

The Wolfson Foundation



*Third Party Identity Guidelines

Introduction

This document has been developed to provide anyone using the Wolfson Foundation logotype with clear guidelines on how the brand identity can be used.

Our brand identity is a valuable asset, and we ask you to read these guidelines carefully to ensure they are applied correctly and consistently.

Our Logotype

Master Logo

The Logotype has been specifically drawn for the Wolfson Foundation.

The Logotype includes a star device formed of W letters to make the name distinctive and recognisable.

Never attempt to reproduce or alter the logotype. Only use the digital artwork supplied. The colour reversed out version is shown here, which is the preferred option for application where possible.

The image displays the master logo for The Wolfson Foundation. It features the text "The Wolfson" in a white, sans-serif font, with a red star device (formed of W letters) positioned to the right of the word "Wolfson". Below "The Wolfson" is the word "Foundation" in a larger, grey, sans-serif font. The entire logo is centered on a dark blue background.

The Wolfson^{*}

Foundation

Our Logotype

Master Logo

The Logotype has been specifically drawn for the Wolfson Foundation.

The positive colour version (for use on white/ light backgrounds) is shown.

The Wolfson 
Foundation

Our Logotype

Master Logo

The logotype can be placed on solid colours or over photography.

Care needs to be taken to ensure that the logotype remains legible against the background image.



Our Logotype Master Logo

There are two greyscale versions of the master logo (one for use on light backgrounds and one for use on dark backgrounds) but these should only be used where the colour version cannot be used (for example there is only one colour printing available).



Our Logotype

Clear Space & Minimum Sizing

It is important that the logotype is surrounded by an area of clear space and is not obscured or crowded by other elements.

The minimum clear space for the logotype is defined by using the measurement of the height of the T in the logotype.

The recommended minimum size for the logotype is 30mm width.



30mm

The Wolfson*
Foundation

Logotype

The family of logotypes

The typographic system can be used to style a range of sub-brands that sit within the Foundation.

These have been created as artworks - they must never be re-created or altered.

The use and application of these is strictly controlled by the Communications Manager.

The Wolfson*
History Prize

The Wolfson*
Music Awards

The Wolfson*
Postgraduate
Scholarships

The Wolfson*
Intercalated
Awards

The Wolfson Family*
Charitable Trust

funded by
The Wolfson*
Foundation

The Wolfson Foundation Identity Guidelines
Application

These show all the various colour artwork set-ups for the logos.

These have been created as artworks - they must never be re-created or altered.

The use and application of these is strictly controlled by the Communications Manager.

Colour



Greyscale



Black & White



Our Logotype

Usage Restrictions

Consistent use of the logo is crucial. Always use the logo as supplied, with the correct colours. It should never be recreated or altered in any way.

Do not:

- 01. Reproduce it in a different colour
- 02. Distort the logotype
- 03. Change the asterisk colour
- 04. Rotate the logotype
- 05. Add a drop shadow
- 06. Outline the logotype
- 07. Close up the spacing on the marque
- 08. Place it into a graphic shape



The Wolfson*
Foundation

01



The Wolfson*
Foundation

02



The Wolfson*
Foundation

03



The Wolfson*
Foundation

04



The Wolfson*
Foundation

05



The Wolfson*
Foundation

06



The Wolfson*
Foundation

07



The Wolfson*
Foundation

08

Core Elements Colour Palette



Core elements

Colour Palette

This is our colour palette to be used across all our communications.

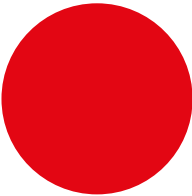
The red is to be used as a highlight or accent colour and not for large scale use.

The greys are designed to add variety but again should not be used in large areas on applications.

The Wolfson Light Blue and Taupe are also designed to add variety and can be used in large areas on applications.

The addition of colour photography will add to the richness of the designs.

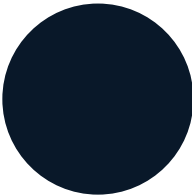
CORE COLOURS



Wolfson Red
Pantone 185

CMYK:
0, 100, 100, 0

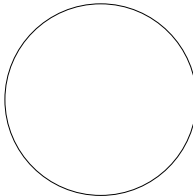
RGB:
R227, G6, B19



Wolfson Blue
Pantone 533

CMYK:
85, 60, 25, 85

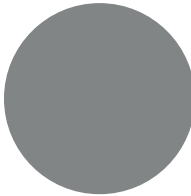
RGB:
R9, G24, B41



White

CMYK:
0,0,0,0

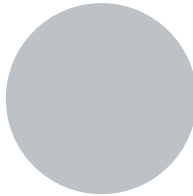
RGB:
R100, G 100, B100



Wolfson Grey 1
Pantone 430

CMYK:
6, 0, 0, 60

RGB:
R133, G137, B139

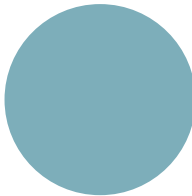


Wolfson Grey 2
Pantone 428

CMYK:
6, 10, 0, 35

RGB:
R189, G 194, B 198

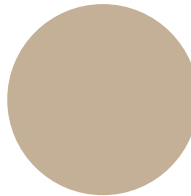
SECONDARY COLOURS



Wolfson Light Blue
Pantone 550

CMYK:
44, 0, 11, 25

RGB:
R125, G174, B186



Wolfson Taupe
Pantone 466

CMYK:
6, 18, 32, 25

RGB:
R196, G176, B150

Typography

Headline Typestyle

Typography and a consistent use of typeface is a key element in creating a cohesive look across all communications.

The font chosen for this is Raleway.
(It is available as a free Google Font download)

Raleway can be used for all levels of typography: headline and body copy.

It has been chosen for its elegant sans-serif with a distinctive styling, based on classic typeface forms.

Care needs to be taken when applying this to ensure we retain legibility.

We support
organisations that
create, preserve
and disseminate
knowledge

Typography

Primary Typeface: Raleway

The Primary typeface is Raleway

Raleway should be used for all communications where possible.

There are three main weights to be used: Bold, regular and extra light, with the accompanying Italics.

Supporting

Raleway Extra Light

Developing

Raleway Regular

Investing

Raleway Bold

Typography

Primary Typeface: Raleway

The Primary typeface is Raleway

Raleway should be used for all communications where possible.

There are three main weights to be used: Bold, regular and extra light, with the accompanying Italics.

Note: please make sure to use the aligning numerals for all applications:

To set this, use the "Open Type: Tabular Lining" setting in the character box.

ABCDEFGHIJKLMNOPQRSTUVWXYZ Raleway Extra Light
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ Raleway Regular
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Raleway Bold
1234567890

For artworks and clarification on the Identity please contact the Communications Manager at the Wolfson Foundation.

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