



# Carnegie Medal *of* Philanthropy

*Carnegie*  
CORPORATION  
OF NEW YORK

STYLE GUIDELINES

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## INTRODUCTION

The Carnegie Medal of Philanthropy, bestowed by the Carnegie family of institutions since 2001, seeks to inspire a culture of giving by recognizing outstanding philanthropists who reflect the values of Andrew Carnegie and his philosophy of giving—what he called the business of benevolence.

Having amassed what was one of the greatest fortunes of his time, Carnegie, the legendary Scottish-American industrialist, decided to reinvest his fortune in society with the stated goal of doing “real and permanent good in this world.” His philosophy of giving was underpinned by the belief that with wealth comes responsibility. He believed that philanthropy’s main aim, as opposed to charity’s, was to address the causes of social ills rather than their manifestations. Carnegie sought to make individuals and society independent rather than dependent. As he so eloquently put it, “Wealth is not to feed our egos, but to feed the hungry and to help people help themselves.”

The Carnegie Medal of Philanthropy honorees personify the ideals of Carnegie’s vision, seeking through their giving to create a world of positive change. They exercise the same wisdom, foresight, and passion in their philanthropic activities as they have in their highly successful professional endeavors. They are catalysts for good who are inspirations to others. They are models for the next generation of philanthropists.

The Carnegie Medal of Philanthropy provides a unique platform for discussion regarding philanthropy’s structure, influence, and trends, both in the United States and abroad.



## CORE MESSAGE & POSITION

### **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.

## 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

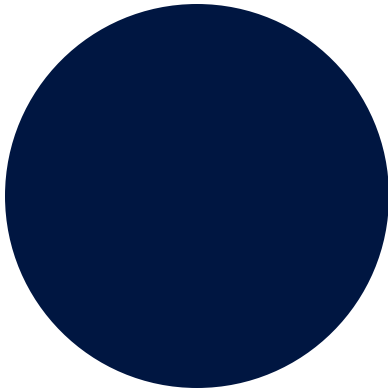
*Georgia Italic ABCDEfghijk123*

**Georgia Bold ABCDEfghij123**

# COLOR PALETTE

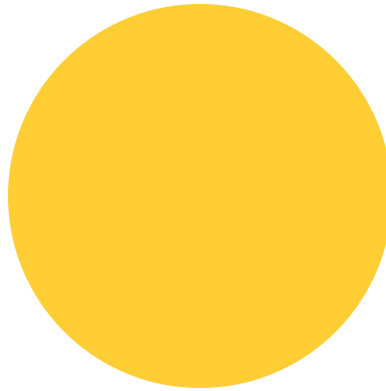
The primary palette uses two colors that should be used for all printed and digital materials. The secondary palette colors are intended for accent and special uses.

## Primary Color Palette



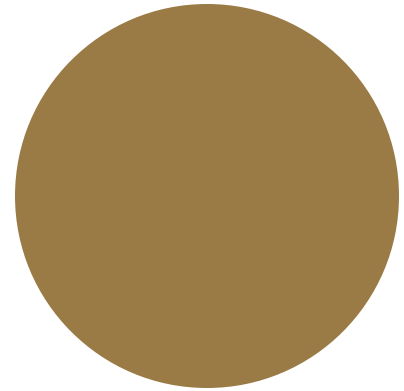
Pantone 289  
100C 76M 12Y 70K

**WEB**  
RGB 0 22 65  
HEX 00 16 41



Pantone 123  
0C 19M 89Y 0K

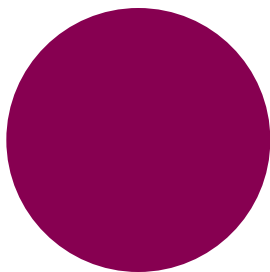
**WEB (Pantone 124)**  
RGB 232 180 33  
HEX E8 B4 21



**FOR SPECIAL PRINTING**  
Metallic Gold  
Using metallic ink or foil stamping

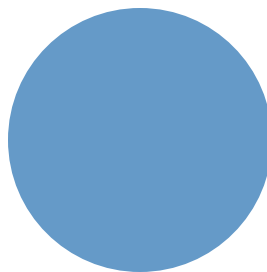
## Secondary Color Palette

Accent and background colors



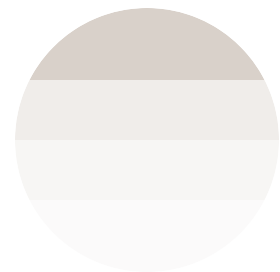
Pantone 228  
16C 100M 14Y 42K

**WEB**  
RGB 121 28 81  
HEX 79 1C 51



Pantone 652  
58C 26M 2Y 5K

**WEB**  
RGB 121 150 194  
HEX 79 96 C2

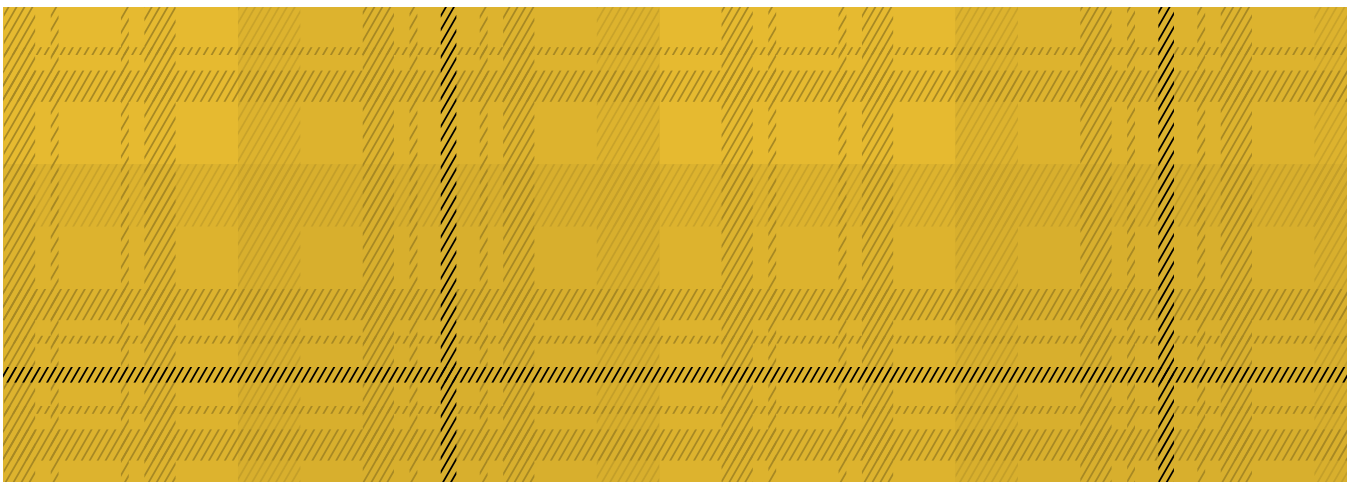
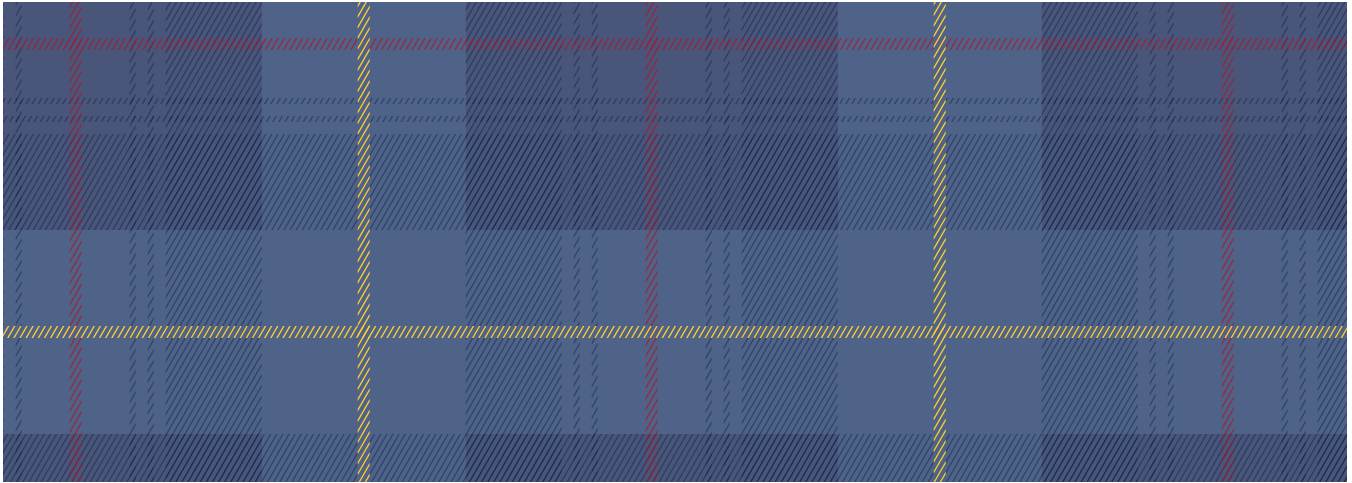


**FOR WEB BACKGROUNDS**  
Pantone Warm Gray 1  
with tints

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.