



## **2021-2022 BRANDING GUIDELINES and MEDIA OUTREACH**

Your organization has received a grant from the Naples Children & Education Foundation, founders of the Naples Winter Wine Festival. As a condition of receiving an NCEF grant, the Foundation requests that you follow the branding guidelines outlined here and provide NCEF with press clippings and examples of how you incorporated NCEF and its logo into your materials.

Your efforts will go a long way toward increasing general awareness and understanding of your organization and NCEF's support throughout Southwest Florida and enhancing your agency's ability to prosper.

### **USE OF NCEF LOGO:**

- ❑ The NCEF logo has been provided for your use; with the understanding that the NCEF logo may only be utilized to further the cause of NCEF's strategic initiatives and/or the Naples Winter Wine Festival. NCEF will gladly provide additional artwork and/or information upon request.
- ❑ We request that your organization use the NCEF logo on your website, in annual reports and newsletters.
- ❑ The NCEF logo must be used in its original proportion, and no changes or modifications to the logo shall be made without the prior written consent of NCEF. Any organization using the logo pursuant to these guidelines must display in the primary and more prominent position, their own logo(s), business name or other branding.
- ❑ For printing purposes, PMS colors to be used for the NCEF logo are Pantone 281 (blue) and Pantone 124 (yellow).
- ❑ NCEF-developed logos are the property of NCEF, and no organization shall attempt to trademark any property of NCEF. Any unauthorized use of any NCEF-developed logo is strictly prohibited.
- ❑ NCEF reserves the right in its sole and absolute discretion to terminate or modify permission to display or use the NCEF logo and may request that organizations modify or delete any use of the logo that, in NCEF's sole judgment, does not comply with these guidelines or might otherwise impair NCEF's rights in the logo. NCEF further reserves the right to object to unfair uses or misuses of its trademarks or logos or other violations of applicable law.
- ❑ The same terms and conditions above apply to any other NCEF-related logos or property that may be used in conjunction with NCEF's strategic initiatives and/or the Naples Winter Wine Festival.

### **MEDIA MESSAGING:**

- ❑ We request that NCEF be mentioned to media whenever a beneficiary discusses funding and/or a particular project where NCEF has been involved.
- ❑ The proper phrasing when referring to NCEF in interviews is “Naples Children & Education Foundation, founders of the Naples Winter Wine Festival.” **Linking NCEF and the Festival when you first refer to them is very important to demonstrate that the organizations are tied together.** The Festival is the major fundraiser for NCEF and the children’s causes that it supports, and that is an important concept to relay to media and your other constituents.

### **NEWS RELEASES:**

- ❑ We request using the following language when referring to NCEF in beneficiary news releases:

“The Naples Children & Education Foundation, the founding organization of the Naples Winter Wine Festival, is improving the educational, emotional, and health outcomes of underprivileged and at-risk children. Through its annual grants and strategic initiatives, NCEF has impacted over 50 of the most effective nonprofits in the community, providing more than 275,000 children with the services and resources they need to excel. NCEF’s unique approach, which emphasizes collaboration between organizations and bridges public and private resources, has become a blueprint for how to transform a community, one issue at a time.”

### **MEDIA OUTREACH:**

- ❑ We strongly urge all beneficiaries to develop relationships with the local news media and promote your agency and/or program on a regular basis. Opportunities to engage media include distributing news releases and providing media with story ideas.
- ❑ We ask that you consider writing a news release when you are holding a fundraiser and to announce its results; to announce new programs and awards; to communicate key milestones; and to share announcements about staff hires and new board members.
- ❑ The local press is often looking for “feel-good” stories about charities and the children who are helped, and sometimes it just takes a phone call or email to get media interested in covering your charity. Story ideas to convey to media include success stories of children that show the direct benefits of NCEF-funded activities, and photos and facts that show how NCEF has enabled your organization to grow from its early days to the present.
- ❑ Another avenue to media coverage is to invite newspapers, TV reporters and magazine editors when you are holding an open house, a fundraiser, or to see a new program “in action.”

### **OTHER MARKETING MATERIALS:**

- ❑ We highly encourage all beneficiaries to look for opportunities to mention NCEF and the impact of NCEF grants in materials your organization produces and on your website. Examples include annual reports, newsletters, flyers, and other public material.
- ❑ When using NCEF material, it is understood that NCEF will be acknowledged as the funder or source of such material. NCEF’s material is the property of NCEF and no organization shall attempt to copyright any material or other property of NCEF. Any

unauthorized use of any NCEF’s material is strictly prohibited. NCEF reserves the right in its sole and absolute discretion to terminate or modify permission to display or use the NCEF’s material.

- ❑ Stories and photos you publish in your newsletter and on your website may also be of interest to media. Consider customizing your key articles for a general readership and submit along with photos to media for publication.
- ❑ All branding information, including logos, can be found on the Naples Children & Education Foundation website: <https://brand.napleswinefestival.com/>
- ❑ The guidelines within this site will provide you with a framework for the consistent application of the Naples Children & Education Foundation (NCEF) and Naples Winter Wine Festival (NWWF) brands. It is important that all elements that make up the organization’s visual and spoken identity remain consistent. We appreciate your commitment to these standards and look forward to working with you. If you have any questions, please contact us.

**EVENTS:**

- ❑ We respectfully request that beneficiaries refrain from using NCEF event names and from conducting fundraisers on dates that conflict with NCEF’s fundraisers and special events. Collier County is such a small community, as it relates to the nonprofit target audience, that we strive to avoid confusion among NCEF stakeholders. Instead, we hope for optimal success for all involved by keeping event titles and dates separate and distinct.

**SOCIAL MEDIA**

We invite you to engage with our followers and we will do the same with your social media accounts. Please tag our accounts in any posts about the Festival or your work with the Naples community.

<b>Facebook</b>	Naples Children & Education Foundation – Naples Winter Wine Festival
<b>Twitter</b>	@ncef_nwwf
<b>Instagram</b>	@ncef_nwwf
<b>Hashtags</b>	#NWWF22 #NCEF #ItsAllForTheKids #NCEFNaples #NaplesWineFest

These guidelines may be amended from time to time without notice. If you have questions about NCEF branding, or you would like to request a current version of these guidelines, please contact Sarah Zaiser-Kelly, NCEF Grants Director, at 239-325-2988 or [sarah@napleswinefestival.com](mailto:sarah@napleswinefestival.com). For media and public relations, contact Lisa Juliano, Director of Events & Communications at 239-325-2972 or [lisa@napleswinefestival.com](mailto:lisa@napleswinefestival.com).

###