



## **DonorBridge Language and Logo Use Guidelines**

We are asking you to help us spread the word about DonorBridge and the role of nonprofits in our community. Your involvement is key, and we truly appreciate it.

Please use these guidelines when using the DonorBridge name and logo in your communications:

1. Refer to the site as DonorBridge, with a capital “D” and “B,” and no space between the words.
2. Our tagline may be used in conjunction with the name as follows:  
DonorBridge: The Power to Give Wisely
3. The website address may be referred to either as donorbridgetx.org or www.donorbridgetx.org.
4. High-res EPS logo files may be used for print materials. See **Color Palette** document for details. Do not alter the colors or shape of the logo in any way.
5. Low-res JPG files for posting on your website will become available closer to Launch Day, May 19-20. Please check back for JPG logo files and code that can be used to post a link to DonorBridge on your website.
6. When you create printed or digital materials about DonorBridge, please send us a copy!

Email to [donorbridge@cftexas.org](mailto:donorbridge@cftexas.org)

Or mail to

DonorBridge  
c/o Communities Foundation of Texas  
5500 Caruth Haven Lane  
Dallas, TX 75225

Color Logos and Palette

**DONORBRIDGE**  
*The Power to Give Wisely*

**DONOR  
BRIDGE**  
*The Power to Give Wisely*



C = 99    R = 0  
Y = 12    G = 123  
M = 90    B = 71  
K = 25



C = 85    R = 0  
Y = 36    G = 105  
M = 10    B = 147  
K = 27



C = 0    R = 109  
Y = 0    G = 111  
M = 0    B = 113  
K = 70

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Black and White Logos and Palette

**DONORBRIDGE**  
*The Power to Give Wisely*

**DONOR  
BRIDGE**  
*The Power to Give Wisely*



C = 0    R = 35  
Y = 0    G = 31  
M = 0    B = 32  
K = 100