



THE
Firstenberg
FOUNDATION

Brand Guide

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Our Story

The Firstenburg Foundation continues the legacy of its Founders, E.W. and Mary who were dedicated community advocates that transformed a rural bank in Ridgefield into First Independent Bank, a vital hub of community life in Southwest Washington for decades.

Generously giving millions to civic projects, their legacy can be seen in landmarks like the Firstenburg Tower at PeaceHealth SW, the thriving Firstenburg community center, and many other physical structures integral to the community's fabric. However, the foundation's impact extends far beyond physical structures. Today, E.W. and Mary's family continues their legacy by actively supporting a myriad of non-profits tirelessly working to enhance economic conditions and quality of life in the communities of Southwest Washington, spanning Clark, Cowlitz, Klickitat, and Skamania counties—areas once served by the Bank.



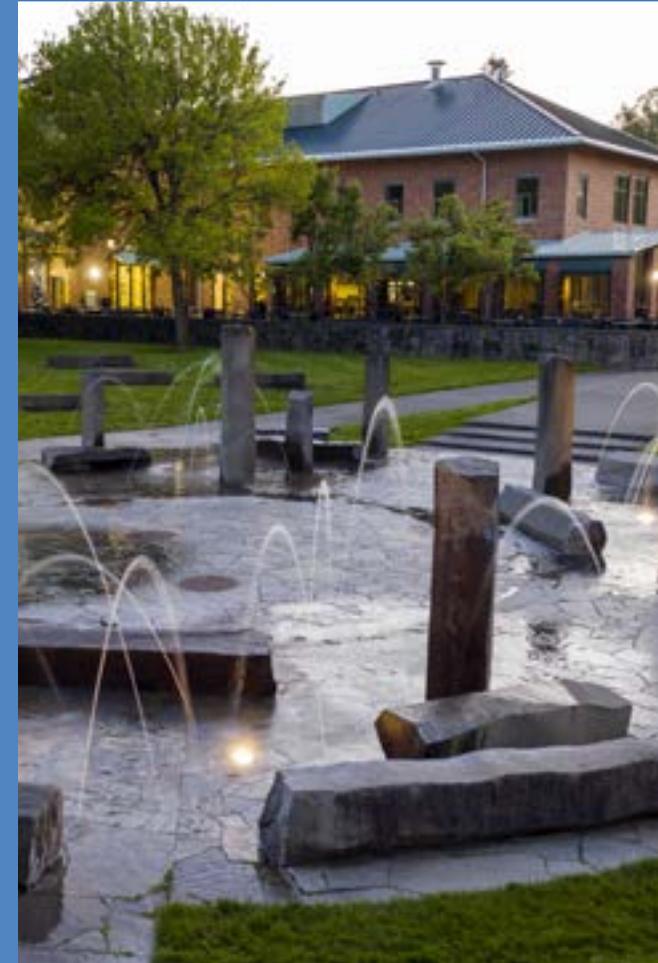
The original home of First Independent Bank.

Purpose

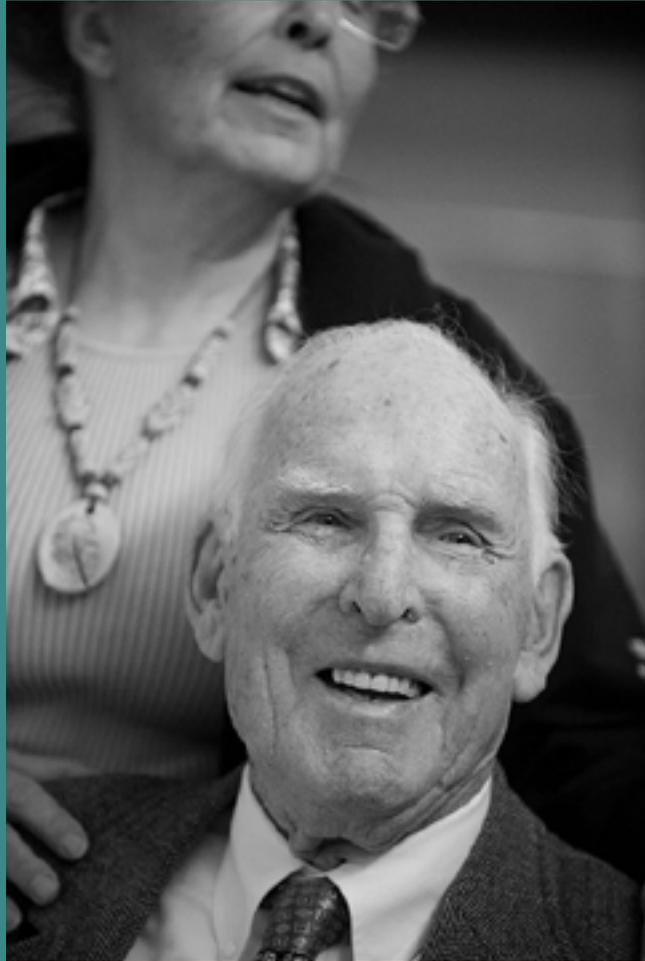
We exist to
continue the
legacy of
empowering
community.

Mission

To serve as a trusted partner for nonprofits in SWWA by providing essential investment and strategic support for their work.



*Firstenburg Family Fountain,
Washington State University Vancouver*



E.W. Firstenberg

Vision

We envision a community where strategic investment, collaboration, and empathy converge to create a lasting and transformative impact that enhances the well-being of all.

Taglines

“Together for tomorrow.”

“Empowering change, transforming communities.”



Firstenberg Community Center, Vancouver Parks & Recreation District

Voice & Tone

- Strategic
- Inspirational
- Collaborative
- Transparent
- Empathetic
- Optimistic
- Accessible
- Solution-Oriented

Goals

Strategic Investments

Financial resources are strategically allocated to initiatives that yield long-term benefits, ensuring a sustainable and enduring impact on the community.

Unified Initiatives

Organizations, businesses, and community groups work together on shared initiatives, pooling resources and expertise to address select challenges.

Empowered Leaders

Nonprofit leaders are trusted to select the necessary resources, support and strategic guidance for their organization, enabling them to lead with confidence and effectiveness.

Enhanced Quality of Life

Tangible improvements in living conditions, education, healthcare, and overall well-being contribute to an enhanced quality of life for all residents.

Thriving Nonprofit Sector

The nonprofit sector is robust and proactive, with organizations having the capacity to plan strategically and implement impactful projects, thanks to the foundation's support.

Logo



Primary Logo



Social Favicon

Logo Guidelines



Clear Space

Maintain a clearance from the logo equal to the size of the letter F to ensure the integrity of the logo.



Minimum Print Size

The logo should not appear smaller than 0.75" high in print. If space dictates a smaller size, then take special care to ensure the logo is legible.

Logo Guidelines



Do

place the logo on top of images or patterns as long as readability is maintained. To maximize readability or add dimension, use a transparency.



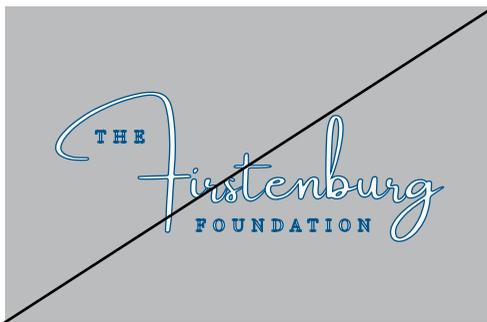
Do

position the logo when there is ample space around all outer edges of the mark.



Do

place the logo in solid black or white, or Yale Navy on any of the brand's colors as long as highly contrasted.



Do not

use an outline or add a stroke to the logo. The logo should never have a border or frame — use only in white, black, or brand colors.



Do not

alter the proportions of the logo in any way. Never crowd, stretch, or crop the mark in order to fit a given space.



Do not

apply different colors or gradients to the logo. Always display the wordmark, in the same solid hue.

Font Systems

Logo

Amsterdam One

Mrs Eaves, Regular



Headlines & Subheads

Acumin Variable Concept, Bold

Sentence case

We continue the legacy.

**Empowering those striving to establish a
flourishing and self-supporting community.**

Body copy

Acumin Variable Concept, Regular

Sentence case

Liciistio. Nam, tem verchic te pre, totatum estia ne dit harit aliquat
exerum esteseq uidendit facipsum estiis serorit ationsequos
dest que con consequam rehenda ndebita dessinv elestia
plignis que nonsequam rehenda ndebita que nonetum.

Quotes

Lora, Bold, Tracking +20

Title or sentence

“Together for tomorrow.”

Banker Blue

RGB
0, 84, 139
CMYK
98, 71, 21, 5
HEX#
00548b

50%

25%

Steel Blue

RGB
80, 133, 193
CMYK
71, 41, 2, 0
HEX#
5085c1

50%

25%

Powder Blue

RGB
219, 239, 237
CMYK
13, 0, 7, 0
HEX#
dbefed

50%

25%

Teal

RGB
56, 139, 132
CMYK
78, 27, 50, 5
HEX#
388b84

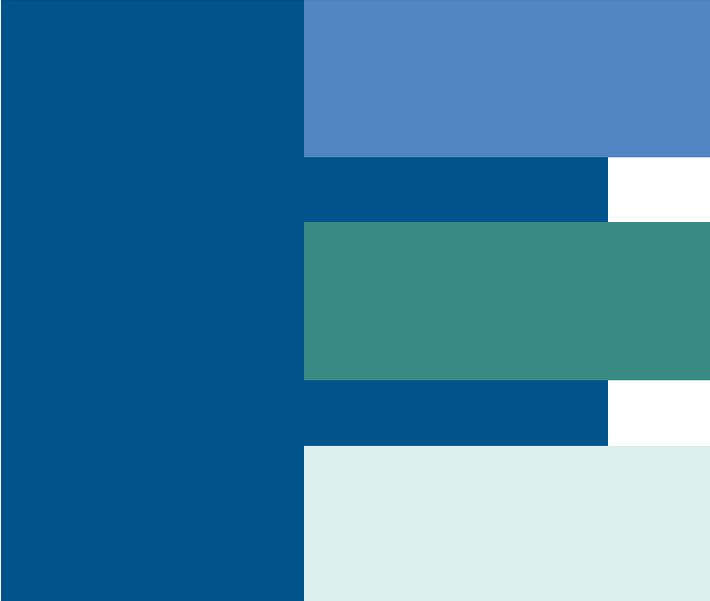
50%

25%

Eggshell

RGB
247, 248, 249
CMYK
2, 1, 1, 0
HEX#
f7f8f8

Color Combinations





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