

Grantee Brand & Publicity Guide

Increasing
**economic
opportunity**
in North Carolina since 1999.



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.

Overview

North Carolina leaders recognized an opportunity in 1999 to create a vehicle for economic development that would impact generations. Knowing that North Carolina’s rural communities would be integral to the future success of our state, those leaders chose to invest a portion of the landmark Master Settlement Agreement with cigarette manufacturers back into the state — with a focus on rural, tobacco-dependent and economically distressed areas.

This bold move established the Golden LEAF Foundation. Since our inception, Golden LEAF has steadfastly maintained a focus on economic growth in rural North Carolina. We invest in and support the people, places, and organizations most likely to positively impact our rural, tobacco-dependent, and economically distressed communities. Our work is accomplished through grantmaking, scholarships, special programs, and one-time initiatives engineered to have sustainable, measurable impact.

Golden LEAF recognizes that our rural communities — and the people who live and work within them — are resilient, innovative, and constantly evolving. As these communities have changed, so too has Golden LEAF. And yet for us both, evolution does not equate to a departure from our roots. We do not seek to redefine or diminish what it means to be a rural community in North Carolina. On the contrary, our work is to ground ourselves in this history, using its wisdom to illuminate the potential of the future. The people and places of rural North Carolina are among our most vital cultural and economic resources. It is our commitment to leverage resources and connections that tap into their promise, growing local economies and fueling success throughout our state.

We excel in our mission because we understand the strategies needed to impact our rural communities — our origins as a foundation are rooted in the work of generations of North Carolina farmers. This deep experience informs our perspective and has empowered meaningful collaboration throughout the decades. Today, we strive to serve both as a conduit, educating stakeholders about the unique strengths and capacity that rural communities possess, and as a catalyst, facilitating strategic investments that produce lasting results.

Golden LEAF’s commitment to success requires the highest of standards. Anything less is unacceptable. Our grantees — nonprofits and government entities — exude innovation and resilience, and they demand excellence because it is also who they are and what keeps their communities going in the face of challenges a non-rural community may never encounter.

Golden LEAF strives to be an innovative thought leader and advocate for the people and communities we serve. We ensure that each investment celebrates the strategic vision of the community while strengthening the foundations upon which they stand. Together, we work to ensure stronger and more economically vibrant rural communities in North Carolina.

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 helps 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.

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: The Golden LEAF Foundation

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

INFORMAL: Golden LEAF

Use "Golden LEAF" for most cases when you are referring to the organization after introducing it with the formal version. This includes all collateral, such as websites, PDFs, general documents, etc.

The Golden LEAF Foundation Logo

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



- Please keep the area surrounding the logo relatively clear.
- Minimum clearance should be 1/2 of the logo's height.
- No other logos, type, or graphic elements should infringe on its space.

Sizing

- Scale and proportion should be determined by available space, aesthetics, visibility, and function.
- Logo choice (full color, single color, or white) should be determined by background, contrast, and readability.
- Minimum width of printed logo with tagline is 1.5," and minimum digital width is 400px.
- If a smaller brand element is required, use one of the logo options without the tagline or brand mark.

1.5" or 400px minimum



Small brand application



- The horizontal logos are always the preferred choice, so only use a vertical logo when the space requires a vertical orientation.
- Single-color logos are only to be used when you are unable to use one of the primary full-color logos (e.g., screen printing promotional items). The gold and green logos are preferred when a single-color logo is required.
- Always ensure the logos have proper contrast and readability.



The Golden LEAF Foundation Logo

Incorrect Use

It is important to keep the logo consistent throughout all communications. We have provided examples of incorrect use below.

Keep in mind these rules apply to ALL logo sizes and variations. These examples are just for visual representation.



Press Releases

Golden LEAF requests that you submit any drafted press releases related to Golden LEAF funding to Jenny Tinklepaugh, communications and external affairs manager, prior to release. jtinklepaugh@GoldenLEAF.org

Please share the drafted release at your earliest convenience. We will make our best efforts to review and respond quickly.

At its discretion, 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

Sometimes our projects are funded by more than one organization. If a funder is developing a press release about a project that was also supported by Golden LEAF, 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; and web pages 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/X @NCgoldenLEAF**
- **Facebook @NCgoldenLEAF**
- **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.**

Stay connected:



@NCgoldenLEAF



@NCgoldenLEAF



@the-golden-leaf-foundation

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