

# Believe in Me Guidelines for Branding & Communications

## Introduction

This document provides guidelines for the permissible use of the Foundation's name, logo, and other communications assets (e.g., images and video) by the foundation's grantees and vendors. The first page provides a brief overview of permitted and non-permitted disclosures. However, please review this entire document carefully.

*Please note: In the event of a conflict between these guidelines and the terms of your agreement with the foundation, the terms of your agreement will control.*

## Permitted Public Disclosures

You may publicly disclose the following information about the award of a grant or the services performed by you for the foundation:

- The Foundation's name for non-promotional purposes
- The total or maximum amount awarded
- Description of the funded project or event
- Description of the contracted services, provided such description does not disclose information subject to your confidentiality obligations

## Public Disclosures Requiring Approval

You must obtain prior written approval before using the Foundation's:

- Name for promotional purposes
  - | *Note: Promotional purposes include press releases, public announcements, case studies, and paid digital media.*
- Logo for any purpose
  - | *Note: Use of the Foundation's logo may require a written trademark logo permission letter, however vendors creating materials featuring logos that are solely owned and distributed by or on behalf of the Foundation itself DO NOT require a written trademark logo permission from the Foundation.*
- Communications assets (e.g. photography, video footage, infographics, etc.)
  - | *Note: Any use of the Foundation's photography and video footage must be for a charitable purpose and requires adherence to our [Terms of Use](#), except as may be required by the Foundation in a services agreement.*

## Approval Requests

If you or your organization would like to use the Foundation's name or logo, attribute a report or other document to the Foundation, or acknowledge the Foundation's funding, please email the Chief Executive Officer at [julie.wukelic@believeinme.org](mailto:julie.wukelic@believeinme.org).

## Prohibited Public Disclosures

The following are prohibited:

- Using the Foundation's name or logo for commercial or retail purposes.
- Stating or implying that the Foundation endorses you, your products, or your services.
- Subgrantees, subcontractors, contingent workers, agents, or affiliates to state or imply that the Foundation directly funds or endorses their activities, products, or services.

## SPECIFIC GUIDELINES FOR USE

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### Foundation Name

A grantee or vendor may use the Foundation's name in a non-stylized, plain text form to:

#### 1. Refer to its relationship with the Foundation

- » Examples of **acceptable name use** would be a grantee listing our name alongside those of other funders in a printed event program, or a vendor listing us as a client on its website, where the Foundation and the relationship is not specifically singled out or highlighted.
  - **Notable exception:** Subgrantees are not permitted to use the Foundation's name in a manner that creates the impression that they are direct recipients of Foundation funds. Such use could put the Foundation at risk under IRS regulations if it appears that a subgrantee was actually the Foundation's intended grantee.
- » An example of **unacceptable name use** would be using Believe in Me name as part of an award title, program or initiative name, or for any commercial or retail purpose. Authorship, ownership, and control of Believe in Me name may be falsely implied through such use.

#### 2. Credit the Foundation in publications, presentations, or reports commissioned or funded by the Foundation, but not written by the Foundation.

If you wish to credit the Foundation in a foundation-funded publication, please select the appropriate disclaimer from the following examples, tailor it (provide the details indicated in blue) and include it in the published materials. The Foundation logo should not appear in these instances:

- This **[material/publication/presentation/report]** is based on research funded by (or in part by) Believe in Me. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of Believe in Me.
- This **[material/publication/book/report]** was prepared for Believe in Me. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of Believe in Me .

### Additional guidelines for use of foundation name:

- The Foundation does not require grantees to acknowledge the Foundation in materials or publicize the Foundation’s grant, either through the media or through other communications channels. If you choose to publish a grant announcement or press release, it must be reviewed and approved by the Foundation’s grant or contract owner. The grantee or vendor is responsible for developing the announcement strategy and documents.
- Information about the grant or contract must remain confidential and should not be announced publicly until the grant agreement has been signed and returned to the Foundation.
- Please use “the Foundation” (capitalized) in later references, rather than abbreviating the name to BIM. “Believe in Me” can be used when necessary for clarification.
- The Foundation’s boilerplate language should not appear in grantee or vendor announcements.
- The Foundation’s logo should not be used in grantee or vendor announcements.
- The Foundation’s employees will not provide quotes for grantee or vendor announcements.
- The Foundation’s name should not be used in the headline of the press release unless it is a joint release with the foundation. However, our name may be used in a subheadline.
- Sentences should not lead with the Foundation’s name

**Incorrect:** Believe in Me has given a grant to the [Charity\_Name] for [Pillar\_of\_Care] services.

**Correct:** [Charity\_Name] receives a grant for [Pillar\_of\_Care] services from Believe in Me.

## Foundation Logo

You may not use the Foundation logo in association with any third-party trademarks (names or logos in a manner that suggests co-branding or otherwise creates potential confusion about the source or sponsorship of the materials or ownership of the Foundation logo. All co-branded initiatives must be approved by the Chief Executive Officer.

Our logo must remain intact, be placed properly in layout, be printed or published in Foundation-branded color or reversed to white, and be given adequate clear space around it. Refer to the [Logo Specification Guidelines](#) for more detailed information.

- As a general rule, the Foundation logo should be equal in size and profile to those of other funders, partners, and clients, regardless of related grantmaking or contract differentials.
- Any use of the Foundation logo should be subtle, legible, and tasteful in appearance.
- Final logo presentation should always be approved by the Chief Executive Officer in consultation with the grant agreement or the program officer contract owner or owner delegate(s).

In limited circumstances, you may receive written permission to use the Foundation logo in connection with materials or services not distributed directly by the Foundation, to indicate a funding relationship or sponsorship. Because use of the logo implies the Foundation's sponsorship, affiliation, endorsement, and/or approval of a specific grantee's or vendor's activities or products, requests for such use will be considered carefully. Such use may also include use in the funders section of a grantee's website, in a video credit featuring partner acknowledgements, or on the funders page of an event program. Examples of unacceptable logo use include using it in a product advertisement or on a retail item (such as, a book or t-shirt).

## Foundation Communication Assets: Video and Images

With written permission from the grant agreement or contract owner or contract delegate(s) and subject to the terms of an issued Photography and Video License, a grantee or vendor may use foundation-owned images or video footage in its materials.

### Additional guidelines for Use of Communication Assets:

- Foundation-owned images that do not feature the co-chairs, CEO, or division presidents may be used in your materials for a charitable purpose as long as the images are used in a reasonable, respectful, and topically appropriate way in the context provided. Any use is subject to foundation permission and separate Photography and Video License terms.
  - » Foundation-owned images are available upon request.

- Grantees and vendors may not use Foundation-owned video or images of the co-chairs, CEO, or division presidents.
- Non-foundation-owned imagery should only be used by the Foundation and its vendors if permission or licenses have been purchased from the person who owns the copyright to the footage or image. Permission must be granted ONLY by the person or organization that owns the rights to the footage or image. If the owner is not the creator of the footage or image, you may need to obtain a copy of the license agreement to guarantee that the owner has the right to redistribute it. Stock photography can be used in accordance with the licenses under which it was purchased.
- The Foundation’s shooting approach and style are photojournalistic. The people we’re capturing are real, not models. Consequently, it’s critical that we retain editorial integrity in our images.
  - » Grantees, partners, and vendors may only use Foundation photography in its most natural authentic state: full-color or grayscale, with little to no retouching. They may not apply artistic filters, colors, patterns, or textures to images.
  - » Acceptable third-party retouching includes slight adjustment for overall technical quality or color/tonal consistency in or across a series of images.
  - » Never retouch a person or his or her clothes, accessories, or personal items in the frame (e.g., mugs, water bottles, and food).
  - » Never move, add, delete, combine, alter, flip, or stretch people or objects in an image. Cropping is acceptable as long as the photographer’s intent and subjects’ experiences are not substantially altered.

## Questions?

If you have questions about these brand and communications guidelines, please contact us at [admin@believeinme.org](mailto:admin@believeinme.org).