

## 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.

