Carnegie

CORPORATION
OF NEW YORK

GREAT IMMIGRANTS

★

GREAT AMERICANS

CONTENTS

Every Fourth of July, Carnegie Corporation of New York celebrates a group of remarkable Americans — all naturalized citizens — who have made notable contributions to the progress of American society.

Our annual recognition of outstanding immigrants pays tribute to the legacy of our founder, Andrew Carnegie, a Scottish immigrant and naturalized U.S. citizen who, like these honorees, found success in America, contributing enormously to his adopted country. Carnegie went on to found more than 20 philanthropic organizations, including our Corporation, a grantmaking foundation established in 1911 to advance the causes of democracy, education, and international peace.

Since 2006, the Corporation has named more than 700 Great Immigrants, forming one of the largest online databases of its kind.

VISION

This values-based initiative serves as a feel-good campaign emphasizing the vital contributions of immigrants to America, welcoming them, and promoting their integration as new community members.

OBJECTIVE

The initiative aims to build awareness of the Corporation's longtime support for immigrant integration; to educate the public on the economic and societal benefits of immigration; to add positive sentiment to the ongoing conversation on immigration across party affiliation; to emphasize the invaluable contributions that immigrants make to American society; and to encourage legal immigrants to naturalize.

CORE MESSAGE

"Every Fourth of July, Carnegie Corporation of New York honors Andrew Carnegie's legacy by celebrating the contributions of immigrants who enrich our communities and culture, strengthen our economy, and invigorate our democracy."

The wordmark for **GREAT IMMIGRANTS ★ GREAT AMERICANS** 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 for use on light or dark backgrounds. Use the logo version that works best in the layout.

The wordmark has been created with special letter spacing and alignment and should not be recreated or type-set. Use only the digital artwork provided.

The wordmark **typography** must always appear in the approved primary color Navy blue (Pantone 288) or white. The wordmark **divider bar and star** should appear in yellow (Pantone 124) in most cases, however it may appear in white or navy blue to match typography.

The wordmark may appear in black if color reproduction is not available, such as in a newspaper announcement.

Wordmark for light backgrounds

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Wordmark for dark backgrounds

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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 wordmark.

To ensure proper legibility of the wordmark, it should not be reduced smaller than the approved minimum size. The wordmark can be scaled down to a minimum width of 1.5" (0.39" height).
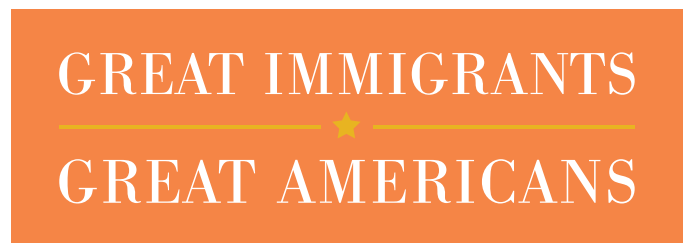
1.5" Minimum Width

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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.
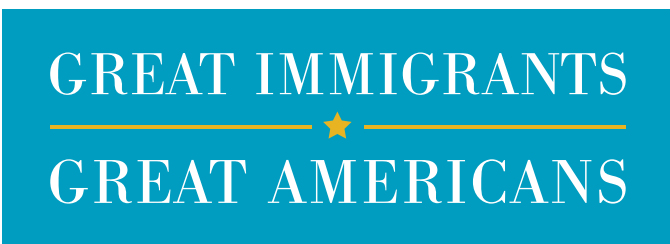
DARK BACKGROUNDS

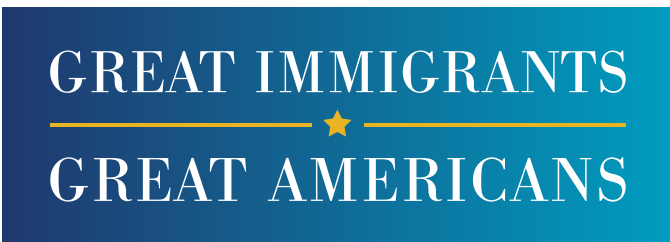**GREAT IMMIGRANTS ★ GREAT AMERICANS**

Navy Blue 288 background

GREAT IMMIGRANTS ★ GREAT AMERICANS

Orange 164 background

GREAT IMMIGRANTS ★ GREAT AMERICANS

Aqua 3135 background

GREAT IMMIGRANTS ★ GREAT AMERICANS

Lilac 681 background

GREAT IMMIGRANTS ★ GREAT AMERICANS

Gradient background (Navy Blue 288 to 3135 gradient)

GREAT IMMIGRANTS ★ GREAT AMERICANS

Red 186 background

LIGHT BACKGROUND

GREAT IMMIGRANTS ★ GREAT AMERICANS

White background

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.

Do NOT use background or secondary colors for the wordmark.

Do NOT use colors other than the approved colors.

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

Do NOT place the wordmark over a portrait.

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

Do NOT add text within the clearspace around the wordmark.

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

To ensure visual contrast with the wordmark, the various weights of the **Futura** typeface family should be used for all text (headlines, subheads, body text, etc.). Futura UWR is the primary branding typeface for the Carnegie Corporation of New York.

Bodoni is the typeface used within the wordmark. Bodoni should be used sparingly to avoid visual confusion with the wordmark. Do not recreate or re-typeset the wordmark in Bodoni. The wordmark should only be reproduced using the graphic files provided.

Futura Light ABCDEfghijk123
Futura Book ABCDEfghijk123
Futura Bold ABCDEfghij123
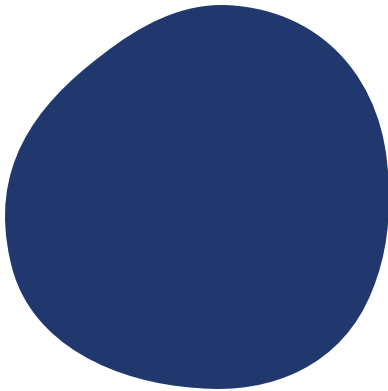
Bodoni Regular ABCDEfghijk123
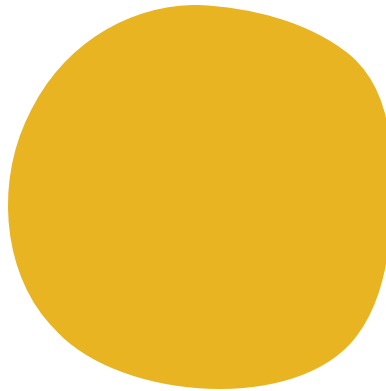*Bodoni Italic ABCDEfghijk123*
Bodoni Medium ABCDEfghij123

The primary palette uses three colors that should be used for all printed and digital materials.
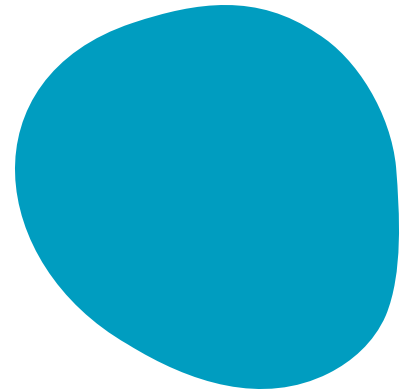The secondary palette colors are intended for accents and backgrounds.

Primary Color Palette

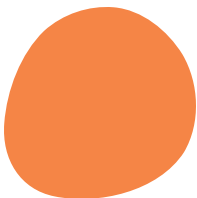**Pantone 288**
RGB 32 56 109
HEX 20 38 6D
CMYK 100C 80M 6Y 32K

Pantone 124
RGB 232 180 33
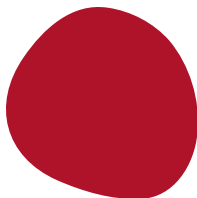HEX E8 B4 21
CMYK 0C 30M 100Y 0K

Pantone 3135
RGB 0 157 192
HEX 00 9D C0
CMYK 100C 0M 20Y 0K
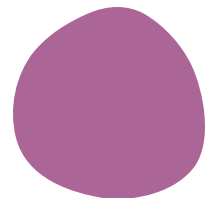
Secondary Color Palette
Accent and background

Pantone 164
RGB 215 129 68
HEX D7 81 44
CMYK 0C 59M 80Y 0K

Pantone 186
RGB 188 41 49
HEX BC 29 31
CMYK 2C 100M 85Y 6K

Pantone 681
RGB 171 101 150
HEX AB 65 96
CMYK 16C 68M 1Y 9K

FLAME AND TORCH

The **flame and torch** graphic element should be used in most layouts with the primary wordmark. The colorful representation of the flame contrasts with the grayscale photograph of the Liberty arm holding the torch.
The **flame** element can be used in detail by itself. However, the grayscale photograph of the Liberty arm must always appear with the flame on top. The flame color gradients come from the approved palette. The grayscale torch photograph should "multiply" with the background color.

The gray-scale torch photograph should "multiply" with the background color.

Use the following checklist to confirm all elements of your design conform to the style guidelines and overall branding for the **Great Immigrants ★ Great Americans**

__ 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 **Great Immigrants ★ Great Americans** brand, please contact a member of the Communications Department at the Carnegie Corporation of New York.

Daniel Um, Principal Director, Creative Services and Audience Engagement, 212.207.6312

All approved digital files for the wordmark, graphic elements, and colors are available for download and are located at this Style Guidelines link.