

## **PLAY IT FORWARD**

We want your Live Stream to be as successful as possible and look forward to supporting your fundraising efforts.

AdventHealth Foundation Central Florida's fundraising activities are conducted in keeping with our core values and mission. We encourage our community event participants to abide by those same standards when they host events such as in-person, virtual or live-streaming activities. AdventHealth does not support the use of alcohol, tobacco or games of chance (lottery, raffle, sweepstakes and drawings). The use of the AdventHealth logo on collateral that includes alcohol, alcohol sales, tobacco and/or gambling is not permitted. While fundraising on our behalf, we ask that you consider using content that is appropriate for all ages to take part in or watch.

Here are some ways we can help your fundraiser:

- Determining what area to support at AdventHealth. We have a variety of options if you haven't already chosen an area that is most important to you.
- Provide fundraising best practices and tips for a great event.
- Provide a digital tool kit allowing you to maximize you fundraiser.
- Provide digital graphics and themes to customize your fundraiser and show you support AdventHealth

Here are some things that we are unable to help with:

- Solicitation of event sponsors or participants.
- Streaming administrative support.
- Provide financial support of any kind.
- Fund or reimburse event-related expenses.
- Share the information of AdventHealth Foundation Central Florida donors, vendors, sponsors or employees.
- Provide give-away items or incentives
- Issue tax receipts to individuals who have donated to your live-stream

# Brand Guide

## Boilerplate Language

AdventHealth Foundation Central Florida is a tax-exempt, community benefit organization, providing exceptional health care. We create excellence through partnerships with thousands of people who give in different ways. Generosity has been part of our legacy since AdventHealth was founded in 1908. Join us as we continue to dedicate ourselves to the great purpose of providing hope and healing for people in our community and beyond. We invite you to experience how generosity heals.

## Logo Usage

- Always use a logo provided by AdventHealth Foundation Central Florida. You will be authorized for the use of AdventHealth's logo only after you sign our Community Event Application.
- Do not make the logo any other colors and keep the logo proportions accurate when resizing.
- All materials must clearly indicate that AdventHealth is the beneficiary rather than a host or sponsor and must be approved by AdventHealth Foundation Central Florida prior to publishing.
- When using the word "benefiting", please include only one "t".
- AdventHealth Foundation Central Florida logo may be used up to 30 days after your event. After this time, remove logos from any materials.

## Two-color Logo

The standard two-color logo with the name "AdventHealth" in **Pantone 7691 C** should be used in all four-color printed pieces. For a four-color piece, change **Pantone 7691 C** to a process (CMYK) color.

## One-color Reversed Logo

A white reversed-out logo should be used on dark, contrasting-colored backgrounds.

## One-color Logo

The 100 percent black logo is the standard logo for black and white pieces and also may be used on outdoor advertising.

## Spacing

The area of non-interference equals the height of the capital "A"

## Size

**Print and Digital:**The AdventHealth Foundation Central Florida logo should be no smaller than 1.4 inches wide in print or 25 pixels high in digital.