

INCORRECT USE OF WORDMARK

Always use the approved digital files for the wordmark provided by the communications department. Do not use discontinued or old versions of the wordmark and logos. Alteration of the Corporation wordmark in any way is forbidden. Following are examples of incorrect uses of the wordmark.

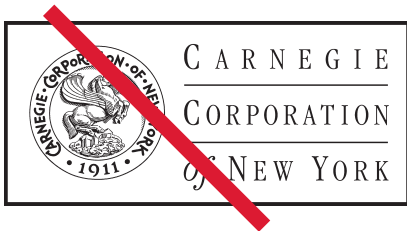
Do NOT use an old version of the wordmark.



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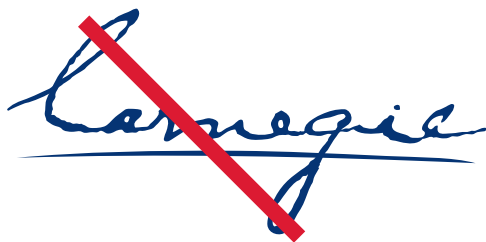
Do NOT use an old version of the wordmark.



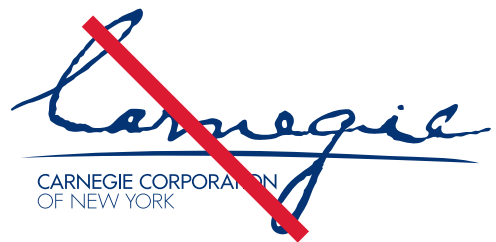
Do NOT use an old version of the wordmark.



DO NOT use the "Carnegie" signature without "CARNEGIE CORPORATION OF NEW YORK".



DO NOT group the secondary wordmarks with the "Carnegie" signature.



Do NOT add other text or graphics to the clearspace area.



Do NOT re-typeset the Futura typography in the wordmark. The letterforms are a modified Futura with unique proportions and spacing. A digital file of the wordmark should always be used.



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Do NOT recreate or replace the wordmark with another font.



Do NOT alter the relationship of size or position of the signature and typeset word block.



Do NOT use two colors.



Do NOT use colors other than the five approved colors.



Do NOT distort the wordmark.



Do NOT stretch or condense the wordmark. Always scale the size proportionally.



Do NOT place the wordmark against high contrast areas in a photographic background.



Do NOT place wordmark against a background with high contrast areas or patterns.

