

# THE GREATER SUM FOUNDATION

Graphics Standards Guidelines



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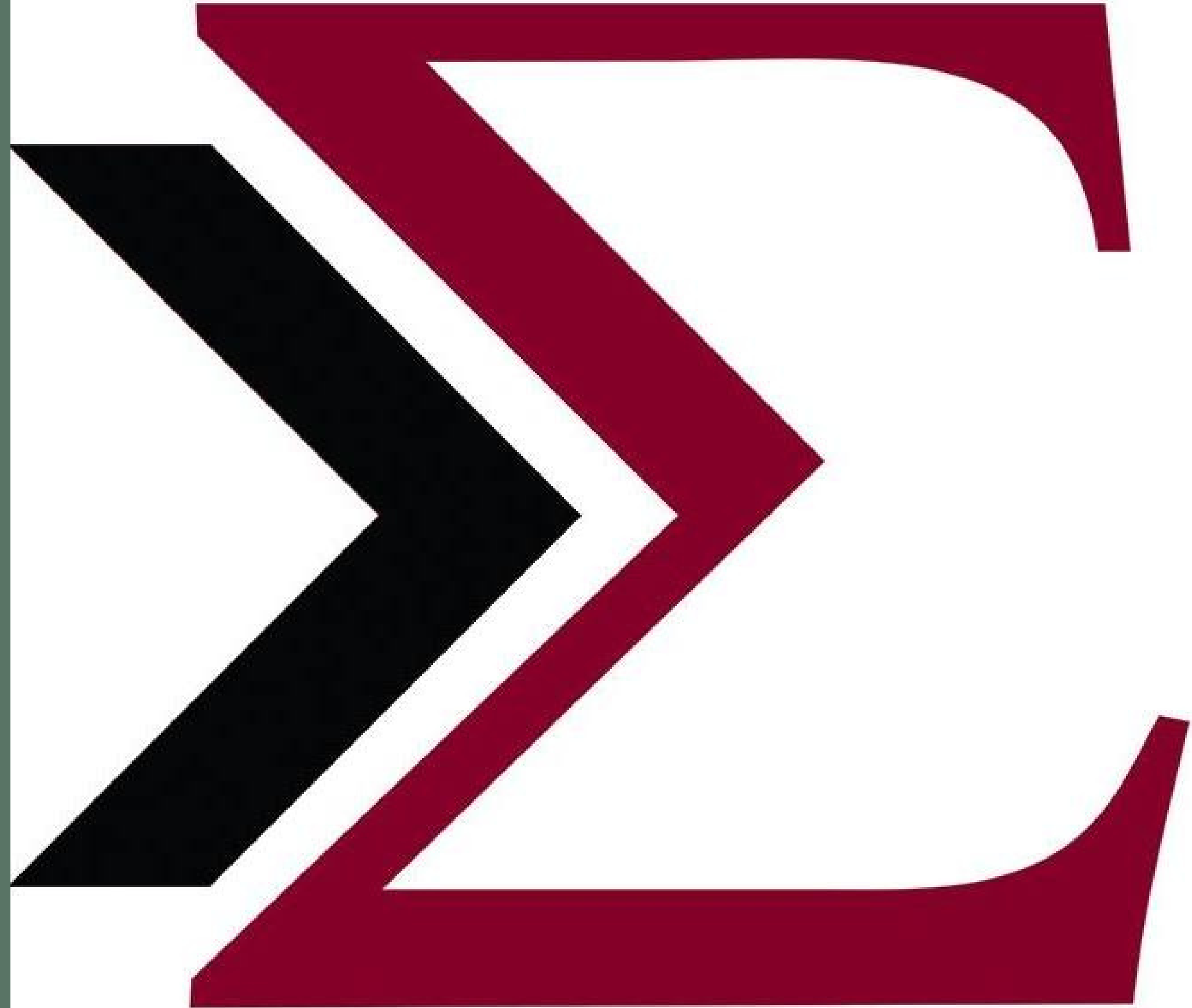
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# THE GREATER STORY

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## HOW IT ALL BEGAN

In 2017, our founder Todd Silverstein, created The Greater Sum Foundation as a way to address the lack of funding, tools and opportunities available to early-stage nonprofit organizations with incredible and innovative ideas.

He modeled our organization as a "shark tank" for non-profits, which allowed them to pitch their organization's unique solutions to old problems for the chance to become a recipient of our support.





# OUR WORK

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Our foundation was designed to be an incubator for innovative nonprofit startups that need capacity building assistance to grow and service more communities beyond their immediate reach. Our toolkit for start-ups includes the ability to pitch your idea to donors, professional development trainings, mentorship, marketing and media exposure, and much more.

We offer helpful resources to all kinds of nonprofits and give special consideration to organizations with the following focus areas:

- HEALTH
- EDUCATION
- ENVIRONMENT
- COMMUNITIES



## **OUR INSPIRATION**

The whole is **GREATER**  
than the **SUM** of its parts

ARISTOTLE

A background image showing two hands, one on the left and one on the right, holding two interlocking puzzle pieces. The hands are positioned as if they are about to place the pieces together. The puzzle pieces are dark and have a circular hole in the center. The hands are light-skinned and are shown from the side, with fingers extended towards the puzzle pieces. The background is a solid, muted blue-grey color.

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# VIRTUAL INCUBATOR 2020

12 WEEK PROGRAM DESIGNED BY TGS STAFF AND VOLUNTEERS FOR EARLY STAGE,  
INNOVATIVE, AND SCALABLE NONPROFITS TO GROW THEIR INITIATIVES TO THE NEXT LEVEL

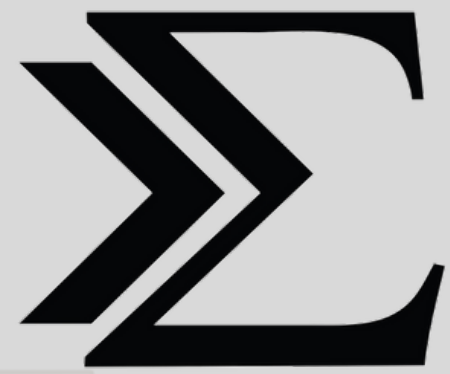


# Our Main Logo

## THE VISION

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Our logo is formed by two mathematical symbols. The greater than sign and sigma and together they form "greater sum".



# Utilizing the Logo

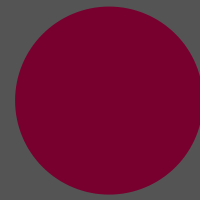
## SOME EXAMPLES

Here's some legacy logo ideas created by the communications team.

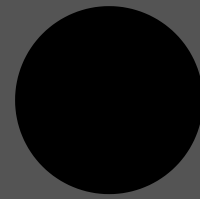




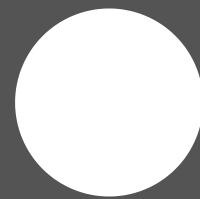
**Primary**  
**Pantone 78002F**  
HEX: #78002f



**Primary #2**  
**Pantone BLACK**  
HEX: #000000



**Primary #3**  
**Pantone WHITE**  
HEX: #FFFFFF



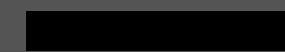
**Pantone 4505 U**  
HEX: #a4987a



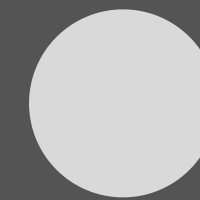
**Pantone 7734 U**  
HEX: #597465



# The Approved Color Palette



**Pantone Cool Gray 1 U**  
HEX: #d9d9d9



# THE APPROVED FONTS TEMPORARY LIST

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## COPPERPLATE

Baskerville

Garmond

Morocco LT 5τδ (for #5 only)

**Assistant Bold**

Assistant Regular

## MONSERRAT

# WRITING IMAGE DESCRIPTIONS FOR VISUALLY ACCESSIBILITY

## What is an image description?

**An image description is a written caption that describes the essential information in an image.**

**Image descriptions can define photos, graphics, gifs, and video — basically anything containing visual information.**

**It's sometimes referred to as alt text since the alt tag is a common place to store them.**

**The alt tag appears in the HTML code like this:**

```

```

## How to write a good image description?

**The object is the main focus. The action describes what's happening, usually what the object is doing. The context describes the surrounding environment.**

**Example:**

**Description: Black Lives Matter sign being held in a crowd.**

**Object: Black Lives Matter sign**

**Action: being held**

**Context: in a crowd**

**A concise way to add detail: A painted Black Lives Matter cardboard sign being held anonymously in a blurred out crowd in front of a stone building.**



# FIND US ONLINE



TWITTER

@GreaterSumFound



FACEBOOK

@GreaterSumFound



INSTAGRAM

@GreaterSumFound

# CONTACT INFORMATION

## FOR QUESTIONS, SUGGESTIONS, AND MORE

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