



Word Cloud

The Dallas Foundation
Visual Branding

brand core

The Dallas Foundation, established as a community foundation in 1929, serves as a resource, leader and catalyst for philanthropy by providing donors with flexible means of making gifts to charitable causes that enhance our community

vision | brand positioning

To serve donors to The Dallas Foundation effectively and to further cultivate and support those donors whose charitable giving seeks to make Dallas better for all its citizens

tagline

Here for Good

audiences

Donors (individuals and families)

Advisors (financial and estate planners, wealth managers, CPAs)

brand personality

LEGACY/HISTORY

Classic

Timeless

Stable

Trustworthy

Tradition

WORKING STYLE

Approachable

Gracious

Personal relationships

Collaborative

Forward-thinking

RESULTS

Professional

Experienced

Advocates

Impactful

Good stewards

take-away message

As an active philanthropic leader in the Dallas community, The Dallas Foundation can support, educate and inform donors and donor families as they pursue individual quests to make charitable gifts that address vital community needs.

key messages | copy tone

Because of its deep roots in Dallas, and the civic involvement of its Board and staff, TDF is uniquely positioned to help you make giving choices that will make a difference in Dallas

TDF is committed to fully understanding the Dallas community's challenges and opportunities in order to help you leverage your philanthropy to maximize impact

Charitable giving can be a positive, life-changing experience for you and your family