

### Branding Guide

#### Branding & Logo Usage

All institutions, organizations and individuals who receive funding from, partner and or collaborate, and participate in Community-Engaged Alliance events, programming, and/or opportunities agree to abide by the Community-Engaged Alliance branding and logo usage guide:

- **Logo.** The Community-Engaged Alliance logo must be used on any and all printed and/or electronic materials (e.g., flyers, electronic invitations, event handouts, t-shirts, event registrations) that result from a Community-Engaged Alliance sponsored project.
  - The logo may not be altered in any manner.
  - You can download the Community-Engaged Alliance logo [here](#). The logo is available in formats other than .jpeg, including a transparent version. To request another format, contact Community-Engaged Alliance at [contactus@engagedalliance.org](mailto:contactus@engagedalliance.org).
  - The standard logo colors are:
    - New Blue: #00526e | R: 0, G: 82, B:110
    - Olive Green: #56622b | R: 86, G: 98, B: 43
    - Coral: #c36a57 | R: 195, G: 106, B: 87
    - Gray: #a1a3a6 | R: 161, G: 163, B: 166
- **Media Releases.** All media releases promoting a Community-Engaged Alliance event, program, project, and/or opportunity must include information the boilerplate below:

#### About Community-Engaged Alliance

As a 501(c)(3) nonprofit, Community-Engaged Alliance is dedicated to advancing the field of community engagement through education, support, and collaboration with partners in higher education. Through funding, professional development, and collaboration opportunities, Community-Engaged Alliance supports capacity and enables students to graduate with the knowledge and skills necessary to create positive social change. Visit [www.communityengagedalliance.org](http://www.communityengagedalliance.org) for more information.

- **Funded Projects & Programs.** All media releases on funded projects and programs must credit Community-Engaged Alliance as the funder, include the boilerplate above, and must be sent to Community-Engaged Alliance for approval prior to publishing.
- **Approval Process.** Media Releases needing approval are to be emailed to [contactus@engagedalliance.org](mailto:contactus@engagedalliance.org) a minimum of 5 business days prior to release.
- **Request for Quotes & Endorsements.** Those seeking a quote and/or endorsement from a Community-Engaged Alliance staff member should submit a written request to [contactus@engagedalliance.org](mailto:contactus@engagedalliance.org) a minimum of 5 days prior to its use.
- **Notice of Release.** Community-Engaged Alliance is to receive notice of all media releases promoting a Community-Engaged Alliance event, program, project, and/or opportunity. This should be done in writing via email to [contactus@engagedalliance.org](mailto:contactus@engagedalliance.org).
- **Photographs.** In order to ensure high-quality photographs, Community-Engaged Alliance recommends coordinating with your institution or organization's media relations office. These offices can help to ensure quality subject matter and digital usage of images. Any images submitted to Community-Engaged Alliance will be used to promote your specific project as well as the overall work of the organization. Examples of places these images may be shared are media posts, press releases, funding reports, and organizational reports and presentations.
  - It is your responsibility to ensure that the images can be used for public dissemination.
  - Please refrain from photographing and/or submitting the face of minors or vulnerable individuals without their express written consent or that of a guardian.
- **Social Media Use.** Community-Engaged Alliance encourages you may use social media to promote your funded

program, project and/or event. Community-Engaged Alliance should be tagged in all related posts as follows:

- Facebook – @Community-Engaged Alliance
- Instagram – @communityengagedalliance
- LinkedIn – @Community-Engaged Alliance
- Twitter – @EngagedAlliance