THE BRAND GUIDEBOOK
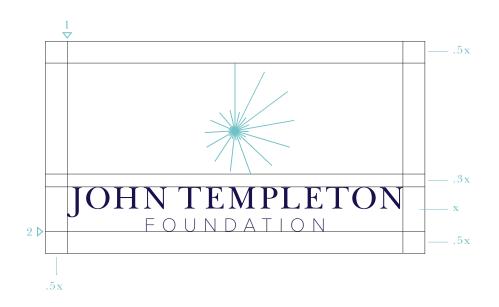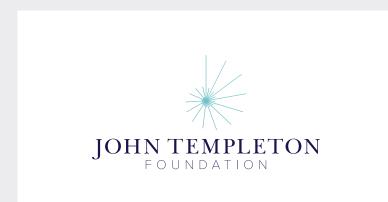
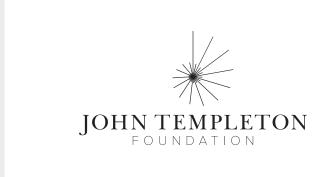## PRIMARY LOGO ANATOMY AND CLEAR SPACE

Whenever possible, always use the principle version of the JTF logo. The logo should appear prominently in all communication materials.

Our logo is the embodiment of the brand. It is the brand simply summed up. Therefore, the logo must at all times be perfectly legible and without obstructions. For this reason, we ask that designers maintain a minimum area of breathing room around the mark. The John Templeton Foundation logo, and all of its variations, must at all times have the specified clear space.

1   Vertical Hangline
2   Horizontal Hangline

PRIMARY LOGO COLORS

Each version of our logo is available in three color schemes: full color, white, and grayscale. The full color version of the logo should be used wherever possible. When a strong background image or color is required, use the white logo. The grayscale logo should only be used when color printing is not available.

PRIMARY BRAND COLOR PALETTE

Colors define a mood and give a sense of character to a brand. The John Templeton Foundation colors are as important to us as the logo itself.

We have created two primary colors (JTF Turquoise and JTF Midnight Blue) as well as two secondary colors (JTF Light Cyan and JTF Brilliant Blue). These are the official colors that identify the John Templeton Foundation. They are to be on all collateral materials over other colors, except where special projects deviate from this scheme with approval. Pantone is preferred for most production or offset print projects; CMYK is for digital press projects; RGB is for digital uses.

JTF
Turquoise

Pantone: 7709 C
C:54 M:5 Y:23 K:0
R:113 G:192 B:197

JTF
Midnight Blue

Pantone: 274 C
C:100 M:100 Y:28 K:44
R:26 G:20 B:76

JTF
Light Cyan

Pantone: 7541 C
C:13 M:2 Y:7 K:0
R:219 G:234 B:233

JTF
Brilliant Blue

Pantone: 7686 C
C:97 M:78 Y:22 K:7
R:30 G:75 B:131

SPECIFICS AND USAGE RULES FOR PRIMARY MARK

The following are unacceptable ways of reproducing the JTF Logo.

1 Do not reproduce in a color on a dark background

2 Do not reproduce in a tint or screen

3 Do not add effects, including a drop shadow, inner shadow, bevel or emboss, inner or outer glow, or a stroke

4 Do not recolor logo with new or existing colors

5 Do not rotate or misalign logo

6 Do not skew or attempt to make the logo 3D