



The Templeton Prize  
Brand *Style* Guide

SUMMER / 2019



# Welcome.

Great brands are built on consistency. This manual is intended to define The Templeton Prize's visual identity standards. Using the brand correctly is extremely important, so we ask that this guide is always referred and adhered to when writing, designing, producing, or directing branded communications.

# Celebrating Scientific & Spiritual Curiosity

The questions examined by Templeton Prize recipients often involve revealing the hidden dimensionalities—both spiritual and scientific—which drive our understanding of reality, and help to push the frontiers of our spiritual and scientific pursuits.

This mark's enveloped geometric layers help symbolize the aforementioned dimensionality. Its shape creates one of the natural world's most dominant forms: the hexagon. Due to its uncanny organizing principles and intrinsic beauty, the hexagon is revered as a symbol of harmony and balance in myriad spiritual and scientific disciplines.

FIG 1



FIG 2



FIG 3



FIG 4



NO TAGLINE

FIG 5



VERSION A TAGLINE

Discovery. Curiosity. Spirituality.

## Purposeful Messaging

The Templeton Prize logo can be used in three different ways: by itself without a tagline (*Figure 4*), or with one of two different taglines (*Figures 5 - 6*). The choice of different taglines provides greater flexibility, enabling the logo to achieve more purposeful and succinct messaging in a variety of contexts.

FIG 6



VERSION B TAGLINE

Celebrating Scientific & Spiritual Curiosity

# Logo Clear Space & Proper Usage

The logo must at all times be perfectly legible and without obstructions. For this reason, we ask that designers maintain a minimum area of breathing room around the mark, as designated by *Figure 7* at right. Regardless of the variation used, the Templeton Prize logo must at all times have the specified clear space noted in the example.

- Do not reproduce the full color logo on a colored background (*Figure 8*)
- Do not reproduce in a tint or screen (*Figure 9*)
- Do not add effects, including a drop shadow, inner shadow, bevel or emboss, inner or outer glow, or a stroke. (*Figure 10*)
- Do not recolor logo with new or existing colors (*Figure 11*)
- Do not rotate or misalign logo (*Figure 12*)
- Do not skew or attempt to make the logo 3D (*Figure 13*)

FIG 7

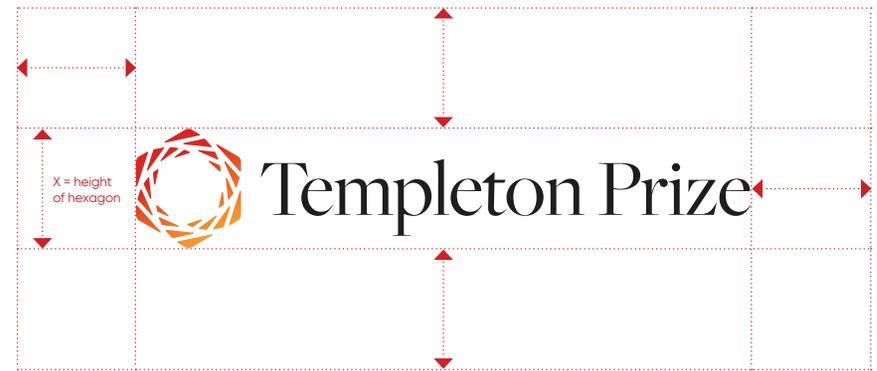


FIG 8



FIG 9



FIG 10



FIG 11



FIG 12



FIG 13



# Primary & Secondary Colors

Colors define a mood and give a sense of character to the brand. Brand colors are just as important to the brand as the logo itself. It's imperative that the same Pantone colors or CMYK builds are utilized to maintain visual consistency. Pantone is preferred for most print production or offset print projects; CMYK is for digital press projects; RGB is for digital uses.

A copper metallic ink or foil can be utilized in special instances to provide additional impact to various print collateral (business cards; brochures; invitations; announcements; etc.)

R	206	C	6	PMS
G	32	M	99	1795c
B	38	Y	96	
		K	9	

PRIMARY

R	250	C	0	PMS
G	163	M	42	1365c
B	58	Y	87	
		K	0	

PRIMARY

R	179	C	30	PMS
G	81	M	81	7592c
B	47	Y	99	
		K	3	

SECONDARY

R	81	C	66	PMS
G	178	M	9	7472c
B	173	Y	36	
		K	0	

SECONDARY

R	34	C	69	PMS
G	31	M	66	Neutral
B	31	Y	63	Black C
		K	75	

SECONDARY

R	185	C	27	PMS
G	198	M	15	5445c
B	209	Y	12	
		K	0	

SECONDARY

SECONDARY (COPPER METALLIC)

PMS  
876c

# Primary Professional Typography Styles

The type styles to the right can be used to develop a typographic hierarchy for Templeton Prize materials.

- *Freight Big Pro Light* should be used in sentence case as the principal typeface for major headlines.
- *Freight Big Pro Black* can be used sparingly for subheads and other call-out text.
- *Freight Big Pro Bold* can be used for pull quotes and other call-out text.
- *Freight Sans Pro Light* should be used for all body copy. Additionally, it can be used for larger introductory text.
- *DDC Hardware Regular* can be used sparingly for smaller labels, subheads, and buttons.

## PRINCIPAL TYPEFACE

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### Freight Big Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SUPPORTING TYPEFACE

---

### Freight Big Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SUPPORTING TYPEFACE

---

### Freight Sans Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SUPPORTING TYPEFACE

---

### DDC HARDWARE REGULAR

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ  
RR SS TT UU VV WW XX YY ZZ

Freight Big  
Pro Bold

Freight Big  
Pro Light

Freight Sans  
Pro Light

DDC Hardware  
Regular

**Body:**  
Freight Sans  
Pro Light

**Call-out:**  
Freight Big  
Pro Bold

## THE TEMPLETON PRIZE MISSION

# Celebrating Scientific & Spiritual Curiosity

Prize recipients often excel at revealing hidden dimensionalities, both spiritual and scientific.

### ABOUT THE TEMPLETON PRIZE

Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odio sit amet eros. Suspendisse faucibus, nunc et pellentesque egestas, lacus ante convallis tellus, vitae iaculis lacus elit id tortor. Doneede justo, fringilla vel, aliquet nec, vulputate eget, arcu. Praesent vestibulum dapibus nibh. Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odisit amet eros. Suspendisse faucibus, nunc fringilla vel, aliquet nec, vulputate egeter praesent

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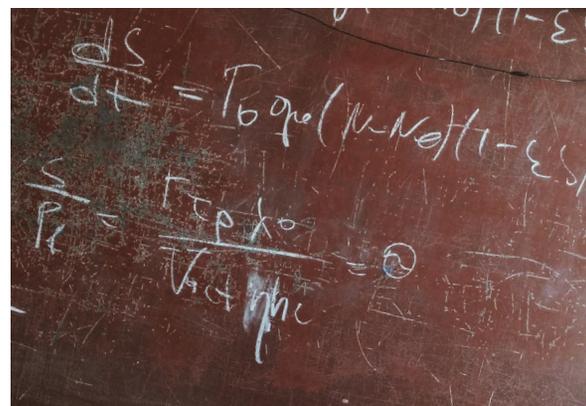
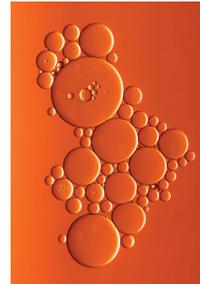
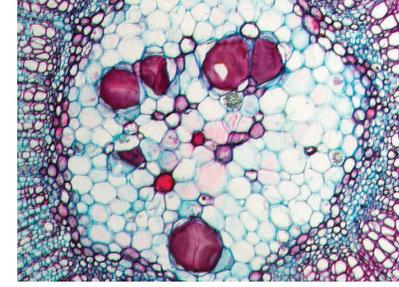
**Man maler suada morbi et mattise ullamcorper velit fruscer egestase.**

# Suggested Photography

Imagery is a fundamental component in capturing a brand's essence, and conveying its unique emotional language. The imagery which Templeton Prize uses is just as powerful as the stories and insights they share.

Photography should strive to represent the big questions examined by Templeton Prize recipients—both spiritual and scientific; it should embody the curiosity, ingenuity, and discipline which drives their pursuits.

All photos should be high resolution (at least 1200 pixels wide). Blurry, grainy, or low quality photos should not be used even if their content is engaging.

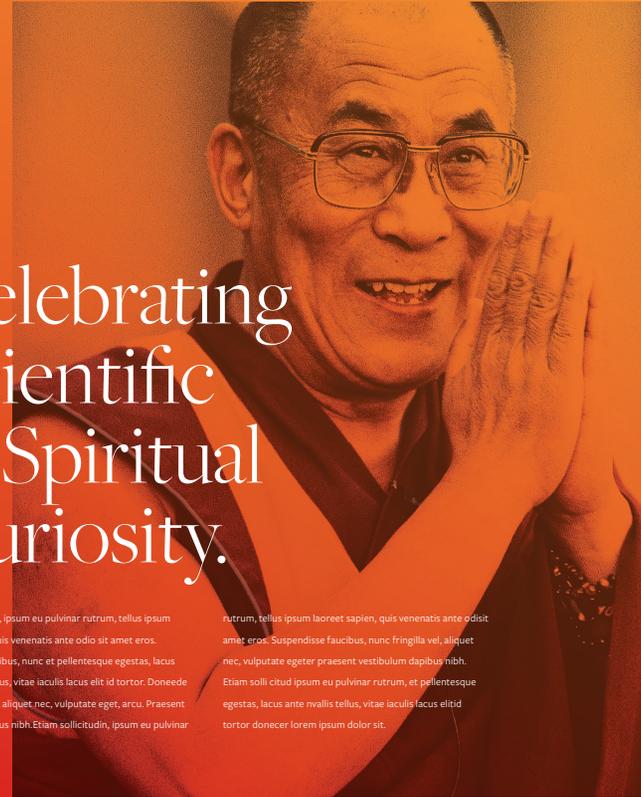


# Celebrating Scientific & Spiritual Curiosity.

Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odio sit amet eros. Suspendisse faucibus, hunc et pellentesque egestas, lacus ante conwallis tellus vitae iaculis lacus elit id tortor. Donee justo, fringilla vel, aliquet nec, vulpate eget, arcu. Praesent vestibulum dapibus nibh. Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odio sit amet eros. Suspendisse faucibus, nunc fringilla vel, aliquet nec, vulpate eget praesent vestibulum dapibus nibh. Etiam sollicitudin, ipsum eu pulvinar rutrum, et pellentesque egestas, lacus ante nwallis tellus, vitae iaculis lacus elit id tortor donec lorem ipsum dolor sit.



# Celebrating Scientific & Spiritual Curiosity.



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