



Graphic Standards And Use Guide

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Introduction

Welcome to the GPCI Graphic Standards Guide. This guide was developed by the GPCI Board to facilitate the promotion of the Grant Professional Certification Institute (GPCI) and the Grant Professional Certified (GPC) credential.

Use of GPC and the Grant Professional Certified credential is a wonderful way to promote the grants profession, but everyone's cooperation is important in protecting the value of these logos. The consistent implementation of these graphics provides a sense of professionalism to GPCs, other grant professionals, the development and nonprofit professions, and the world at large.

Thank you for your assistance in protecting the professional value of these graphics.

About GPCI

Mission

GPCI is dedicated to measuring and promoting competency and ethical practices within the field of grantsmanship. GPCI accomplishes its mission through the identification of grant professionals who display outstanding expertise and ethical practices as measured by a psychometrically valid and reliable assessment tool.

Vision

GPCI envisions excellence and accountability in grantsmanship. It seeks to support a philanthropic community assured of grant professionals who can successfully guide and shape the outcomes of their funding endeavors.

Purpose of the Graphic Standards Guide

This Graphic Standards Guide provides:

- Logo technical specifications to facilitate use
- Guidelines on correct use of the approved graphics
- Communication materials and templates for common uses of graphics

Logo Specifications

Purpose

These guidelines for the use of the official GPCI, GPC, and GPC Accepted Continuing Education Provider logos serve to identify the Grant Professionals Certification Institute, individuals who have earned the Grant Professional Certified credential and individuals and organizations who are accepted to provide continuing education in alignment with one or more GPC competencies.

The primary GPCI logo is the combination of the acronym, GPCI, the organization name spelled out, and the tag line of GPCI. This is the official logo and should be used whenever possible. Below is an example of the primary logo with registered trademark.



In situations where the impact would be diluted due to limited visibility and/or readability, the letter only version of the logo, GPCI, can be used, as shown below.



The GPC logo may be used by those who have been officially granted the Grant Professional Certified (GPC) credential by the Grant Professionals Certification Institute, as shown below.



The GPC Accepted Continuing Education Provider logo may be used by those who have been accepted by GPCI to be a continuing education provider in the given year of the logo.



Typography

The type font for the G is *Shelley Allegro Uppercase*. The type font for the words in the logo that are spelled out, “Grant Professionals Certification Institute” is *Adobe Garamond Regular* and all letters should always be capitalized. The type font for the tag line, “Providing a Standard of Excellence for the Grant Profession” is *Veranda* in italics with capitalization of the first letter of each word except “a”, “of”, “for”, and “the”.

If you would like to match your creative copy type font to the logo letters “pci”, you will need to substitute a font that comes close to the special *Adobe Garamond Regular* font used. The four fonts below, in priority of similarity to the special font, are suggested for use to match that font:

- *High Tower Text*
- *Centaur*
- *Garamond*
- *Times Roman*

When building a website or other online promotion, the fonts *Futura*, *Avante Garde*, and *Harmonica Sans* should be used to ensure optimized viewing of your website for all visitors.

Logo Colors:

The recommended color palette is based on the color (preferred) and black and white (supplemental) versions of the logos. Specifically, the black and white logos are supplemented with a gray (60% black). The translation of these specifications into web safe colors, or when printing onto various types of paper and textures, may require an interpretation of the colors. Please match to the RGB colors.

Logo	Name	RGB	CMYK	Web Colors
GPCI	Blue letter G, Tag line, divider	37/64/143	100/90/10/0	#25408f
	Black letters: pci	0/0/0	0/0/0/100	#000000
	Gray Words	153/153/153	0/0/0/40	#999999
GPC	Yellow background	255/255/102	4/0/71/0	#ffff66
	Black letter/Words	0/0/0	0/0/0/100	#000000
Provider	Blue background	37/64/143	100/90/10/0	#25408f
	Yellow Numbers	255/255/102	4/0/71/0	#ffff66
	Yellow background	255/255/102	4/0/71/0	#ffff66
	White letters	255/255/255	0/0/0/0	#ffffff
	Black letter/Words	0/0/0	0/0/0/100	#000000

Use

Use of the GPCI Marks by GPCI

The GPCI logo may be used by GPCI on materials such as membership certificates, credential awards, stationery, publications and communications; on technical and educational materials; and on resale and giveaway items which are in good taste. Uses may be in print, electronic or in such other manner as may be appropriate. The GPCI name and/or logo may not be altered or otherwise used and may not be displayed in a manner that states, implies, or suggests that GPCI serves as a business reference for members, or that GPCI endorses any member or business practice.

By Individuals

Individuals who have been officially granted the GPC credential by GPCI are granted a license during the period in which they remain certified and adhere to all GPC standards.

1. GPC

- Always use all capital letters.
- Never use periods.

Correct: Jane Doe, GPC
Incorrect: Jane Doe, G.P.C
Incorrect: Jane Doe, gpc

2. Grant Professional Certified

- Always singular, never plural
- First letters are always capitalized

Correct: Jane Doe, Grant Professional Certified
Correct: Jane Doe holds the Grant Professional Certified (GPC) credential.
Correct: Jane Doe earned the Grant Professional Certified (GPC) credential in 2010.
Correct: The hospital employs three people who hold the Grant Professional Certified (GPC) credential.
Incorrect: A group of certified grant professionals are doing the presentation.

Individuals who have been officially granted the GPC credential by GPCI, are in good standing, and who have chosen to claim retirement status are granted a license during the period in which they remain in retirement.

1. GPC Retired

- Always use all capital letters.
- Never use periods.

Correct: Jane Doe, GPC Retired
Incorrect: Jane Doe, G.P.C Retired
Incorrect: Jane Doe, gpc retired

How to Use

Individuals are authorized to use the GPC or GPC Retired marks:

- On business cards
- On stationary
- In directory listings
- On brochures and signage with a clear link to one or more individuals certified by GPCI
- Display advertising with a clear link to one or more individuals certified by GPCI
- Through display of the GPC certificate, through its expiration data, designating the individual as certified
- Through the GPC lapel pin provided by GPCI
- As a hyperlink on an individual's website, if it is linked directly to the GPCI home page (<http://www.grantcredential.org/>). You may not use it to link to other pages on your website or any other websites.
- As meta-text of each web page belonging to an individual currently certified by GPCI, provided the marks only appear once in the meta-text
- As a hyperlink on an individual's electronic email signature, if it is linked directly to the GPCI home page (<http://www.grantcredential.org/>)
- On articles of clothing or jewelry

Use of the Accepted Continuing Education Provider Logo

GPCI encourages individuals and organizations to develop products and programs to present the knowledge and skills outlined in the GPCI competencies. Should an organization or individual wish to align an activity or product with GPCI, the individual or organization may do the following:

1. Undergo the application process with GPCI to ensure their training or education sessions adhere to areas of content necessary to maintain the GPC credential. Formal education or training programs that update the GPC's knowledge will be accepted for points, provided the course primarily covers grant competencies published by GPCI and meets GPCI's published Continuing Education Standards.
2. Display the Certification Maintenance Program (CMP) Accepted Continuing Education (CE) Provider logo:
 - On brochures and signage with a clear link to one or more courses covers grant competencies published by GPCI and meets GPCI's published Continuing Education Standards.
 - As a hyperlink on an organization's or individual's website, if it is linked directly to the list of current CMP Accepted Continuing Education Providers page (<http://www.grantcredential.org/certification-maintenance/cmp-accepted-ce-providers/>). You may not use it to link to other pages on your website or any other websites.
 - As meta-text of each web page belonging to an individual or organization currently approved to provide training or education sessions or courses primarily covering grant competencies published by GPCI and meeting GPCI's published Continuing Education Standards, provided the marks only appear once in the meta-text.

- As a hyperlink on an organization’s or individual’s electronic email signature, if it is linked directly to the current CMP Accepted Continuing Education Providers page (<http://www.grantcredential.org/certification-maintenance/cmp-accepted-ce-providers/>).

Unacceptable Use

No organization or individual may use pictures of current or former GPCI board members to imply an endorsement of any products or programs which present the knowledge and skills outlined in the GPCI competencies.

Communication Materials and Templates

Choosing a Graphic Format

JPGs can be scaled proportionally smaller, but not larger, as the image can be distorted or pixilated. JPGs can also be converted to TIFF and GIF formats if necessary. We recommend Photoshop or Fireworks for the best results. JPGs (or JPGS) can be used in Word, PowerPoint, FrontPage, Dreamweaver, Flash, and other similar applications. EPS image formats are scalable with the best results in Quark, Illustrator, and Freehand. We recommend EPS usage for any commercial press or vendor related work.

How to get high quality logos

For original files of any of the logos, please contact Kelli Romero at the Grant Professionals Association’s national office, who is in charge of marketing and design at kelli@grantprofessionals.org; (913) 788-3000. If you need a logo resized, please email Kelli the required size and file format, as well as a brief explanation of need (i.e. Facebook cover photo, online banner ad, etc.).

Stationary, Newsletter, and Press Release

- If you are using a Windows-based computer, browse the folders and files until you find the image you would like to use. Position the mouse pointer over the image, click the right-hand mouse button, and choose 'Save Picture as . . .' from the menu that appears. Then using your “Save In” drop down window, go to the location on your hard drive where you want to store the image. Verify the file name and the file format indicated and then click Save.
- If you are inserting an image into a Word document; realize that your options to move the image exactly where you want it in Microsoft Word are more limited than in other more graphically based applications. Place your cursor on the left margin, at the line where you want to insert the image and click your left mouse button. Then click the insert button generally located in the top toolbar row. Then click “Picture” from the column of window option. Next click from file. Use your “Look In” window function to navigate to the location of the image file you want in insert. Click on the image you want to insert and then click the “Insert” function.
- There are a number of ways you can place the logos supplied:
 - You can insert the logo into a header or footer, which will cause it to repeat on every page, and not move when you edit your writing.
 - You can insert the logo into live copy area on your page. Here it moves up or down depending on whether you add rows or lines above or below where the logo is placed.

- Moving the logo around: click on the image so that a box appears around it, then you can make the following moves:
 - Use the toolbar at the top of the page to move it flush right, or centered
 - Use the tab key to move it over via tabbing to where you want it.
 - Move it up or down in the page by adding or deleting rows above or below it, or deleting it and re-inserting it where you want it.

E-Signature

GPCI encourages the personalization of your email signature with GPC credential. Using the formats below, you may also use the GPC as a hyperlink on your individual electronic email signature, if it is linked directly to the GPCI home page (<http://www.grantcredential.org/>).

Correct: Jane Doe, GPC
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com

Correct: Jane Doe, [GPC](#)
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com

Correct: Jane Doe, GPC*
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com
*Grant Professional Certified by the Grant Professional Certification Institute (GPCI) <http://www.grantcredential.org>

Correct: Jane Doe, Grant Professional Certified
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com

Correct: Jane Doe, [Grant Professional Certified](#)
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com

Correct: Jane Doe, Grant Professional Certified*
Grant Writer
XYZ Consulting
(123) 456-7890
Jane@XYZconsulting.com
*Grant Professional Certified by the Grant Professional Certification Institute
(GPCI) <http://www.grantcredential.org>

Social Media

Social media, such as Facebook, Twitter, and LinkedIn can significantly and positively impact professional perception and event attendance when effectively presented. Please contact Kelli Romero at the Grant Professionals Association's national office, who is in charge of marketing and design, at kelli@grantprofessionals.org or (913) 788-3000 to have the logo you are interested in appropriately resized to the social media specifications. Please provide her with the required size and file format, as well as a brief explanation of need (i.e. Facebook cover photo, LinkedIn picture, etc.).

Business Card

GPCI encourages the personalization of your business card with the GPC credential using the format described on page four above.