



Increasing Economic
Opportunity in North Carolina
since 1999.

www.goldenleaf.org

Congratulations on your recent Golden LEAF funding.

Golden LEAF created this guide to help funding recipients with logo usage, brand information, and frequently asked questions.



The Golden LEAF Foundation's mission is to increase economic opportunity in North Carolina's rural, economically distressed, and tobacco-dependent communities through leadership in grantmaking, collaboration, innovation, and stewardship as an independent and perpetual foundation.



Golden LEAF's funding focuses on the following priorities:

- [Job Creation and Economic Investment](#)
- [Workforce Preparedness](#)
- [Agriculture](#)

Golden LEAF measures success by the impact our funding makes on communities. Increasing jobs, revenue, workforce preparedness, and community vitality are at the core of why we exist. Measuring the impact through data and metrics help tell the story.

The funding you received is part of this story of success. Please use the information in the brand guide to support your outreach efforts. We look forward to working with you on ways to amplify the important work you are doing.

After reading this quick guide, feel free to [**reach out**](#) with any questions.

CONTINUED



The Golden LEAF Foundation Name

The LEAF in Golden LEAF stands for Long-term Economic Advancement Foundation. Each letter in LEAF should always be capitalized.

FORMAL

In all cases where it is the first time the organization is being introduced. This can include formal documents such as proposals, agreements, press releases, etc.

The Golden LEAF Foundation

INFORMAL

For most cases when referring to the organization, after stating the formal version. This includes all collateral such as the website, pdfs, general documents, etc.

Golden LEAF

The Golden LEAF Foundation Logo

Use only the approved logos available for download [here](#). Please also see other guidance for logo use below. If you have other logo needs, email jtinklepaugh@goldenleaf.org

Logo Usage

PRIMARY LOGO

(never smaller than 1.5" printed or 108px digitally). This primary logo should be used in most cases such as on the app, website, print collateral, stickers, etc.

RULES TO KEEP IN MIND:

DO NOT add effects to the logo.

DO NOT stretch, distort, or rotate the logo.

DO NOT recreate or reproduce the logo with unapproved typefaces.

DO NOT combine the logo with other elements to make a new logo.

DO NOT place the logo on a distracting background.

DO NOT use the logo as part of a headline or body copy.

DO NOT place anything over the logo.

DO NOT modify the logo in any way.

PRIMARY LOGO



Press Releases

Golden LEAF requests that you contact Jenny Tinklepaugh, Communications and External Affairs Manager, at jtinklepaugh@goldenleaf.org to review any draft press release related to Golden LEAF funding prior to its release.

Please share a draft release at your earliest convenience. We make best efforts to review and respond quickly.

Golden LEAF may include a quote from President, Chief Executive Officer Scott T. Hamilton or another appropriate Golden LEAF representative.

Use of the word “grant”

While the Golden LEAF Foundation does award funding in the form of grants, Golden LEAF uses the word “grant” sparingly. Instead, Golden LEAF prefers to use the word “funding” in place of “grant” when possible.

Examples:

The Golden LEAF Board of Directors provided \$150,000 in Open Grants Program funding to Organization X.

Organization X recently received funding in the amount of \$150,000 to support equipment for project Y.

FAQs

If another funder is doing a press release about a Golden LEAF-funded project, do I need to make sure Golden LEAF is mentioned?

Yes.

Do I need to include the Golden LEAF logo on press releases or ads for bids?

No.

Where should I include the Golden LEAF logo?

Most funding recipients use the logo on printed materials such as programs or handouts for events, PowerPoint presentations, webpages dedicated to the funded project. If you have questions about where to include the logo, contact Jenny Tinklepaugh Communications and External Affairs Manager at jtinklepaugh@goldenleaf.org.

Do I need to include the Golden LEAF logo on project signs?

If other funders have their logos on signs, include the Golden LEAF logo.

How do I tag Golden LEAF on social media?

- **Twitter @NCgoldenLEAF**
- **Facebook @Golden LEAF Foundation**
- **LinkedIn @The Golden LEAF Foundation**

Please contact Jenny Tinklepaugh Communications and External Affairs Manager at jtinklepaugh@goldenleaf.org for the following:

- **To request a quote from the President, Chief Executive Officer for a release**
- **To invite Golden LEAF to attend a project-related event**
- **To request a Golden LEAF banner to hang in a funded room or for an event**
- **To share photos or news articles related to the funded project**
- **For any questions not covered by the brand standards guide**



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 <https://www.linkedin.com/company/the-golden-leaf-foundation/>

301 N. Winstead Avenue
Rocky Mount, NC 27804

Phone: 252-442-7474
Website: goldenleaf.org

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