo should always be used in its original forms, as provided below.
- Approved variations include full-color and black & white.
- Maintain clear space around the logo to ensure visibility and impact.

Logo Misuse

- Do not stretch, distort or alter the proportions of the logo.
- Do not change the colors or apply effects (e.g., shadows, gradients, etc.).
- Do not place the logo on a cluttered background that reduces legibility (e.g. over a photo, etc.).

Logo Clear Space

To maintain legibility and impact, the Catholic Future Foundation logo must always have a minimum of **½ inch** of blank space surrounding it on all sides. This clear space should remain free of text, images, borders, or other design elements. For smaller-scale applications (such as business cards or digital icons), the clear space may be reduced proportionally but should never be less than **¼ inch**.

Vertical / Square Version



Catholic Future
FOUNDATION
of Northeast Nebraska



Catholic Future
FOUNDATION
of Northeast Nebraska

Icon Only



Horizontal Version



Catholic Future Foundation
of Northeast Nebraska



Catholic Future Foundation
of Northeast Nebraska

3. Color Palette

Primary Colors

- **Faith Blue:** #5380B7 (RGB: 83, 128, 183 | CMYK: 68, 39, 2, 1)
- **Value Navy:** #3F5D82 (RGB: 63, 93, 130 | CMYK: 82, 56, 17, 10)
- **Legacy Gray:** #A6A6A6 (RGB: 166, 166, 166 | CMYK: 33, 27, 24, 0)

Faith Blue



Value Navy



Legacy Gray



Secondary Colors

- **Mission White:** #FFFFFF (RGB: 255, 255, 255 | CMYK: 0, 0, 0, 0)
- **Community Green:** #91C155 (RGB: 145, 193, 85 | CMYK: 43, 2, 84, 2)

Community Green



These colors should be used consistently across all materials to reinforce brand identity.

4. Typography

Primary Font (Print & Digital)

- **Headline Font:** Montserrat (Sans-Serif) – Used for titles and key messages.
- **Body Text Font:** Montserrat (Sans-Serif) – Used for readability in paragraphs.

Use consistent font styles for a professional and unified look.

Montserrat Font:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

5. Imagery & Graphics

Photography Style

- Warm, authentic images of people engaged in faith and philanthropy.
- Catholic churches, schools, ministries and community engagement.
- When applicable, avoid overly posed or generic stock images.

Iconography

- Icons should be simple, clean and aligned with CFF's mission (e.g., crosses, hands, growth symbols, etc.).
- Avoid complex or overly decorative graphics.

6. Voice & Tone

Brand Voice

- Professional, warm and faith-driven.
- Confident and trustworthy, reflecting CFF's leadership in financial stewardship.
- Engaging and inspiring to encourage donor involvement.

Tone Guidelines

- **Formal** for financial reports and official documents.
- **Conversational** for social media, donor engagement and newsletters, etc.
- **Inspirational and visionary** for storytelling and fundraising appeals.

Key Messages & Taglines

- "Building a Future for Catholic Communities."
- "Your Faith. Your Legacy. Our Mission."
- "Investing in the Future of Catholic Education and Ministries."

7. Applications & Examples

Business Collateral

- Official letterhead and email signatures should feature the CFF logo and color palette.
- Business cards should use CFF's typography and colors for a professional appearance.

Digital Presence

- Website and social media graphics should maintain brand consistency.
- Email templates should align with brand fonts and color guidelines.

Promotional Materials

- Brochures, banners and event materials should incorporate CFF's branding elements.
- Consistency in design reinforces credibility and recognition.