



TEMPLETON WORLD

CHARITY FOUNDATION

Communication Guidelines for TWCF Grantees

Acknowledging TWCF

Grantees funded (in whole, or in part) by a TWCF Grant should acknowledge the Foundation's support whenever possible. Doing so increases general awareness about TWCF our funding work and our mission. It will also encourage other high-caliber potential grantees like you to apply for future Grant opportunities.

Per our standard grant agreement, TWCF support should be acknowledged via the following acknowledgment statement.

"This project was made possible through the support of a grant from Templeton World Charity Foundation, Inc funder DOI 501100011730 through grant [grant DOI]. The opinions expressed in this publication are those of the author(s) and do not necessarily reflect the views of Templeton World Charity Foundation, Inc."

For more information on how to acknowledge support from TWCF, please refer to your grant agreement or contact us directly at grantsupport@templetonworldcharity.org.

A silhouette of a person standing on a mountain peak against a starry night sky. The person is facing away from the viewer, looking out over the landscape. The sky is dark with many small white stars. The mountains are dark and silhouetted against the lighter sky.

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How To Use TWCF's Logo

The Foundation's visual identity is central to our purpose of fostering groundbreaking discoveries and communicate them to the broader world. Below are some guidelines for using our logo and branding.

Requesting TWCF's Logo

- So that we can provide the correct size and logo format for grantee purposes, please contact communications@templetonworldcharity.org to request the TWCF logo.

Configuration

- TWCF's primary logo is a stacked, vertical version, with the butterfly icon resting over the "Templeton World" wordmark.
- A horizontal version of the logo is provided for use in space-constrained applications.
- In both cases, the secondary words "Charity Foundation" always appear beneath "Templeton World".



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Color Guidelines

The Templeton World Charity Foundation logo can be presented in four colorways to satisfy all potential graphic needs. The primary logo is to be used appropriately when presented over solid dark backgrounds. When possible, the logo should be placed over Cosmic Black, while an alternate display option presents a circular contained logo to be used over solid white and light backgrounds.

- When the logo appears over Cosmic Black, Enlightened Yellow should be used as the accent color.
- When the logo appears over solid white, the accent color should be Celestial Blue.
- The primary logos should never be placed over busy photographs or colored backgrounds outside of these guidelines.
- Grayscale versions of the logo are also provided for situations where the use of the primary color palette would be prohibited or visually compromised.
- The appropriate color of the secondary word mark is dependent on the background color on which it appears.

Primary on Dark Background



Primary on Light Background



Grayscale Light



Grayscale Dark



Sizing & Spacing

- Proper spacing of the logo elements is fundamental to the integrity of the overall appearance of the brand identity.
- The elements should always be spaced and sized proportionally to each other to preserve balance and visual unity.
- The negative space surrounding the logo should never be crowded or encroached upon by foreign elements that compete with the clarity of the logo.



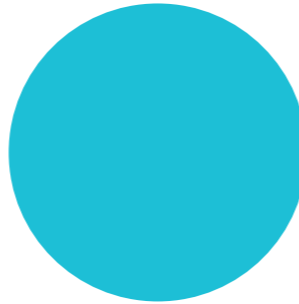
Color Palette

Color is integral to Templeton World Charity Foundation. Our palette pays homage to the colors of the Bahamas, which was the home of Sir John Templeton and the Foundation.

For TWCF, the following colors have special significance:

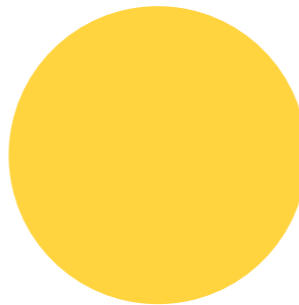
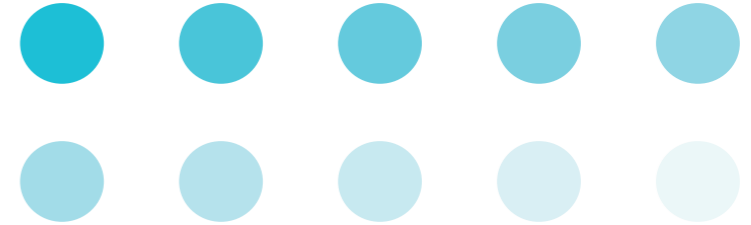
- **Celestial Blue** represents the heavens reflected on the surface of the water. It becomes a mirror, reflecting itself indefinitely, making it discover hidden reality.
- **Enlightened Yellow** symbolizes hope and positivity. It helps to reveal new perspectives and provides clarity and focus.
- **Cosmic Black** is used to ground the palette, chosen for its mysterious quality and used as a symbol for that which is yet unknown throughout the universe.

Additional shades of these primary colors are also included for added depth and dimension.



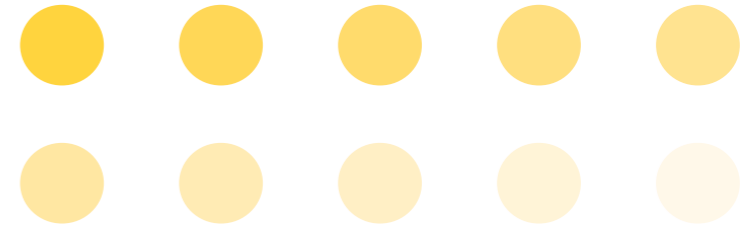
Celestial Blue

PANTONE 3115 C
RGB: 0, 193, 213
CMYK: 59, 0, 14, 0
HEX: 00C1D5



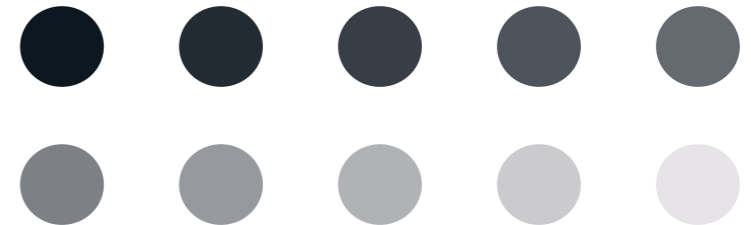
Enlightened Yellow

PANTONE 122 C
RGB: 254, 209, 65
CMYK: 0, 11, 80, 0
HEX: FED141



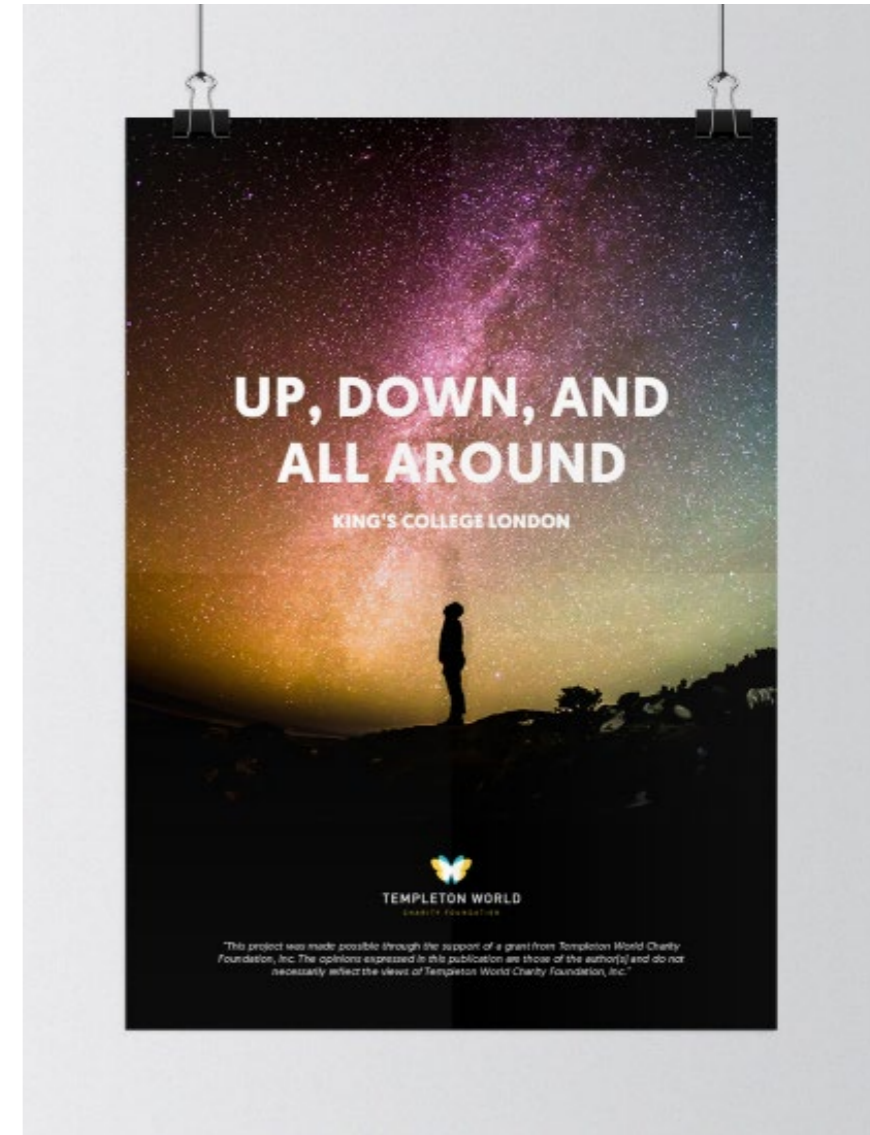
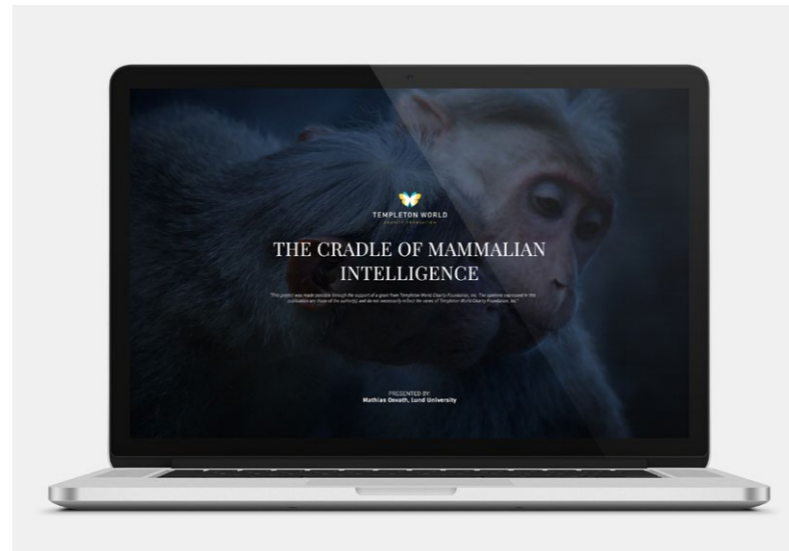
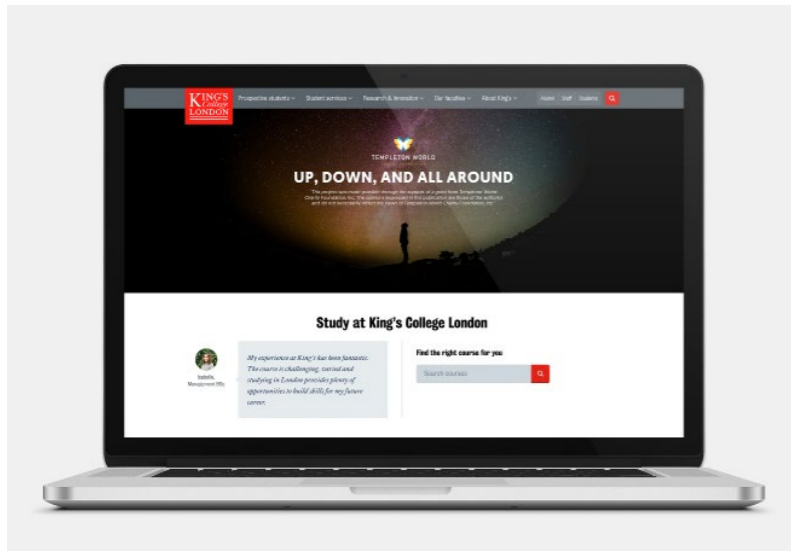
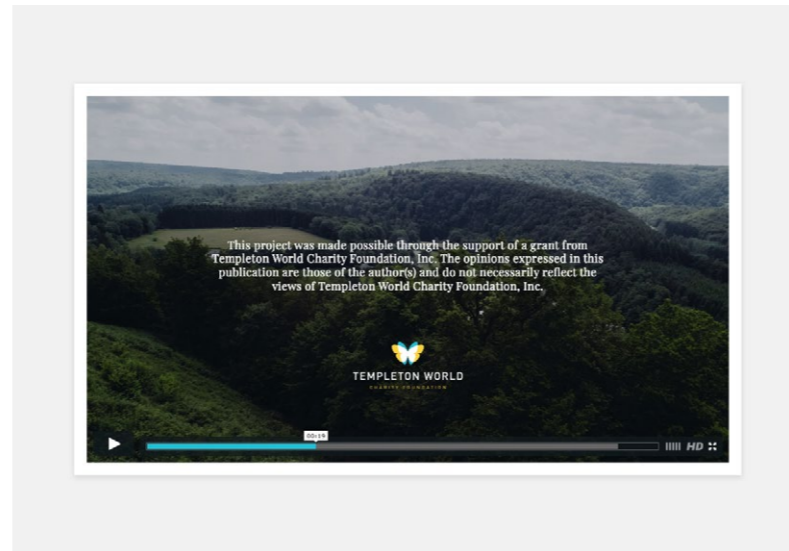
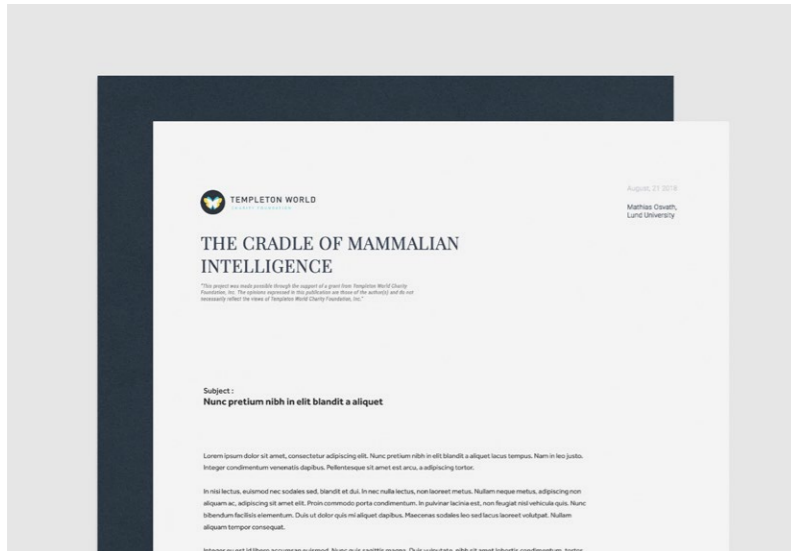
Cosmic Black

PANTONE Black 6 C
RGB: 16, 24, 32
CMYK: 100, 79, 44, 93
HEX: 101820



Examples of Correct Logo Use

For more information on how to acknowledge support from TWCF, please refer to your grant agreement or contact us directly at support@templetonworldcharity.org



Peer-Reviewed & Popular Journal Articles

- Logo inclusion not required.
- Instead, please the following acknowledgment statement whenever possible: *"This project was made possible through the support of a grant from Templeton World Charity Foundation (hyperlink to TWCF's website) funder DOI 501100011730 through grant [grant DOI]."*
- Note: Some publications may choose not to include this text if it falls outside of their editorial guidelines.

Social Media

- Logo inclusion not required.
- When acknowledging TWCF-sponsored projects on social media, grantees use a link to TWCF's website and the following verbiage: *"This project was made possible through the support of a grant from Templeton World Charity Foundation."*



Guidelines for Use

Grantees should not deviate from TWCF's visual identity or alter our logo in any way. TWCF logos should never be used to create individual grantee project identities.

Grantees may also not do any of the following:

- Place a logo in such close proximity to other content that it is indistinguishable.
- Make our logo the most distinctive or prominent feature on your website, printed material, or other content.
- Use our logo in a way that suggests any type of association or partnership without consent; use our logo in a way that is harmful, deceptive, obscene, or otherwise objectionable to the average person.
- Use our logo on websites or other places containing content associated with hate speech, pornography, gambling, or illegal activities; use our logo in connection with content that disparages us or sullies our reputation.



INCORRECT LOGO USAGE

In general, the logo should not deviate from the four approved lockups detailed in these guidelines. The logo should be treated consistently across all branded collateral and appear without changes or embellishment.

1. Do not change the colors of the logo
2. Do not use colors outside of the brand palette
3. Do not remove elements from the logo
4. Do not resize the symbol
5. Do not resize the text in any way
6. Do not reorder elements of the logo
7. Do not rotate the logo
8. Do not skew, or distort the logo
9. Do not add stylistic embellishments to the logo



THANK YOU

By using the Templeton World Charity Foundation marks you agree to follow these guidelines as well as our Terms of Service and all our rules and policies. TWCF reserves the right to cancel, modify, or change the permission in these guidelines at any time at its sole discretion.

