



Carnegie Medal *of* Philanthropy



STYLE GUIDELINES

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INTRODUCTION & HISTORY

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CORE MESSAGE & POSITION

This is dummy placeholder text. Lorem ipsum dolor Ximin prem ea sam, optat aut inctet restis si aliam lam etur aditi dit delesto te mos.

VISION

A culture of giving creates a world of positive change.

OBJECTIVE

To be a catalyst for good, inspired by Andrew Carnegie's philanthropic ideals.

CORE MESSAGE

The Carnegie Medal of Philanthropy inspires a culture of giving by celebrating innovative philanthropists and shaping the conversation about the field.

Seniet pro tem eiunt volarib erferumqui omnimolore doluptam fugianda ni dolum dolupta spelesequia pre, temquodiam earcimo voluptatem as nonsed eturestio. Loreperferi dolorum rem harum vollantio odias dunt, totam, tem volupta turitio est harior am, solorestium velit de idusam eatinisci quis endis aut repturem quo officiatur ressit, sinimilignam re sitatem nisti cus ea cusam fuga. Rehenisque nobit aut ad quis remporitio.

WORDMARK

The wordmark for the Carnegie Medal of Philanthropy is the core element of the visual identity and should be used on all materials, in both print and digital media, thereby creating a strong and consistent visual presence. The wordmark artwork is provided as a 2-line version and a 1-line version. Use the logo version that works best in the layout. The wordmark has been created with special letterspacing and alignment and should not be recreated or typeset. Use only the digital artwork provided.

The wordmark must always appear in the approved primary color Pantone 289 (navy blue) or gold metallic. The wordmark may appear in Pantone 123 (yellow) or white if used on a dark background. The wordmark may appear in black if color reproduction is not available, such as in a newspaper announcement. See page 8 for more details.

2-line Wordmark

Carnegie Medal
of Philanthropy

1-line Wordmark

Carnegie Medal *of* Philanthropy

WORDMARK — CLEARSPACE

To ensure its integrity and visibility, the 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 1M, where “M” is equal to the cap height of the letter “M” within the workmark.



WORDMARK — MINIMUM SIZE

To ensure proper legibility of the wordmark, it should not be reduced smaller than the approved minimum size.
The 2-line wordmark can be scaled down to a minimum width of 1.5" (0.4249" height).
The 1-line wordmark can be scaled down to a minimum width of 3" (0.2192" height).

1.5" Minimum Width

Carnegie Medal
of Philanthropy

3" Minimum Width

Carnegie Medal *of* Philanthropy

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 a Pantone 289 wordmark, the background should be white or a light, neutral color. When using a yellow Pantone 123 or white wordmark, the background should be a dark color. When printing the wordmark with metallic gold the background may be dark or white.

Wordmark Pantone 289 on white background.

Carnegie Medal
of Philanthropy

Pantone 123 background.

Carnegie Medal
of Philanthropy

Warm Gray 1 background (Web).

Carnegie Medal
of Philanthropy

Wordmark white on Pantone 289 background.

Carnegie Medal
of Philanthropy

Pantone 228 background.

Carnegie Medal
of Philanthropy

Pantone 652 background.

Carnegie Medal
of Philanthropy

Wordmark Pantone 123 on white background.

Carnegie Medal
of Philanthropy

Pantone 228 background.

Carnegie Medal
of Philanthropy

Wordmark Metallic Gold on Pantone 289 background.

Carnegie Medal
of Philanthropy

Pantone 228 background.

Carnegie Medal
of Philanthropy

Pantone 652 background.

Carnegie Medal
of Philanthropy

WORDMARK — INCORRECT USE

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

Do NOT recreate or replace the wordmark with another font.

~~Carnegie Medal
of Philanthropy~~

Do NOT place the wordmark over the medal photograph.



Do NOT use Pantone 123 yellow for the wordmark on a white or light background.

~~Carnegie Medal
of Philanthropy~~

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

~~Carnegie Medal
of Philanthropy~~

Do NOT use colors other than the approved colors.

~~Carnegie Medal
of Philanthropy~~

Do NOT add text within the clearspace around the wordmark.

~~Carnegie Medal
of Philanthropy
2017 RECIPIENTS~~

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



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



TYPOGRAPHY

The typefaces Futura and Georgia should be used in all communications; print and digital.

Do not recreate the wordmark in these typefaces. The wordmark is created from a unique typeface and should only be reproduced using the graphic files provided.

Futura

Use the Futura font family for headlines, titles, and primary messaging

Futura Light ABCDEfghijk123
Futura Book ABCDEfghijk123
Futura Bold ABCDEfghij123

Georgia

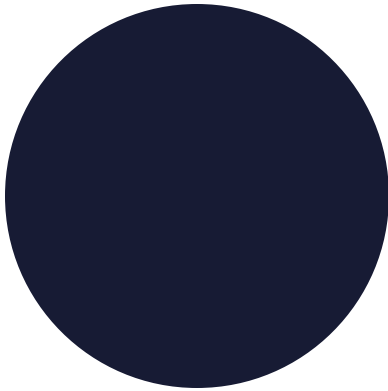
Use the Georgia font family for all body text

Georgia Regular ABCDEfghijk123
Georgia Italic ABCDEfghijk123
Georgia Bold ABCDEfghij123

COLOR PALETTE

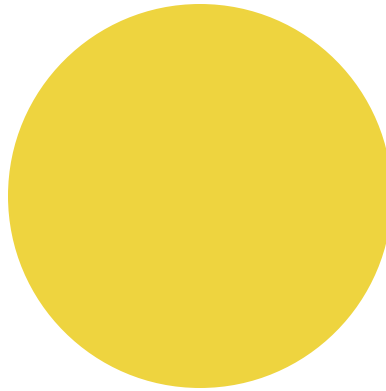
The primary palette uses two colors that should be used for all printed and digital materials. The secondary palette colors are intended for accent and special uses.

Primary Color Palette



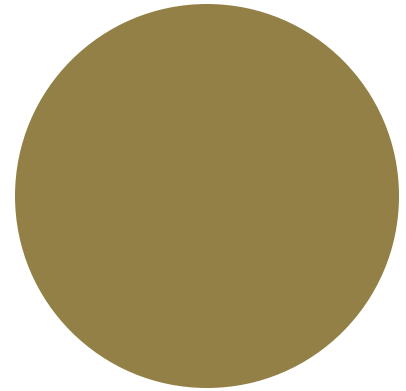
Pantone 289
100C 76M 12Y 70K

WEB
RGB 0 22 65
HEX 00 16 41



Pantone 123
0C 19M 89Y 0K

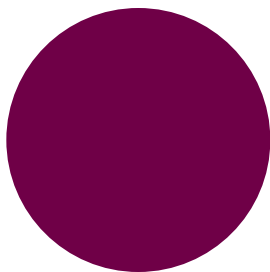
WEB (Pantone 124)
RGB 232 180 33
HEX E8 B4 21



FOR SPECIAL PRINTING
Metallic Gold
Using metallic ink or foil stamping

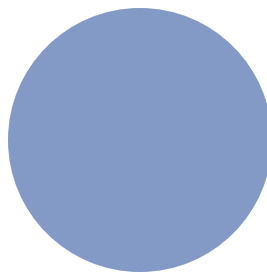
Secondary Color Palette

Accent and background colors



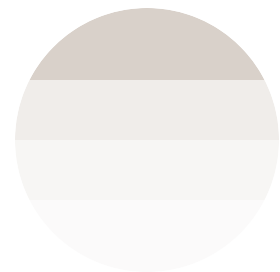
Pantone 228
16C 100M 14Y 42K

WEB
RGB 121 28 81
HEX 79 1C 51



Pantone 652
58C 26M 2Y 5K

WEB
RGB 121 150 194
HEX 79 96 C2

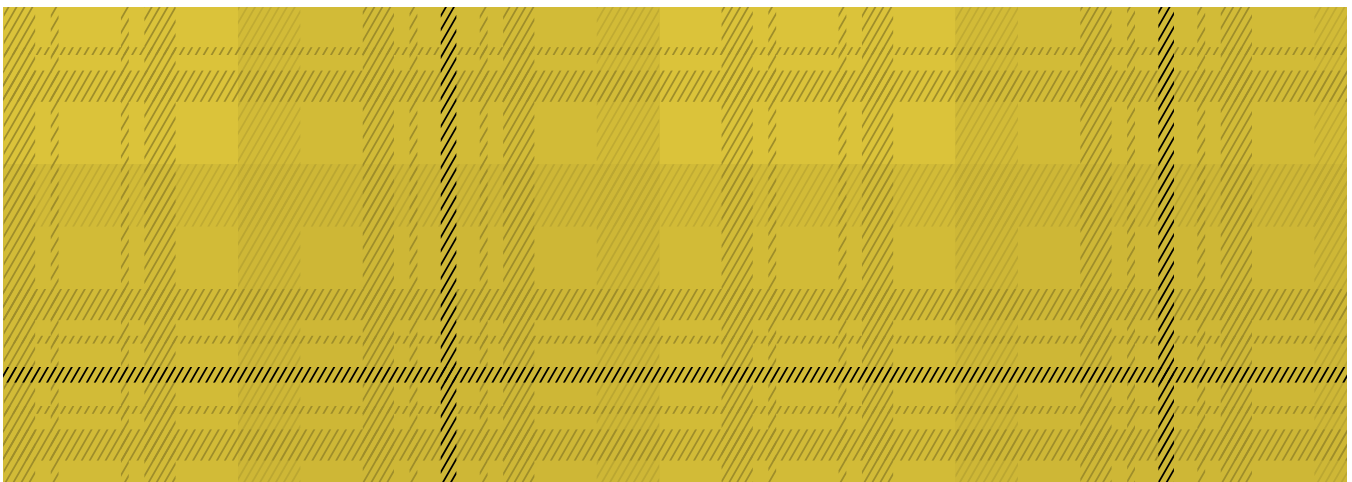
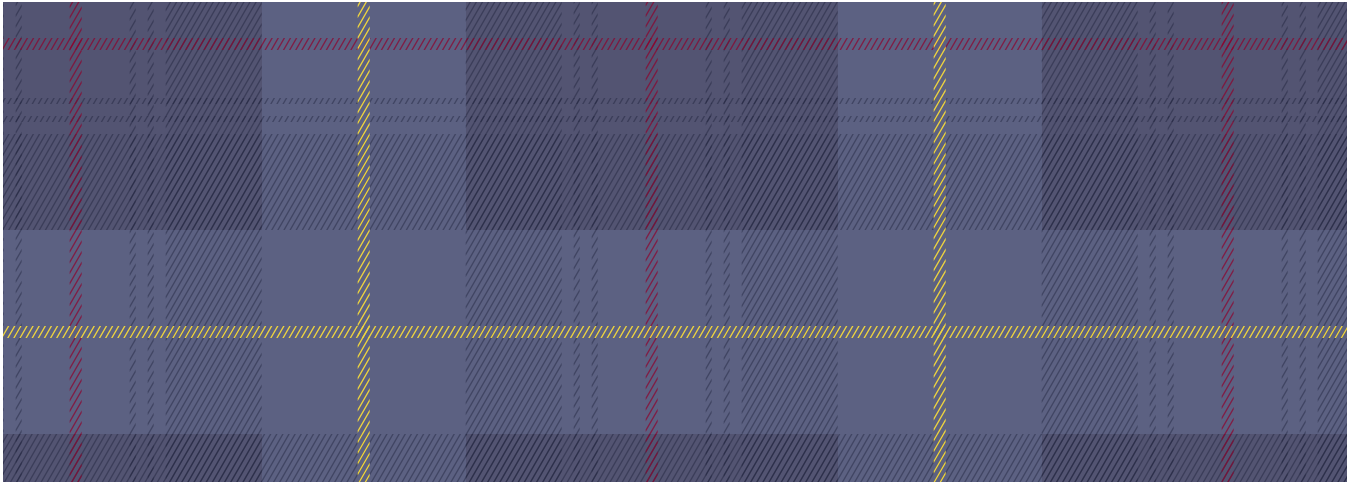


FOR WEB BACKGROUNDS
Pantone Warm Gray 1
with tints

HEX D9 D1 CA
HEX F0 ED EA
HEX F7 F6 F4
HEX FB FA FA

TARTAN PLAID

The tartan plaid pattern is inspired by the Carnegie tartan. The tartan plaid can be used as a background graphic, section divider or as the end pages of a publication. The tartan plaid colors come from the approved palette. The pattern may be monochromatic using tints of just one color to achieve the desired balance and subtlety.



MEDAL PHOTOGRAPH

The medal photograph can be used in a layout to reinforce the text content and may also be use as a background image. The medal photograph should not appear in a lockup with the wordmark. The image is available in various sizes and digital formats.



The actual size of the medal is
2.5" diameter.

APPLICATIONS — SOCIAL MEDIA

For social media, the medal image is the central branding element. The background matches the primary navy blue Pantone 289. The image should be optimized to conform to the specifications of the respective social media outlet.



CHECKLIST AND CONTACTS

Use the following checklist to confirm all elements of your design conform to the style guidelines for the Carnegie Medal of Philanthropy .

- ☐ Do you have the correct placement for the 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 Medal of Philanthropy brand, please contact a member of the Communications Department at the Carnegie Corporation of New York.

Daniel Um, Principal Designer, 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.