



Carnegie Science

Logo Guidelines 2024



Introduction

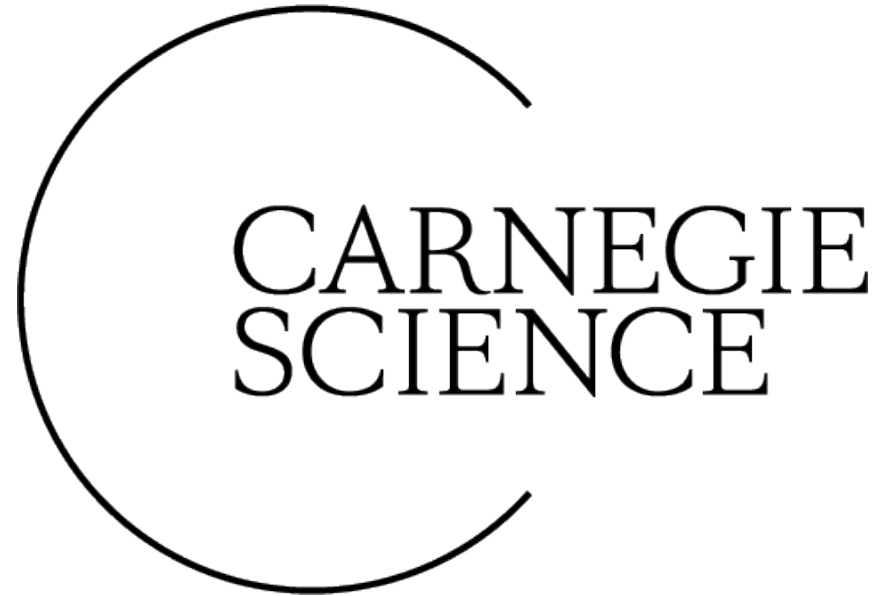
The new Carnegie Science brand and logo were launched in March 2024. Carnegie Science partners and employees are encouraged to use our new logo. Others seeking to use the Carnegie Science logo must get permission by writing communications@carnegiescience.edu.

The primary and division logos are available for download from our [Logo Portal](#) as EPS and PNG files in black and white. Modifications to the logo are prohibited.

Contact us at communications@carnegiescience.edu with any questions about logo usage.

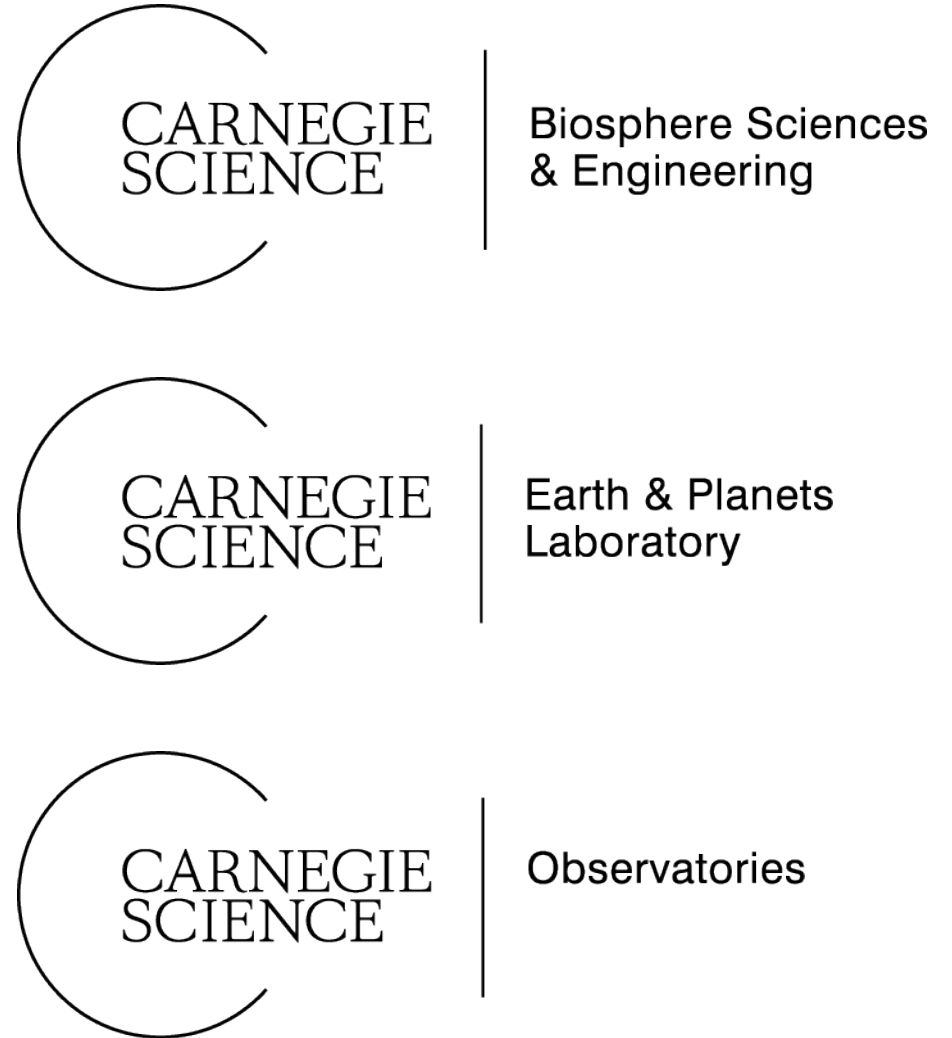
Primary Logo

Our primary logo consists of a logo symbol, the C, with Carnegie Science set as a logotype at the center, reflecting our unified scientific community working together to advance bold ideas and groundbreaking discoveries. The circular shape also represents how we explore science across scales, from the microscopic to telescopic. Our logotype is customized and rendered to convey our gravitas and bold approach to science.



Division Logos

The division logos lead with the primary Carnegie Science logo, followed by the division name separated by a divider line.



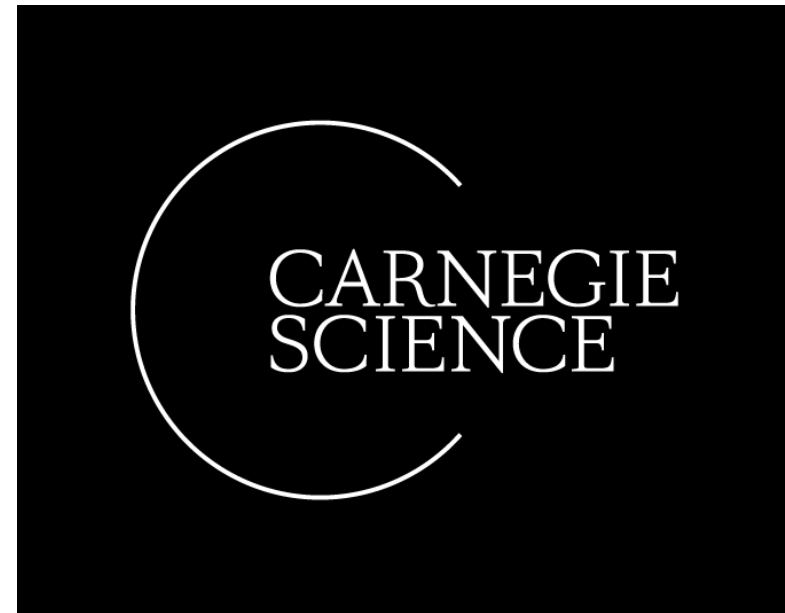
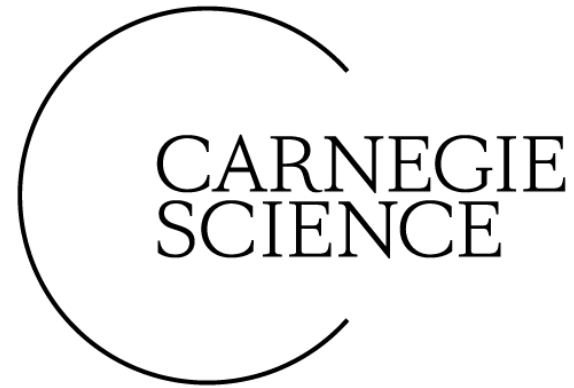
Logo Variations

Preferred Version

The black version of the logo is preferred and, whenever possible, should be used on all branded materials.

Alternative Version

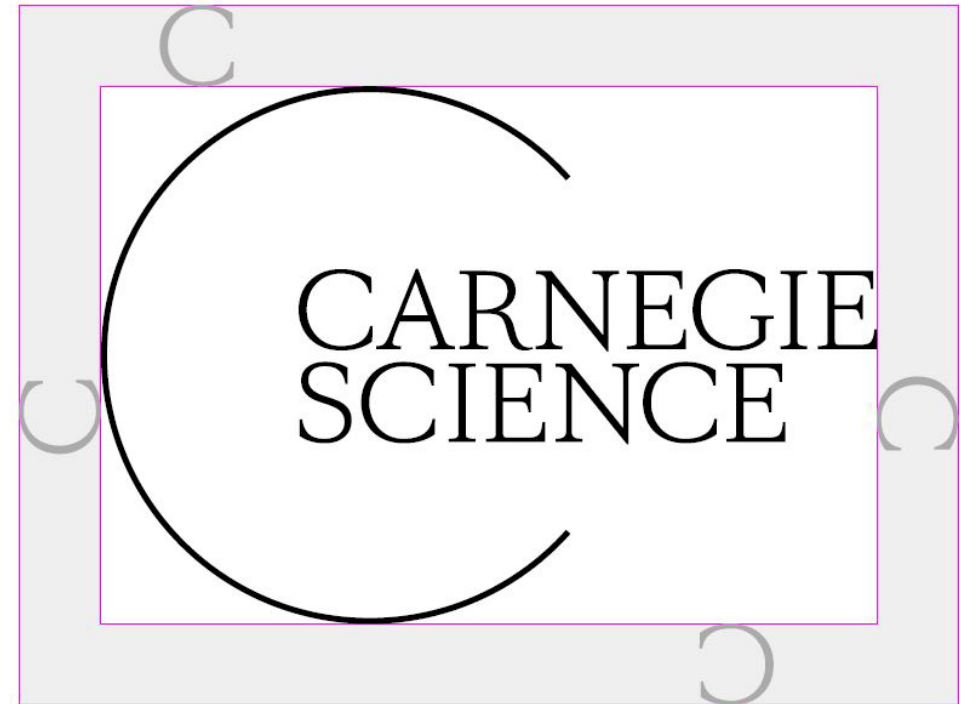
The white version is for use on dark backgrounds or photographs. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.



Logo Clear Space

Clear Space

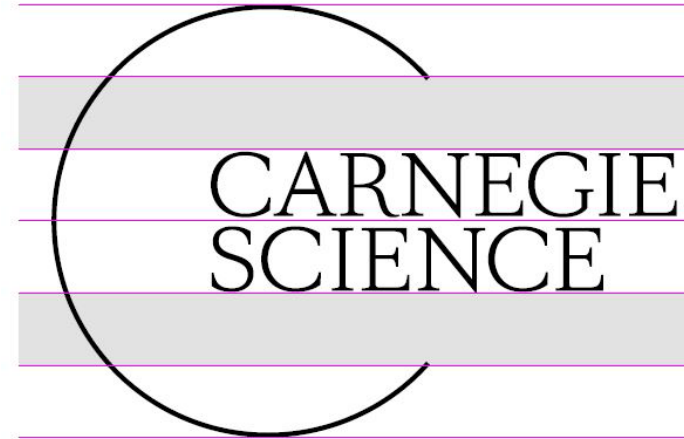
Keep the logo clear of competing text, images, and graphics by maintaining a minimum amount of clear space, equal to the height of “C” from Carnegie Science on all sides.



Logo Proportion and Minimum Size

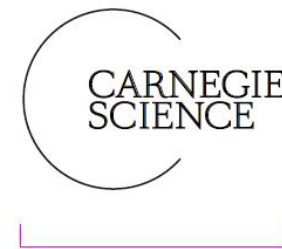
Logo Proportion

The space between the logo symbol and the logotype is equal to one-sixth ($1/6$) the height of the logo symbol circle.



Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 1.0" for print and 100px for digital applications.



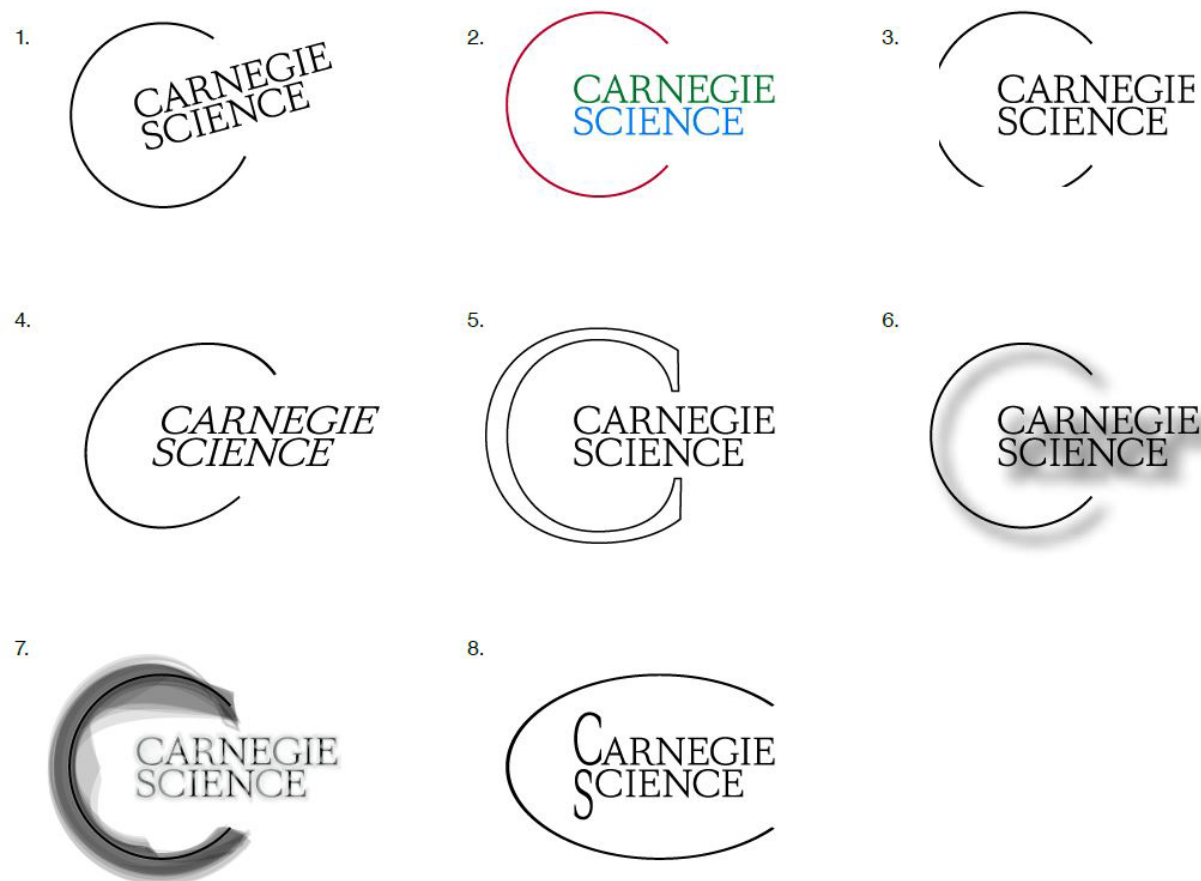
1.0" print
100px digital

Logo Don'ts

Our logo is the most recognizable representation of the Carnegie Science brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo
2. Don't change the logo's colors
3. Don't crop the logo
4. Don't skew or distort the logo
5. Don't reconfigure or change the logo elements
6. Don't add a drop shadow to the logo
7. Don't add artistic effects to the logo
8. Don't stretch the logo or change its proportions





For further information, please contact:
communications@carnegiescience.edu