Four Pines Fund

Communications & Brand Guidelines

Updated 2/17/26

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About These Guidelines

Our name and brand reflect our mission, vision, and values as we work to expand access to evidence-based suicide care for all who need it. **These guidelines provide guidance to grantees and partners when using our name, logo and/or other branding and communications assets.** The intention is to help grantees and partners feel confident talking about our work together, while ensuring our brand standards are communicated clearly and applied consistently.

If there is any conflict between these guidelines and the terms of your grant agreement with Four Pines Fund, the terms of your agreement take precedence. If you have any questions about the terms of your agreement, please contact David Bender, Director of Grants Management at **David@fourpines.org**.

If you have questions about the information presented in this Guide, contact **media@fourpines.org** and please copy your program officer, to keep them in the loop.

Seeking Support and Approval from Four Pines Fund

At-A-Glance Guide

WHAT	WHEN	WHO
Approval of press releases, social media posts, or other external materials mentioning Four Pines or using the logo	A minimum of 5 business days before approval is needed	media@fourpines.org **and copy** your program officer
Questions about your grant agreement	As needed	david@fourpines.org
In the event of a critical situation impacting your organization including legal action, leadership changes, investigations, or negative press that may impact work funded by Four Pines Fund or have an impact on your organization's reputation or operations	Immediately	media@fourpines.org **and copy** your program officer
Questions about this document	As needed	media@fourpines.org **and copy** your program officer

Brand Identity & Use of Name

Logo

The Four Pines Fund logo may be used in either a horizontal or vertical format, depending on available space. Logo files are available in scalable SVG and compatible PNG formats. Do not modify the logo in any way.

You may not use our logo in association with any third-party trademarks in a manner that suggests co-branding or otherwise creates potential confusion.

Final logo presentation must be approved by Four Pines Fund. Requests for approval and questions about logo use should be directed to **media@fourpines.org**.

Download logos

FULL COLOR CENTERED - PRIMARY

FULL COLOR STACKED - ALTERNATIVE

FULL COLOR HORIZONTAL - ALTERNATIVE

Brand Identity & Use of Name

Logo Usage

To ensure clarity and consistency:

- Use the logo only in its original form, maintaining proper proportions, spacing, and colors.

- Whenever possible, use the full-color logo.

- Use the logo's text as a guide for appropriate negative space.

- A reversed brandmark may be used only when the full-color version is not an option.

- These guidelines apply to all print and digital materials.

Four Pines Fund

Minimum Logo size 300px

Four Pines Fund

Brand Identity & Use of Name

Color palette

Consistent color use helps maintain the integrity of our visual identity.

Grantees are not expected to apply Four Pines Fund brand colors to designed materials unless explicitly requested.

- Print Color Profile: CMYK
- Digital Color Profile: HEX

PRIMARY

Gold	White	Emerald
HEX #FF8100	HEX #FFFFFF	HEX #15312E
CMYK C 0% M 49% y 100% K 0%	CMYK C 0% M 0% y 0% K 0%	CMYK C 84% M 57% y 66% K 63%

Brand Identity & Use of Name

Use of Name

When referencing Four Pines Fund in any external communications—including print, online, press, or social media—please use the full name exactly as written:

Four Pines Fund

- "The" is not part of our name and should be lowercase if used at all.

- "Four" should always be spelled out and never represented as a digit.

- Do not abbreviate or alter the name. Do not use FPF or 4Pines.

- In subsequent references, use **"the Fund"** (lowercase). Please do not use "the foundation".

Grant Recognition Expectations

In all cases, the grant agreement must be fully executed by both parties before information about a grant from Four Pines Fund is shared publicly.

Requirements for publicly recognizing support from Four Pines Fund are defined in each individual grant agreement and may vary by grant. In some cases, Four Pines Fund requires that its support remain confidential and not be publicly acknowledged; in others, we provide specific guidance on how recognition should occur.

Unless explicitly stated in the grant agreement, grantees are not required to publicly acknowledge Four Pines Fund or publicize grant support, but are welcome to, provided that the recognition adheres to the guidelines on the following pages.

Grant Recognition Expectations

Grant References That Do Not Require Approval

Unless prohibited by the grant agreement, grantees and partners may reference Four Pines Fund without prior approval in the following situations, provided references are factually accurate and do not imply endorsement beyond the funded work:

- Inclusion in funder lists, annual reports, or other standard acknowledgments

- Routine, non-public communications within the grantee organization (e.g., newsletters, staff presentations, internal reports)

- Academic CVs, bios, or similar professional materials

- Non-public reports or updates shared with boards, funders, or prospective funders, including funder listings in proposals

Grant Recognition Expectations

General Guidelines

- Four Pines Fund generally does not promote grant amounts; grantees may do so if the amount is stated accurately. We encourage grantees to focus on the potential impact rather than the grant amount.

- Grantees are not expected to promote Four Pines Fund solely out of gratitude; acknowledgments should focus on the work being supported.

- Use factual, neutral attribution language (e.g., "This project is supported by a grant from Four Pines Fund").

- Do not imply endorsement or partnership unless explicitly approved.

Grant Recognition Expectations

Prohibited Attribution

We prohibit the unauthorized use of our name and logo to imply endorsement of any kind. For example:

- Stating or implying that the Fund endorses an organization, product, service, or political position

- Use of the Fund's name or logo on buildings, signage, program or clinical materials without prior approval

- Use of the Fund's logo on commercial merchandise

Announcements, Press, and Social Media

Review and Approval

If a grantee chooses to issue a grant announcement, press release, or social media post that references Four Pines Fund, the content must be reviewed and approved by Four Pines Fund prior to publication.

- Send requests to media@fourpines.org **and copy** the relevant program officer
- Whenever possible, please allow at least **five business days' notice** to support coordination and review
- If you are producing a press release and are planning a social media campaign in coordination, please send all materials together

When requesting approval, please let us know when you need a response and provide:

- Name of the grant
- Draft content or materials preferably in a format we can annotate/edit
- Audience and purpose
- Date of planned publication or event
- Any other context that may impact review

As a general rule, the Four Pines Fund name should not appear in the headline of a press release unless it is a joint announcement. The name may appear in a subhead or body text.

Announcements, Press, and Social Media

Social Media

Four Pines Fund uses **LinkedIn as its only social media platform**.

We encourage you to follow and tag us when appropriate. When referencing or tagging Four Pines Fund, please use our official handle: **@fourpines**.

Media Inquiries & Quotes

If you are contacted by the media or plan to engage with media regarding Four Pines Fund or work supported by a Four Pines Fund grant, please notify **media@fourpines.org** and copy your program officer, as early as possible.

While we will do our best to reply quickly, requests for quotes from Four Pines Fund representatives should be submitted at least **five business days** in advance.

Boilerplate Language about Four Pines Fund

When including a description of Four Pines Fund in press releases or other materials, please use one of the following:

Short version

"Four Pines Fund is a philanthropic organization dedicated to expanding access to evidence-based suicide care to all who need it."

Long version

"Four Pines Fund, established in 2023, is a philanthropic organization dedicated to expanding access to evidence-based suicide care to all who need it. Through strategic investments and partnerships, the Fund aims to close the gap between what research demonstrates is effective and the care people typically receive. Four Pines Fund envisions a future in which all people experiencing suicidal despair can access high-quality care, both inside and outside of clinical settings. The Fund takes a systems-change approach, investing in direct services, training, policy and advocacy, and research to drive lasting impact.

Sample language for acknowledging support from Four Pines Fund

"This project is supported by a grant from Four Pines Fund. The Fund is committed to expanding access to evidence-based suicide care."

"This project is made possible thanks in part to support from Four Pines Fund."

We also suggest adding the following to the end of each statement: "For more information, visit www.fourpines.org."

Further Support from Four Pines Fund

Four Pines Fund recognizes that communications capacity varies among our grantees and is available to provide consultation and support as needed. We'd be happy to talk with you about your communications goals and challenges as they relate to your grant.

Please contact **media@fourpines.org** if you would like guidance or assistance. We aim to respond to requests within 2 business days.

Sharing News Coverage

Please share links to any reports, publications, or media coverage related to work supported by the Fund. Send notices to **media@fourpines.org**.