

*For grantee organizations and partners*

# COMMUNICATIONS GUIDELINES

Inatai Foundation is grateful to learn and work alongside you. While we are proud supporters of your work, please do not feel obligated to publicly acknowledge us in communications about your grant or partnership with us. If sharing our support helps you advance your organization's goals, please follow these guidelines.

## **HERE'S HOW TO TALK ABOUT US.**

If you want to mention Inatai Foundation, the best and easiest way is to link to our website: **[inatai.org](https://inatai.org)**.

*Here's a one-sentence summary to describe us:*

**Inatai Foundation is a 501(c)(4) grantmaking organization working to transform the balance of power in Washington and beyond.**

Because we serve the entirety of Washington and have team members and offices all over the state, please do not describe us as a Seattle-based foundation.

## **SEND US ANY QUESTIONS YOU RECEIVE ABOUT THE FOUNDATION.**

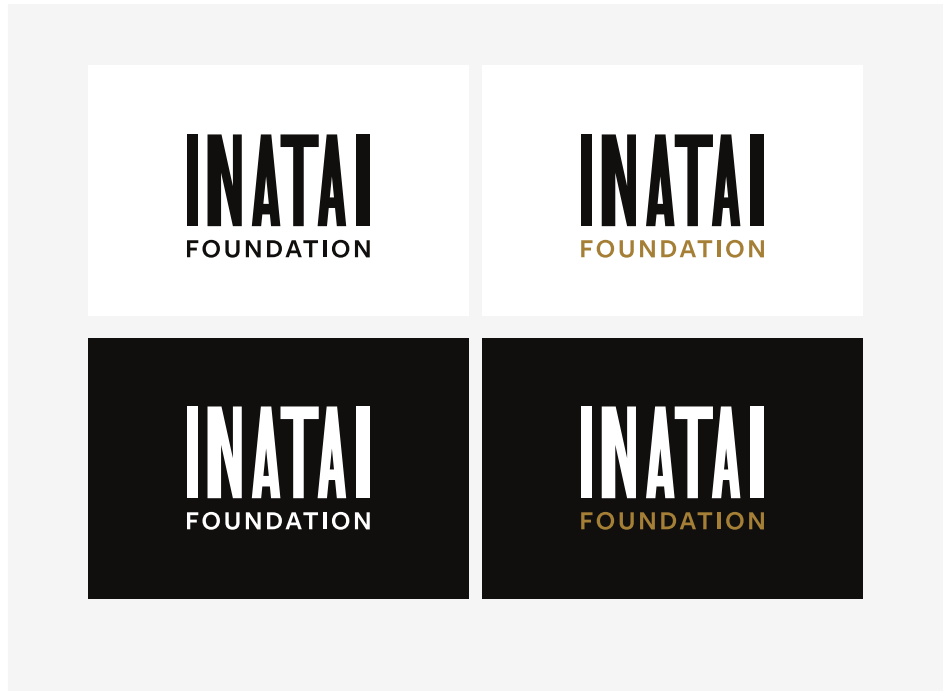
If the news media or others ask you any questions about Inatai Foundation, including about our history, funding strategy, or team, please forward them to us. We will do the same and pass along any questions we receive about your team, work, and community.

## **WE ARE HERE TO HELP.**

If you have questions about these guidelines or communications in general, please contact your program officer or our grants team at: **[grants@inatai.org](mailto:grants@inatai.org)**.

## INATAI FOUNDATION LOGO

The Inatai Foundation logo includes the addition of “Foundation” below “Inatai.” Most materials include the Inatai Foundation logo to form a quicker connection to what Inatai does and it can be used interchangeably with primary Inatai logo.



## MINIMUM SIZE USAGE

When using a logo, use the primary or secondary logo, **DO NOT** use Foundation by itself. The logo should be used no smaller than the minimum sizes noted here.



## SPECIALTY SMALL SIZE USAGE

Always use the Inatai logo (without Foundation) for extremely small applications such as pens, golf balls and so on.



## LOGO MISUSE

Incorrect use of the logo compromises the Inatai Foundation brand. These examples of misuse are not comprehensive.

As a rule, never alter, add to, or attempt to recreate the Inatai Foundation logo. Always use the approved digital artwork.

**NOTE:** The misuse applies to all versions of the logo.



INATAI  
FOUNDATION

**DO NOT** change the spacing or proportions of the logo components.



INATAI  
FOUNDATION

**DO NOT** change the logo colors.



INATAI  
FOUNDATION

**DO NOT** alter any part of the logo.



INATAI  
FOUNDATION

**DO NOT** apply any effects to the logo.



INATAI  
FOUNDATION

**DO NOT** change the typeface of the logo.



INATAI  
FOUNDATION

**DO NOT** distort or rotate the logo.



INATAI  
FOUNDATION

**DO NOT** change the size of the descriptor to be larger than it is presented.



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TAI  
FOUNDATION

**DO NOT** reposition any of the elements within the logo.