



# The **Dallas** Foundation®

BRAND STYLE GUIDE



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## Our Brand Promise

### Brand Vision

For fundholders who see giving not as a transaction, but a relationship

For donors who value connection as much as impact

### Brand Positioning

For fundholders interested in making a lasting impact in their local community, The Dallas Foundation is the leading philanthropic partner that ensures your philanthropic vision is brought to life

### Brand Personality

Personal, Knowledgeable, Invested,  
Collaborative, Trusted

## Brand Pillars

We know Dallas — its history, its needs, and the people driving change

We take time to understand each donor's values, family dynamics, and vision for impact

We take great care to steward funds in alignment with donor intent

We help donors discover and support organizations aligned with their passions

We offer flexible tools to meet philanthropic goals at every stage of life

We pair deep expertise with attentive, personalized service

Every partnership we build strengthens Dallas

## Value Proposition

At The Dallas Foundation, we support donors in making a lasting impact in their **local** community by leveraging our **expertise** in the unique needs and nonprofit landscape of Dallas. Our **partnership** approach ensures that your philanthropic vision is brought to life with a high-touch, donor-centric experience, offering personalized guidance every step of the way. Whether you're focused on supporting specific causes, building a multi-generational legacy, or managing a diverse portfolio of liquid and non-liquid assets, we offer the insight and resources to make it seamless.



# Our Brand Promise

## *Cont.*

## History

Established in 1929 as the first community foundation in Texas, The Dallas Foundation has cultivated a century-long legacy of trust, serving as both a steadfast partner and a responsible steward of our donors' philanthropic visions. This enduring commitment has enabled us to facilitate over \$1 billion in grants, demonstrating the profound impact of collective giving across our community.

Additionally, The Dallas Foundation leads and convenes diverse stakeholders, serving as a catalyst for strategic investments and innovative initiatives that drive measurable outcomes in early childhood, address critical community needs, and foster innovation within Dallas' nonprofit sector.

## Elevator Pitch

The Dallas Foundation drives enduring change for Greater Dallas through strategic investments, collaborative partnerships, and innovative giving. We support donors in making a lasting impact in their local community by leveraging our deep knowledge of Dallas' unique needs and nonprofit landscape. Through a high-touch, donor-centric approach, we provide personalized guidance to bring each philanthropic vision to life. With a focus on improving outcomes for children from birth to age five, we also invest in solutions that address critical community needs, promote integrated services, and strengthen the capacity of the region's nonprofit sector.



# Logo

The **stacked logo** is the primary mark and should be used in most applications. The **lettermark icon** may be used when The Dallas Foundation name appears prominently elsewhere, such as on social media or event graphics. Use the **horizontal logo** in wide layouts or when aligning with partner logos. The **logotype** is reserved for specific uses such as slide templates, reports, or formal collateral. Always select the version that provides the best balance, legibility, and brand presence.



ICON



STACKED



HORIZONTAL



LOGOTYPE



# Logo Clear Space

The minimum area of open space that must surround the various logo lockups is shown here. No other element should intrude, and the clear space ratio is to always remain as designed here. When possible, provide more open space.





# Logo Color Options

Use the **full-color teal blue logo** whenever possible as the primary brand expression. **Black versions** may be used for black-and-white materials or when stronger contrast is needed on light backgrounds. **Reversed logos** should be used on dark backgrounds. Do not alter approved logo colors or apply effects such as shadows, gradients, or outlines.



FULL COLOR



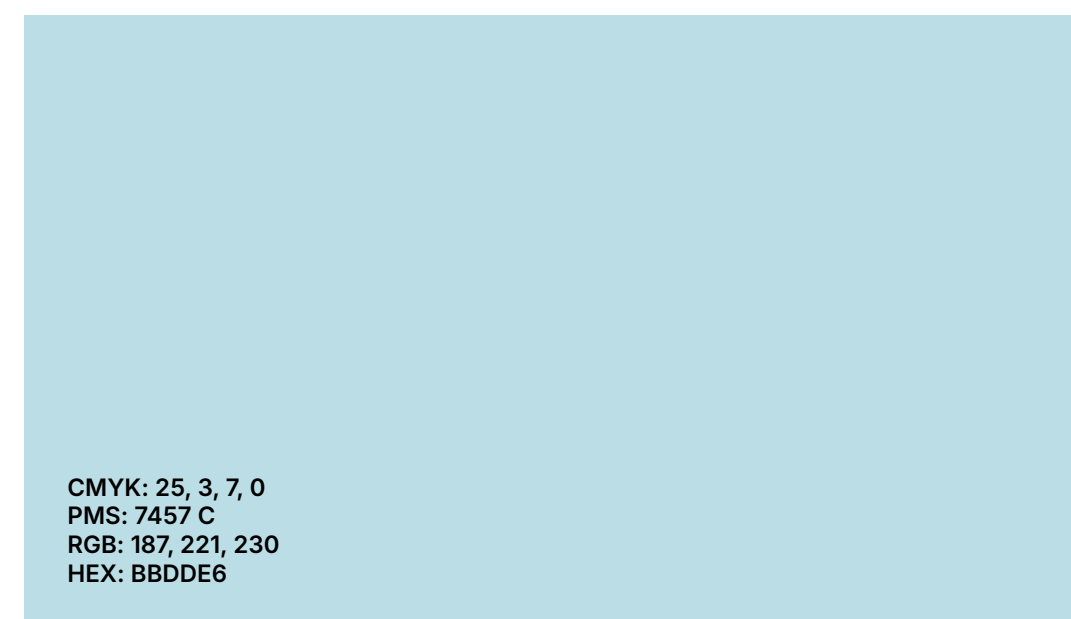
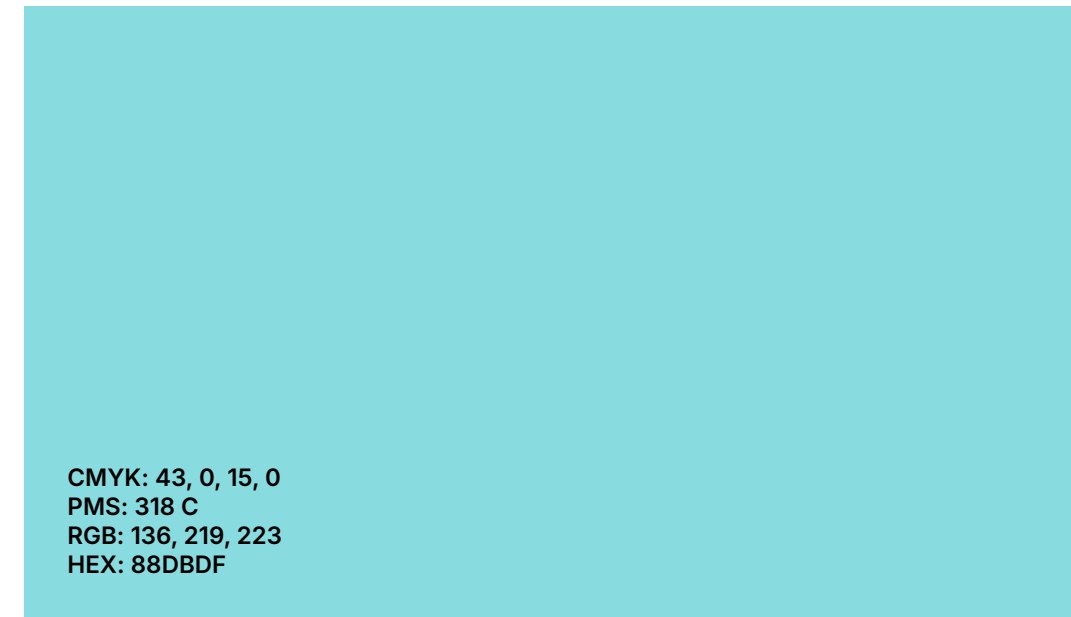
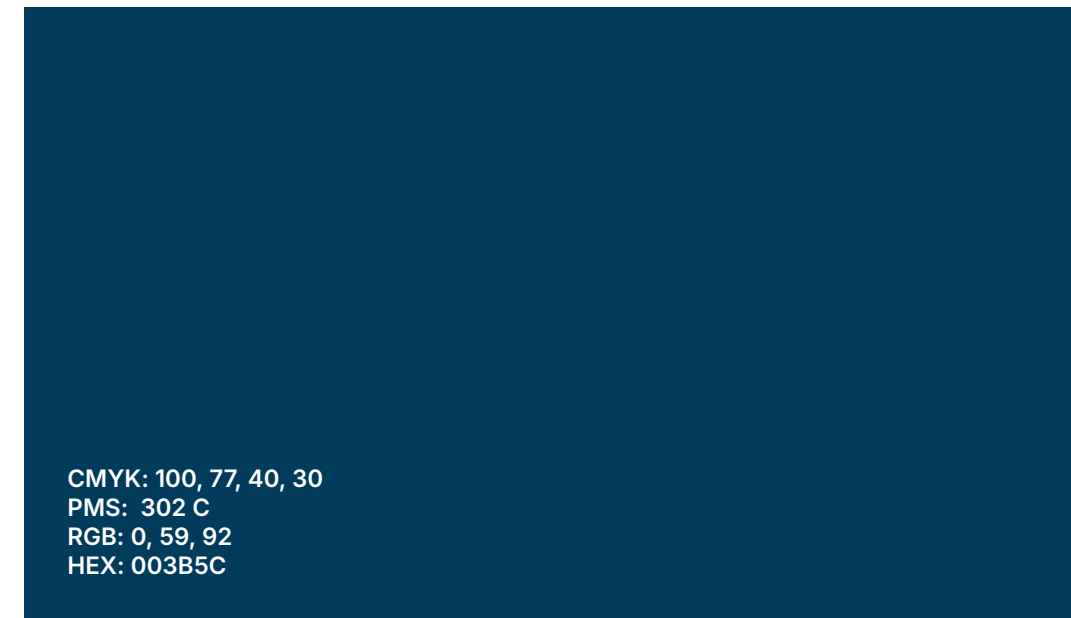
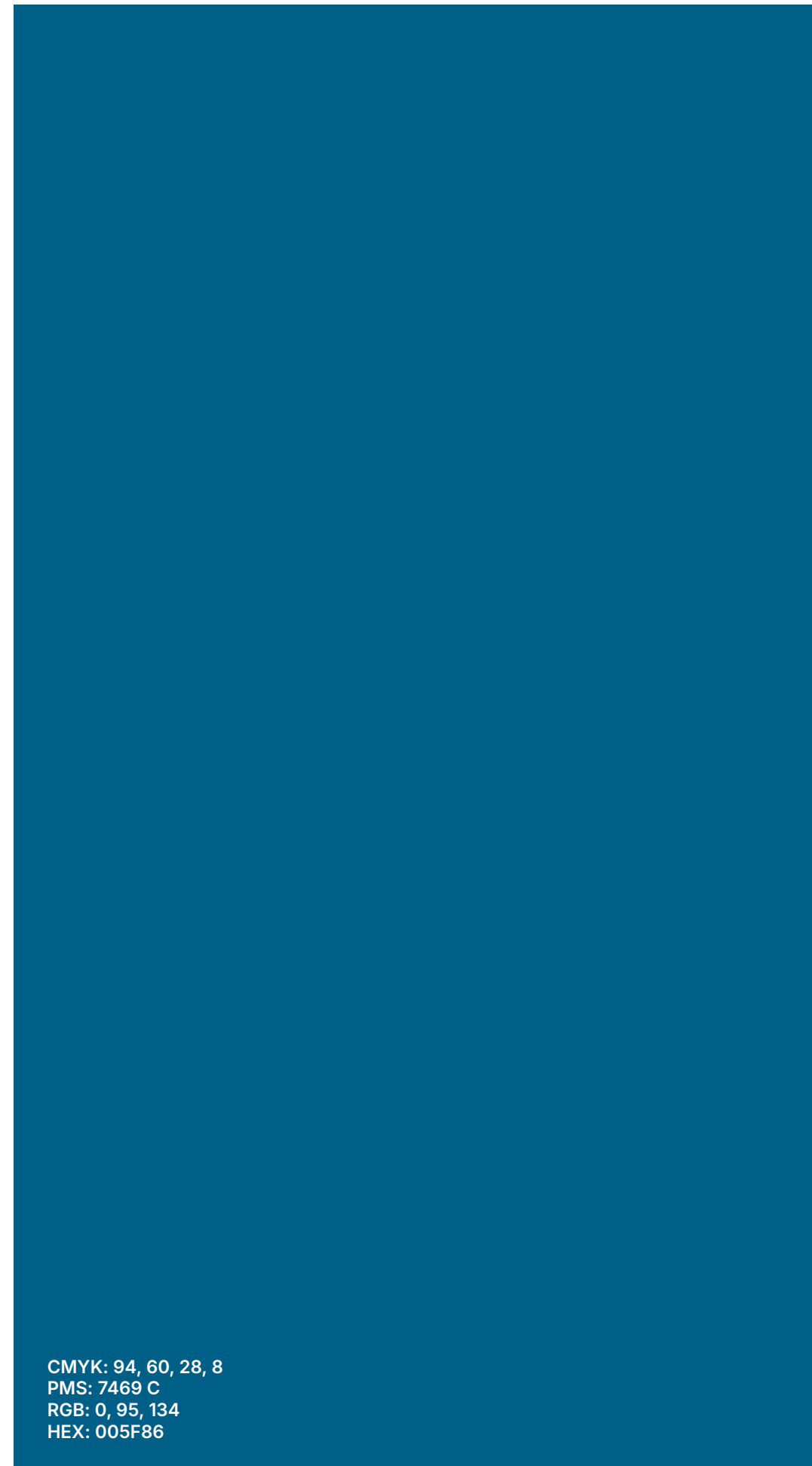
BLACK



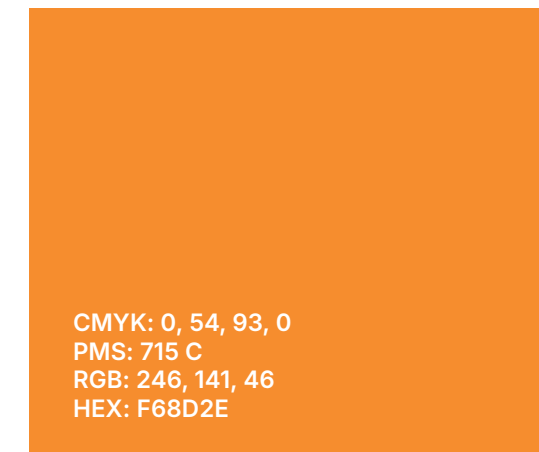
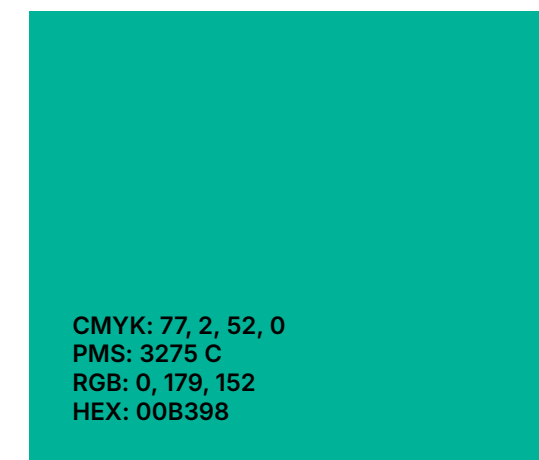
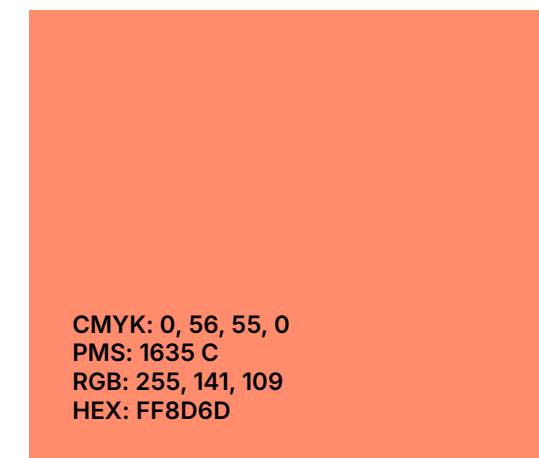
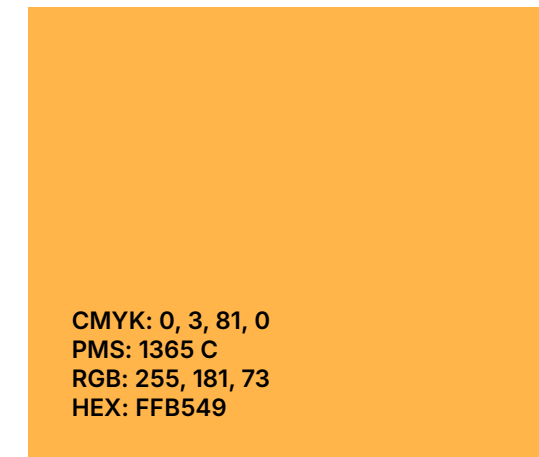
REVERSED



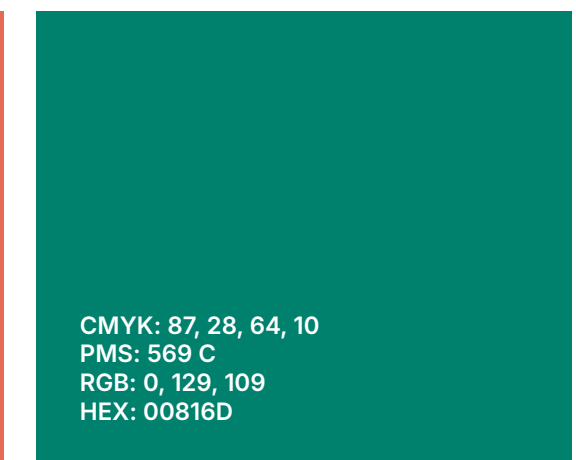
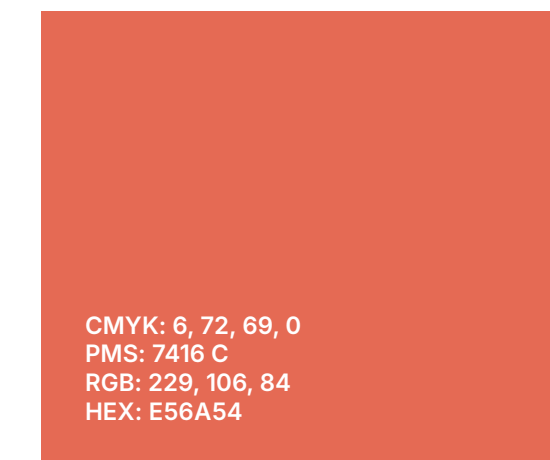
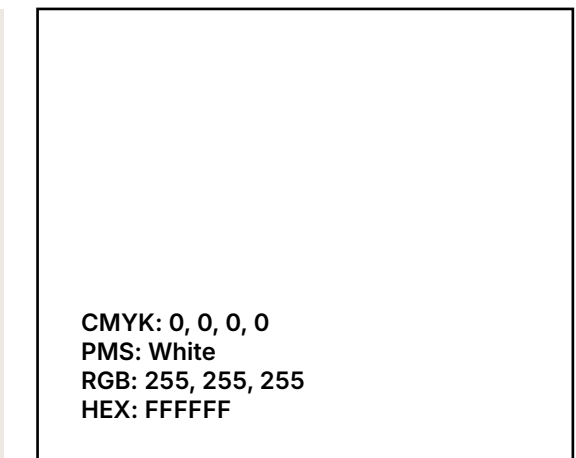
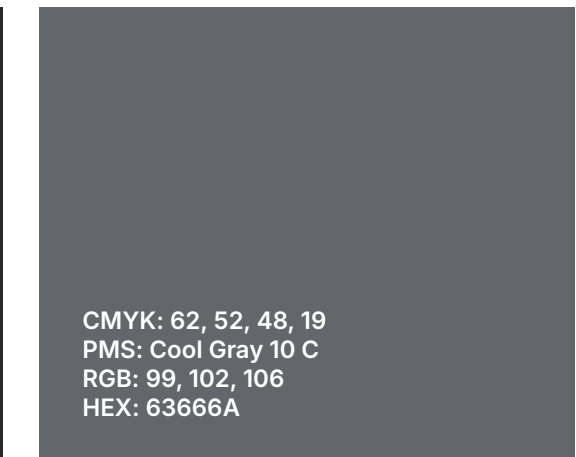
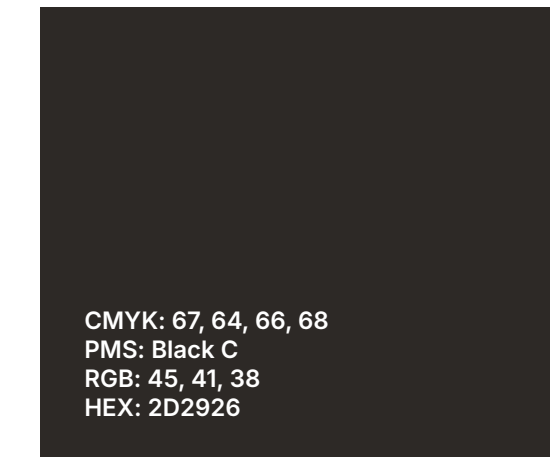
Main Colors



Secondary Colors



Functional Colors





# Typography

The **Inter font family** will be what is used throughout headlines, subheaders, and bodycopy. The font weights range all the way from Thin to Black. Font weights can be combined and mixed only on headlines and subheaders. Below are the designated font weights for each category.

## FOR HEADLINES

Inter Black, Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular, Inter Light, Inter Extralight, Inter Thin

## FOR SUBHEADERS

Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular

## FOR BODY COPY

Inter Medium and Inter Regular

### INTER BLACK

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### INTER SEMIBOLD

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### INTER LIGHT

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### INTER EXTRABOLD

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### INTER MEDIUM

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### INTER EXTRALIGHT

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### INTER BOLD

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### INTER REGULAR

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### INTER THIN

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz



# Typography

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## FOR HEADLINES

Inter Black, Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular, Inter Light, Inter Extralight, Inter Thin

## FOR SUBHEADERS

Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular

## FOR BODY COPY

Inter Medium and Inter Regular

## EXAMPLE

# INTER IS THE MAIN TYPEFACE USED FOR THE DALLAS FOUNDATION

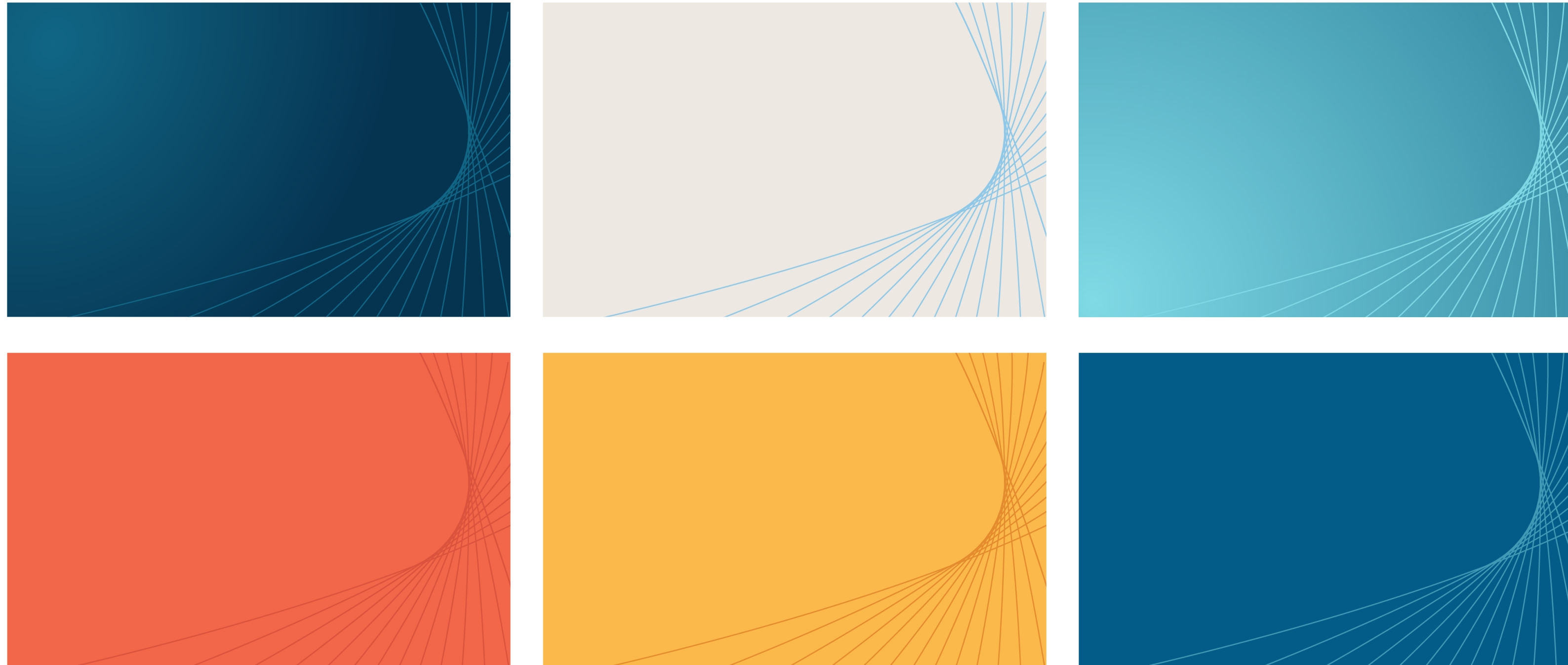
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in cillum dolore eu fugiat pariatur.

The following paragraphs can be smaller, regular weight, and have a bit more space between lines for ease of reading. Proin sed nulla hendrerit, pharetra libero a, sodales neque. Nullam sagittis turpis vel ex euismod, viverra molestie ligula laoreet. Nunc condimentum elementum feugiat. Quisque in gravida diam. Curabitur sit amet convallis nibh. Sed bibendum tempor justo, ut varius nibh mattis.



# Patterns & Backgrounds





# Patterns & Backgrounds (continued)

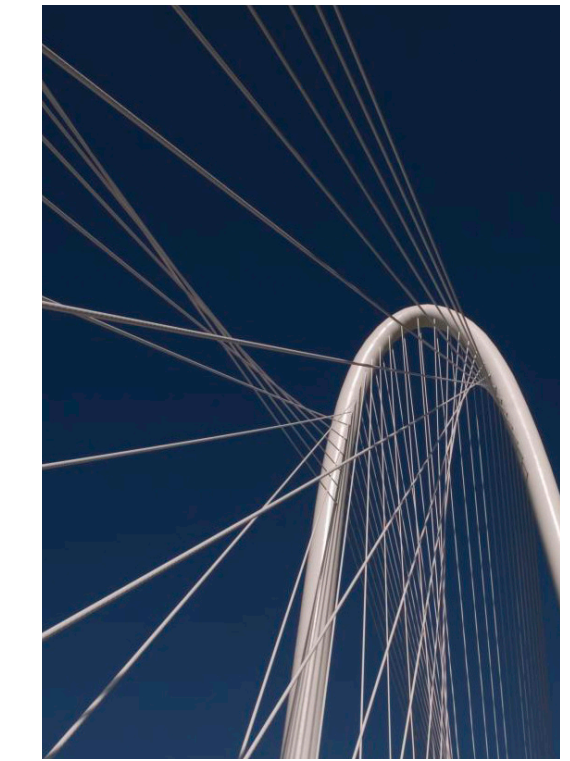




# Photography Recommendations

Photography should feel **bright, authentic, and optimistic**, reflecting connection and community impact. Prioritize images featuring **one to three people** in natural, candid moments. Dallas imagery should highlight recognizable elements such as the **skyline and bridge architecture** that inspired our visual identity. Avoid overly staged or generic stock photography.

When image quality is low or visual consistency is needed, an approved **quadtone color treatment** may be applied. This helps unify photography across campaigns and reinforces the brand aesthetic while maintaining clarity and authenticity.





The Dallas Foundation

# Innovating Impact

Impact Report 2025

Innovating Impact

# OUR MISSION

The Dallas Foundation brings together people, ideas, and investments in Greater Dallas so individuals and families can reach their full potential.

# ENGAGING

The Dallas Foundation

# OPTIMISTIC

The Dallas Foundation

# VISIONARY

The Dallas Foundation

Adaptable  
never passive

Grounded  
never stagnant



The  
**Dallas**  
Foundation<sup>®</sup>

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