



## 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 team wants to aid our partners in sharing lessons from projects.

### ITEMS TO REMEMBER

The terms of your grant or contract require that Lumina approve any materials citing the foundation by name. This includes news releases, brochures, fliers, reports, or other materials that mention Lumina Foundation. **Once we receive an item, we ask that you allow five business days for approval.**

**We ask that you have approval from your Lumina grant/contract officer before sending any pieces to communications.** Once you have that, please send the work to [comm@luminafoundation.org](mailto:comm@luminafoundation.org), copying your Lumina grant/contract officer. Our grantees' work may be published or promoted on Lumina's website, in social media, and in print publications, morning e-newsletter, etc. We also ask that you link to our website, [www.luminafoundation.org](http://www.luminafoundation.org). Lastly, please mention Lumina Foundation (@LuminaFound) in social media posts that relate to your stories when possible.

### BOILERPLATE: ABOUT LUMINA FOUNDATION

Lumina Foundation is an independent, private foundation in Indianapolis committed to making opportunities for learning beyond high school available to all. We envision higher learning that is easy to navigate, addresses racial injustice, and meets the nation's talent needs through a broad range of credentials. We are working toward a system that prepares people for informed citizenship and success in a global economy.

## GUIDELINES FOR USING 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 must 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 email at [comm@luminafoundation.org](mailto: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:** Tracy Chen

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