

IDENTITY  
Guidelines



MY



GRANT



MANAGER

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# Brand Promise



MyGrantManager is a revolutionary new resource designed to support and enhance grant procurement and management. MyGrantManager provides organizations with a web-based portal to find funding, manage the application process, and administer their grant awards in compliance. Track expenditures and objectives through an intuitive interface and share results through your customized dashboard, leaving you time to work with your participants, accomplish goals, all while saving you time and money. Through nearly two decades of work in the grants field as grant seekers, grant writers, grant heirs, grant managers, and grantors, we've learned (and experienced) that subject matter experts aren't grant experts (like us) and that it's easier to be proactive than reactively explain and apologize for our mistakes in grant administration. Traditional methods of grant management include using tools that don't meet our needs for up-to-date expenditures and reports that can be distributed to stakeholders on an on-demand basis. Tracking the expenditures and performance measures demand significant extra work from administrators and staff. MyGrantManager is an online software platform that we've designed with these specific needs in mind. We describe it as "grant management for front-line professionals." Essentially, it's a highly customizable, easy-to-use tool that helps grant recipients monitor and report results without taking valuable work time. Visit our website if you're interested in specifics. One of our key values is our belief in the important role of grants to the work of nonprofit organizations. From the start, we've designed MyGrantManager to support and complement the work that makes a difference in our communities and people's lives. We're committed to supporting and enhancing the work that organizations are already doing by leveraging technology designed specifically for grant management

# Brand Logo



## Logo Concept

The logo is designed based on two fundamental concepts of the company: Endowment and Management

The structural form and font and Blue color is used to show the Management concept of the brand

Also two shades of Green are used to state the essence of Grant which is Growth



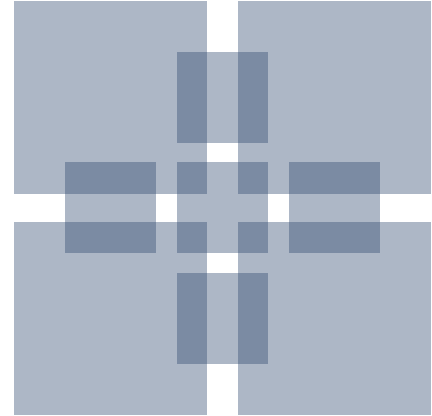
## Logo Variations



only for website or application usage



## Logo Elements



## Tagline

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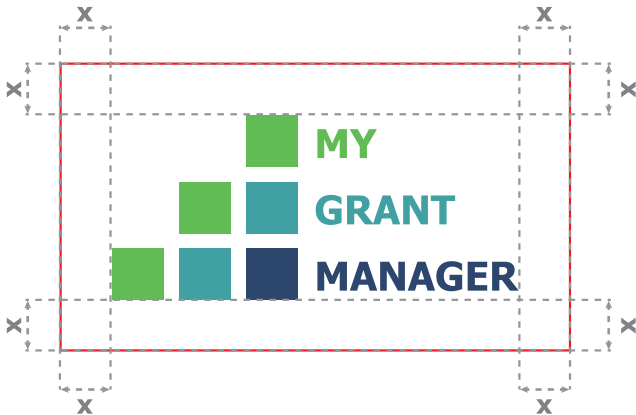
STEP UP TO SUCCESS

**STEP UP TO SUCCESS**

**STEP UP TO SUCCESS**

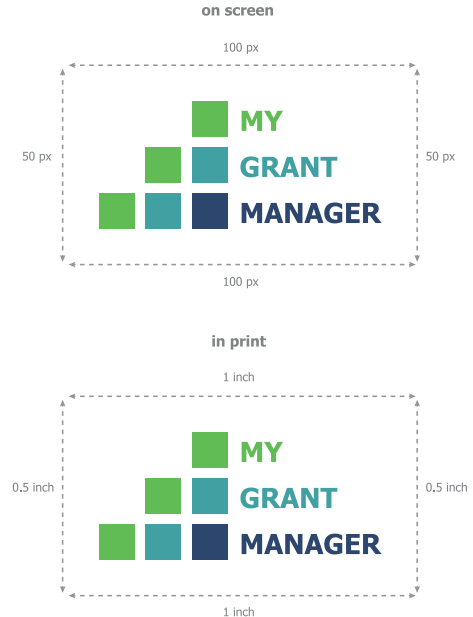
## Clear Space

Clear space is separating the logo from other elements such as headlines, text, imagery and the outside edge of printed materials. The x equals to the height and width of squares used in the logo

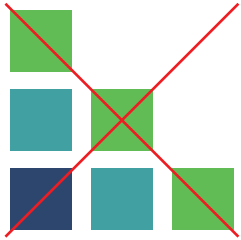


## Minimum Size

The minimum size described includes the clear space. The minimum sizes are applicable for displays of 72DPI. If the display screens have higher resolution, minimum size should be adapted proportionally



## Incorrect Logo Usage



# Color Palette



**PMS : 360 C**

C	%64	R	98
M	%0	G	188
Y	%91	B	84
K	%0		

**HEX : 62BC54**

**PMS : 534 C**

C	%90	R	48
M	%76	G	70
Y	%33	B	109
K	%19		

**HEX : 30466D**

**PMS : 7472 C**

C	%71		
M	%19		
Y	%38		
K	%0		

**HEX : 48A1A1**

**PMS : 258 C**

C	%45	R	151
M	%79	G	85
Y	%0	B	162
K	%0		

**HEX : 9755A2**

# Typography



Font name: Tahoma

Version: Version 6.98

OpenType Layout, Digitally Signed, TrueType Outlines

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**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.:;, ' " (!?) +-\*/=**

Font name: Tahoma

Version: Version 6.98

OpenType Layout, Digitally Signed, TrueType Outlines

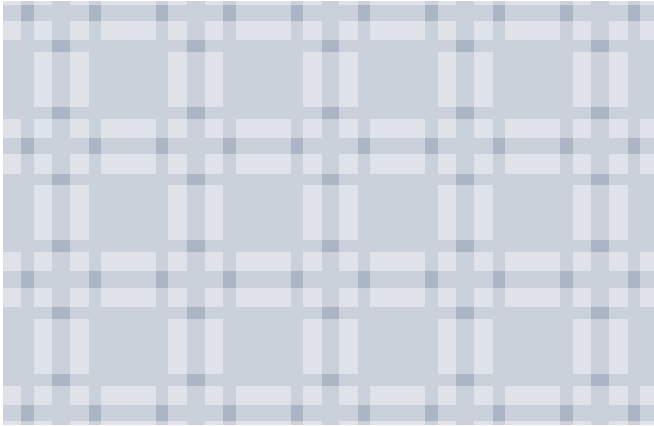
---

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:;, ' " (!?) +-\*/=

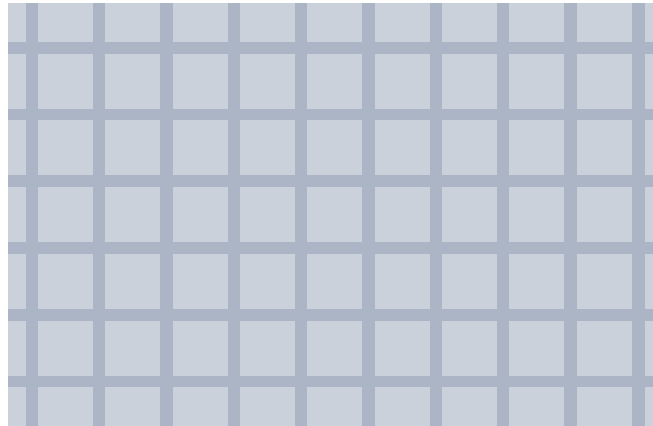
# Patterns







only as a background for pictures



only for combining with logo symbol

# Applications



# MY GRANT MANAGER

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