



Schulze Family Foundation Communication Protocol for Grantees

Introduction

Should you choose to share the good news of this grant through your existing communication channels, please refer to our organization as the Richard M. Schulze Family Foundation in all documents. We also ask that you allow us to review announcement documents in advance as well as learn from you about how and when you plan to make the grant known. Please contact [Barb Dunker](#), 952--324--8910 to facilitate that review. We appreciate receiving copies of news of the announcement, including news media coverage, and those can be sent to Barb as well. We recommend including language in your announcement similar to the following.

About the Richard M. Schulze Family Foundation

The Richard M. Schulze Family Foundation was created in 2004 by Best Buy founder, Dick Schulze, to give back to the communities where Dick and his family grew up – in Minnesota, where he built Best Buy to become the world's largest consumer electronics retailer, and in Florida, where he now maintains a permanent residence. The Schulze Family Foundation creates grant partnerships with organizations that generate meaningful results in human and social services, education, and health and medicine. In all its activities, the Foundation embraces its founder's vision to strengthen and support initiatives that lead to change within our communities. For more information, please visit our [website](#).

Guidelines for digital communication about the foundation

- Include clickable links to www.schulzefamilyfoundation.org
- Include foundation logo digital materials; request a digital file by email to bjdunker@schulzefamilyfoundation.org.
- If you have a logo, also include it in a comparable size to ours on the page (the foundation's logo should NOT be dominant)
- The correct naming reference to the foundation is Richard M. Schulze Family Foundation. Once the full name is used, future references can be shortened to Schulze Family Foundation.
- Please make reference to the correct award cycle; if you are unsure, contact [Barb Dunker](#).
- Please use accurate and specific language about the foundation from our website. For example, our mission, focus areas, geographic areas, etc. are shared on our [website](#).
- Please do not reference other grantees without their permission.

Guidelines for print communication about the foundation

- The above information applies to all print communication.
- Include the foundation logo on printed materials; Pantone colors are available by email request to [Barb Dunker](#).
- If you have a logo, also include it in a comparable size to ours on any printed page (the foundation's logo should NOT be dominant).
- The correct naming reference to the foundation is Richard M. Schulze Family Foundation. Once the full name is used, future references can be shortened to Schulze Family Foundation.
- Please make reference to the correct award cycle; if you are unsure, contact [Barb Dunker](#).
- Please use accurate and specific language about the foundation from our website. For example, our mission, focus areas, geographic areas, etc. are shared on our [website](#).

Finally, if you plan to send a thank you note, please address that to Mr. Richard Schulze, Chairman, Richard M. Schulze Family Foundation.

(continued)

Logo & Brand Style Guide

Logo – please contact [Barb Dunker](#) for our logo file(s).

Color Palette



Logo File Type Guidelines

- .TIF files should be used in documents that will be printed; they have higher resolution
- .EPS files are typically used by designers because they are vector art; clean, sharp versions; however, not easily used without the proper software
- .GIF files are always low-resolution and should only be used for websites and email
- .JPEG files can be either high resolution or low resolution for web use