

LEAVE A LEGACY®

Make a Difference in the Lives that Follow

Graphic Standards & Usage Manual

July 2003

LEAVE A LEGACY® is the public awareness campaign
sponsored by

National Committee on Planned Giving®
233 McCrea Street • Indianapolis, IN 46225
Tel: (317) 269-6274 Fax: (317) 269-6276
www.ncpg.org • www.leavealegacy.org

PURPOSE

The Graphic Standards and Usage Manual is designed to:

- Provide clear and consistent standards for the use of the LEAVE A LEGACY[®] program name and sunrise design trademarks by the National Committee on Planned Giving[®] (NCPG), its member planned giving councils, local LEAVE A LEGACY[®] programs and their partners.
- Balance the desire to tailor the LEAVE A LEGACY[®] program to the local community with the need to promote a consistent image and message.

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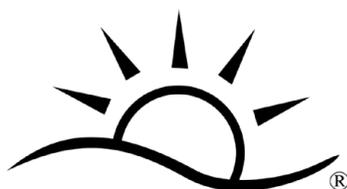
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LOGO AND TAG LINE USAGE

1. Sunrise mark without words—black and white usage

The registered LEAVE A LEGACY[®] “mark” is a graphic depiction of a sunrise, exactly as it is shown below. The sunrise mark may be used only as displayed below. The size of the sunrise mark may be increased or decreased as necessary. However, it cannot be modified in any other way, including cropping. The ® symbol must be placed in the lower right-hand corner as shown.



2. Sunrise mark without program name—color usage

The LEAVE A LEGACY[®] logo colors are green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors. The ® symbol must be placed in the lower right-hand corner as shown.



Sunrise mark and LEAVE A LEGACY® program name—color usage

The words “LEAVE A LEGACY®” are centered under the sunrise mark. The typeface is Times New Roman, bold font in all capital letters. The ® symbol immediately must follow the word “LEGACY” and should be set superscript next to the “Y.” The words must be in the same relationship to the sunrise as shown.

The size of the combined LEAVE A LEGACY® and sunrise mark may be increased or decreased as necessary. However, the mark cannot be modified in any other way, e.g., by cropping.

Sunrise mark and program name in same color:



Sunrise mark in color/program name in black:



Sunrise mark in yellow/program name in contrasting color:



The sunrise mark may be used only as displayed in the examples above.

The LEAVE A LEGACY® logo colors are green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors. All parts of the sunrise mark must be one color. The sunrise mark must be the same color as the words, unless the words are black or the sun is yellow as shown.

Examples of incorrect color depictions of sunrise mark and program name:



4. Sunrise mark and LEAVE A LEGACY® program name—reverse layout



The sunrise mark and LEAVE A LEGACY® words may be reversed from a solid background of black or one of the LEAVE A LEGACY® logo colors: green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors.

5. LEAVE A LEGACY® program name—general usage

In ALL uses, the name of the program should appear in all capital letters. In text, it may appear in the same typeface as the rest of the document. The ® symbol is in the superscript position immediately following the word “LEGACY.” In text, when the superscript ® symbol is used with the first appearance of the program name, it need not be used with subsequent references to the name. The ® symbol should always be used when the program name appears in headings, tables and captions.

The phrase LEAVE A LEGACY® should never be split between two lines of text.

When the words “LEAVE A LEGACY®” are used in text, the word “program” should follow them:

- The LEAVE A LEGACY® program
- LEAVE A LEGACY® program of Western Washington
- LEAVE A LEGACY® of Western Washington program

6. LEAVE A LEGACY® tag line usage

The official LEAVE A LEGACY® tag line is “Make a Difference in the Lives that Follow.” A tag line is any phrase that is used repeatedly to promote the sense of the brand. If a program uses such a phrase in conjunction with sunrise mark and/or program name, it must use the official tag line.



Make a Difference in the Lives that Follow



*Make a Difference
in the Lives that Follow*

If the phrase “make a difference in the lives that follow” is used in text, there are no restrictions for presentation. If it is used as a headline or footer on an ad, brochure, web page, etc., it must appear in title case.

GRAPHIC ELEMENTS

1. LEAVE A LEGACY® campaign typefaces

NCPG provides camera-ready logos in both print and electronic formats. These versions should be used wherever the LEAVE A LEGACY® logo appears. Programs should not attempt to construct their own logos using typefaces that appear to match the camera-ready versions.

In text, the name of the program may appear in the same typeface used for the surrounding text provided that it appears in all capital letters and that the superscript ® appears immediately after the “Y.”

2. LEAVE A LEGACY® color palette

The LEAVE A LEGACY® logo colors are green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors.

LOCAL CAMPAIGN CUSTOMIZATION

When a program adopts a local name, the trademark symbol should be included after the word “LEGACY” as follows: LEAVE A LEGACY® Minnesota, Bay Area LEAVE A LEGACY®.

A geographical designation may be added before, after, above or below the sunrise mark and program name, provided the program name is in all capital letters and the superscript ® symbol immediately follows the word LEGACY. There is no requirement that the local designation be in capital letters or in any particular typeface.

Correct



Greater Midwest



Incorrect



Geographical designation program names cannot alter nor invade the logo. Examples of invasion include placing the program name:

1. Inside the sun
2. Under the curved horizon line
3. On the rays of the sun

WEB SITE USAGE

As long as the logo trademark and color standards are followed, the logo may be screened for artistic elements such as wallpaper.

Unacceptable logo treatments include animation, shadowing, or colors outside of the approved color palette.

BROADCAST USAGE

If the phrase LEAVE A LEGACY® is used, it must be followed by the standards for usage of the program name. The official tag line, “make a difference in the lives that follow,” should be used in broadcast promotions to convey the sense of the brand.

NCPG strongly discourages using the phrase “leave a legacy” in broadcast usage unless it is referring to the LEAVE A LEGACY® program.

ADVERTISING GUIDELINES

1. Usage standards for print and broadcast materials produced by NCPG

The name and contact information for a local LEAVE A LEGACY[®] program may be added to print and broadcast materials produced by NCPG for the purpose of customization. This is the only alteration that may be made to NCPG-produced advertising materials.

The name and contact information for individual LEAVE A LEGACY[®] partners may NOT be placed on print or in broadcast materials. However, partners may acknowledge their involvement in the LEAVE A LEGACY[®] program in the text of their publication, using phrases such as:

- [Partner organization] is a proud partner of the LEAVE A LEGACY[®] program.
- [Partner organization] is proud to participate in the LEAVE A LEGACY[®] program.

Local LEAVE A LEGACY[®] programs and partners may develop news releases and other public relations materials based on the NCPG campaign, but featuring local donors.

Partner organizations may NOT insert their own donor names or stories into LEAVE A LEGACY[®] print or broadcast materials produced by NCPG, and they may not duplicate the NCPG ads using their own donors.

Local partners are encouraged to feature their participation in the LEAVE A LEGACY[®] program in their own advertisements by adding the logo and phrases like those above.

2. Usage standards for print and broadcast materials produced by corporate and nonprofit partners

Corporations and nonprofit partners that provide funding for local LEAVE A LEGACY[®] activities may wish to feature their sponsorship of the program in their own advertising. Corporate and nonprofit sponsors/partners may use the logo and the following language in their own ads:

- [Partner organization name] is a proud sponsor of the LEAVE A LEGACY[®] program.
- or
- [Partner organization name] is proud to underwrite the LEAVE A LEGACY[®] program.

The following language should not be used by corporate sponsors:

LEAVE A LEGACY[®] is sponsored by [Partner organization name].

FREQUENTLY ASKED QUESTIONS

Q: *If in a letter to a potential donor I write, “I hope you will take advantage of this opportunity to leave a legacy for future generations,” will I be infringing on the trademark because I have not capitalized the letters and ended the phrase with a registration mark?*

A: Generally, the answer is no. In such instances the term is not capitalized because it is not a reference to the LEAVE A LEGACY® program. NCPG strongly recommends that generic use of the term in this manner be minimized to reduce confusion. The words “leave a legacy” should never be used to refer to any other program, service or product.

Q: *Our group has already been conducting a LEAVE A LEGACY® program and has developed printed materials that do not comply with these guidelines. How will we be affected?*

A: LEAVE A LEGACY® programs started on or after August 1, 2003, must comply with these standards immediately. Programs started before August 1, 2003, should plan to bring their materials into compliance with the standards by December 31, 2003. Starting January 1, 2004, NCPG will insist on strict compliance with these standards to protect the LEAVE A LEGACY® trademark.

If your program has questions about logo compliance, we are happy to review materials in advance of program deadlines.

Q: *Why must the word “program” be used in text after “LEAVE A LEGACY®”?*

A: This is standard trademark usage. A trademark identifies the *source* of services or goods; it is not appropriate to use a trademark to identify or describe the services or goods themselves. The LEAVE A LEGACY® trademark is registered only in conjunction with the activities of NCPG’s public awareness campaign.

Q: *If a check is made out to our program, must the requirements of the trademark be reflected on the pay to the order of line?*

A: No.

Q: *If the name of the program is first correctly mentioned with respect to the requirements of the trademark, can the program thereafter be referred to as simply “LAL” without violating the trademark requirements?*

A: The abbreviation “LAL” should not be used in material or correspondence, including informal communications that are internal to the LEAVE A LEGACY® program. The full program name should always be used.

Q: *Do the usage standards apply to a document such as a newspaper article?*

A: Yes, although it is sometimes impossible to control how the name appears in print. Journalists take their cues from how they see the trademark used in official written documents from an organization, as well as how someone from an organization refers to it when they are speaking to the journalist. That is partly why we take pains to encourage consistent logo use from the organizations that are communicating about the LEAVE A LEGACY® program.

Q: *May our program enhance the words LEAVE A LEGACY® with Word Art, 3-D lettering or other graphic elements?*

A: No.

Q: *Must we insist that the LEAVE A LEGACY® name be capitalized in e-mail addresses and web URLs?*

A: No.

WHOM TO CONTACT WITH QUESTIONS

If you have questions regarding the correct usage of the LEAVE A LEGACY® logo, or would like to request review of logo usage in print or electronic publications, please contact:

LEAVE A LEGACY® Director
National Committee on Planned Giving
233 McCrea St., Suite 400
Indianapolis, IN 46225
Phone: (317) 269-6274 Fax: (317) 269-6268
E-mail: leavealegacy@ncpg.org