



Logo Guidelines



Contents:

Letter from the President	1
Primary Logo	2
Color Palette & Font	3
Secondary Logos	4
Logo Sizing	5
Logo Area of Isolation	6
Logo Application	7
Logo File Types	8



The Brinson Foundation

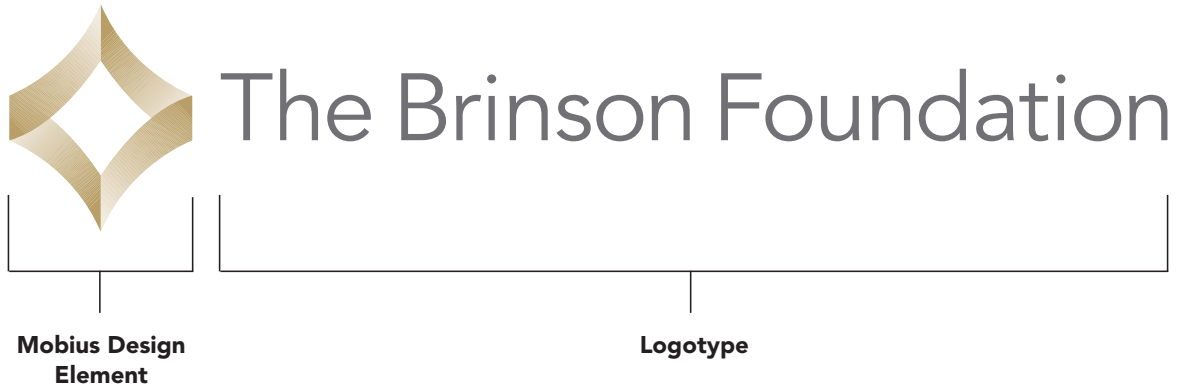
Founded in 2001, The Brinson Foundation has provided support in the areas of education and scientific research to approximately 200 nonprofit organizations. The Foundation's current logo includes a Mobius design element, reflecting the complexity and enduring impact of strategic philanthropy. The design also seeks to embody the family's interest in science, innovation, the evolutionary nature of learning and the dynamic properties of the universe.

This Logo Guidelines document is intended to provide clear direction for how to reference the Foundation in online and print communications. Because there is meaning behind our logo, we request that our grantees take care to display the logo as described here. Files in different formats can be downloaded directly from The Brinson Foundation website. If you have any questions about how our logo should appear in your communications materials or you have unique needs for alternative color schemes, please do not hesitate to reach out to our staff.

I thank you in advance for ensuring that The Brinson Foundation logo is always displayed consistently.

James D. Parsons
President

PRIMARY LOGO – BRINSON MOBIUS HORIZONTAL



The primary Brinson Foundation logo is horizontally oriented and consists of two key elements: the Mobius Design Element and the Logotype.

The primary logo should be used in all applications unless there are reproduction, legibility or space limitations. In such cases, refer to Secondary Logos on Page 4.

COLOR PALETTE



The Brinson Foundation

The Mobius Design Element of the logo should be reproduced using the following Primary Color:



Brinson gold (metallic)
PMS: 872 U

For digital use and when metallic ink is unavailable, the following Alternative Color may be used:



PMS: 1245 U
cmyk: 0-28-100-18
rgb: 213-159-15
hex: D19700

The Logotype element of the logo should be reproduced using the following Primary Color:



PMS: Cool Gray 11 U
cmyk: 0-0-0-70
rgb: 77-77-77
hex: 4D4D4D

LOGO BACKGROUND COLOR

When a white or light background is unavailable, the following background color should be used:



PMS: 301 U
cmyk: 100-45-0-18
rgb: 0-101-164
hex: 0065A4

FONT

Avenir is the font of The Brinson Foundation Logotype.

While the Primary Logo should be used whenever possible – Secondary Logos are available to address unique space and legibility limitations. In these cases the key elements of the logo are altered slightly as shown below. Color specifications for each element remain consistent as described on Page 3.



BRINSON MOBIUS HORIZONTAL OUTLINED

Use only when material/production limitations inhibit legibility of Primary Logo. Horizontal orientation remains a priority.



BRINSON MOBIUS STACKED

Use only when space limitations inhibit use of horizontal oriented Primary Logo. Always takes priority over outlined stacked version (see below).



BRINSON MOBIUS STACKED OUTLINED

Use only when space limitations inhibit use of horizontal oriented Primary Logo and when material/production limitations inhibit legibility of the Brinson Mobius Stacked version.

SIZING ON WHITE BACKGROUND

Minimum logo sizes are as follows:



Minimum width of horizontal logo is 1.75 inches

Digital Application:

Minimum pixel width is 168



Minimum width of stacked logo is 1 inch

Digital Application:

Minimum pixel width is 96

SIZING ON BLUE BACKGROUND

Minimum logo sizes when placing logo on blue background are as follows:



Minimum width of horizontal logo with background is 2.05 inches

Digital Application:

Minimum pixel width is 197



Minimum width of stacked logo with background is 1.85 inches

Digital Application:

Minimum pixel width is 113

RESIZING OF THE LOGO

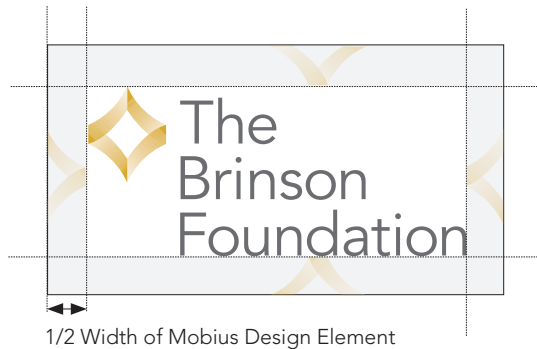
When resizing, avoid logo distortion ("stretching" or "squeezing"). Always be sure to drag the object frame from the corner to properly maintain original proportions of elements.



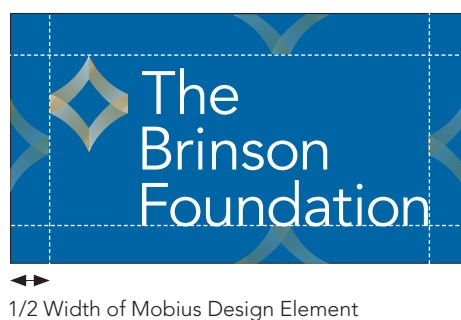
THE BRINSON FOUNDATION – LOGO AREA OF ISOLATION

When applying the logo, it is critical to maintain adequate isolation or “clear space” around the logo to maintain design integrity. Nothing (graphics, images, text, etc.) should encroach this space.

Minimum isolation should always equate to $\frac{1}{2}$ the width of a properly scaled Mobius Design Element (Gold Metallic or Outlined) within the logo being used.

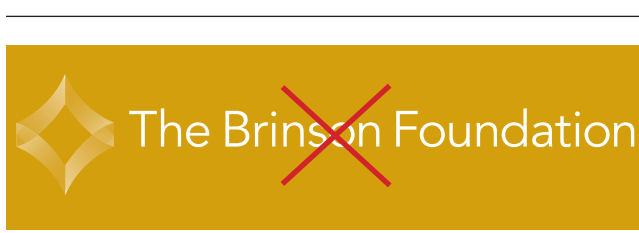




When The Brinson Foundation logo is placed on the blue background, the same minimum area of isolation should be used beyond the scale of the background color.



THE BRINSON FOUNDATION – LOGO APPLICATION

Only official logos downloaded from The Brinson Foundation website (www.brinsonfoundation.org/logos) are approved for use. Never attempt to recreate the logo in any way.

	Do not stretch, condense or distort logo art in any way. Always maintain proportions of existing artwork.
	Do not change the color of the Mobius Design Element or Logotype.
	Do not change the font style. Always use the existing artwork provided.
	Do not use the Logotype without the Mobius Design Element.
	Do not reverse the logo out of an unapproved color. Also, do not crowd by leaving inadequate area of isolation.
	Do not reformat the Brinson Mobius Stacked logo. Use only the existing artwork provided.
	Always ensure that the logo is readable when used over a photo. There should always be adequate contrast.

THE BRINSON FOUNDATION – LOGO FILE TYPES

The logo files in this guide are available in .eps, .png and .jpg formats. The best file type for print applications is .eps. The best file types for digital application are .png and .jpg.

Download the desired file from The Brinson Foundation website and then insert that logo into your document. Please DO NOT copy and paste from this PDF.

Contact mail@brinsonfoundation.org for web access to the approved logo files, or with any questions related to their usage.

PRIMARY LOGO – BRINSON MOBIUS HORIZONTAL



PRIMARY LOGO – BRINSON MOBIUS HORIZONTAL + BLUE BACKGROUND



SECONDARY LOGO – BRINSON MOBIUS HORIZONTAL OUTLINED



SECONDARY LOGO – BRINSON MOBIUS HORIZONTAL OUTLINED + BLUE BACKGROUND



SECONDARY LOGO – BRINSON MOBIUS STACKED



SECONDARY LOGO – BRINSON MOBIUS STACKED + BLUE BACKGROUND



SECONDARY LOGO – BRINSON MOBIUS STACKED OUTLINED



SECONDARY LOGO – BRINSON MOBIUS STACKED OUTLINED + BLUE BACKGROUND

