

## LOGO SPECIFICATION GUIDELINES

Our primary logo is the foundation's signature. Because our logo represents the Gates family and our organization, it must be treated with special care.

### Color

You may reproduce the logotype in black or red only, or reverse it to white against any solid area of contrasting color from our palette. Do not apply any other colors to the logotype.

BILL & MELINDA  
GATES *foundation*

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GATES *foundation*



PLEASE NOTE: THESE SHAPES INDICATE SOLID AREAS OF BACKGROUND COLOR. DON'T PUT THE LOGOTYPE IN A SHAPE.

### Logo Dos and Don'ts

Because our logo is our signature, we want to be sure to treat it in a consistent, careful way. It should be legible and maintain integrity across all applications as our identifying mark.

Please note the following logo "dos":

- Preferred size of the logo: approximately 1.5 inches wide in print, or 225 pixels wide online. Video and multimedia logo size preferences are dependent on viewing and venue specifications.
- The logotype must have a surrounding clear space of 3x the large-cap height in print pieces and online.

The example below reflects appropriate minimum logo size and surrounding clear space.



MINIMUM CLEAR SPACE ALL AROUND IS EQUAL TO 3X THE LARGE-CAP HEIGHT

Please note the following logo “don’ts”:

- Don’t place the logo in any other graphic shape, or combine with other symbols or graphic elements.
- Don’t use the logo in place of or within text or headlines.
- Don’t rotate the logo so it’s at an angle.
- Don’t scale the logo vertically or horizontally; only scale it proportionately.
- Don’t surround the logo with a framing element (e.g., a rectangular shape).
- Don’t place the logotype over illustrative patterns, highly contrasting colors, or complicated photographic content that don’t allow for easy legibility.
- Don’t mimic or re-create the logotype.

The examples below illustrate common “don’ts” applied to the foundation logo.



*Logo is too small.*



*Logo is combined with other graphics.*



*Logo is used in place of text.*



*Logo is on an angle.*



*Logo is disproportionately scaled.*



*Logo is disproportionately scaled.*



*Logo is contained within a shape.*



*Logo is placed on top of a pattern.*



*Logo is difficult to read on photo.*

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