



THE DALLAS FOUNDATION

*Here for Good*

STYLE GUIDE

Color Palette PMS



PMS 5497



PMS 1805



PMS 1525



PMS 153



PMS 377



PMS 7468



PMS 110



PMS 7499 CUT 45%

Color Palette CMYK



C19 M0 Y14 K45



C13 M86 Y86 K0



C12 M71 Y91 K0



C14 M55 Y97 K0



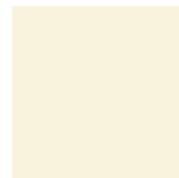
C55 M25 Y88 K10



C80 M48 Y35 K0

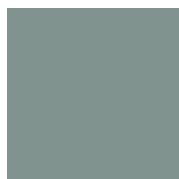


C2 M21 Y77 K6



C2 M3 Y14 K0

Color Palette RGB



R128 G147 B142



R215 G75 B58



R219 G107 B53



R217 G133 B45



R121 G146 B72



R67 G121 B145



R233 G189 B2



R248 G241 B220



Palatino	<p>Regular</p> <p><i>Regular Italic</i></p> <p><b>Bold</b></p> <p><b><i>Bold Italic</i></b></p>	<p>Body copy</p> <p>Emphasis within body copy</p> <p>Heads and subheads</p> <p>Emphasis within body copy or heads and subheads</p>
Meta	<p>Normal</p> <p><i>Italic</i></p> <p><b>Bold</b></p>	<p>Alternate body copy</p> <p>Emphasis within body copy or heads and subheads</p> <p>Alternate heads and subheads</p>
MetaBookLF	<p>CAPS</p> <p><i>CAPS ITALIC</i></p>	<p>Alternate heads and subheads</p> <p>Emphasis within body copy or heads and subheads</p>

### Email signature

All outgoing emails, that are initiated from within The Dallas Foundation should have a standardized email signature at the bottom of the email. Use the below template to maintain uniformity.

**Name**  
Title

**THE DALLAS FOUNDATION**

*Here for Good*

Reagan Place at Old Parkland

3963 Maple Avenue, Suite 390

Dallas, Texas 75219

(p) 214.741.9898, ext. 000

(f ) 214.741.9848

[name@dallasfoundation.org](mailto:name@dallasfoundation.org)

[dallasfoundation.org](http://dallasfoundation.org)



Arial 10 pt. bold set at 1.15 line spacing

Arial 10 pt. regular set at 1.15 line spacing



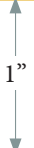

One 9 pt. space set at 1.15 line spacing

Arial 9 pt. regular caps set at 1.15 line spacing: C80 M48 Y35 K0

Arial 9 pt. regular italic set at 1.15 line spacing

Arial 8 pt. regular set at 1.15 line spacing

Arial 8 pt. regular set at 1.15 line spacing: C55 M25 Y88 K10

		<p>Reagan Place at Old Parkland          3963 Maple Avenue, Suite 390          Dallas, Texas 75219          Phone 214.741.9898          Fax 214.741.9848  <a href="http://www.dallasfoundation.org">www.dallasfoundation.org</a></p>
<p><b>President</b>          Mary M. Jalonick</p> <p><b>Board of Governors</b>          David R. Corrigan  <i>Chairman</i></p> <p>John P. (J.) Puckett III  <i>Vice Chairman</i></p> <p>Anne B. Motsenbocker  <i>Secretary</i></p> <p>M. Elizabeth Cedillo-Pereira          Nita P. Clark          Don W. Crisp          Valerie Freeman          Larry J. Haynes          Stephanie E. Hunt          Douglas S. Lang          Carol R. Levy          James M. (Jim) Moroney III          Amiralil Rupani          Jere W. Thompson, Jr.          W. Kelvin Walker</p>	<p>November 18, 2014</p> <p>Dear Peterson Ray,</p> <p>When our newly-formed board finished our meeting in late February in Seattle we suddenly realized that we had several challenges without the requisite skill sets—ranging from website development to ensuring that we had a name that would resonate with members and funders. Miraculously, your names emerged as quality craftsmen who might help a fledging group take flight.</p> <p>We know that you both have invested significant amounts of time and expertise in meetings with our Marketing &amp; Communication Committee as well as developing materials and models outside of those meetings. When the Board met earlier this week, they were impressed with the results of all of this work and deeply appreciative.</p> <p>Thank you for stepping forward as a wonderful resource for the National Network for Schools in Partnership (NNSP), an organization that is changing the relationship of private and public education to the betterment of both, and for the benefit of all students, public and private. Support like yours ensures that our dynamic national network can offer practical assistance and guidance to its members, which include private schools, public schools, and non-profits.</p> <p>We know that while this work was pro bono—it still cost you both something to engage in this work. We will be glad to serve as reference for you as you grow your network of satisfied clients—and we will remember you when we have the funds to move forward with other marketing and information resources.</p> <p>Sincerely,</p> <p>D. Rodney Chamberlain          Board Chair, NNSP</p>	
		 <p>Confirmed in Compliance with National Standards for U.S. Community Foundations</p>

	<p>When our newly-formed board finished our meeting in late February in Seattle we suddenly realized that we had several challenges without the requisite skill sets—ranging from website development to ensuring that we had a name that would resonate with members and funders. Miraculously, your names emerged as quality craftsmen who might help a fledging group take flight.</p>	
1.75"	<p>We know that you both have invested significant amounts of time and expertise in meetings with our Marketing &amp; Communication Committee as well as developing materials and models outside of those meetings. When the Board met earlier this week, they were impressed with the results of all of this work and deeply appreciative.</p> <p>Thank you for stepping forward as a wonderful resource for the National Network for Schools in Partnership (NNSP), an organization that is changing the relationship of private and public education to the betterment of both, and for the benefit of all students, public and private. Support like yours ensures that our dynamic national network can offer practical assistance and guidance to its members, which include private schools, public schools, and non-profits.</p> <p>We know that while this work was pro bono—it still cost you both something to engage in this work. We will be glad to serve as reference for you as you grow your network of satisfied clients—and we will remember you when we have the funds to move forward with other marketing and information resources.</p> <p>Sincerely,</p> <p>D. Rodney Chamberlain Board Chair, NNSP</p>	1"