



INNOVIA  
FOUNDATION

*driving community transformation*

Innovia Foundation is a community foundation that connects donor generosity to our region's most pressing causes and collaborates with community partners to drive transformation across Eastern Washington and North Idaho.

*Since 1974, Inland Northwest Community Foundation has been connecting donors with our region's most pressing causes across Eastern Washington and North Idaho. Through donor generosity, our assets have grown to over \$120 million. We have awarded more than \$65 million in grants to organizations throughout our 20-county region to improve lives and communities.*

## A NEW NAME & BRAND

As the work of our community foundation continues to evolve and adapt to the changing needs of our region, we saw an opportunity to create a new brand that is forward-looking. It's time for a greater sense of awareness and engagement around the issues we care about and the innovative work we're already doing. We want to continue, grow, and inspire philanthropy in our region. Our brand is a promise to collaborate with partners and communities to create sustainable change.



## THE NAME

Our name 'Innovia' means 'innovative way.' It represents the innovation we bring to community transformation. 'Via' means 'way,' speaking to forging new paths and driving change.

## THE LOGO

Bold, inspiring, and energizing—the Innovia logo is driving change and bringing elements together.

It is made of intersecting vectors and represents a shifting and dynamic landscape. The color palette reflects the dawn with a pattern inspired by natural elements: mountain ranges, rolling fields, river currents, seeds, and flowers. Accent colors reflect the energy of the sun, evoking the transition from dawn to high noon.