BRAND GUIDELINES

Corey C. Griffin
Foundation

Our logo looks like an infinity symbol for a good reason. When we build a force of love for future generations, that force comes back to us again and again and again.

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LOGOS

We have two primary logo options.

The version with the name should be used for 1) new audiences who are less familiar with the organization 2) for any formal, official communications or placements like a press release, tax document or official letter. The vertical or horizontal can be chosen to for the layout of a given situation.

The CG can be used for 1) audiences who are familiar with the organization 2) in situations where space is limited and/or where we want to present the brand in a less formal, fun, engaging manner.

For all logos, the red, blue, white, "knockout" or black/white versions can be used. It is best to choose logo color based on synergy with the rest of the piece.
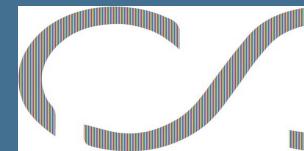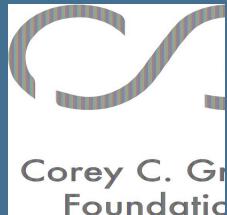
SUB LOGOS

We also have logos for specific events and groups like CoreyFest and Corey's Crew as well as for the Infinity Fund. These logos can be used for communications purposes across all channels. There are two primary usage scenarios:

1. When the communication is with an audience less familiar with our main brand, also include the main CCGF logo (version with the name). In these instances, the event or group logo should be more prominently presented/be larger, with the core logo being used as a support element.

2. With audiences familiar with the brand, the event or group logo can be used on its own.

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SUB LOGOS EXAMPLES

OOH AD: Event logo is larger and more prominent.

Event Signage: No main logo necessary.

EMERGING LEADERS COUNCIL

CoreyFest 2025

COREY'S CREW

Corey C. Griffin Foundation

PHOTOGRAPHY + FILM

Our photography and imagery should **reflect our brand personality**: loving, warm, authentic, positive and inspirational.

Photos and footage **should not be posed or stylized**. No excessive cropping or filters. They should be in-the-moment, capturing the real emotion and energy of the situation.

More intimate shots are preferred. Again, the goal is to **capture the emotions, excitement and raw energy of the moment**. Authentic reactions and varying facial expressions are ideal.

Photos and film with adults, especially in formal settings or at events, may be more posed, especially when looking to capture key figures like family, BOD or staff, partners, celebrities, etc. Even in these more staged shots, authenticity is key.

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PHOTOGRAPHY + FILM EXAMPLES
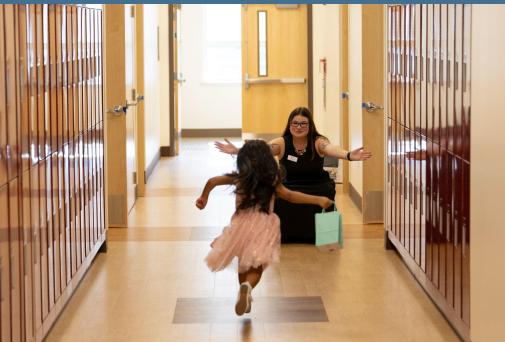
CCGF Mission Video: https://www.youtube.com/watch?v=QR5PDs2DH5Y
CoreyFest Mission Video:https://www.youtube.com/watch?v=1PTniiIqjY0
Corey Griffin Hall at LCA Dedication: https://www.youtube.com/watch?v=aDDOZot1keU
Back to School Backpack Giveaway: https://www.youtube.com/watch?v=894NlWe4Ats

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OTHER CONSIDERATIONS

URLs: We want to use the full URL, coreycgriffinfoundation.org for digital tracking and measurement purposes. However, shorthand URLs like CoreyFest.com or BostonWinterBall.com can be used in situations where space is limited or when retention is a consideration due to shorter audience engagement span (e.g., at the end of a video or in an OOH ad on a highway).

Audio: Any voiceover, music or sound effects should also feel authentic and represent the brand personality: loving, warm, authentic, positive and inspirational. We do not want overly produced, highly-edited sound.

Iconography and Infographics: These should be in band colors and leverage brand fonts. They should also reflect the brand personality.

2,500
students receive tuition assistance annually. Now, Corey's Scholars will deepen our support.

2,700+
children have participated in Field Day since its start in 2014

10,000+
backpacks donated since the start of the Annual Backpack Giveaway

5,500+
gifts donated from Corey's Kids Christmas

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TYPE

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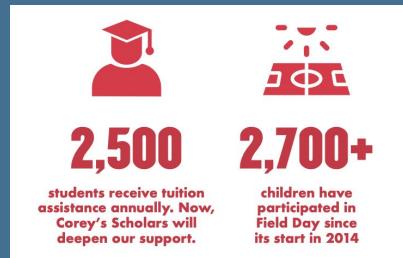
MEDIUM   HEAVY   BOLD

FUTURA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

* Primary font. All caps in heavier weights can be used for headlines
while initial caps in lighter weights can be used for body copy.

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LIGHT REGULAR MEDIUM **BOLD EXTRABOLD BLACK**

KUMBH SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

* Complementary Google font to be used when Futura is not available

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WELTERWEIGHT

CHAMPION

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

* Secondary font to be used in all caps primarily for headlines

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COLOR

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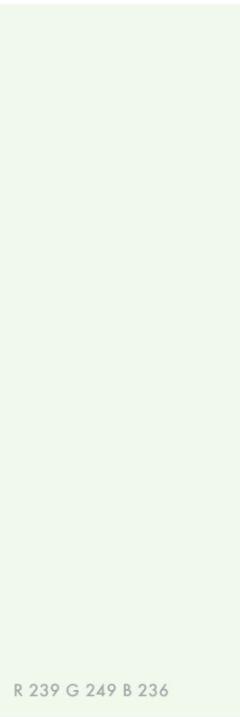
R 228 G 38 B 67

R 239 G 249 B 236

R 162 G 212 B 214
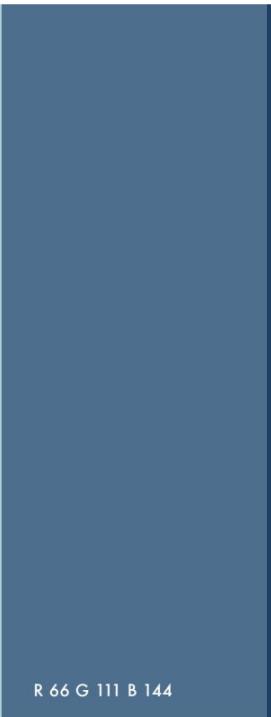
R 66 G 111 B 144

R 20 G 63 B 101

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Alternative options for the primary red

original

R 228 G 38 B 67   R 227 G 31 B 46   R 255 G 0 B 43   R 255 G 0 B 59   R 189 G 0 B 50

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