

Gates Foundation

Logo Specification Guidelines

Our logo is the foundation’s signature. Because our logo represents the Gates family and our organization, it must be treated with special care. We have a primary and stacked wordmark, each with their own specific use cases. All guidelines listed here apply to both logo formats.

Gates Foundation

Primary Wordmark

Used in most communications requiring brand recognition, including digital and print collateral, environmental signage, presentation templates, document templates, and email signatures.

Gates Foundation

Stacked Wordmark

Used when space is limited or when a vertical orientation better suits the layout, such as on social media, official collateral, narrow print materials, or instances where the design requires a more compact and visually centered logo format.

Color

You may reproduce the logo in Black (#000000), Parchment (#F5F3ED) or Weathered Slate (#313A44) only, or reverse it to white against any solid area of contrasting color from our palette. Do not apply any other colors to the logo.



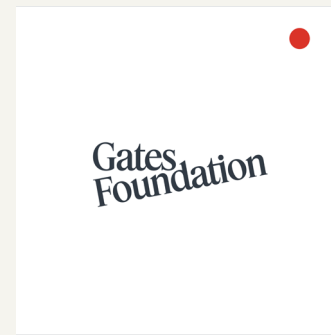
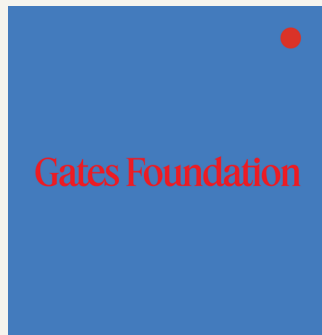
Logo guidelines



Composition and Spacing

When placing the logo in your composition, it should have at least two equal margins. It’s as simple as placing your logo in the top left corner margins on a page.

Prescribed spacing of the logo to the edge of the canvas cannot be provided as the logo exists in various digital and physical contexts. As a result, balanced spacing is far more important than the size of the clear space.

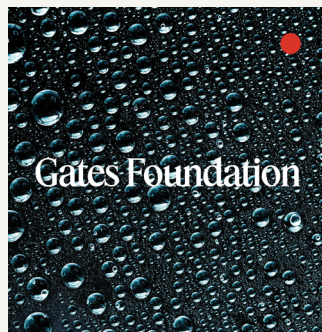


1. Do not fill the logo with an unapproved color

2. Do not fill and place logo in non-accessible colors

3. Do not rotate logo for dramatic effect

4. Do not modify the structure of the logo



5. Do not stretch the logo

6. Do not place logo on top of busy imagery

7. Do not combine the logo and monogram

8. Do not add effects to logo

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