

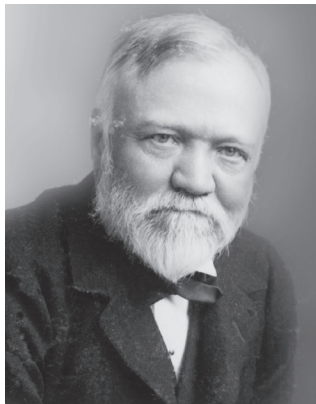
## Visual Identity and Brand Guidelines

July, 2018

*A Vision of  
Change,  
Forged from  
Wisdom*

# Brand Messaging

History  
Core Narrative & Tagline



Andrew Carnegie (1835–1919) was among the wealthiest and most famous industrialists of his day. In 1911, he established Carnegie Corporation of New York, dedicated to the “advancement and diffusion of knowledge and understanding.” It was the last philanthropic institution founded by Carnegie and was dedicated to the principles of “scientific philanthropy,” investing in the long-term progress of our society. Carnegie himself was the first president of the Corporation, which he endowed in perpetuity with his remaining fortune — \$135 million — to be used principally to promote education and international peace.

Through the Corporation, Carnegie’s wealth has since supported everything from the discovery of insulin and the dismantling of nuclear weapons, to the creation of Pell Grants and Sesame Street. The work of the Corporation and its grantees has helped shape public discourse and policy for more than one hundred years. Millions of people have benefited from Carnegie’s foresighted generosity — a legacy of real and permanent good.

# CORE NARRATIVE & TAGLINE

The core narrative is an internal statement that provides a framework for messaging and guides the organization's external messages.

## Core Narrative

Our core narrative is more important than a simple tagline or a single message. A statement encompassing our values and principles, it guides us all internally and provides a singular lens by which to measure all future work. This is a distillation of our essence of purpose — an internal mantra to guide and inspire all of us at the Corporation: **A Vision of Change, Forged from Wisdom**

In this statement, “change” refers to positive progress furthering societal advancement. “Forged” refers to ideas and actions that arise from over 100 years of steady, concentrated, strong, well-thought-out, and effective strategies. Perhaps most importantly, “wisdom” refers to deep understanding informed by over 100 years of knowledge, judgment, experience, and an emphasis on quality. As such, we are all stewards of a seal of excellence built on an historic reputation of cachet (going far beyond cash). Still, “wisdom” does not imply absolute, unerring foresight.

Carnegie Corporation of New York, with its “vision of change forged from wisdom,” is proud of its work furthering expertise and representing an ever-questioning consciousness of a global community seeking continual progress towards better futures for all.

The tagline is a memorable line of copy that gives a snapshot of the brand.

## Tagline

This tagline should be used, in its entirety, when the Corporation is being credited by broadcasters such as PBS, NPR, and others who receive Corporation support for their work:

**Carnegie Corporation of New York, supporting innovations in education, democratic engagement, and the advancement of international peace and security. More at [carnegie.org](http://carnegie.org)**

# Visual Identity

## Wordmark

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- Clearspace

- Minimum Size

- Incorrect Use

## Color Palette

## Color Gradients

## Typography — For Designers

## Typography — For Internal Use

## Graphic Elements

- Diagonal Lines

# WORDMARK

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Carnegie Corporation of New York's wordmark is the key element of our brand and should be used on all materials associated with the Corporation, in both print and digital media formats, thereby creating a strong and consistent visual presence for the Corporation.

The Carnegie Corporation of New York wordmark is composed of two distinct elements: the iconic Andrew Carnegie signature and the simple geometric typography of "CORPORATION OF NEW YORK." These two elements should never be separated, redrawn or reconstructed. Use only the digital artwork provided.

The primary wordmark should be used in all initial exposures to the brand. The secondary wordmarks can be used in situations where the viewer is already familiar with the brand. The secondary wordmark also can be used when a wordmark is needed at a small size. Acceptable uses for the 2-line secondary wordmark include the backside of the business cards, header on PowerPoint presentations, and secondary website pages. Acceptable uses for the 1-line secondary wordmark include the News Release second sheet header, and footer on PowerPoint presentations.

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## Primary

The wordmark should appear only in Pantone 288, Pantone 187, Pantone 7531, black, or white.



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## Secondary 2-line

CARNEGIE CORPORATION  
OF NEW YORK

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## Secondary 1-line

CARNEGIE CORPORATION OF NEW YORK

# WORDMARK — BACKGROUNDS

To ensure the optimal presentation and legibility of the wordmark, there should always be a high contrast between the wordmark color and the background color. When using one of the primary color wordmarks, the background should be white or a light, neutral color. When using a white wordmark, the background should be a dark color.

Wordmark Pantone 288 on white background.



Pantone 7528 background.



Pantone 122 background.



Wordmark Pantone 187 on white background.



Pantone 7528 background.



15% black background.



Wordmark Pantone 7531 on white background.



Pantone 7528 background.



Pantone 122 background.



Wordmark white on Pantone 288 background.



Pantone 187 background.



Pantone 7531 background.



# WORDMARK — CLEARSPACE

To ensure its integrity and visibility, the Corporation wordmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace. The minimum clearspace is 1X, where “X” is equal to the height of “Corporation of New York” within the wordmark.





# WORDMARK — MINIMUM SIZE

The primary wordmark can be scaled down to a minimum width of 1.5" (0.7054" height). If a size smaller than 1.5" width is required, use the 1-line or 2-line secondary wordmark.

For the 2-line secondary wordmark the minimum width is 1" (0.1479" height).  
For the 1-line secondary wordmark the minimum width is 1.6" (0.067" height).

1.5" Minimum Width



1" Minimum Width



1.6" Minimum Width



# 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.

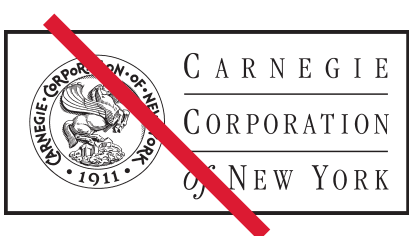
**Do NOT** use an old version of the wordmark.



**Do NOT** use an old version of the wordmark.



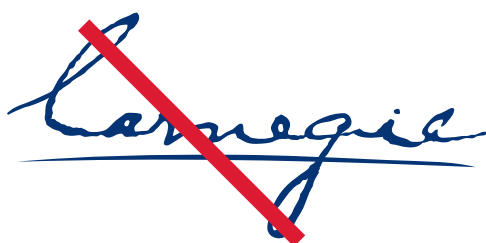
**Do NOT** use an old version of the wordmark.



**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.



# INCORRECT USE OF WORDMARK

Always use the approved digital files for the wordmark provided by the communications department. Alteration of the Corporation wordmark in any way is forbidden. Following are examples of incorrect use of the wordmark.

**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.



# COLOR PALETTE



The Carnegie tartan colors are the inspiration for the Corporation's primary color palette.

The wordmark should appear only in Pantone 288, Pantone 187, Pantone 7531, black, or white.

## Primary

Pantone 288 / 100C 80M 6Y 32K RGB 32 56 109 / HEX# 20 38 6D
Pantone 187 / 7C 100M 82Y 26K RGB 151 40 47 / HEX# 97 28 2F
Pantone 7531 / 16C 29M 38Y 53K RGB 117 105 92 / HEX# 75 69 5C
Pantone 336 / 95C 11M 70Y 44K RGB 38 101 80 / HEX# 26 65 50
Pantone 122 / 0C 11M 80Y 0K RGB 250 221 85 / HEX# FA DD 55

## Secondary

Pantone 652 / 58C 26M 2Y 5K RGB 121 150 194 / HEX# 79 96 C2
Pantone 186 / 2C 100M 85Y 6K RGB 188 41 49 / HEX# BC 29 31
Pantone 7528 / 5C 10M 17Y 16K RGB 200 191 177 / HEX# C8 BF B1
Pantone 556 / 54C 8M 47Y 14K RGB 125 159 133 / HEX# 7D 9F 85
Pantone 124 / 0C 30M 100Y 0K RGB 232 180 33 / HEX# E8 B4 21

## Extended Secondary

Pantone 1665 / 0C 79M 100Y 0K RGB 207 88 39 / HEX# CF 58 27	Pantone 164 / 0C 59M 80Y 0K RGB 215 129 68 / HEX# D7 81 44
Pantone 228 / 16C 100M 14Y 42K RGB 121 28 81 / HEX# 79 1C 51	Pantone 681 / 16C 68M 1Y 9K RGB 171 101 150 / HEX# AB 65 96
Pantone 7665 / 64C 84M 0Y 32K RGB 84 58 111 / HEX# 54 3A 6F	Pantone 666 / 36C 39M 2Y 5K RGB 154 144 183 / HEX# 9A 90 B7
Pantone 377 / 50C 1M 100Y 20K RGB 129 158 56 / HEX# 81 9E 38	Pantone 376 / 54C 0M 100Y 0K RGB 146 186 62 / HEX# 92 BA 3E
Pantone 3155 / 100C 9M 29Y 47K RGB 0 97 112 / HEX# 00 61 70	Pantone 3135 / 100C 0M 20Y 0K RGB 0 157 192 / HEX# 00 9D C0
Pantone 533 / 100C 73M 28Y 86K RGB 26 31 47 / HEX# 1A 1F 2F	

The extended secondary palette colors should be used minimally as accent colors to the primary colors.

## Backgrounds

6C 5M 8Y 0K / RGB 240 237 232 / HEX# F0 ED E8
3C 0M 0Y 3K / RGB 243 246 248 / HEX# F3 F6 F8
0C 2M 10Y 3K / RGB 248 243 227 / HEX# F8 F3 E3
3C 0M 3Y 1K / RGB 241 246 242 / HEX# E9 EF E7

Color RGB and Hexadecimal values are derived from converting the Pantone colors in Photoshop using Pantone+ Color Bridge Coated.

# COLOR GRADIENTS

Color gradients can be used for background, bars and rules. Gradients blend between two solid colors that are analogous on the color wheel.

## Primary to Secondary Gradients

Pantone 7531 to Pantone 7528

Pantone 336 to Pantone 556

Pantone 187 to Pantone 186

Pantone 124 to Pantone 122

Pantone 288 to Pantone 652

## Primary and Extended Secondary Gradients

Pantone 187 to Pantone 1665

Pantone 187 to Pantone 681

Pantone 336 to Pantone 376

Pantone 288 to Pantone 681

Pantone 228 to Pantone 681

Pantone 288 to Pantone 556

Pantone 7665 to Pantone 666

Pantone 336 to Pantone 7454

## Incorrect Uses of Gradients

Do not blend between two complementary colors.

Do not blend with more than two colors.

Do not blend with white.

Do not blend with black.

# TYPOGRAPHY — FOR DESIGNERS

These fonts are used to create headlines, text and visual elements that are specific to the Corporation brand.

## Primary

Headlines, titles

Futura font family

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

*Book Oblique ABCDEFGHIJKLMnopqrstuvwxyz*

**Bold ABCDEFGHIJKLMnopqrstuvwxyz**

## Secondary serif

Use as a visual contrast to Futura.  
Can be headline or body copy.

Georgia font family

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

*Italic ABCDEFGHIJKLMnopqrstuvwxyz*

**Bold ABCDEFGHIJKLMnopqrstuvwxyz**

## Secondary sans serif

Use when Futura is not available.  
Body text, subheading.  
Good for html text and other digital communications.

Proxima Nova font family

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

Regular Italic ABCDEFGHIJKLMnopqrstuvwxyz

**Bold ABCDEFGHIJKLMnopqrstuvwxyz**

## Secondary slab serif

Accent font for subheading, special text, sidebar information.

Museo Slab font family

300 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

*300 Italic ABCDEFGHIJKLMnopqrstuvwxyz*

**700 ABCDEFGHIJKLMnopqrstuvwxyz**

# TYPOGRAPHY — FOR INTERNAL USE

The fonts on this page are intended for internal day-to-day communications using applications such as Microsoft Word, PowerPoint and other office publishing programs. The MS Word and PowerPoint templates provide preset font specifications.

## **Sans serif, internal use**

For large bodies of text where a sans serif font is appropriate or preferred. Arial is the font used in PowerPoint presentations.

### Arial font family

**Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

*Italic* ABCDEFGHIJKLmnopqrstuvwxyz

**Bold** ABCDEFGHIJKLmnopqrstuvwxyz

## **Serif, internal use**

For large bodies of text where a serif font is appropriate or preferred. Georgia is the font used in Microsoft Word documents.

### Georgia font family

**Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789@!?!&

*Italic* ABCDEFGHIJKLmnopqrstuvwxyz

**Bold** ABCDEFGHIJKLmnopqrstuvwxyz

# GRAPHIC ELEMENTS

## Diagonal Lines

Diagonal lines appear on the glass walls and doors in the Corporation's new Madison Avenue offices. Diagonal lines also can be seen in the weave of the Carnegie tartan plaid. Diagonal lines connote movement, direction, energy, depth, and caution. In writing, diagonal lines (slashes) are used to divide information, replace a hyphen, substitute for "or," and create fractions.

Similar to the color gradients, the diagonal line graphic can be used for backgrounds, bars and rules. Do not combine the diagonal line graphic with a color gradient. The diagonal line should always be subtle with tone-on-tone colors "multiplied" or "tinted" in the transparency setting.

The angle for diagonal lines is 30°. The negative space between each line equals 2 line widths. The lines should always appear rising from left to right.

Following is an example of how to achieve the proper, subtle diagonal lines on a solid background using the white and black diagonal line graphic element files.

FILE: Carnegie\_Lines\_30\_1pt\_White.eps



Place graphic element over solid color.  
Effect: transparency, **15%, normal**



FILE: Carnegie\_\_Lines\_30\_1pt\_Black.eps



Place graphic element over solid color.  
Effect: transparency, **10%, multiply**

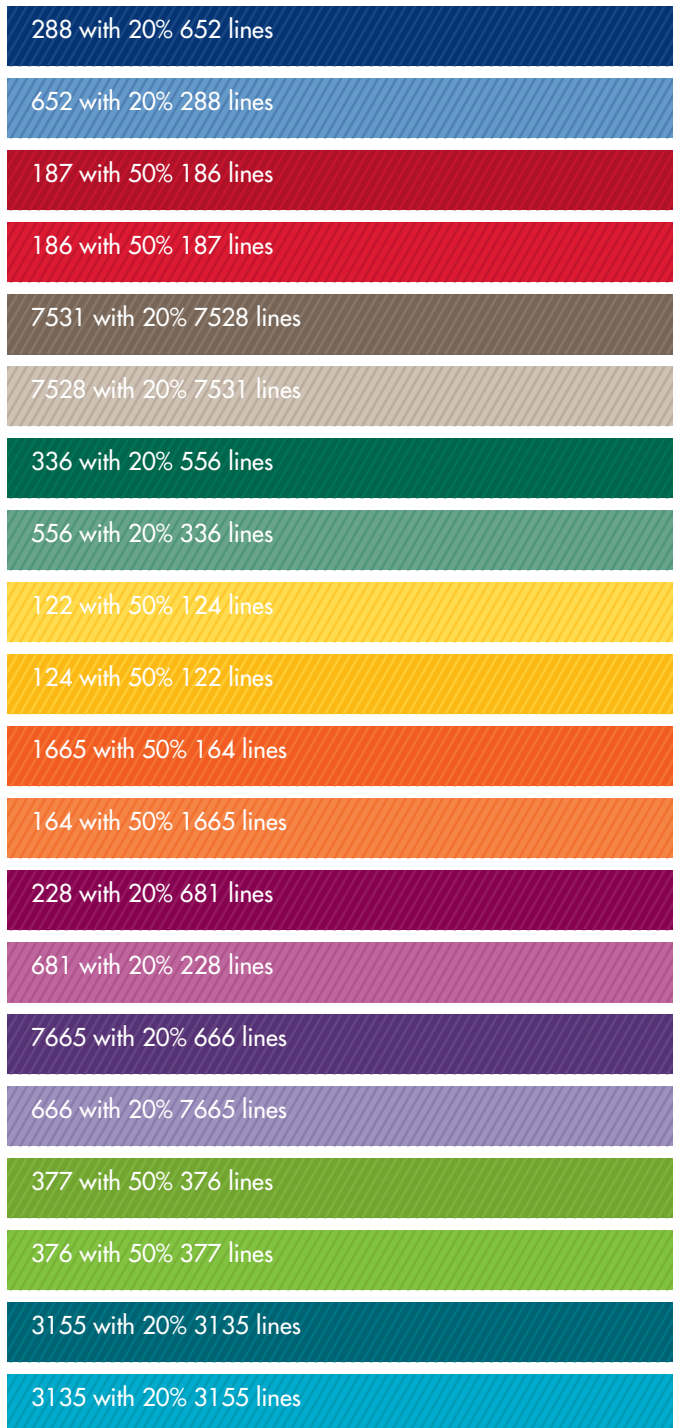




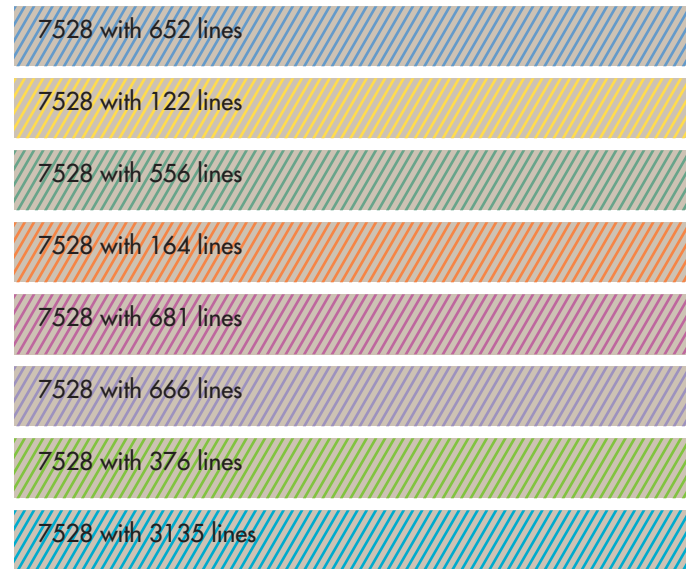
# GRAPHIC ELEMENTS

## Diagonal Lines

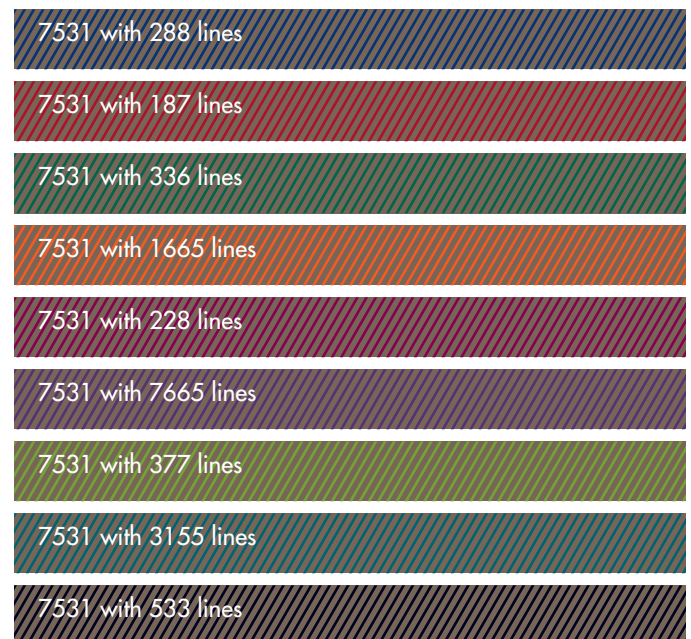
When creating diagonal line graphics, use light and dark hues of the same color for the background and lines. This will achieve the optimal, tone-on-tone, subtle effect. Following are examples with a “normal” transparency % effect added to the lines.



The following examples have a Pantone 7528 background with various light, secondary colored lines. No transparency effect was added.



The following examples have a Pantone 7531 background with various dark, primary and secondary colored lines. No transparency effect was added.



# Checklist & Contacts

Use the following checklist to confirm all elements of your design conform to the Corporation's visual identity and brand guidelines.

- \_\_\_ Do you have the correct wordmark?
- \_\_\_ Does the wordmark appear in a prominent location?
- \_\_\_ Do all colors come from the approved palette?
- \_\_\_ Does all text use the approved fonts?
- \_\_\_ Are the images and graphics appropriate?
- \_\_\_ Does the imagery support our values and principles?

If you have any questions or need guidance regarding the Carnegie Corporation of New York brand, please contact a member of the Communications Department.

Daniel Um, Principal Design Director, 212.207.6312

All approved digital files for the wordmark, graphic elements, and templates are available for download and are located on the Corporation OneDrive.