

Grantee Communications Guidelines



TEMPLETON
World Charity Foundation

*For more information, contact
communications@templetonworldcharity.org*



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The Foundation's identity is central to our purpose of fostering groundbreaking discoveries and communicate them to the broader world. Throughout this guide you'll learn several guidelines for using our visual logo and text-based branding.

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Why a Logo Refresh?

Templeton World Charity Foundation has launched its modified logo in order to meaningfully unify its priorities under one identity, now reflected in its new website and other assets.

In the past 10 years, Templeton World Charity Foundation built a mission to fund innovative projects that push the boundaries of scientific knowledge and help people flourish. Our founder, Sir John Templeton, outlined core funding areas for grantees to pursue research and development.

As the foundation has grown, the core funding areas have been used to fund grants within a variety of different areas of interest called "priorities." Each of these priorities has a particular set of goals, objectives and timelines.

The brand refresh was undertaken to reflect each priority's place in the organization. Each priority's sub-brand reflects the parent logo and can be used together to better visually link the foundation's identity to the various priorities.

Each of TWCF's sub-brands is represented by an icon inspired by the structure of the tricolor butterfly. Each icon has a similar ratio of Celestial Blue, Enlightened Yellow, Cosmic Black and Illuminated White. The blue and yellow represent two entities, be they science and spirituality, local and global, the foundation and the communities it serves. The white represents the act of human flourishing. It is the intersection where positive impact, innovation and transformation occurs.

The environments within which the brand and sub-brands will be used, such as the foundation's website, presentation templates and other assets, provide a new and current representation of the foundation. Using this new aesthetic, we aim to further amplify the impact of our grantees' and grantee communities' new ideas, innovations, research findings and insights around the world.

The mission, values and core funding areas for Templeton World Charity Foundation have not changed during this refresh of the organization's visual aesthetic. By foregrounding the Templeton name, we signal our continued commitment to Sir John's goal to grow spiritual information 100-fold over the next centuries.

Parent Brand



TEMPLETON
World Charity Foundation

Sub-brand Example



TEMPLETON | **ACCELERATING
RESEARCH**
World Charity Foundation | *on Consciousness*



TEMPLETON
World Charity Foundation



How to Acknowledge 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 grant administration and communication resources, please refer to please refer to the [TWCF Grantee Resource page](#) or your grant agreement. Feel free to contact us directly at grantsupport@templetonworldcharity.org.

“This project was made possible through the support of a grant from Templeton World Charity Foundation, Inc. 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.”

How to Use Acknowledge TWCF (cont.)



Whether you are using a visual and text-based acknowledgement, we appreciate you attributing our investment in your important work.

JOURNAL ARTICLES, BRIEFS, & BLOG POSTS

Logo inclusion not required. Instead, please include 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

When referencing TWCF on social media platforms, inclusion of the logo is not required. We do, however, request that you tag TWCF using the handle from the site on which you are posting or the website.

Please include links to the TWCF website (your project summary, a blog post or output that may be linked or embedded on the site), but feel free to shorten links using apps such as bit.ly.

- Instagram: @templetonworld
- LinkedIn: Templeton World Charity Foundation
- Facebook: Templeton World Charity Foundation
- X/Twitter: @templetonworld
- Bluesky: @templetonworld

WEBSITES

Please include the Parent Brand logo in places in which your organization mentions its financial supporters.

If your grant falls within a priority that has a subbrand attached, please feel free to apply the Parent + Sub-brand logo to a page that reflects the outputs and work being done on the grant. Please also include the acknowledgement statement when 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].”

PRINT MATERIALS AND EVENTS

Please include the Parent Brand logo in places in which your organization mentions its sponsors and supporters. This may include signage, brochures and other tangible materials.

If your grant falls within a priority that has a subbrand attached, please apply the Parent + Sub-brand logo to the printed outputs. Please also include the acknowledgement statement when 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].”



How to Use TWCF's Brand System

The Foundation's brand system offers options for using only the Parent Brand logo or using the Parent Brand + a priority's sub-brand "lock-up logo." The decision to use one or the other can be informed by a few considerations, though ultimately up to the grantee. Please see these suggested considerations below:

PARENT BRAND

The Parent Brand logo should be used alone in these conditions:

1. The grant is not part of a larger priority, such as those listed on page 10, and therefore does not have an accompanying sub-brand lock-up logo to use.
2. The logo is being used alongside other corporate logos in materials to reflect the grantee's wider support network.
3. The grantee only has room for the Parent logo in its materials or simply chooses to only use the Parent logo for other aesthetic reasons.

Please find the Parent logos here:

- [CMYK for Dark Backgrounds \(Horizontal and Vertical\)](#)
- [CMYK for Light Backgrounds \(Horizontal and Vertical\)](#)
- [Grayscale Logos \(Horizontal and Vertical\)](#)

PARENT BRAND + SUB-BRAND

The brand refresh was undertaken to reflect each priority's place in the organization. Each priority's sub-brand reflects the parent logo and can be used together to better visually connect the foundation's identity to the various priorities.

The Parent +Sub-brand logo should be used in these conditions:

1. The grant is part of a larger priority, such as those listed on page 10, and has an accompanying sub-brand lockup logo to use.
2. The logo is being used in an output created specifically by the grant and is showcased only with those supporters of that particular output.
3. The grantee has the appropriate space or aesthetic to use the lockup logo.
4. When the materials are being used within an environment where there will be multiple grantees from a given priority, we request that you use the sub-brand lockup.

Please find links to the Parent + Sub-brand Logo Lock-ups on Page 10 of this guide.

Parent Logo Overview

VERTICAL LOGO

The vertical logo consists of the words "Templeton" set in DIN Pro and "World Charity Foundation" set in Feijoa Medium Italic beneath a tricolor butterfly icon.

HORIZONTAL LOGO

The horizontal logo consists of the words "Templeton" set in DIN Pro and "World Charity Foundation" set in Feijoa Medium Italic to the right of a tricolor butterfly icon.

The vertical and horizontal logos may be used in any application. To ensure consistency, do not alternate between vertical and horizontal within the same application.

WORDMARK

The wordmark consists of the words "Templeton" set in DIN Pro and "World Charity Foundation" set in Feijoa Medium Italic, without the tricolor butterfly icon. Use the wordmark whenever space is limited but the brand name needs to be expressed in full.

ICON

The tricolor butterfly icon represents the intersection of the foundation's efforts, highlighting moments of impact and human flourishing. Use the icon whenever space is limited and the vertical logo, horizontal logo or wordmark has already been expressed elsewhere in the same application.

FILE TYPES AND SCALING

Logos are provided in the following types: JPG, PNG and EPS. JPGs are image files that are made up of pixels and have a solid background and padding. PNGs are image files that are made up of pixels and have transparent backgrounds. JPGs and PNGs are not intended to be scaled up. EPS files are infinitely scalable vectors and are ideal for scaling up.

Please use the logos in the file directory as they have been supplied. Do not stretch, skew or adjust the ratio or spacing of these assets under any circumstances. See page 8 for additional guidelines.

VERTICAL



WORDMARK



HORIZONTAL



ICON



VERTICAL



HORIZONTAL



WORDMARK



ICON



Parent Logo, Clear Space

The clear space around the Templeton World Charity Foundation logo is an important part of the logo's design and ensures legibility. Be sure to preserve clear space equal to the height of the word "Templeton" on all sides of the logo and wordmark. If appearing alone, the Templeton World Charity Foundation icon should have clear space that is at least 1/4 the height of the icon.

PRIMARY VERTICAL LOGO LOCKUP



PRIMARY HORIZONTAL LOGO LOCKUP



SECONDARY VERTICAL LOGO LOCKUP



SECONDARY HORIZONTAL LOGO LOCKUP



Logo Lockups Overview

Lockups have been developed for use whenever the parent brand logo and a sub-brand logo appear within the same application.

Note: Colors do not change with the hierarchy. For instance, "Templeton World Charity Foundation" always appears in white, whether it is above, below, before or after the sub-brand.

Sub-Brand Logos

The majority of TWCF's grants fall under specific priorities, or sub-brands. Each sub-brand has its own tricolor icon that is derived from the structure of the tricolor butterfly, paired with a wordmark inspired by the structure and typography of the TWCF wordmark.

The vertical sub-brand logos are shown to the right, on a dark background.



**ACCELERATING
RESEARCH**
on Consciousness

[Lock-up logo file](#)



BIG QUESTIONS
in Classrooms

[Lock-up logo file](#)



BUILDING THE FIELD
of Human Flourishing

[Lock-up logo file](#)



DISCOVER
Forgiveness

[Lock-up logo file](#)



DIVERSE
Intelligences

[Lock-up logo file](#)



**ECONOMICS
and Human**
Flourishing

[Lock-up logo file](#)



**GLOBAL
INNOVATIONS**
*for Character
Development*

[Lock-up logo file](#)



OPEN
Research

[Lock-up logo file](#)



IMPACT
in The Bahamas

[Lock-up logo file](#)



**LISTENING
AND LEARNING**
in a Polarized World

[Lock-up logo file](#)



THE SCIENCE OF
*Religious and
Spiritual Exercises*

[Lock-up logo file](#)



How Not Use TWCF's Brand System

Grantees should not deviate from TWCF's visual identity or alter our logo in any way.

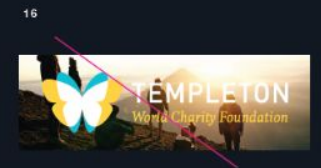
Grantees may also not do any of the following:

- TWCF logos should never be used to create individual grantee project identities.
- 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.

Logo, Incorrect Usage

DO NOT:

1. Stretch
2. Rotate
3. Cut or crop
4. Skew
5. Outline
6. Apply drop shadows or other effects
7. Use colors outside the brand palette
8. Adjust the tracking (i.e., space between letters)
9. Combine logos
10. Swap brand colors
11. Reorder logo components
12. Resize logo components
13. Use a single brand color
14. Reduce opacity
15. Place on low-contrast color values
16. Place on busy imagery



Color Palette

Color is integral to Templeton World Charity Foundation. Our palette pays homage to the colors of the Bahamian flag, which uses black to represent the strength and will power of the people, yellow to represent the sandy beaches, and aquamarine blue to symbolize the Caribbean Sea.

For TWCF, these colors take on additional meaning. Celestial Blue represents the heavens reflected on the surface of the water. It becomes a mirror, reflecting itself indefinitely, making it possible to discover hidden meanings of reality. Enlightened Yellow symbolizes hope, intellect 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.

RGB COLOR
Use the RGB palette for digital assets that will be displayed on devices with screens.

HEXADECIMAL COLOR
Use the hexadecimal palette for HTML and web development specifications.

CMYK COLOR
Use the CMYK palette for regular print applications, including four-color process printing.

PANTONE COLOR
Use the Pantone palette for premium print applications to ensure consistent branding.

The colors represented on this page have not been evaluated by Pantone, Inc., and may not match the Pantone system. Consult a Pantone Color Formula Guide for reference.

COLOR USAGE RATIO
The usage of our brand colors should be dictated by the background color of each individual piece of branded collateral. In either case, Celestial Black or solid white should be the dominant color, with usage of Celestial Blue and Elevated Yellow not to exceed 20% of the material surface. These brighter colors should function as accents only and treated with discretion per the guidelines explained in this document.

ENLIGHTENED YELLOW

HEX	#FED141
RGB	254 / 209 / 65
CMYK	0 / 11 / 80 / 0
PMS	122C

Enlightened
Yellow

CELESTIAL BLUE

HEX	#00C1D5
RGB	0 / 193 / 213
CMYK	59 / 0 / 14 / 0
PMS	3115C

Celestial
Blue

COSMIC BLACK

HEX	#101820
RGB	16 / 24 / 32
CMYK	100 / 79 / 44 / 93
PMS	PANTONE Black 6 C

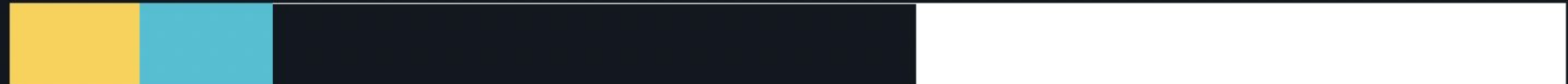
Cosmic
Black

ILLUMINATED WHITE

HEX	#FFFFFF
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0
PMS	N/A

Illuminated
White

COLOR USAGE RATIO



Glossary

Please use this page as a reference for terminology that appears throughout this document.



CMYK

The CMYK color model is a subtractive color model that is used in color printing. This model utilizes four color plates to create a wide range of color values.

Hexadecimal

A color hex code is a way to represent a color in RGB format by combining three values — the amounts of red, green and blue in a particular shade of color. Color hex codes have been an integral part of HTML for web design and remain a key way of representing color formats digitally.

Icon

The simplest expression of the brand, represented in a graphic or visual manner.

JPG

A commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. JPGs are made up of pixels. There is no difference between a JPG and a JPEG other than the number of characters.

Lockup

When the parent brand (TWCF) is paired with a sub-brand to demonstrate their relationship to one another.

Logo

Brand marks and typography that represent a single entity (e.g., the parent brand or a sub-brand).

Parent Brand

Throughout this document, TWCF is referred to as the parent brand in order to differentiate it from priorities and initiatives, which are referred to as sub-brands.

PMS

The Pantone Matching System, or PMS, is a standardized color matching system that is used around the world. It was devised to help printers and designers control colors for printing projects. PMS allows you to specify colors that cannot be mixed in traditional CMYK.

PNG

Portable network graphics, or PNG, is a raster-graphics file format that supports lossless data compression. PNGs are made up of pixels and can include transparency.

Primary

The preferred option in most cases, as in a logo lockup or font.

RGB

The RGB color model is an additive color model in which the red, green and blue colors of light are added together in various ways to reproduce a broad array of colors. The RGB color model is intended for use with digital assets that will be displayed on devices with screens.

Secondary

The alternative option, for use in limited cases.

Sub-brand

Priorities and initiatives that operate under the TWCF umbrella are referred to as sub-brands throughout this document.

Typography

The style and appearance of arranging type, which involves selecting typefaces, point sizes, line lengths, line-spacing and letter-spacing, as well as adjusting the space between pairs of letters.

Vector

Graphics that consist of points, lines, curves and shapes that are based on mathematical formulas. Vector graphics are infinitely scalable without pixelation, making them ideal for logos and brand elements living in multiple mediums and environments. Vector graphics can be identified by the EPS (Encapsulated PostScript) file extension.

Wordmark

A wordmark is a distinct text-only typographic treatment of the name of a product, service, company, organization or institution, used for purposes of identification and branding.

**Thank you for using
Templeton World Charity
Foundation's Brand
System.**

Feel free to contact
communications@templetonworldcharity.org
with any further questions.

