



Founded in 1941, the **Inland Empire Community Foundation** is the oldest and largest community foundation serving the Inland region. We have deep roots here, and are committed to working with all who care passionately about improving our community. We come to the table with in-depth understanding of the IE and our nonprofit sector, extensive experience with our donors, that can make a meaningful difference **–now and in the future.**



## A New Brand

Like many organizations, it was important for us to step back and reevaluate our brand, and leverage what makes our Foundation stand apart. Our refreshed brand better aligns the Foundation's goals to grow local giving, amplify our story, inspire collaboration and leverage resources that will enhance the quality of life for all who live here in the Inland Empire.



## The Name & Logo

Our name is a truer reflection of the region we serve. It represents a sense of place that is embraced by donors, nonprofits, companies and our young people, and communicates a powerful message that we are here in the IE – every corner of it. Our design goal was to make a strong visual statement. Bold. Contemporary. Forward-thinking. Inclusive. ■ The logo shows “ie” in lowercase to convey the Foundation as accessible, approachable and friendly. With “CF” in uppercase, it reinforces our organization as solid, established and here for the long term. The color palette is vibrant and warm, and is inspired by the mountain ranges our region is known for. ■ The logo is also reinforced by our new tagline, “where giving grows,” which symbolizes the power of giving over time.