

Brand Guidelines



UPDATED NOVEMBER 2025

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Section 1.0

Our Promise

Section 1.1

Introduction

The Field Foundation brand is designed to reflect who we are and what we stand for – a private, independent foundation supporting community power building. Much more than a logo, it serves as an ideological and visual framework that unifies our purpose. When thoughtfully applied, our brand illustrates the Field Foundation's historic dedication to the promise of Chicago.

These guidelines outline how the Field Foundation identity can and should be used by everyone who touches the brand.

Section 1.1

Introduction

The Field Foundation is a private, independent foundation that supports community power building through strategic investments in arts and culture, civic infrastructure, journalism and storytelling, local leaders, and organizers.

We have been dedicated to the promise of Chicago since 1960.

Section 1.2

Vision, Mission and Values

Our Vision

Our ultimate aspiration for the change we want to see in the world.

Our Mission

Our path to fulfilling our purpose and realizing our vision.

Our Values

Our organization's primary function or reason for existence.

VISION

We seek to catalyze community transformation through strategic philanthropic investments.

MISSION

Investing in arts and culture, civic infrastructure, journalism and storytelling, local leaders and organizers news to support community power building in Chicago.

VALUES

Our core values of service and impact define who we are, shape our interactions with stakeholders, and guide our strategy and actions:

Service: We prioritize community wellbeing and serve with a commitment to trust, transparency, respect, equity, and kindness.

Impact: We serve as a strategic partner, operating with mutual accountability for community-defined goals and driving positive, measurable results.

Section 1.3

Tagline

Tagline

Dedicated to the promise of Chicago is our tagline and should be only used with supplied artwork – unless in the written form of body copy. The tagline can be shown on one, two, or three lines, each with artwork files available. The tagline can be shown in all brand colors, however FF Green, FF white and FF black are the primary colors to use.

Please contact the communications team to access tagline artwork files.

Dedicated
to the promise
of Chicago

Dedicated to the
promise of Chicago

Dedicated to the promise of Chicago

Section 2.0

Logo System

Section 2.1

Icon

Icon

The FF icon is a time-tested symbol of the Field Foundation and is the most prominent visual of the organization. It serves as an abbreviated version of the logo, and is used in scenarios where the full logo is not able to be used. Necessary usage may include favicons, profile pictures or any small-scale application in which the primary logo would be rendered illegibly. It can also be used for more creative purposes, utilizing the icon to deliver messages, concepts and other various means to communicate the brand.



Section 2.2

Logo

Logo

The primary expression and representation of the Field foundation brand. The following pages outline proper usage of the logo.



Field
Foundation

Section 2.3

Logo Lockups

Primary Lockup

This is the primary logo lockup. It should be the preferred choice for every application.

Secondary Lockup

The Secondary lockup is more horizontal in nature and should be utilized where vertical space is limited. Examples of usage include web applications, digital needs, sponsorships, and promotional items such as writing pens and pencils.

Equity and Integrity Seal

The Field Foundation seal should be used sparingly and reserved for special case scenarios. Its intention is to deliver the message of Equity and Integrity as a seal of approval by the organization.

PRIMARY LOCKUP



SECONDARY LOCKUP



EQUITY AND INTEGRITY SEAL



Section 2.4

Logo Clear Space and Minimum Size

Clear Space

In order to maximize the logo's visibility, impact and integrity, an adequate perimeter of space should buffer it from all other graphic elements or borders.

X is a uniform square drawn from the top of the FF to the bottom of the cross stroke. This unit of measure is used to determine the proper amount of clear space around the lockup.

Minimum Size

These are the minimum sizes that the logo should be reproduced at on screen and in print. This limitation ensures that the logo remains legible across every application.

CLEAR SPACE



MINIMUM SIZE

Digital 25px tall



Print 0.25in tall



Section 2.5

Logo Color Variations

Primary Logo (Green)

The preferred option for every application.

Dark Green Logo

An alternate coloring of the logo, to be used very sparingly for more formal applications.

Tan Logo

An alternate coloring of the logo, to be used very sparingly for more formal applications.

Black Logo

Only to be used for applications that are limited to a grayscale or black palette.

PRIMARY LOGO (GREEN)



DARK GREEN LOGO



TAN LOGO



BLACK LOGO



Section 2.5

Logo Color Variations

Primary Reversed Logo (on Green)

The preferred option for every application.

Reversed Logo on Dark Green

An alternate coloring of the logo, to be used very sparingly for more formal applications.

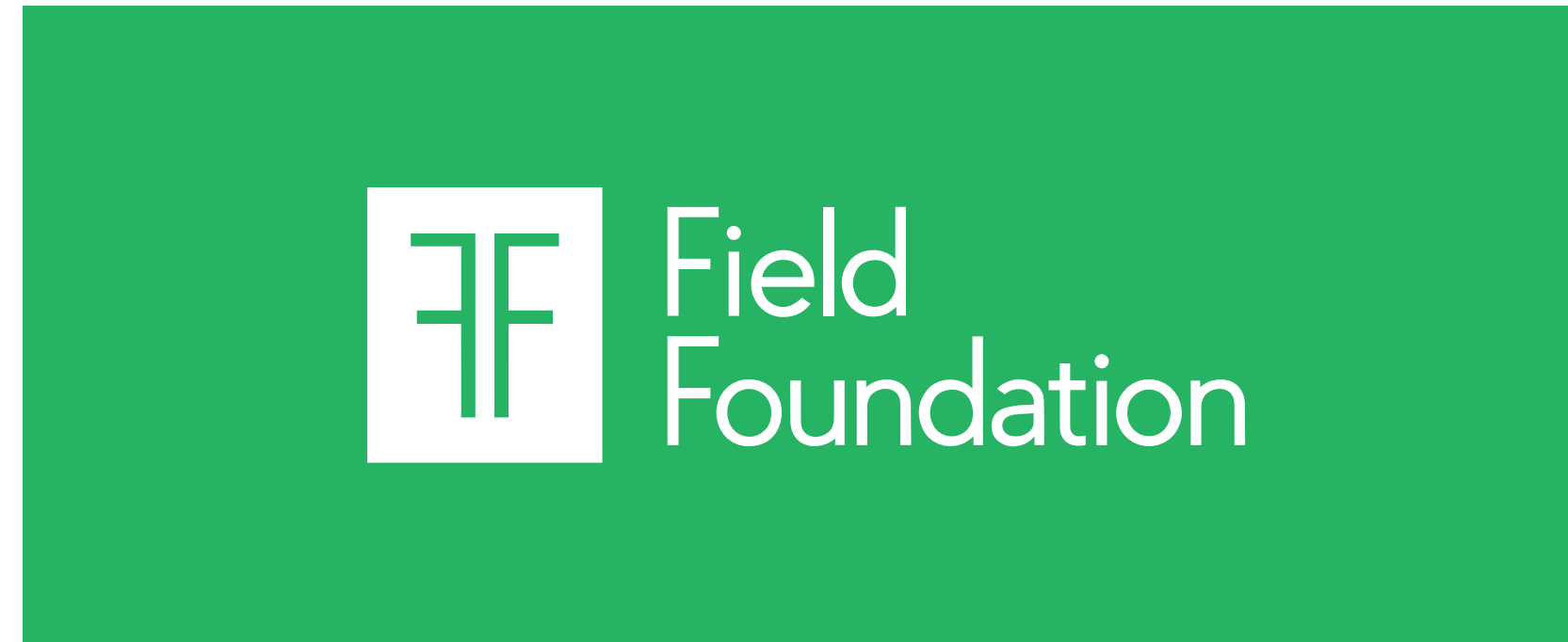
Reversed Logo on Tan

An alternate coloring of the logo, to be used very sparingly for more formal applications.

Reversed Logo on Black

Only to be used for applications that are limited to a black palette.

REVERSED PRIMARY LOGO (ON GREEN)



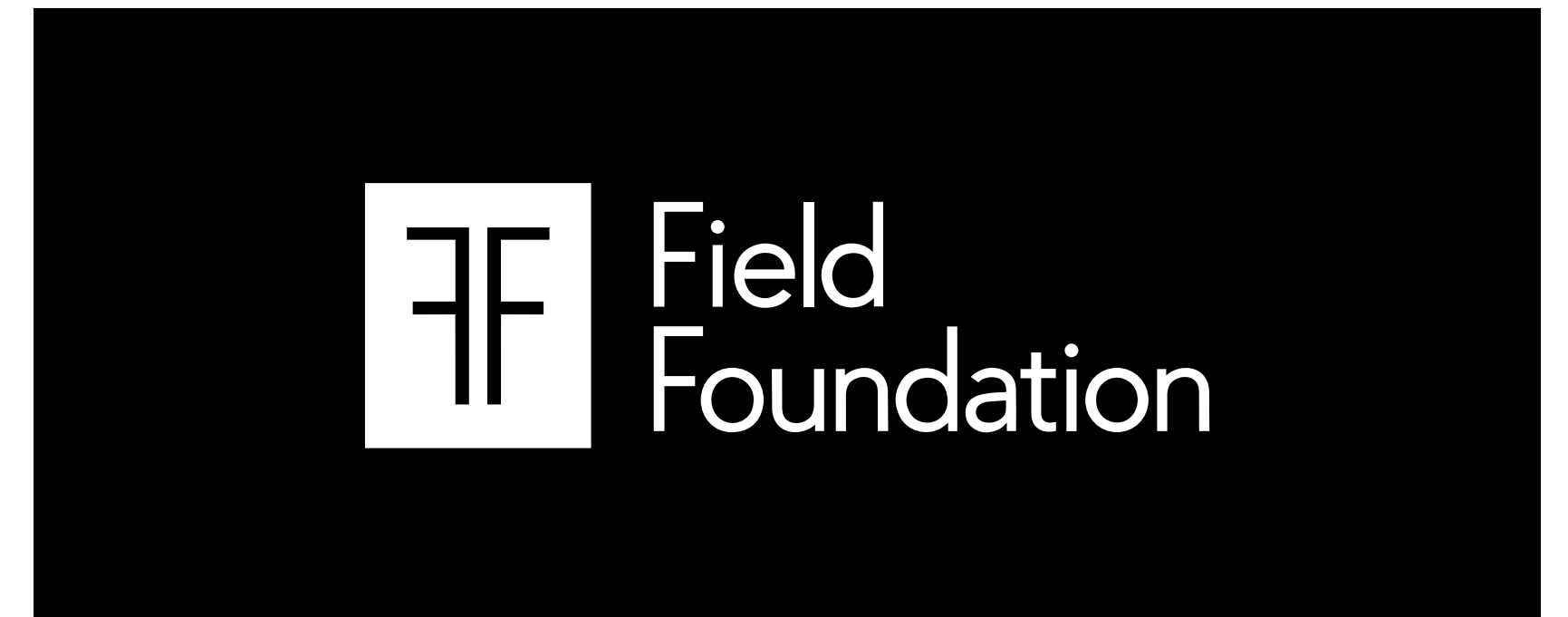
REVERSED LOGO ON DARK GREEN



REVERSED LOG ON TAN



REVERSED LOGO ON BLACK



Section 2.6

Logo Misuse

Logo Misuse

It is critical that our logo be used consistently across all applications. Abide by these rules to protect its visual integrity and maintain a unified brand.

DO NOT
ISOLATE LOGO ELEMENTS



DO NOT
ISOLATE LOGO ELEMENTS



DO NOT
USE UNAPPROVED LOCKUPS



DO NOT
ALTER THE SCALE OF ELEMENTS



DO NOT
USE UNAPPROVED COLOR VARIATIONS



DO NOT
INTRODUCE NEW ELEMENTS



DO NOT
ROTATE OR FLIP



DO NOT
STRETCH OR DISTORT



DO NOT
TYPESET WITH OTHER FONTS



DO NOT
CREATE OUTLINES



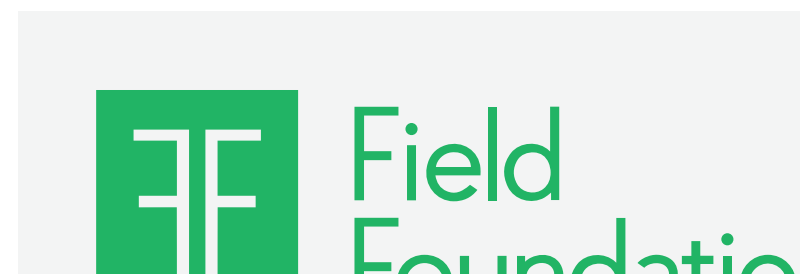
DO NOT
USE ADDED EFFECTS



DO NOT
REDUCE OPACITY



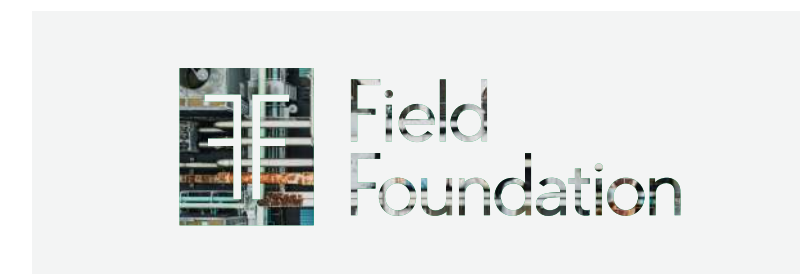
DO NOT
CROP OR OVERLAP



DO NOT
USE AS A PATTERN



DO NOT
USE AS A MASK



DO NOT
USE ON BUSY BACKGROUNDS



Section 3.0

Brand System

Section 3.1

Color Palette

Primary Palette

FF Green, FF Dark Green, FF Tan, FF Black and FF White make up Field Foundation’s distinctive palette. FF Green is the Primary color that should be used with a majority of applications. FF Dark Green and FF Tan should be used to add dimension to the primary green, as a highlight, or to create aesthetics specific to creating a different feel or attitude – such as a more formal invitation. Black serves a more functional role. And, embracing ample FF White space is critical to the achieving the crisp, open and inviting nature of the Field Foundation brand.

FF Navy is a special use color that should be use sparingly and only for special occasions or to portray certain aesthetics.

*These colors should always be used at 100% opacity, and should never be tinted or made transparent.

PRIMARY PALETTE

<h3>FF Green</h3> <table border="0"> <tr><td>PMS</td><td>PMS 361</td></tr> <tr><td>HEX</td><td>26B464</td></tr> <tr><td>RGB</td><td>38 180 100</td></tr> <tr><td>CMYK</td><td>79 0 44 29</td></tr> </table>	PMS	PMS 361	HEX	26B464	RGB	38 180 100	CMYK	79 0 44 29	<h3>FF Dark Green</h3> <table border="0"> <tr><td>PMS</td><td>PMS 7483</td></tr> <tr><td>HEX</td><td>074835</td></tr> <tr><td>RGB</td><td>7 72 53</td></tr> <tr><td>CMYK</td><td>90 0 26 72</td></tr> </table>	PMS	PMS 7483	HEX	074835	RGB	7 72 53	CMYK	90 0 26 72	<h3>FF Tan</h3> <table border="0"> <tr><td>PMS</td><td>PMS 402</td></tr> <tr><td>HEX</td><td>889183</td></tr> <tr><td>RGB</td><td>136 145 131</td></tr> <tr><td>CMYK</td><td>6 0 10 43</td></tr> </table>	PMS	PMS 402	HEX	889183	RGB	136 145 131	CMYK	6 0 10 43	<h3>FF Black</h3> <table border="0"> <tr><td>PMS</td><td>PMS BLACK</td></tr> <tr><td>HEX</td><td>000000</td></tr> <tr><td>RGB</td><td>0 0 0</td></tr> <tr><td>CMYK</td><td>0 0 0 100</td></tr> </table>	PMS	PMS BLACK	HEX	000000	RGB	0 0 0	CMYK	0 0 0 100
PMS	PMS 361																																		
HEX	26B464																																		
RGB	38 180 100																																		
CMYK	79 0 44 29																																		
PMS	PMS 7483																																		
HEX	074835																																		
RGB	7 72 53																																		
CMYK	90 0 26 72																																		
PMS	PMS 402																																		
HEX	889183																																		
RGB	136 145 131																																		
CMYK	6 0 10 43																																		
PMS	PMS BLACK																																		
HEX	000000																																		
RGB	0 0 0																																		
CMYK	0 0 0 100																																		

<h3>FF White</h3> <table border="0"> <tr><td>PMS</td><td>XX</td></tr> <tr><td>HEX</td><td>FFFFFF</td></tr> <tr><td>RGB</td><td>255 255 255</td></tr> <tr><td>CMYK</td><td>0 0 0 0</td></tr> </table>	PMS	XX	HEX	FFFFFF	RGB	255 255 255	CMYK	0 0 0 0
PMS	XX							
HEX	FFFFFF							
RGB	255 255 255							
CMYK	0 0 0 0							

<h3>FF Navy</h3> <table border="0"> <tr><td>PMS</td><td>PMS 2955</td></tr> <tr><td>HEX</td><td>003366</td></tr> <tr><td>RGB</td><td>0 56 101</td></tr> <tr><td>CMYK</td><td>100 45 0 60</td></tr> </table>	PMS	PMS 2955	HEX	003366	RGB	0 56 101	CMYK	100 45 0 60
PMS	PMS 2955							
HEX	003366							
RGB	0 56 101							
CMYK	100 45 0 60							

Section 3.2

Typography

Headline Typeface

Gatch is used specifically for display headlines. Semibold is the primary weight, however all weights from Hairline to Bold can be used depending on the usage and scenarios any functional reasons or production limitations.

Primary Brand Typeface

Articulate CF is the primary typeface, used for almost everything, from some headlines to body copy. In most instances, Light is the preferred weight. Extra Light and Thin can be utilized for very large scale headlines. Regular and Medium can be used sparingly to create emphasis and hierarchy.

HEADLINE TYPEFACE

Gatch

Hairline

Extra Light

Light

Regular

Medium

Semibold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#%^&- = +

PRIMARY BRAND TYPEFACE (ADOBE)

Articulat CF

Thin

Extra Light

Light

Regular

Medium

*Thin Italic**Extra Light Italic**Light Italic**Regular Italic**Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#%^&- = +

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**0123456789 .,:;()[]<>/!?'@#%^&- = +*

Section 3.2

Typography

Website Primary Typeface

Gatch Variable is the primary website font for headlines, subheads and other typography utilized to establish heirarchy and visual interest.

Website Secondary Typeface

Poppins is the secondary website typeface, used for body text, navigation, buttons / links and captions / descriptions. Weights allowed are; Regular for long multi-column lists and typically only used on greens; Medium for body copy, header navigation, section navigation links; and Semibold for breadcrumbs, person info (title, organization), buttons, letter-spaced all-caps titles.

WEBSITE PRIMARY TYPEFACE

Gatch Variable

Weights: Gatch is a variable font, the website uses a variety of weights between 200 and 500 in increments of 50. The simplest way to explain when to change weight is; font size go up, weight go down. The following are weights that can be used: **200, 250, 300, 350, 400, 420, 450, 500**

Variable font setting:

WDIA: 50 – Width of diagonals – (A, K, M, N, V, W)

WDRD: 100 – Width of rounds – (C, D, G, O, Q)

WDST: 50 – Width of straights – (B, E, F, H, L, P, R, T, U)

WEBSITE SECONDARY TYPEFACE

Poppins

Regular

Medium

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#\$\$%^&- = +

Section 3.3

Safe Typography

Headline Safe Typeface

Tenorite is a safe backup option for Gatch that is supported universally across operating systems and web. It should be used very sparingly in instances where Gatch isn't supported, like as a fallback option for email signatures or newsletters.

Primary Safe Brand Typeface

Articulate CF is also the primary safe typeface, used for almost everything, from some headlines to body copy. In most instances, Light is the preferred weight. Extra Light and Thin can be utilized for very large scale headlines. Regular and Medium can be used sparingly to create emphasis and hierarchy.

HEADLINE SAFE TYPEFACE (MICROSOFT)

Tenorite**Regular***Regular Italic***Bold*****Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#\$\$%^&- = +

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#\$\$%^&- = +

PRIMARY SAFE BRAND TYPEFACE (ADOBE)

Articulat CF

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#\$\$%^&- = +

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:;()[]<>/!?'@#\$\$%^&- = +

Section 3.4

Photography Style

Photography Style

Photography is a critical brand asset in telling stories about Field Foundation efforts, initiatives, and those involved.

Photography in general should typically be from a documentary approach unless a specific scenario requires otherwise. Imagery should be candid, natural, action-oriented, and feel authentic in nature.

Imagery should have a bright overall aesthetic in order to achieve a positive perspective and emotion when telling a story. Photography can be full-color or black-and-white. Full-color imagery should be slightly desaturated to cast a natural light, authentically atmospheric tone.



Section 4.0

Application Examples

Section 4.1

Powerpoint

Powerpoint Templates

Powerpoint presentations should be simple, with minimal copy and supportive imagery.

Please contact the marketing team to access template files.

Community Investment Collaboration

February 11, 2025



Leadership & Growth Looking Ahead to FY2026 Field Foundation Convenings Utilizing Our Brand



Community Investment Collaboration February 11, 2025 2

Tranforming Our Impact



Flexible Grantmaking

- Rolling & responsive funding model
- 13 grant recommendations
- Focus on South & West Sides



Strategic Partnerships

- ART supports 75 organizations in 2025
- Press Forward strengthens local news



Leaders for a New Chicago

- Expanded to \$4.375M over 5 years
- Nominations open Feb 3



Community Investment Collaboration February 11, 2025 14

Delivering Community Value

Lorem Ipsum Dolor

- Ucid ut officatem ent excearum quuntus est dolorescit auditium apid que labo. Genda nulpa nusam lique consedi quis est.
- Doloreperum sum adit officiis millor solum aut aut officil et ullic.
- Qui vendae peres dolut apiciis as dolut accullant officipsum volupti busaesequid magnimus, invelib usanditiore
- Officiis millor solum officil et ut officatem ent excearum ullic.



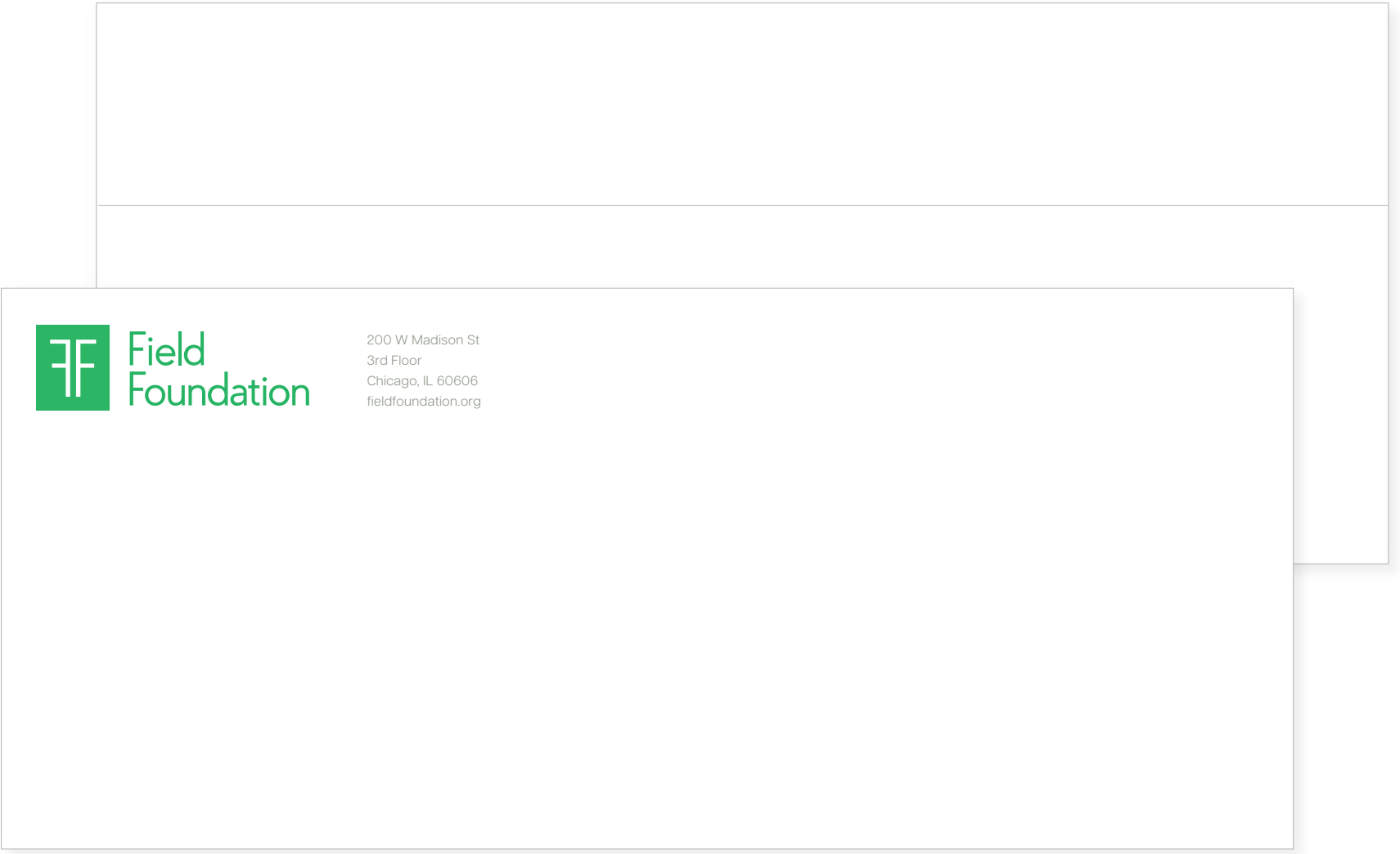
Community Investment Collaboration February 11, 2025 27

Section 4.2

Stationery

Stationery

Please contact the communications team with any requests for stationery files or production needs.



Section 4.3

Signage

Signage

It is critical for all signage to be highly simplified in order to ensure clarity and quick delivery of information. Way signage should minimize visual elements and utilize these brand guidelines in order to maximize visibility and the ease of use. Signage might also be considered more conceptual, message-driven concepts such as posters. Simplicity is key with these types of signs as well, in order to maintain the integrity of the brand.

Please contact the communications team for additional information..

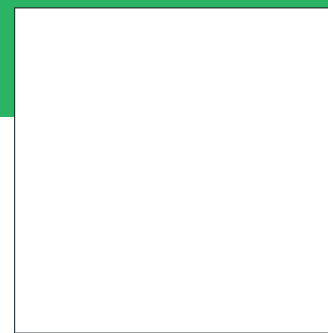
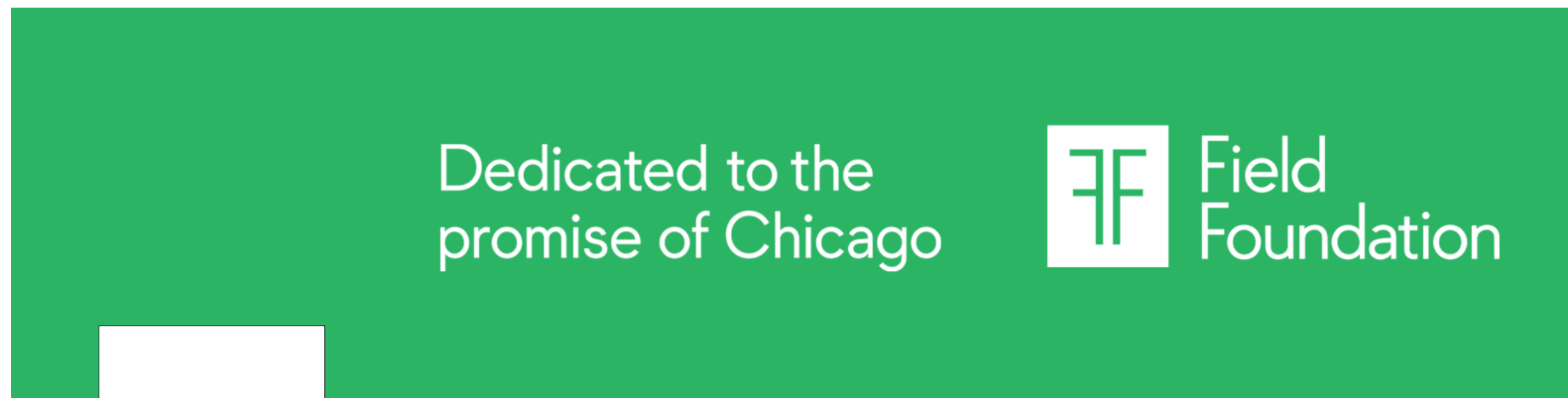
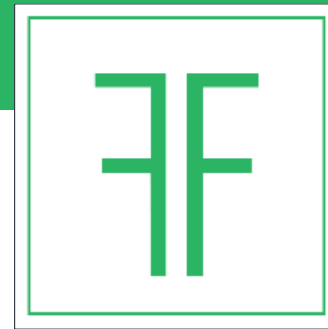
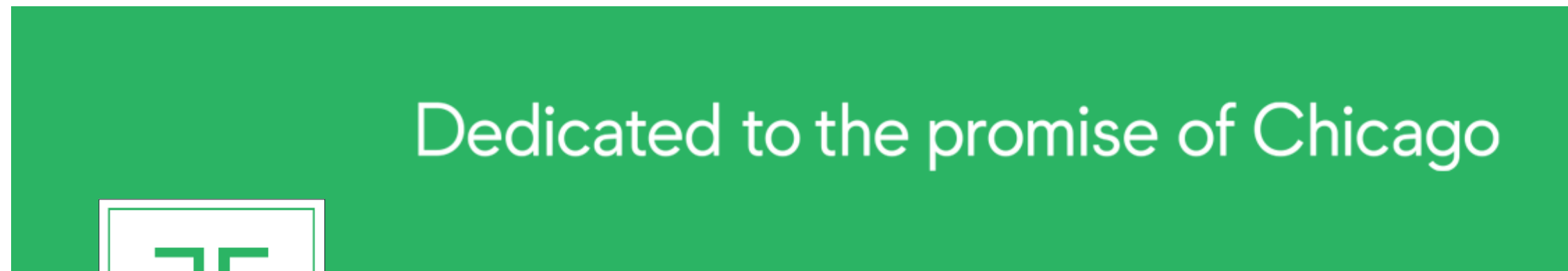


Section 4.4

Social Media

Social Media Assets

Please contact the communications team with any requests for social media assets.



Section 4.5

Website

Website

The website is the foundation for how the Field Foundation brand translates to digital applications. It is simple, organized, highly functional and focused on a delivering the utmost message clarity.

Please contact the communications team with any Website or digital requests or questions.

