

# Brand Guidelines

2022 Giving Challenge  
April 26-27, Noon to Noon

**COMMUNITY FOUNDATION  
OF SARASOTA COUNTY**  
2635 Fruitville Road  
Sarasota, FL, 34237

**QUESTIONS**  
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Presented by the  
Community Foundation of Sarasota County

# about

The Giving Challenge is an exciting 24-hour giving event that brings together **nearly 700 local nonprofit organizations** listed on The Giving Partner with their passionate donors and community members to support causes and missions they care about while creating transformative impact. Since 2012, the Giving Challenge has acted as a catalyst for connection, helping donors throughout our region show their love for local nonprofit organizations serving Sarasota, Manatee, Charlotte, and DeSoto counties by providing more than \$59 million in unrestricted funding. The 2020 Giving Challenge set a new standard for generosity in our community, raising \$19.1 million in a time of unprecedented need.

People who care about causes in our community can go online and make a secure donation, helping their favorite organizations receive special matching dollars and grant incentives.

Each participating organization has demonstrated transparency by developing an in-depth profile in The Giving Partner. Visit [www.thegivingpartner.org](http://www.thegivingpartner.org) to learn more about each nonprofit's programmatic impact, leadership, planning, financials and needs.



# messaging: 2022 Giving Challenge

To generate excitement about local giving, raise awareness for the 2022 Giving Challenge, and recognize the partners who work to support this exciting opportunity, we ask that you compliment your outreach with this year's official messaging. When communicating with donors and others connected with your nonprofit organization, please use the following tagline:

**The 2022 Giving Challenge is presented by the Community Foundation of Sarasota County with giving strengthened by The Patterson Foundation.**

As you promote the 2022 Giving Challenge in your communications, your nonprofit organization **must** use the above tagline.

When speaking with those who may be unfamiliar with the 2022 Giving Challenge, please reference the following messaging:

The Giving Challenge is an exciting 24-hour giving event taking place from Noon to Noon on April 26th and 27th that connects nearly 700 nonprofit organizations with donors and community members to build relationships, support diverse causes, and create enduring impact in Sarasota, Manatee, Charlotte, and DeSoto counties. All donations made during the Giving Challenge are unrestricted gifts to the nonprofit organization of your choice.

Transform your impact through meaningful relationships and partnerships, all while strengthening your potential reach, through the 2022 Giving Challenge.



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The hashtags are:

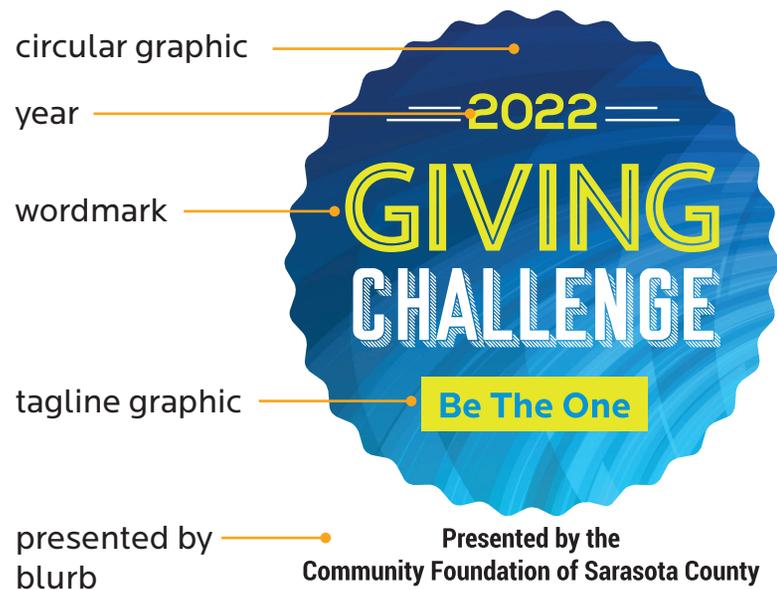
[#GivingChallenge2022](#)

[#BeTheOne](#)

# logo and usage

The 2022 Giving Challenge logo combines five elements: circular graphic, year, Giving Challenge wordmark, tagline as a graphic element, and the “Presented by” blurb. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the 2022 Giving Challenges logo elements, are predetermined and should not be altered.

Used consistently, the elements will reinforce public awareness of the 2022 Giving Challenge.



## MINIMUM LOGO SIZE

There is no predetermined size for the 2022 Giving Challenge logo. Scale and proportion should be determined by the available space, function and visibility. In any circumstance, the minimum size is 1.3 inches for print pieces and 94 pixels for web and social media.

## LOGO USAGE

Please note: The logo cannot be changed.

Although creativity is appreciated please **do not alter the logo in any way!**

## BACKGROUND IMAGE

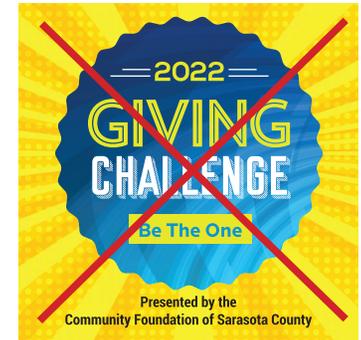
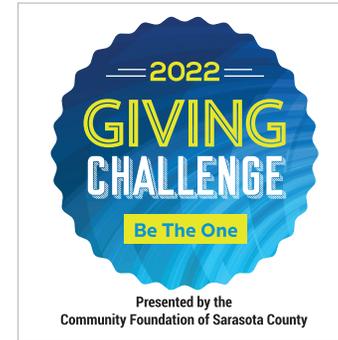
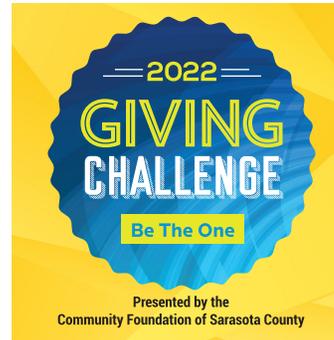
The Giving Challenge logo should be placed on the background image supplied to you: **Yellow\_Geo\_Bkgd.jpg**, or a white background is also acceptable. Please do not use the starburst image from the 2020 Giving Challenge.

The hashtags are:  
**#GivingChallenge2022**  
**#BeTheOne**

Minimum size  
for print



Minimum size  
for web/social media



The logo should be placed on the background image supplied, (**Yellow\_Geo\_Bkgd.jpg**) or a white background.

**DO NOT USE**  
the starburst image from  
the 2020 Giving Challenge.



BW logo should only be used in a BW ad.  
Color is the preferred use.

# logo color palette

The following palette has been selected in the creation of the Giving Challenge logo. For accent colors, lighter tints of these colors are also allowed.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

## COLOR CODES

CMYK 100 / 60 / 0 / 6  
RGB 0 / 97 / 170  
HEX #0061aa

## COLOR CODES

CMYK 85 / 24 / 0 / 0  
RGB 24 / 150 / 209  
HEX #1896d1

## COLOR CODES

CMYK 13 / 0 / 94 / 0  
RGB 231 / 230 / 42  
HEX #e7e62a