



VISUAL IDENTITY GUIDELINES

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# About this Guide

## DYSON FOUNDATION IDENTITY

This guide was created to provide an overview of the Dyson Foundation brand identity. It describes standards for proper use of the logo and other visual identity elements.

Using the identity properly and consistently as described in this guide will ensure that all of Dyson's materials speak with one voice, helping audiences form accurate and coherent ideas about the foundation.

Please refer to this guide anytime you are developing materials, events, or other communications for the foundation. These include:

- **print materials**  
invitations, ads, posters, fundraising letters
- **online presence**  
website, emails, facebook
- **in-person experiences**  
events, phone calls, meetings

This guide should also be supplied to freelance designers working on behalf of the foundation.

If there are questions about proper usage of this guide or any identity elements, please contact:

Theresa Gill  
Director of Administration  
tgill@dyson.org

## About Us

### **DESCRIBING THE DYSON FOUNDATION**

The text on this page expresses the core idea we want our audiences to associate with us. It describes the overarching goals and activities of the foundation and should guide all communication efforts. This statement should also be used whenever standard “About Us” text is needed on printed materials.

Our brand personality should also be reflected in the tone and style of any materials developed for the foundation.

**The Dyson Foundation works toward improving people’s lives through grant funding, promoting philanthropy, and strengthening the capacity of nonprofit organizations.**

# Name & Tagline

## OUR NAME

The official name of the organization is **Dyson Foundation**. Whenever possible, the full name should be used in printed materials and when speaking. If the full name has been mentioned already, the organization can be referred to as “the foundation”, but other abbreviations (like TDF) should be avoided.

This current tagline is subject to change.

**Dyson Foundation**

**Over sixty years of giving back and looking forward**

# Logo

## OUR BRAND MARK

The Dyson Foundation logo was designed to be a visual expression of our brand identity. The mark combines elegant colors and proportions.

The logo is available in two variations. Either of these variations can be used depending on the constraints of the design and the dimensions of the space available.

The logo should always be reproduced from master digital files, and never redrawn or retyped.

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Vertical orientation



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Horizontal orientation



# Logo

## LOGO COLOR

The full-color logo should be used whenever possible, since it best reinforces the foundation's brand identity. However, additional versions are available for special situations.

### Blue Ground Logo

For use on Pantone 2945 blue backgrounds.

### Grayscale Logo

For use on one-color or grayscale materials, like faxes or newspaper ads. This logo should not be used on any full-color materials.

These color variations are provided for all logo versions, including lockups and tagline-only files. Logos should always be reproduced from master digital files, and never redrawn or retyped.

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Full-color Logo  
White Ground  
(CMYK or 3 Pantone)



---

Full-color Logo  
Pantone 2945 Ground  
(CMYK or 3 Pantone)



---

Grayscale Logo  
White Ground  
(Black)



# Logo

## Solid Black Logo

This is an option for use on one-color or grayscale materials, like faxes or newspaper ads. This logo should not be used on any full-color materials.

## Solid White Logo

This is an option for use on one-color or grayscale materials, like faxes or newspaper ads. This logo should not be used on any full-color materials.

These color variations are provided for all logo versions, including lockups and tagline-only files. Logos should always be reproduced from master digital files, and never redrawn or retyped.

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Solid Black Logo  
White Ground  
(Black)



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Solid White Logo  
Dark Ground  
(White)



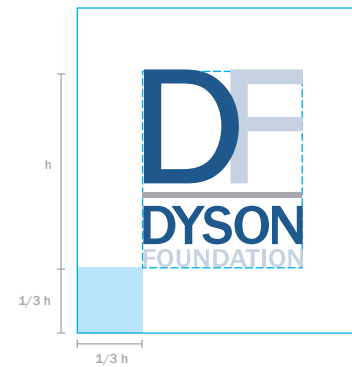


# Logo

## SIZE AND SPACING

The logo should always be used at a size that is easily legible and with a sufficient amount of surrounding white space. The guidelines on this page show the minimum dimensions and amount of clear space that should be maintained for all versions of the logo.

### Clear Space



### Minimum Size



## What not to do

### PROTECTING THE LOGO

The examples on this page illustrate misuse of the logo. As a rule, always reproduce the logo from master digital files and avoid altering or modifying it in any way. When resizing the logo in your document, make sure to scale it proportionately to maintain the proper height-to-width ratio.

Don't change the colors in the logo



Don't change the font used in the logo.



Don't use the mark without the foundation name, or the name without the mark.



Don't create new arrangements of the logo mark and text.



Don't add new elements or effects (drop shadows, etc.) to the logo.



Don't use the logo on different colored backgrounds that compromise its legibility



# Typography

## OUR FONTS

Consistent use of type on our materials helps strengthen recognition of the foundation's brand.

**ITC Franklin Gothic** is our primary typeface. It is a sans-serif (no flourishes on the ends of strokes) with a clean and sophisticated yet friendly sensibility. ITC Franklin Gothic should be used for most designed materials.

All weights of ITC Franklin Gothic are available for purchase online at [www.fonts.com](http://www.fonts.com)

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ITC Franklin

Gothic Medium &

Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890.,?!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890.,?!**

# Color

## OUR PALETTE

Color is an important part of our identity. The color palette shown on this page was developed to convey a combination of elegance and sophistication.

Because printing processes and onscreen displays encode color differently, each color is shown with several equivalent breakdowns. Please be sure to use the logo files and colors that correspond to the color model being used in your project.

### For Print

All materials being printed in full color (also called 4-color process) should use CMYK color breakdowns.

Only materials being produced with special Pantone inks should use the Pantone colors.

### For Screen and Web

All materials being used onscreen (website, emails, PowerPoint presentations) should use the RGB or HEX color breakdowns.

If you are unsure which color model to use, your vendor should be able to specify.



Pantone: 2945U  
CMYK: 92/69/20/5  
RGB: 38/88/141  
HEX: #25598e



Pantone: 2746U @ 55%  
CMYK: 47/32/12/0  
RGB: 136/163/192  
HEX: #86A2bf



Black: 40% tint  
CMYK: 0/0/0/40  
RGB: 153/153/153  
HEX: #a7a9ac



White  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #ffffff

# Applications

## STATIONARY

The examples on this page show materials created using Dyson Foundation's brand identity. Final files are provided for professionally printing each of these items.

When designing new materials, be sure to use the logo and any other elements in a way that's consistent with our brand personality (page 4).



# Applications

## LETTERHEAD MARGINS

When using Microsoft Word to type a letter that will be printed on the foundation's letterhead, use the margins below:

Top: 2 in.

Bottom: 1.5 in.

Left: Minimum: 1.0 in; Max: 1.5 in

Right: Minimum: 1.0 in; Max: 1.5

A letterhead template file including the artwork and pre-set margins is also provided.

