



COMMUNICATING ABOUT LUMINA FOUNDATION

Lumina Foundation believes communication has the power to amplify its work by building awareness and deepening understanding of our strategies. The Foundation's communications department wants to aid our partners by supporting dissemination of the important work you are doing to advance Goal 2025.

ITEMS TO REMEMBER

The terms of your grant or contract require that Lumina approve any materials citing the Foundation by name, including news releases, brochures, fliers, reports or other materials that mention Lumina Foundation. **Please alert us when you reach milestones or have news relating to our work.**

We ask that you have your Lumina staff's approval before sending any pieces to communications. Once you have that, please send the work to comm@luminafoundation.org, copying your staff lead. Once we receive an item, we ask that you allow 5 business days for approval. Our grantees' work can be published or promoted on Lumina's website and in print publications, monthly eNews, morning higher education clips, etc. We also ask that you link to our website, www.luminafoundation.org and alert us to material on your site that you believe Lumina stakeholders would find valuable. Lastly, please mention Lumina Foundation (@LuminaFound) in social media posts that relate to your stories when possible.

DESCRIBING LUMINA FOUNDATION

Lumina Foundation is an independent, private foundation in Indianapolis that is committed to making opportunities for learning beyond high school available to all. We envision a system that is easy to navigate, delivers fair results, and meets the nation's need for talent through a broad range of credentials. Our goal is to prepare people for informed citizenship and for success in a global economy.

GUIDELINES FOR THE USE OF THE LUMINA BRAND

LUMINA FOUNDATION'S NAME

On first reference, please use: "Lumina Foundation." On subsequent references, you may use: "Lumina" or "the Foundation." Lumina Foundation style forbids the use of the article "the" before its proper name.

LUMINA FOUNDATION DISCLAIMER

At Lumina's discretion, this disclaimer may be used: *The views expressed in this publication are those of the authors and do not necessarily represent those of Lumina Foundation, its officers or employees.*

LUMINA FOUNDATION'S LOGO

Copies of Lumina Foundation's official logo can be obtained for use in releases, publications or on the Web at the following address: <http://www.luminafoundation.org/logo>, or by e-mail at comm@luminafoundation.org. Please include a description of how you intend to use the logo, along with the size and format requested.

QUESTIONS

Please direct all inquiries to: Lucia Anderson Weathers

e-mail: landerson@luminafoundation.org | *office:* 317.951.5316 | *twitter:* @LuciaLumina