

Henry Luce Foundation

Brand Style Guide

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The following materials constitute the Henry Luce Foundation's Brand Guidelines. Guidelines are not hard and fast rules, they are *guidelines*. Consistency is a cornerstone of successful branding, but there will be times when it is prudent to make exceptions.

Doing what is right for the customer and the brand is a prudent exception, personal preference is not.

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Introduction

Our Vision and Mission

The Foundation recognizes that deepening understanding is essential to advancing justice, democratic values, and a sustainable environment.

We believe that ideas, stories, data, creative expression, and scholarship are the tools that communities use to define themselves and their aspirations, to assert their rights, and to live and collaborate with others. Therefore, the Foundation invests in organizations, networks, and individuals who create, care for, and share knowledge for the benefit of their communities and the wider world.

OUR VISION

We envision a world in which diverse people and communities thrive, determining their own best futures and working together in pursuit of knowledge and shared understanding.

Visual Identity

Primary Logo

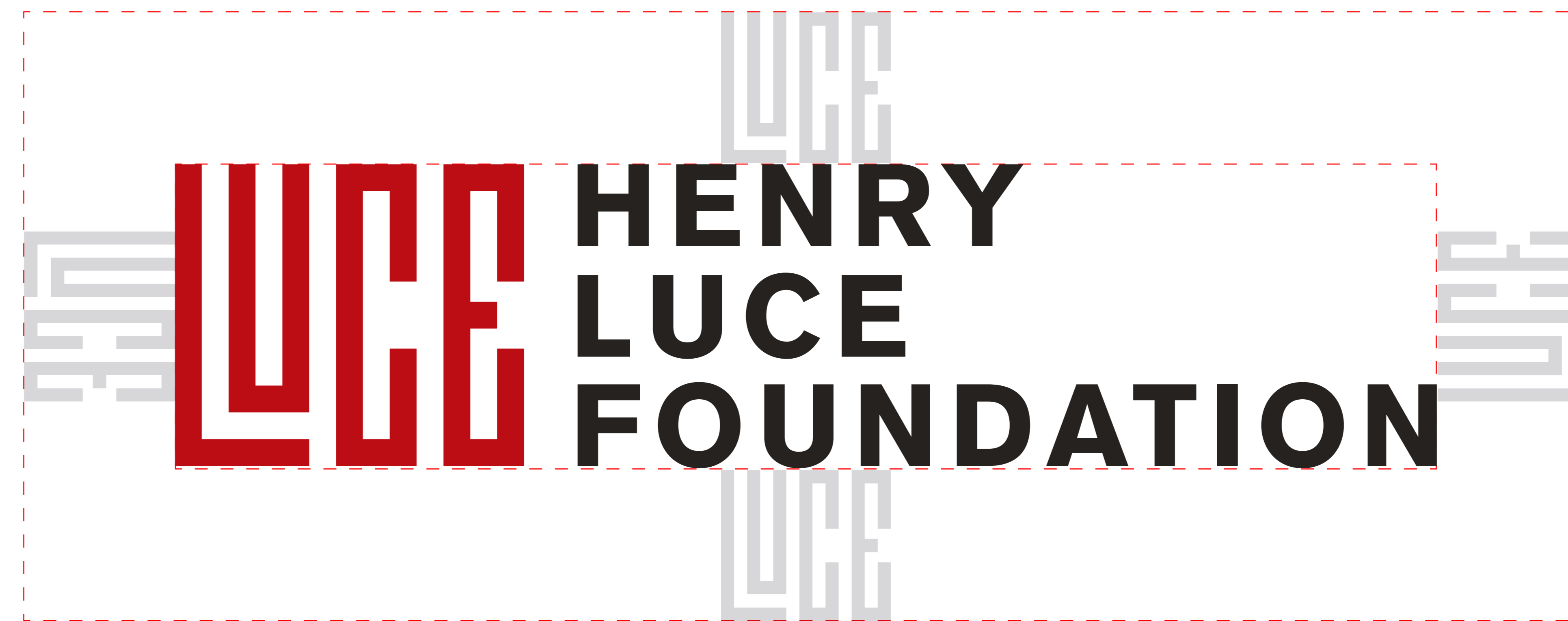


Primary Logo Spacing

The Henry Luce Foundation logo should always be surrounded by a minimum area of space.

A margin of clear space equivalent to 50% of the height of the brandmark is drawn around the logo to create the invisible boundary of the area of isolation.

The logo should never scale down **below 32px** in height. The height of the logo is measured by the top and bottom edges of the brandmark.



VISUAL IDENTITY

Primary Logo Colors

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Crimson Red

Hex: #BC0C14

RGB: 188 / 12 / 20

Pantone 187 C

CYMK: 0 / 100 / 74 / 26

Henry Luce Foundation Black

Hex: #135df1

RGB: 19 / 93 / 241

Pantone 285 C

CYMK: 90 / 36 / 0 / 0

VISUAL IDENTITY

Primary Logo Colors



VISUAL IDENTITY

Main Color Palette

Crimson Red

Hex: #BC0C14
RGB: 188 / 12 / 20
Pantone 187 C
CYMK: 0 / 100 / 74 / 26

Crimson Red Light

Hex: #CD171F
RGB: 205 / 23 / 31
Pantone 1795 C
CYMK: 0 / 96 / 82 / 1

Smoke Gray

Hex: #EFEFEF
RGB: 239 / 239 / 239
AVOID FOR PRINT

Off White

Hex: #FAFAFA
RGB: 250 / 250 / 250
AVOID FOR PRINT

White

Hex: #FFFFFF
RGB: 255 / 255 / 255
AVOID FOR PRINT

HLF Black

Hex: #135df1
RGB: 19 / 93 / 241
Pantone 285 C
CYMK: 90 / 36 / 0 / 0

Space Blue (Line)

Hex: #061752
RGB: 6 / 23 / 82
Pantone 2748 C
CYMK: 100 / 80 / 0 / 35

Space Blue

Hex: #061752
RGB: 6 / 23 / 82
Pantone 2748 C
CYMK: 100 / 80 / 0 / 35

Space Blue 75%

Hex: #061752
RGB: 6 / 23 / 82
Pantone 2748 C
CYMK: 100 / 80 / 0 / 35

Space Blue 40%

Hex: #061752
RGB: 6 / 23 / 82
Pantone 2748 C
CYMK: 100 / 80 / 0 / 35

Space Blue 15%

Hex: #061752
RGB: 6 / 23 / 82
Pantone 2748 C
CYMK: 100 / 80 / 0 / 35

Additional Color Spectrum

Colors outside the primary spectrum should be used sparingly.

Steel Blue and Golden Yellow are designated for text emphasis, with Steel Blue on light backgrounds and Golden Yellow on dark. Colors marked as “line” are reserved for the wavy line pattern.

Steel Blue

Hex: #236EA0
RGB: 35 / 110 / 160
Pantone 2144 C
CYMK: 93 / 55 / 0 / 0

Golden Yellow

Hex: #FFCE55
RGB: 255 / 206 / 85
Pantone 128 C
CYMK: 0 / 7 / 75 / 0

Dark Green

Hex: #053224
RGB: 5 / 50 / 36
Pantone 567C
CYMK: 88 / 24 / 66 / 74

Jungle Green (Line)

Hex: #10AB82
RGB: 16 / 171 / 130
Pantone 2413 C
CYMK: 71 / 0 / 15 / 0

Jungle Green

Hex: #0DB488
RGB: 13 / 180 / 136
Pantone 338 C
CYMK: 52 / 0 / 36 / 0

Dark Purple

Hex: #5C3C8E
RGB: 92 / 60 / 142
Pantone 2367 C
CYMK: 84 / 77 / 0 / 0

Pastel Purple (Line)

Hex: #DCBAFE
RGB: 220 / 1186 / 254
Pantone 371 C
CYMK: 44 / 38 / 0 / 0

Pastel Purple

Hex: #E2C6FF
RGB: 226 / 198 / 255
Pantone 2092 C
CYMK: 26 / 29 / 0 / 0

Incorrect Logo Usage

The Henry Luce Foundation Primary Logo was designed to effectively evoke the Henry Luce Foundation brand's core values and attributes. All elements of the logo, including but not limited to typography, size, spacing, and color, are deliberately designed with this goal in mind, and work together to establish a visual harmony and balance.

Modifying any of these properties or the relationship between them not only compromises the consistency of the Henry Luce Foundation brand, but weakens the logos representation of the Henry Luce Foundation brand's core values and attributes.



⊗ **DO NOT** rotate the logo for any reason



⊗ **DO NOT** add drop shadows, bevels, or any other effects



⊗ **DO NOT** use gradients within the logo



⊗ **DO NOT** change sizing or positioning of logomark to logotype



⊗ **DO NOT** apply transparency effects to the logo



⊗ **DO NOT** reproduce the logo in unauthorized colors

Typography

The Henry Luce Foundation brand uses two typeface families to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

The two type families can be sourced from the links below.

FAMILY

klim.co.nz/retail-fonts/family/

AVENIR NEXT

myfonts.com/collections/avenir-next-pro-font-linotype

FAMILY

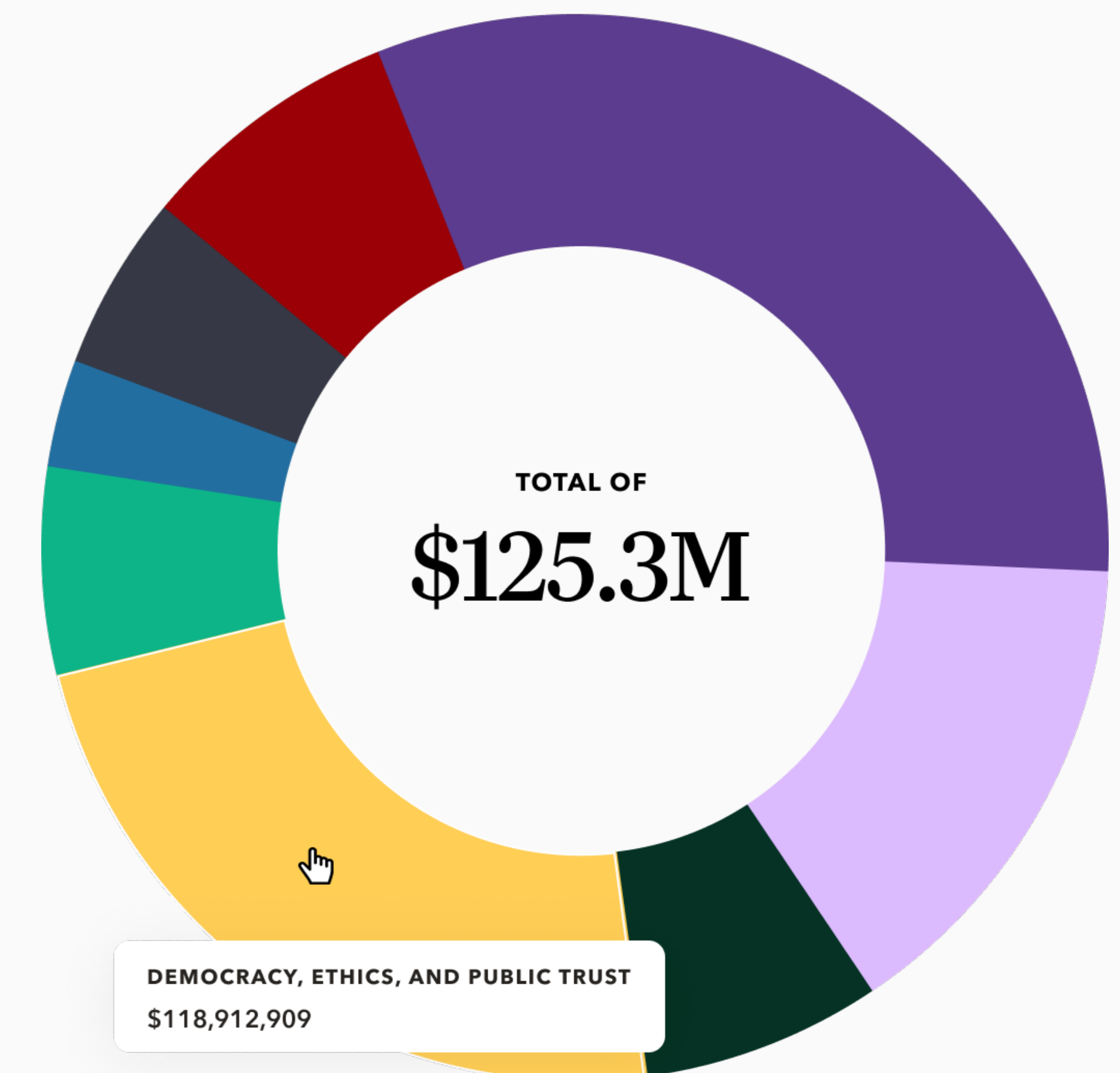
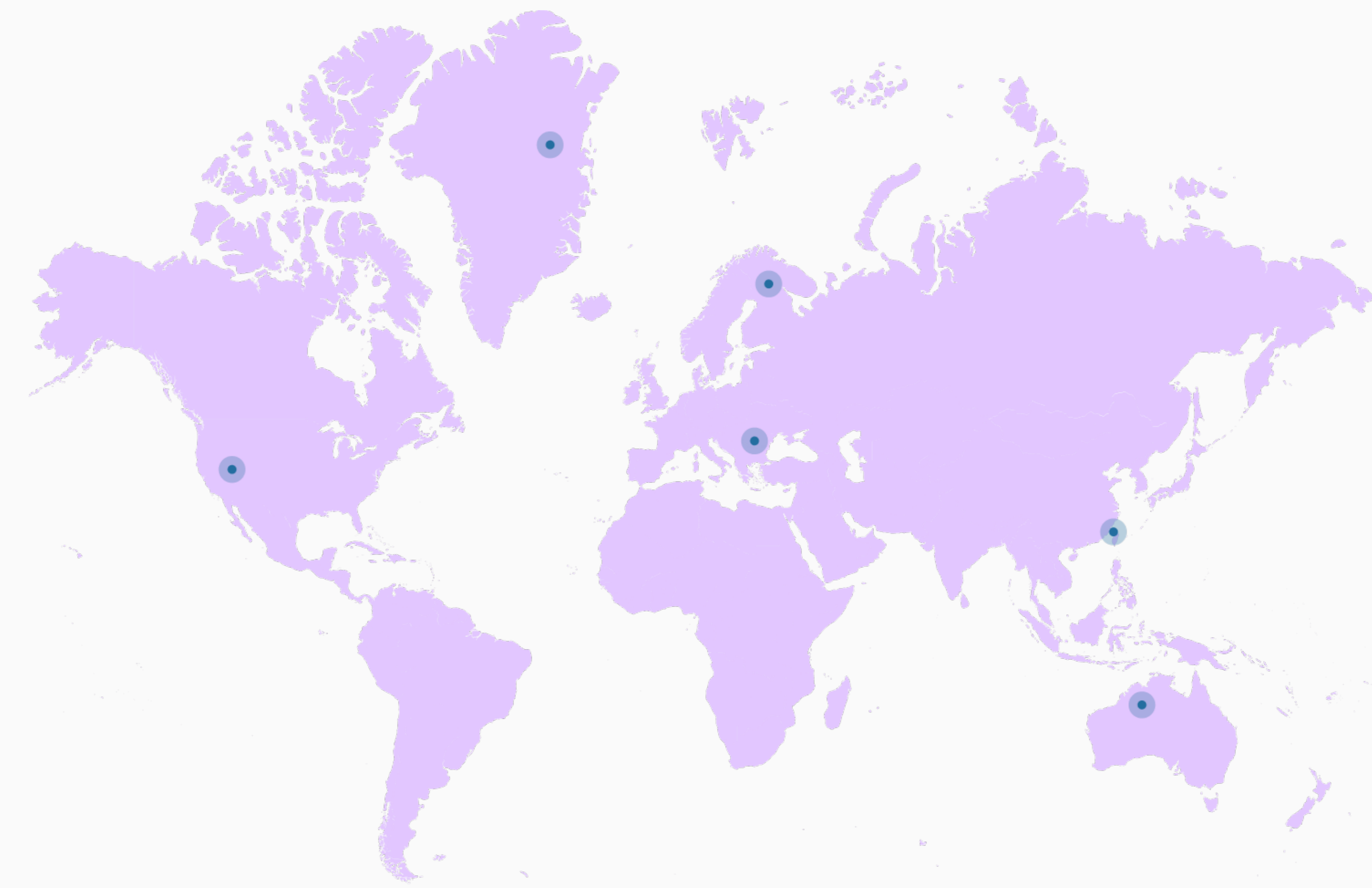
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Infographics & Data Visualization

Sections or data should be shown in various colors. Whether it is the primary palette or additional colors such as purple and green, the data should be shown simply and effectively.



Patterns

The Henry Luce Foundation utilizes **wave patterns** as a key graphic element for background design. It is imperative to ensure that the color application of these wave patterns, as well as the CTA text placed on top of them, adheres strictly to the established brand guidelines.

THIN LINE PATTERN

Line: Off White

Background Color: 50% Light Gray

CTA: Black

Line: Jungle Green (Line)

Background Color: Jungle Green

CTA: Dark Green

Line: Pastel Purple (Line)

Background Color: Pastel Purple

CTA: Dark Purple

Line: Space Blue (Line)

Background Color: Space Blue

CTA: White

THICK LINE PATTERN

Line: Off White

Background Color: 50% Light Gray

CTA: Black

Line: Space Blue (Line)

Background Color: Space Blue

CTA: White

Patterns

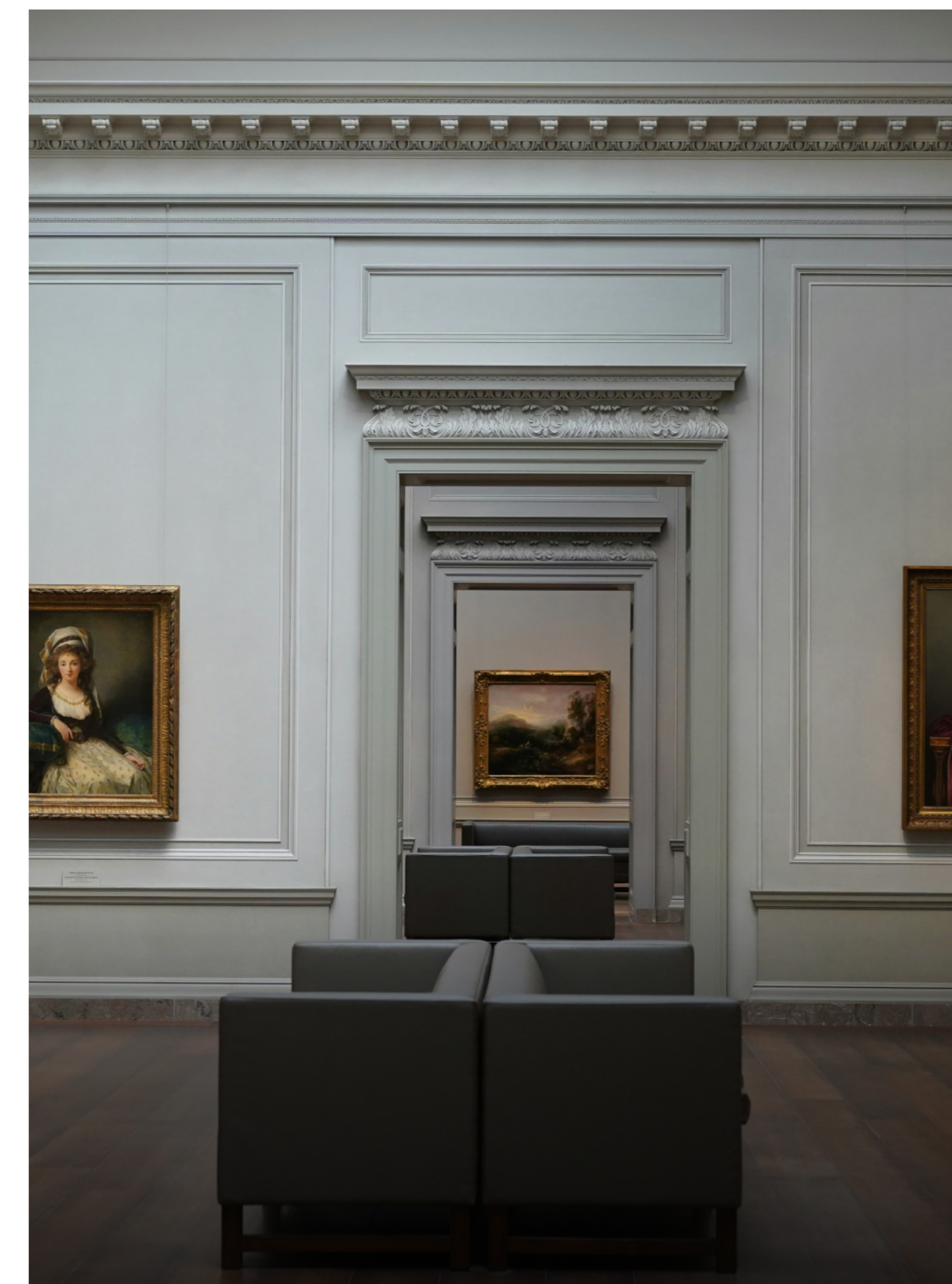
The Henry Luce Foundation also incorporates gradient dotted patterns for section transitions and photo overlays. It is essential to apply these patterns appropriately to ensure a clear and cohesive transition between sections.

These patterns may be used as background elements or placed directly on top of photos, always in a manner that maintains visual clarity and aligns with the overall design aesthetic.



Photography

Here are the specific values used for photo overlays to ensure the content placed on top remains clearly visible:



65% opacity of the whole layer

— #00000 0% Opacity

— #00000 50% Opacity

— #00000 100% Opacity

Web Styles

Typography Web Styles

When designing for the web or other screen-based digital media, use the styles outlined here to establish a clear hierarchy of information within your layouts.

Take note of any styles that are reserved for specific usages, like Header and Body Text styles.

Font Family: Family
 Weight: Medium
 Font-Size: 80px
 Line-Height: 88px
 Letter-Spacing: -0.6px

Mega

Font Family: Family
 Weight: Medium
 Font-Size: 72px
 Line-Height: 72px
 Letter-Spacing: -1px

H1

Font Family: Family
 Weight: Medium
 Font-Size: 62px
 Line-Height: 61px
 Letter-Spacing: -1px

H2

Font Family: Family
 Weight: Semibold
 Font-Size: 50px
 Line-Height: 56px
 Letter-Spacing: -0.6px

H3

Font Family: Family
 Weight: Semibold
 Font-Size: 40px
 Line-Height: 44px
 Letter-Spacing: -0.5px

H4

Font Family: Family
 Weight: Wide Regular
 Font-Size: 32px
 Line-Height: 40px
 Letter-Spacing: -0.5px

H5

Font Family: Avenir Next
 Weight: Demi Bold
 Font-Size: 22px
 Line-Height: 32px
 Letter-Spacing: 0px

H6 Large

Font Family: Avenir Next
 Weight: Demi Bold
 Font-Size: 20px
 Line-Height: 28px
 Letter-Spacing: 0px

H6 Small

Font Family: Avenir Next
 Weight: Light
 Font-Size: 24px
 Line-Height: 40px
 Letter-Spacing: 0px

Body Text
 Extra Large

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 22px
 Line-Height: 36px
 Letter-Spacing: -0.2px

Body Text
 Large

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 20px
 Line-Height: 36px
 Letter-Spacing: 0.3px

Body Text
 Regular

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 17px
 Line-Height: 27px
 Letter-Spacing: 0px

Body Text
 Small

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 15px
 Line-Height: 26px
 Letter-Spacing: 0px

Body Text XSmall

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 14px
 Line-Height: 24px
 Letter-Spacing: 0.1px

Body Text XXSmall

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 16px
 Line-Height: 27px
 Letter-Spacing: 2px

EYEBROW LARGE

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 14px
 Line-Height: 22px
 Letter-Spacing: 2px

EYEBROW SMALL

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 12px
 Line-Height: 23px
 Letter-Spacing: 0.8px

TAG LARGE

Font Family: Avenir Next
 Weight: Regular
 Font-Size: 10px
 Line-Height: 20px
 Letter-Spacing: 0.8px

TAG SMALL

Button Styles & Anatomy

Henry Luce Foundation uses a variety of Button and 'CTA' styles on the website. When extending to other areas of digital design, make sure to distinguish a clear hierarchy and match these with the importance of the content.

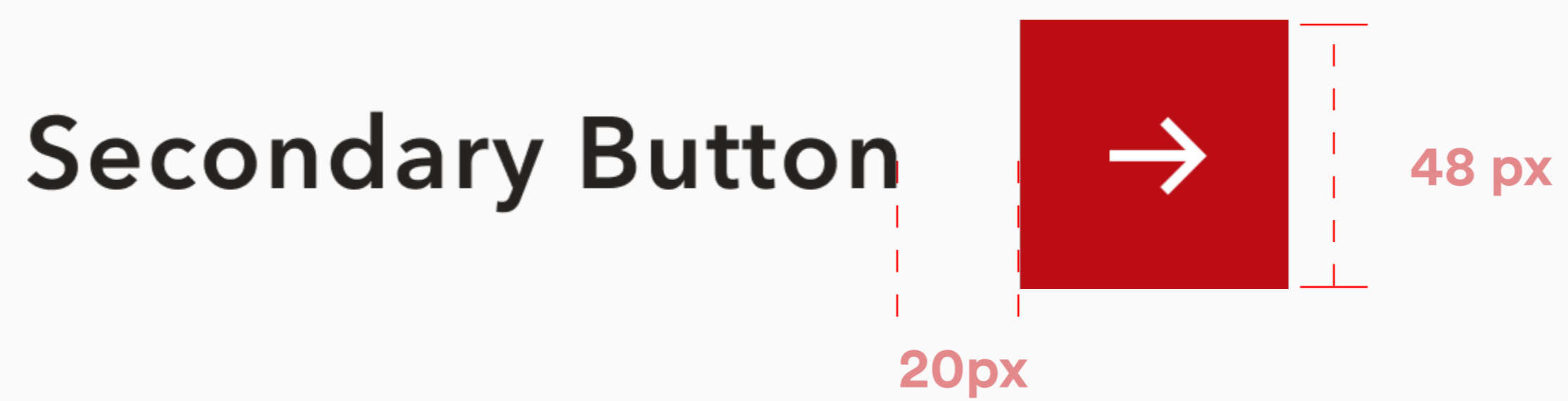
When the CTA is on a bright background, use 'Crimson Red Dark' to ensure contrast. Conversely, on a dark background, the CTA should use 'Crimson Red Light.'



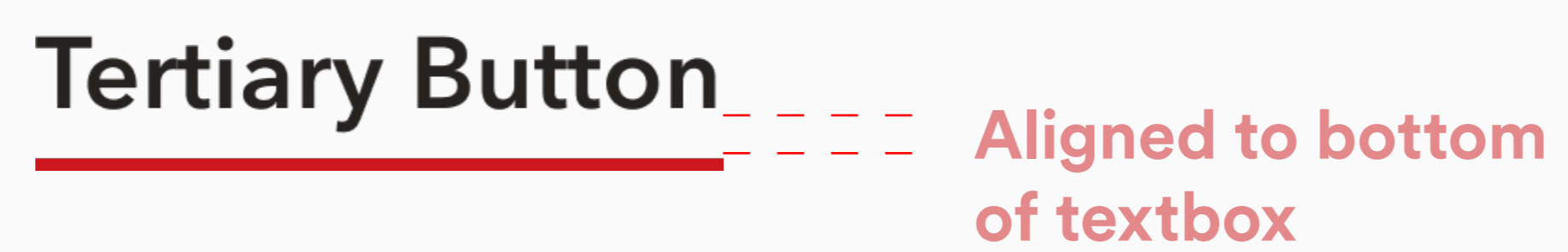
Font Family: Avenir Next
Weight: Demi Bold
Font-Size: 18px
Line-Height: 24px
Letter-Spacing: 0.6px



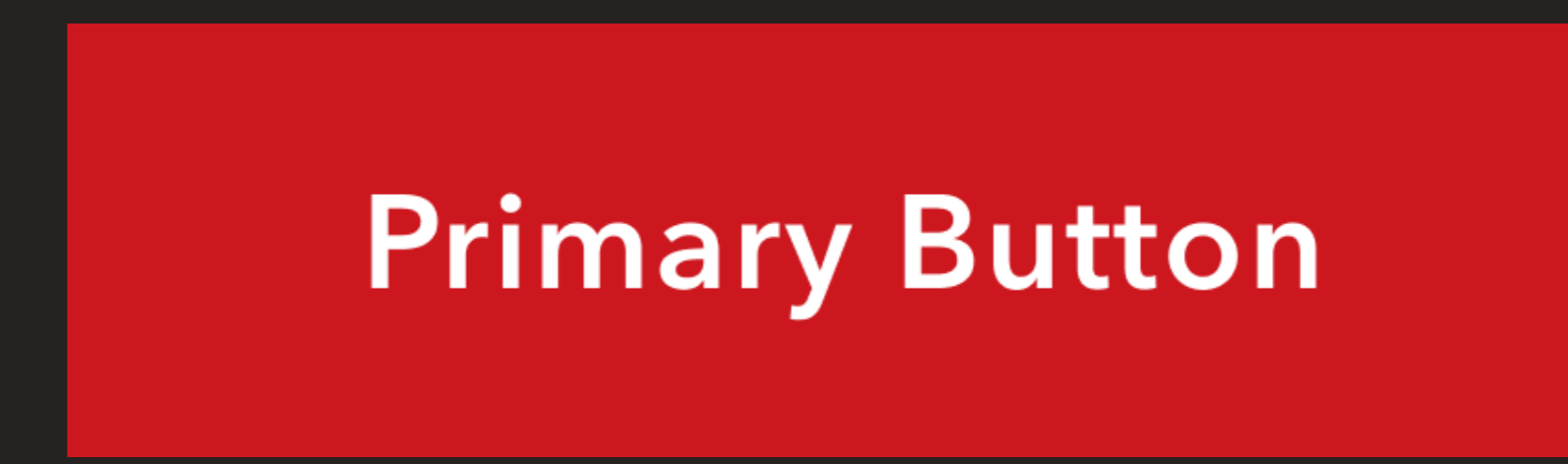
Font Family: Avenir Next
Weight: Demi Bold
Font-Size: 16px
Line-Height: 25px
Letter-Spacing: 0.1px



Font Family: Avenir Next
Weight: Demi Bold
Font-Size: 16px
Line-Height: 25px
Letter-Spacing: 0.1px



Font Family: Avenir Next
Weight: Demi Bold
Font-Size: 16px
Line-Height: 25px
Letter-Spacing: 0.1px



Glyphs

The Henry Luce Foundation brand uses Font Awesome symbols for glyphs within buttons, calls-to-action, and overall user interface elements.

When downloading, the following customization should be selected:

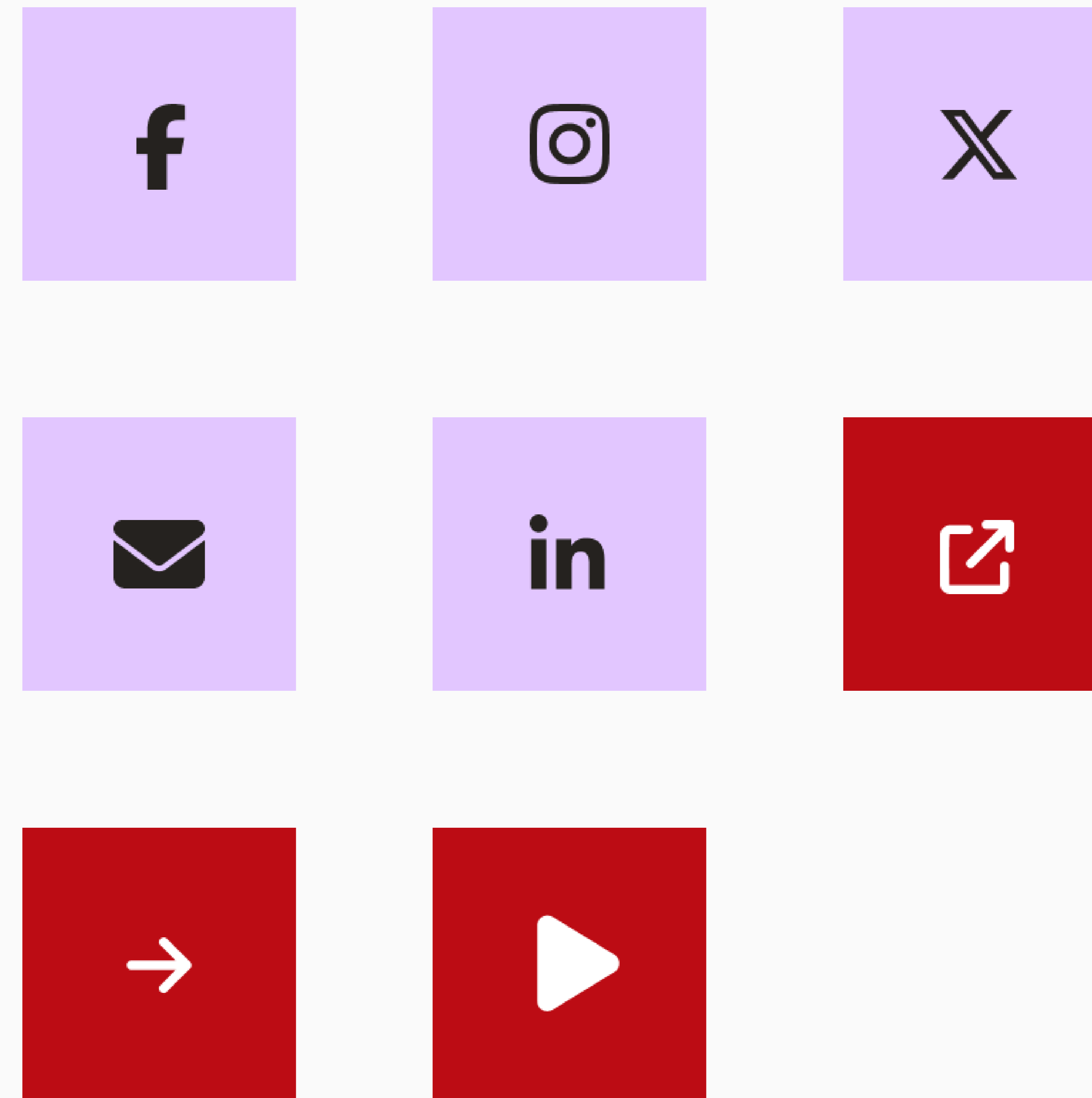
Weight: Solid

Grade: 0

Optical Size: 15px

*In some situations this can be smaller or larger. This is based on containers that are within 32px to 48px in height.

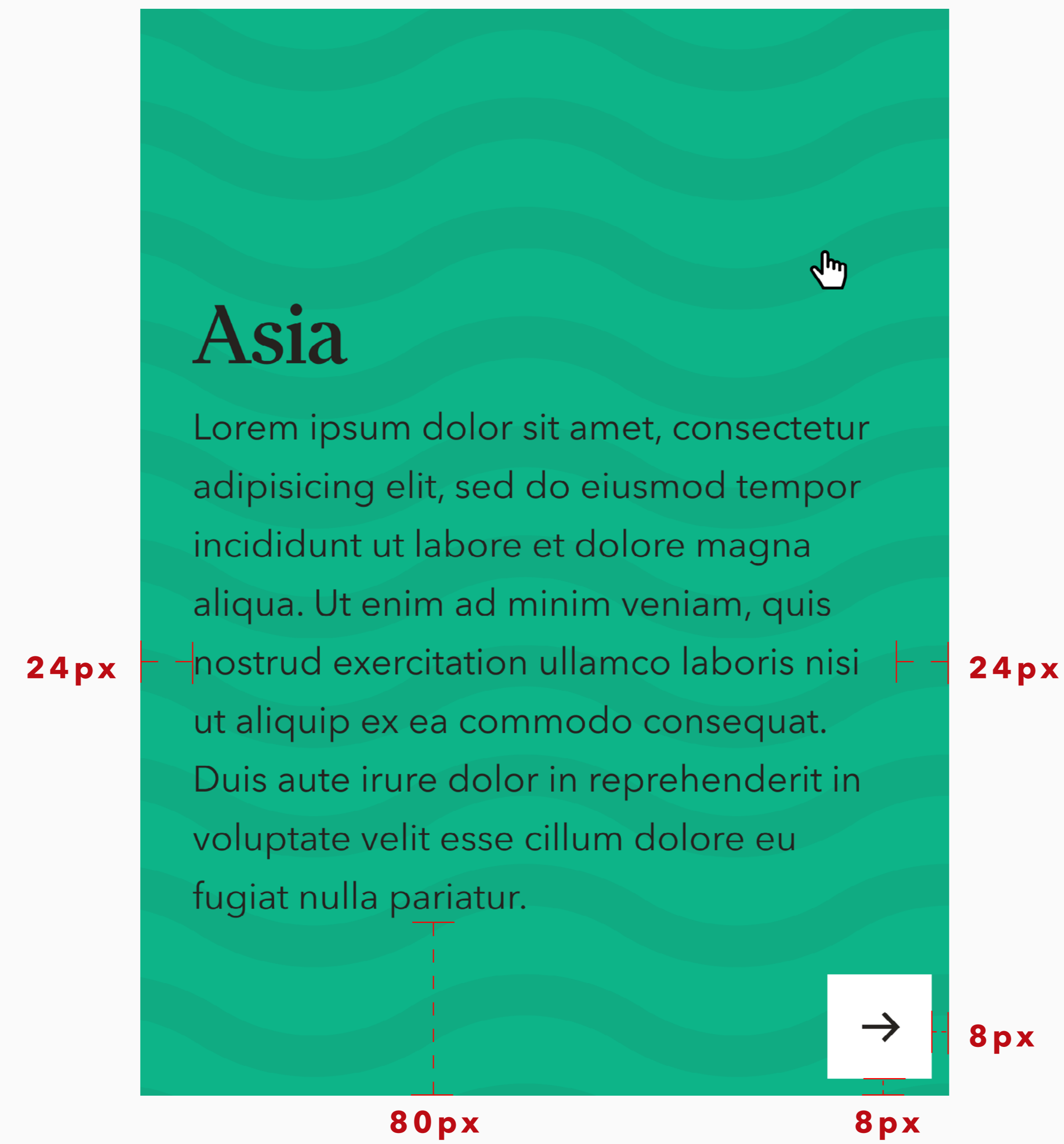
Please visit the full **Font Awesome** library to source any glyphs here: fontawesome.com/



Variable Spacing Rules

The Henry Luce Foundation website uses a **'Principle of Eighths'** spacing system, meaning a multiple of 8 (8, 16, 24, 32, 40, 48, 56, etc.) is applied to all layouts, dimensions, padding, and margins of elements.

See the full breakdown of spacing variables and an example here.



TEXT SPACING

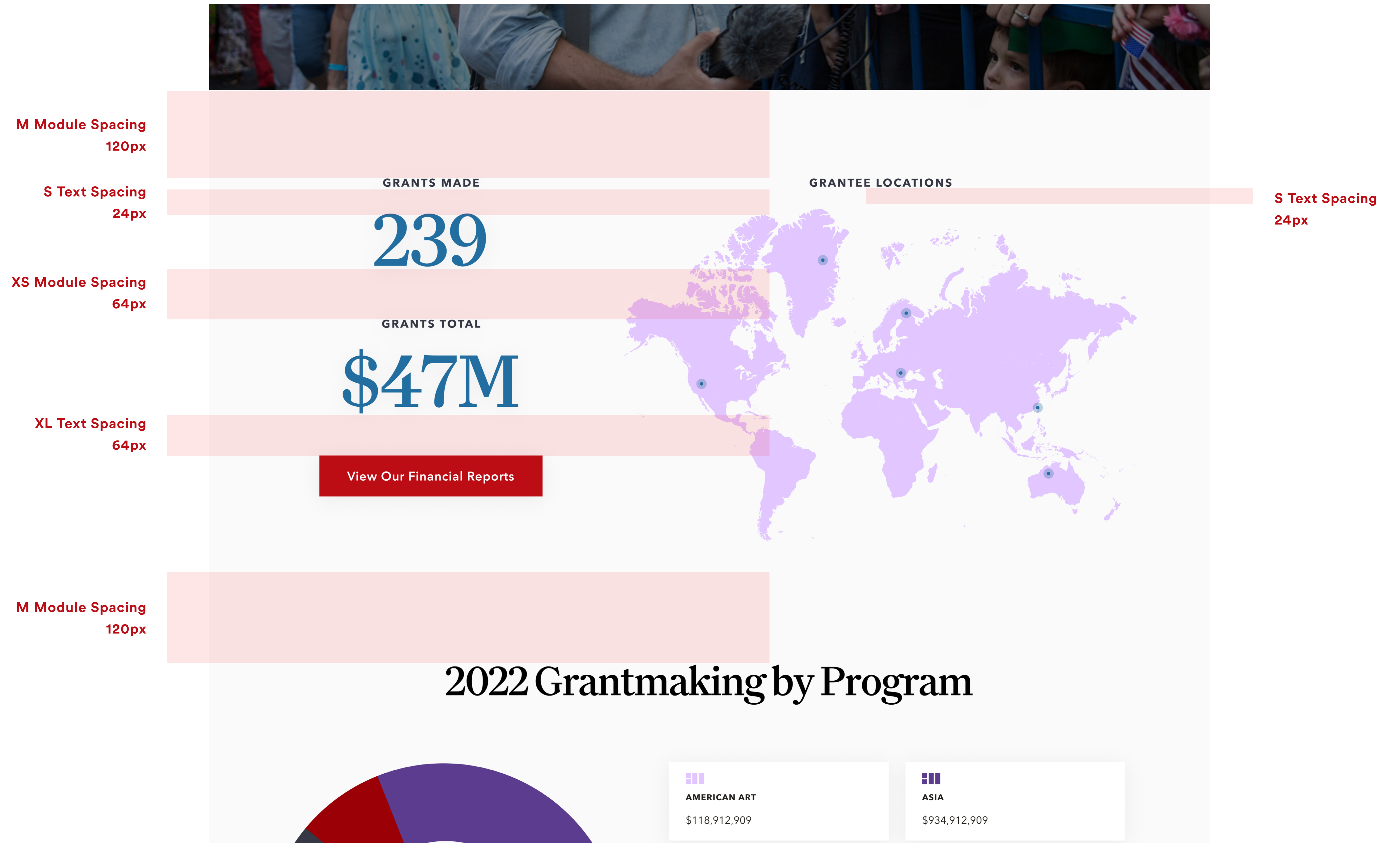
XXS	8px	0.5rem
XS	16px	1rem
S	24px	1.5rem
M	32px	2rem
L	40px	2.5rem
XL	48px	3rem
XXL	56px	3.5rem

MODULE SPACING

XS	64px	3.5rem
S	80px	5rem
M	120px	7.5rem
L	160px	10rem

Variable Spacing Example

See an example of Modular and Text variable spacing here.



Web Layout Grids

When designing for Henry Luce Foundation's website, use the grid outlined here to maintain consistency in spacing, and to create more ease for the web developers.

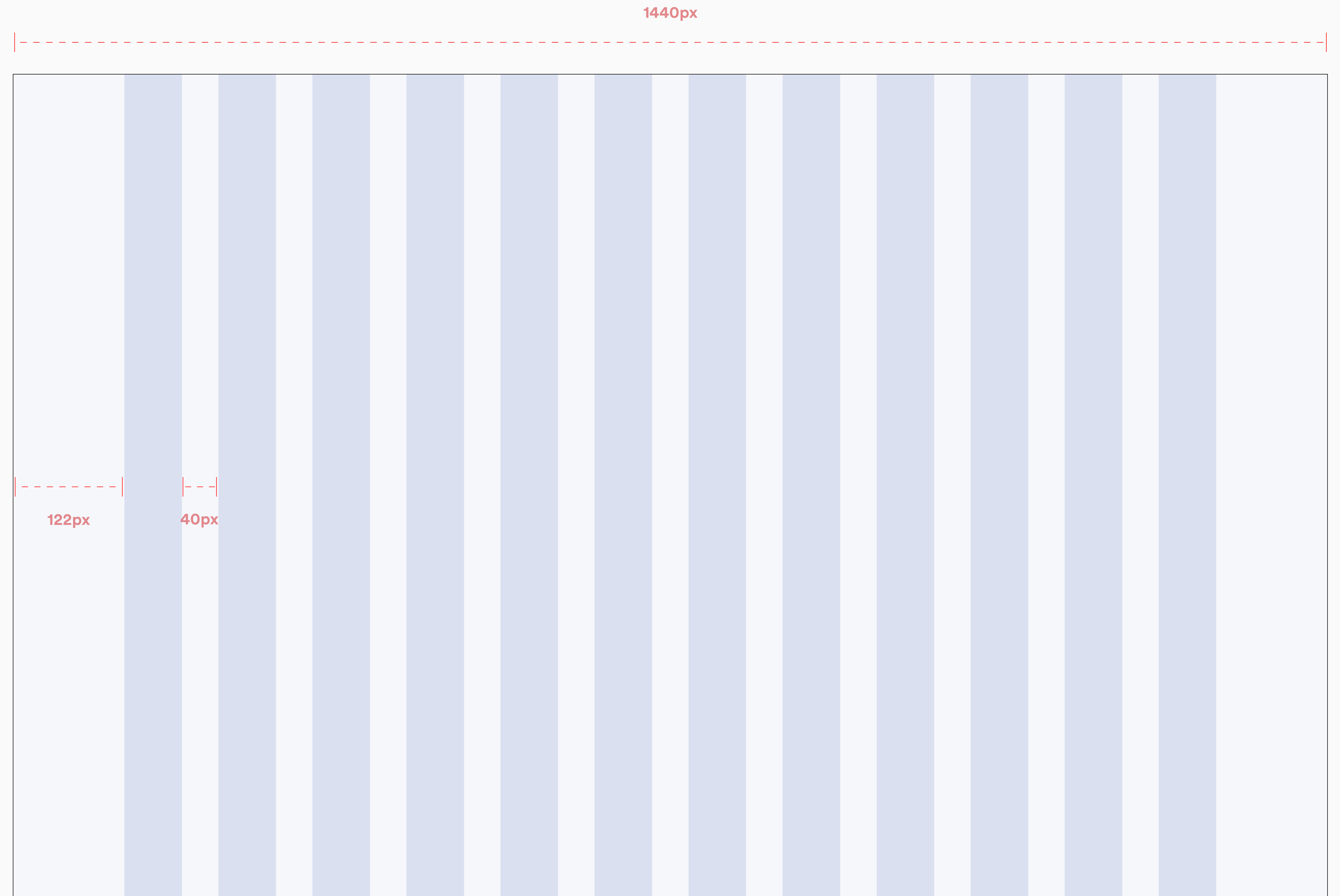
DESKTOP GRID

Canvas: 1440px wide

12 Columns

Gutter: 40px

Margins: 122px



WEB STYLES

Web Layout Grids

When designing for tablet and mobile, use the grids outlined here to maintain consistency in spacing, and to create more ease for the web developers.

TABLET GRID

Canvas: 768px wide

4 Columns

Gutter: 40px

Margins: 40px

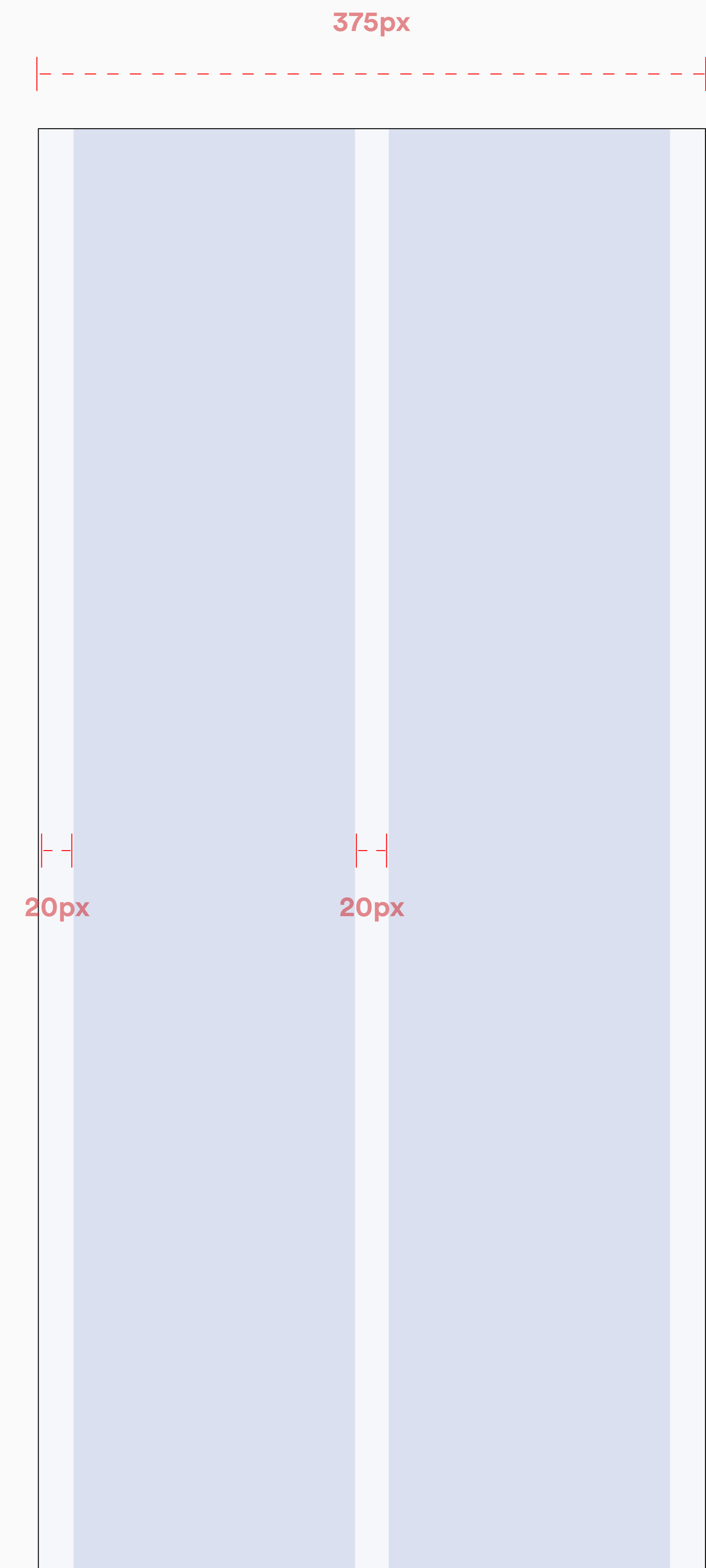
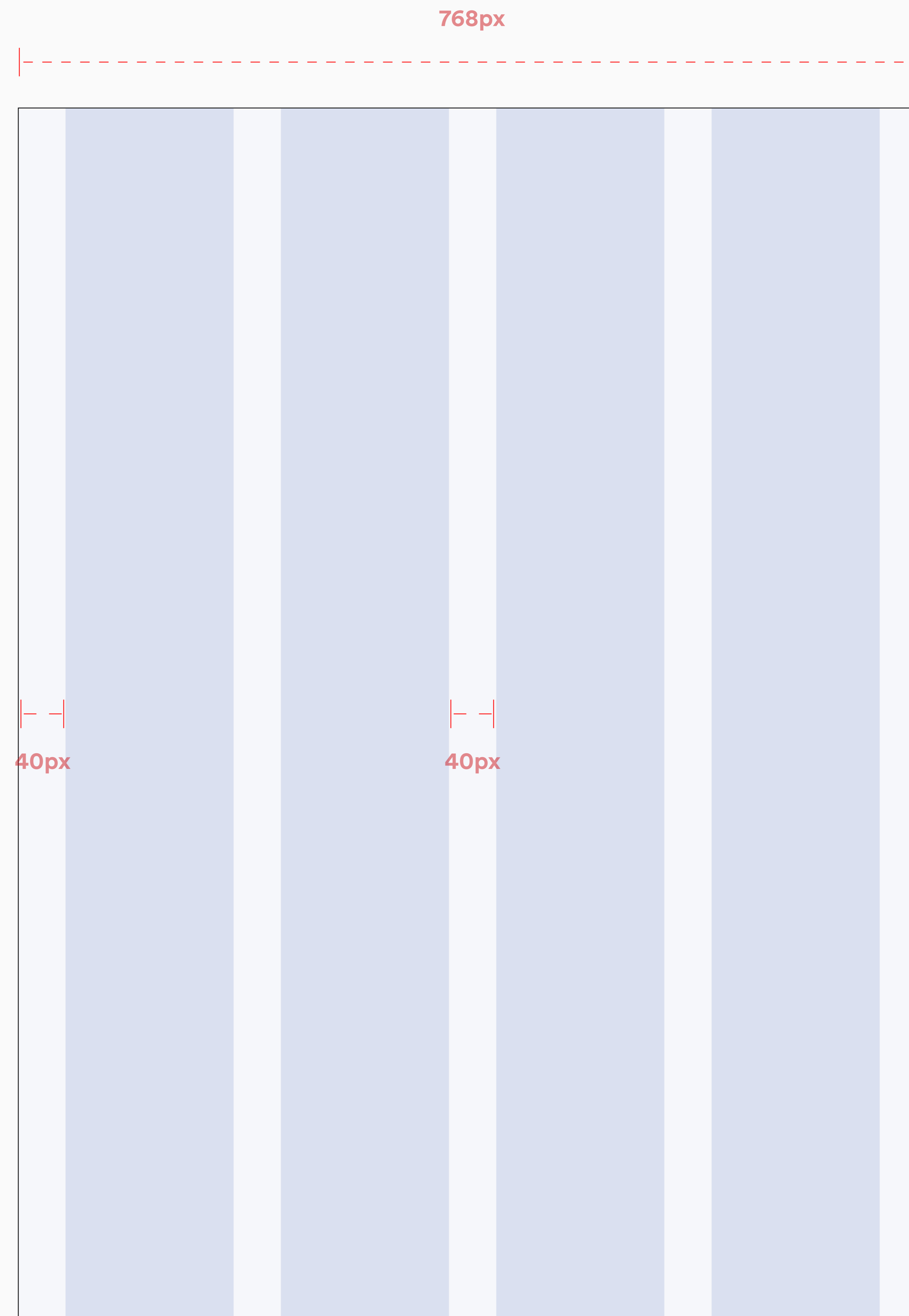
MOBILE GRID

Canvas: 375px wide

2 Columns

Gutter: 20px

Margins: 20px

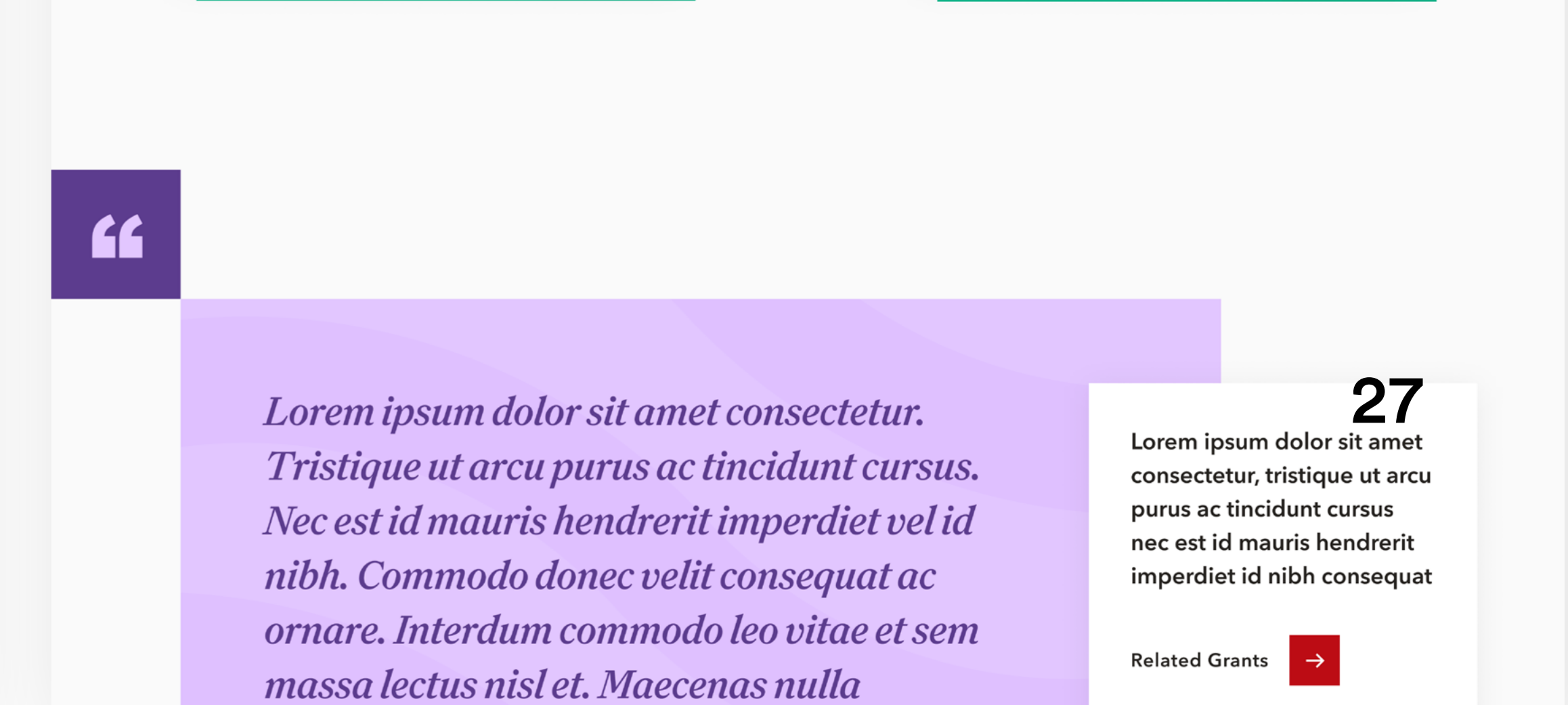
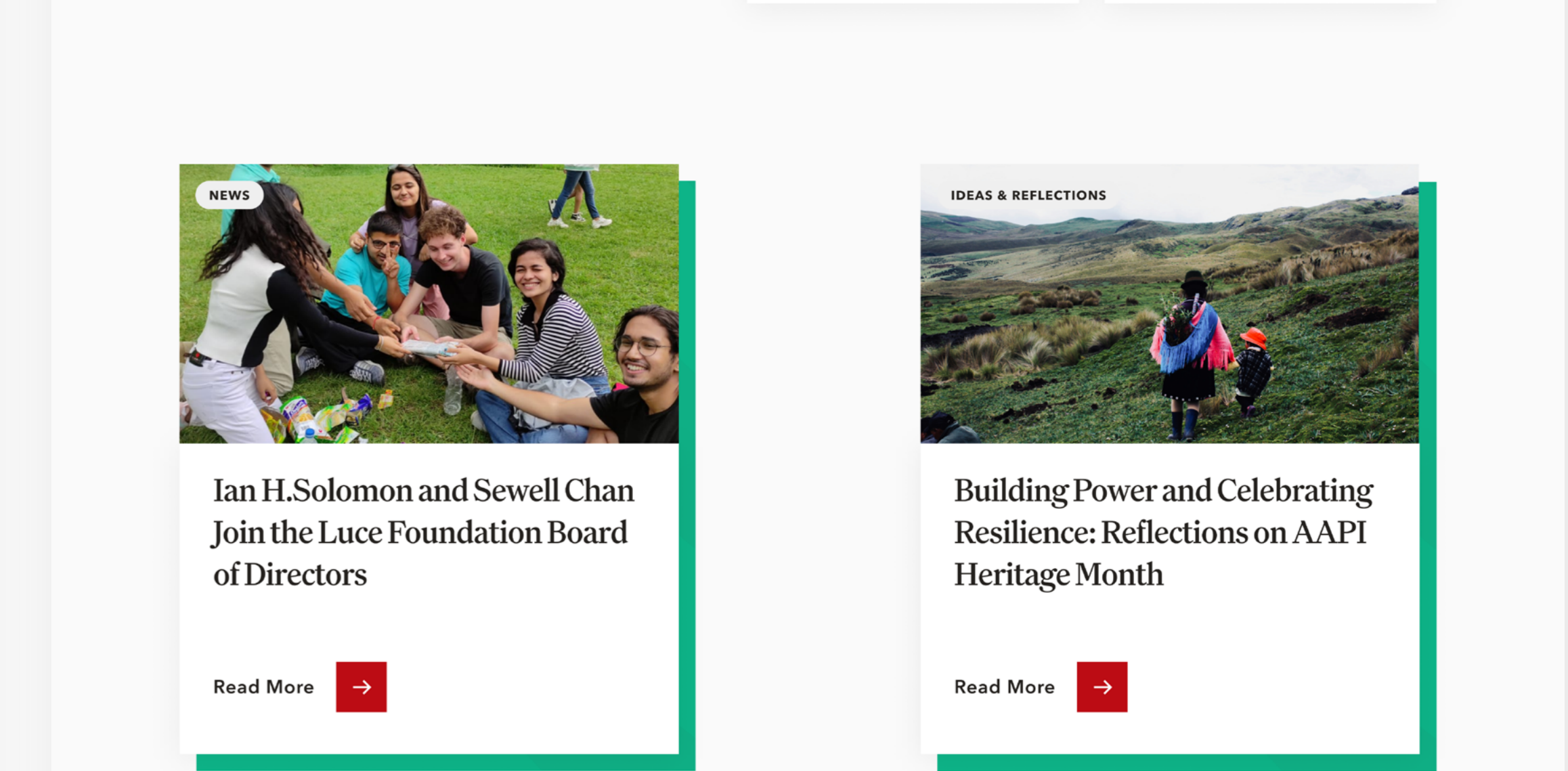
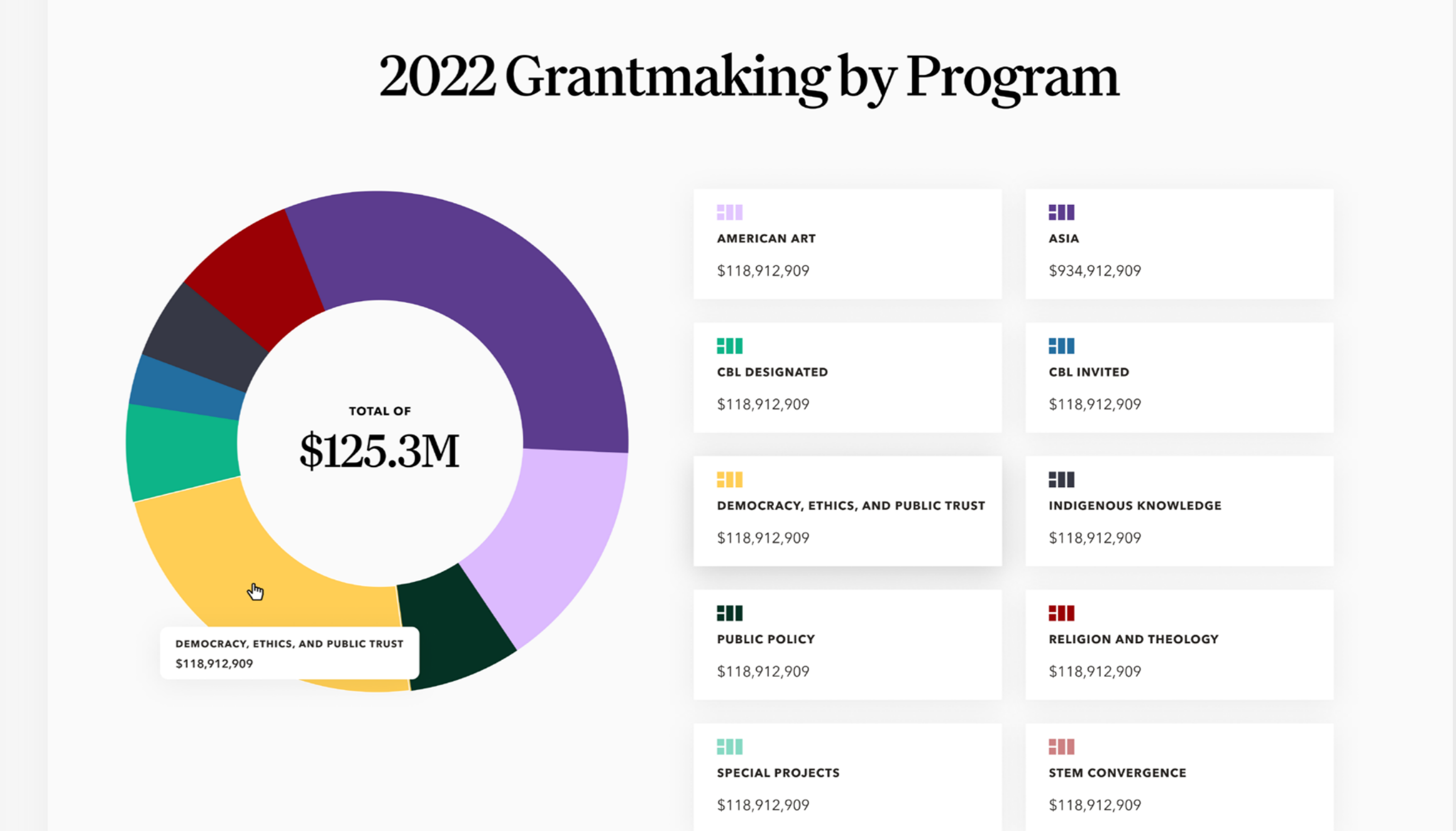
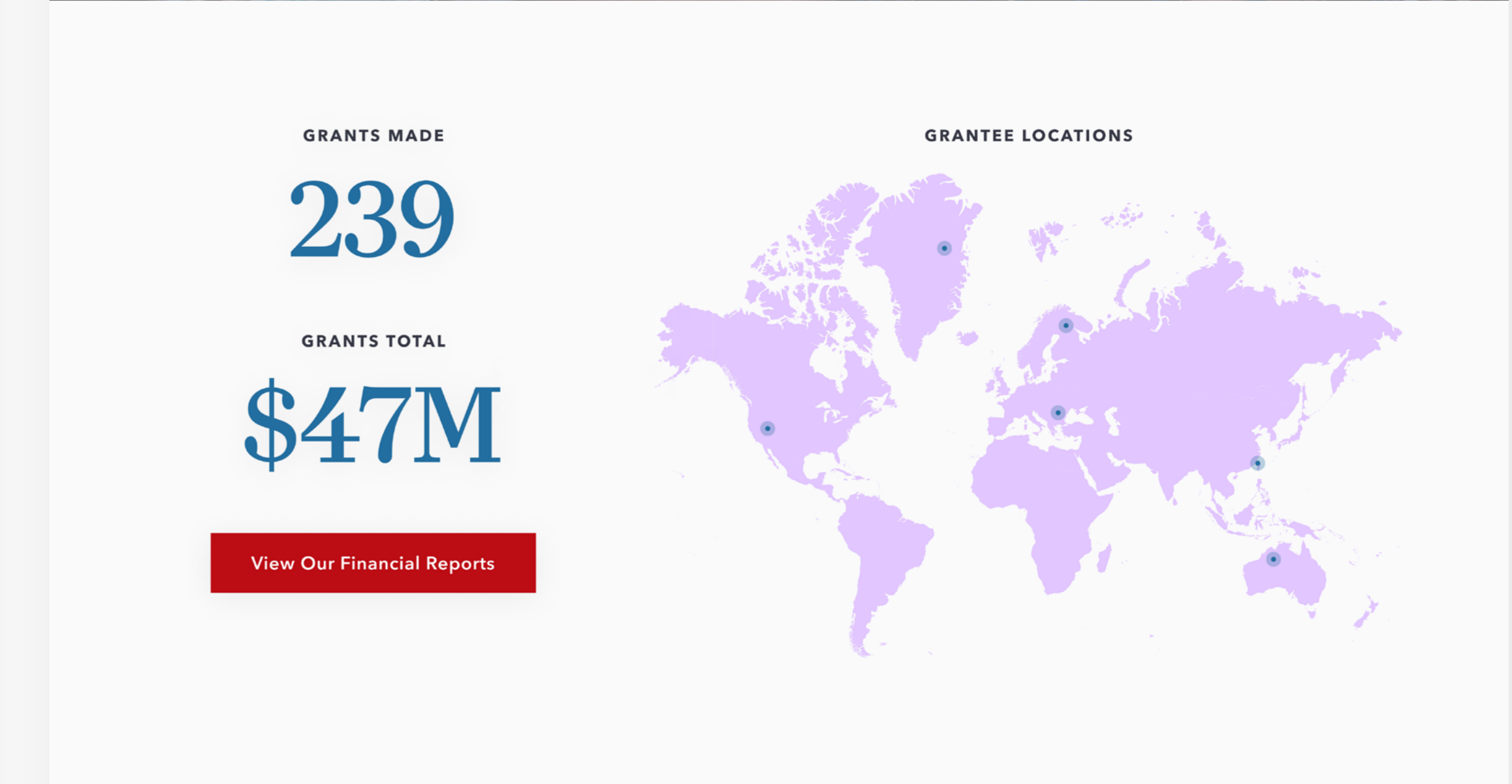
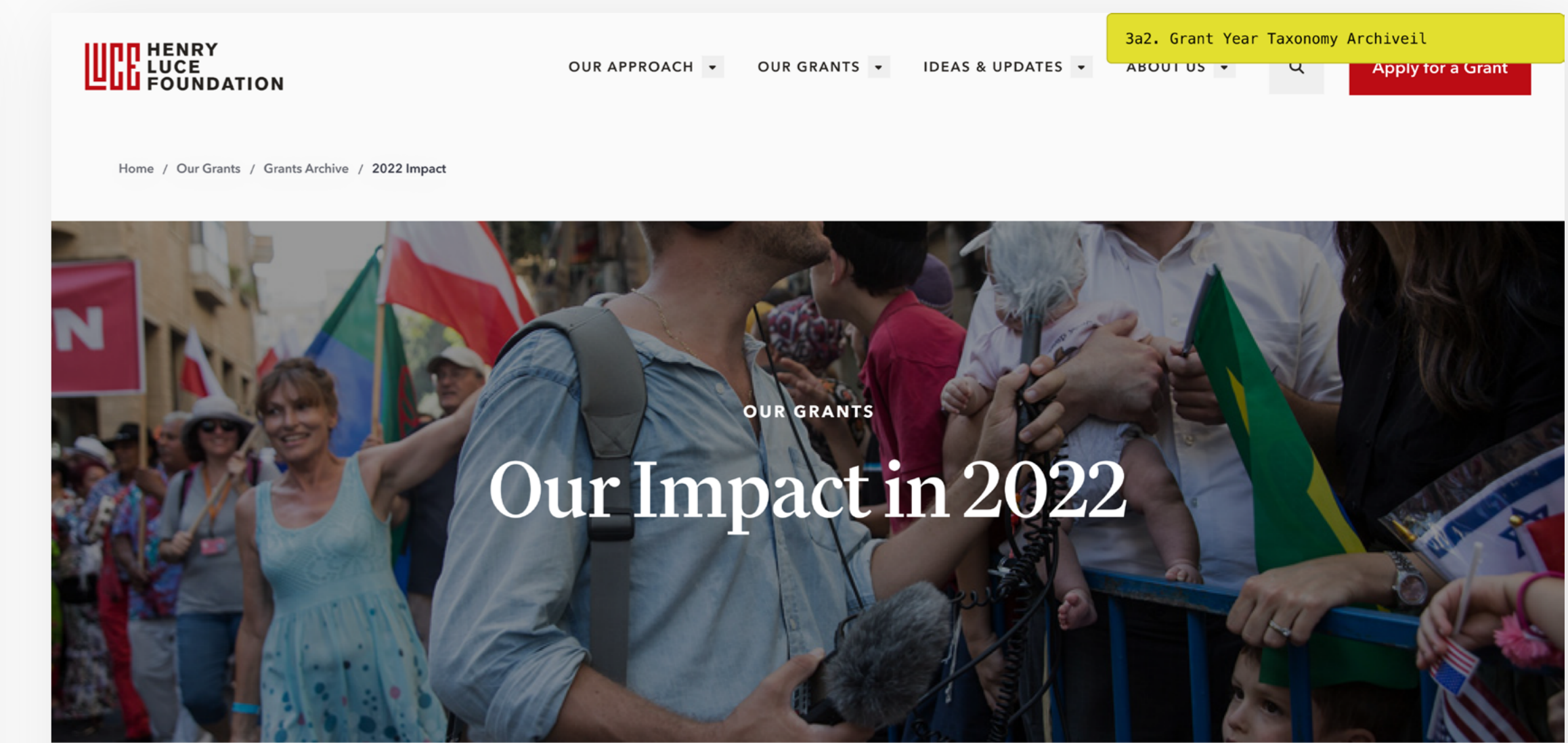
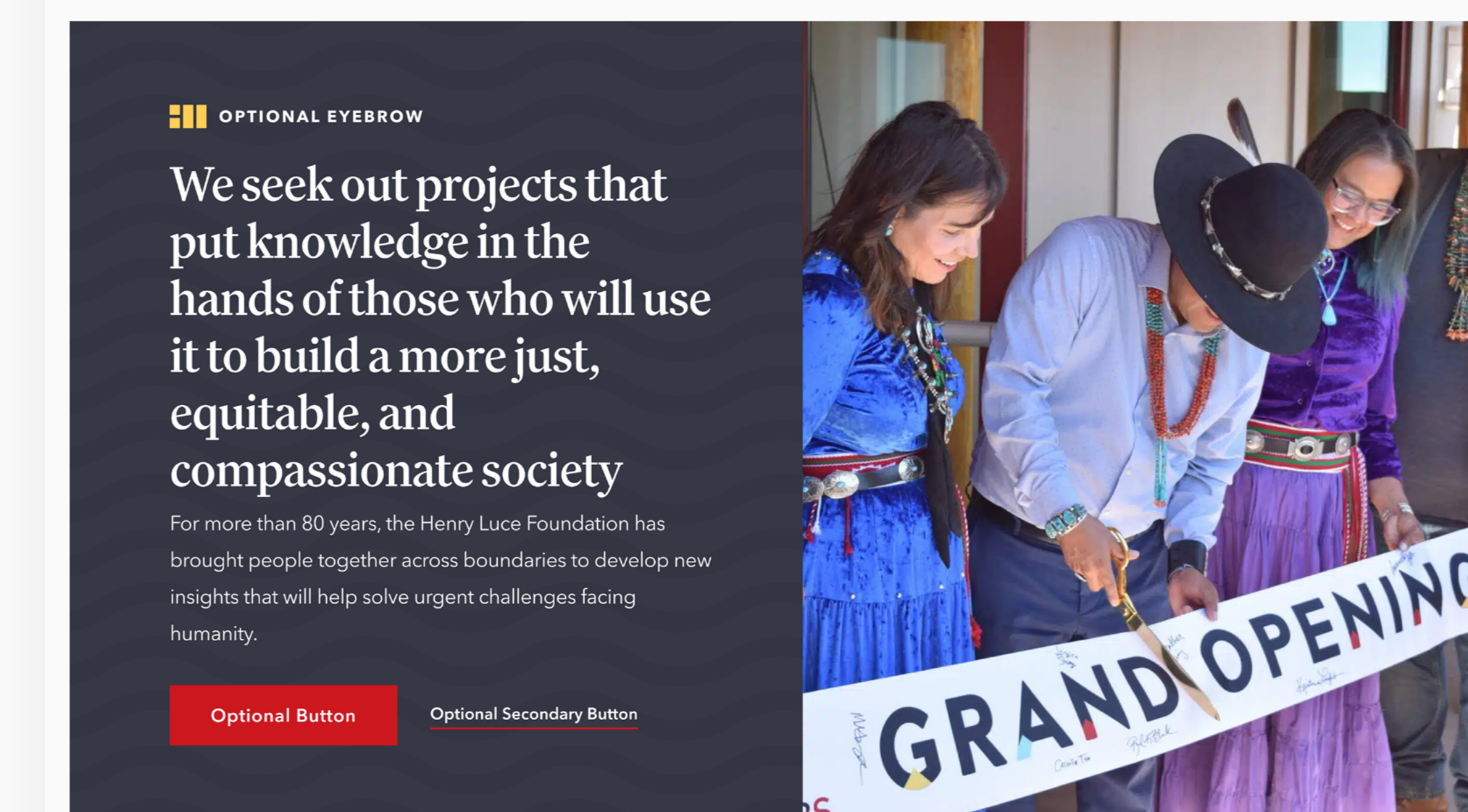
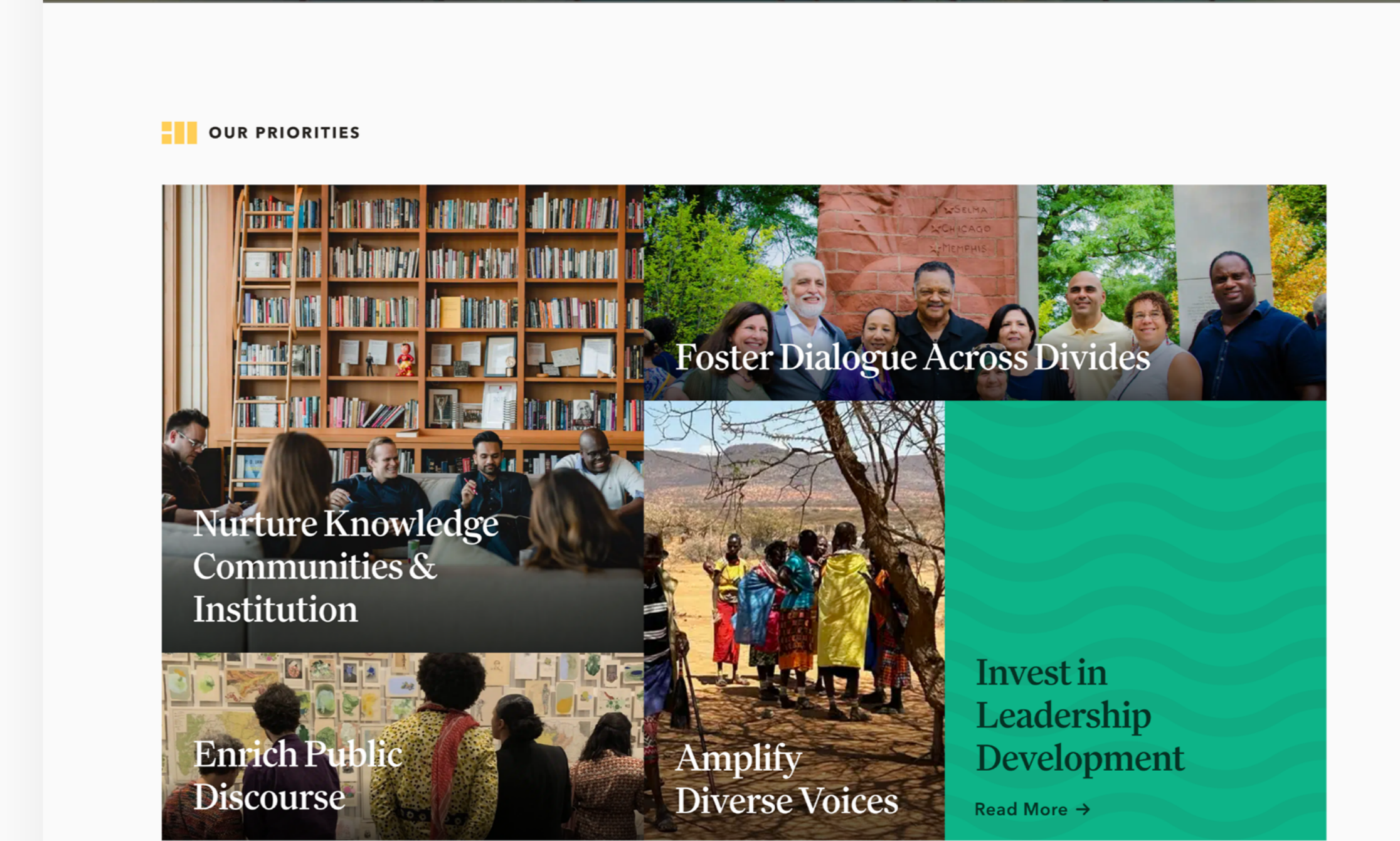
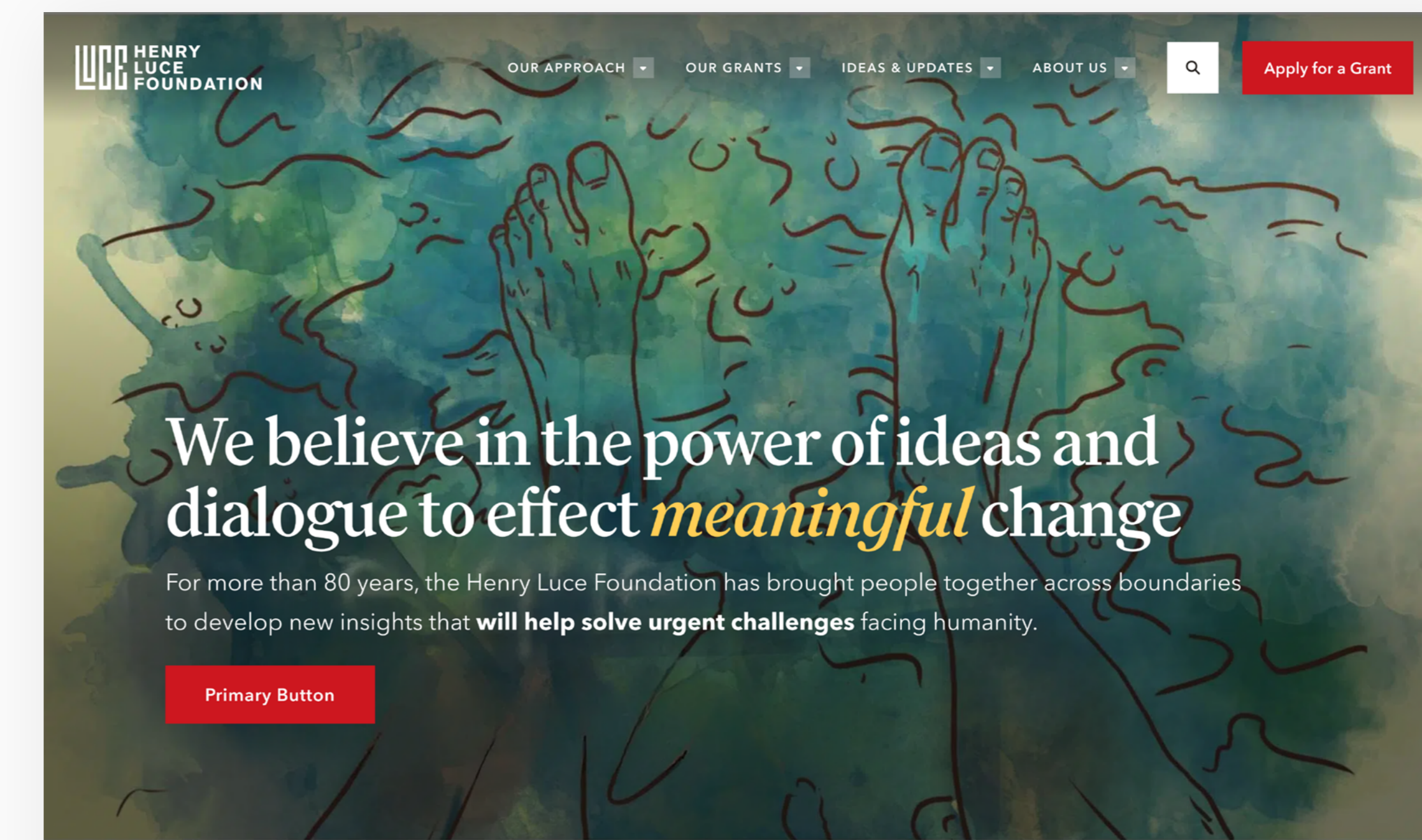
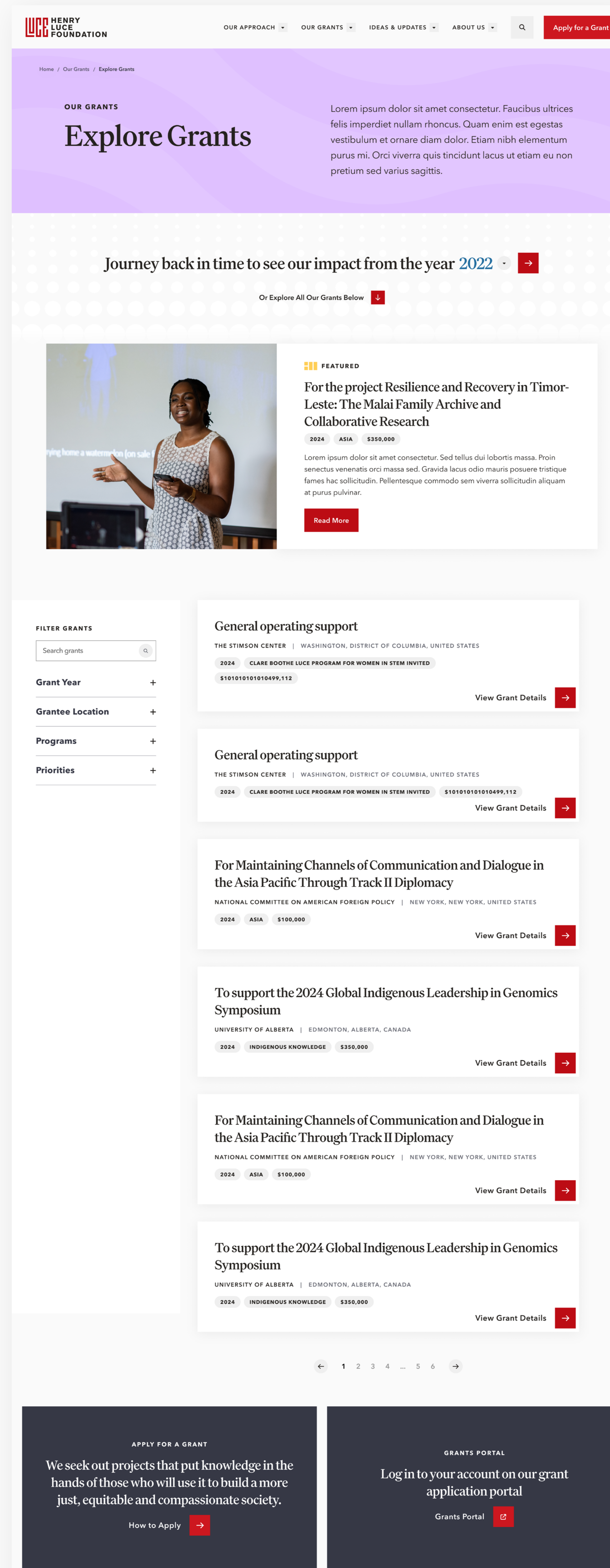


Applications & Collateral

APPLICATIONS

Web

See various examples of Web screens and layouts here.

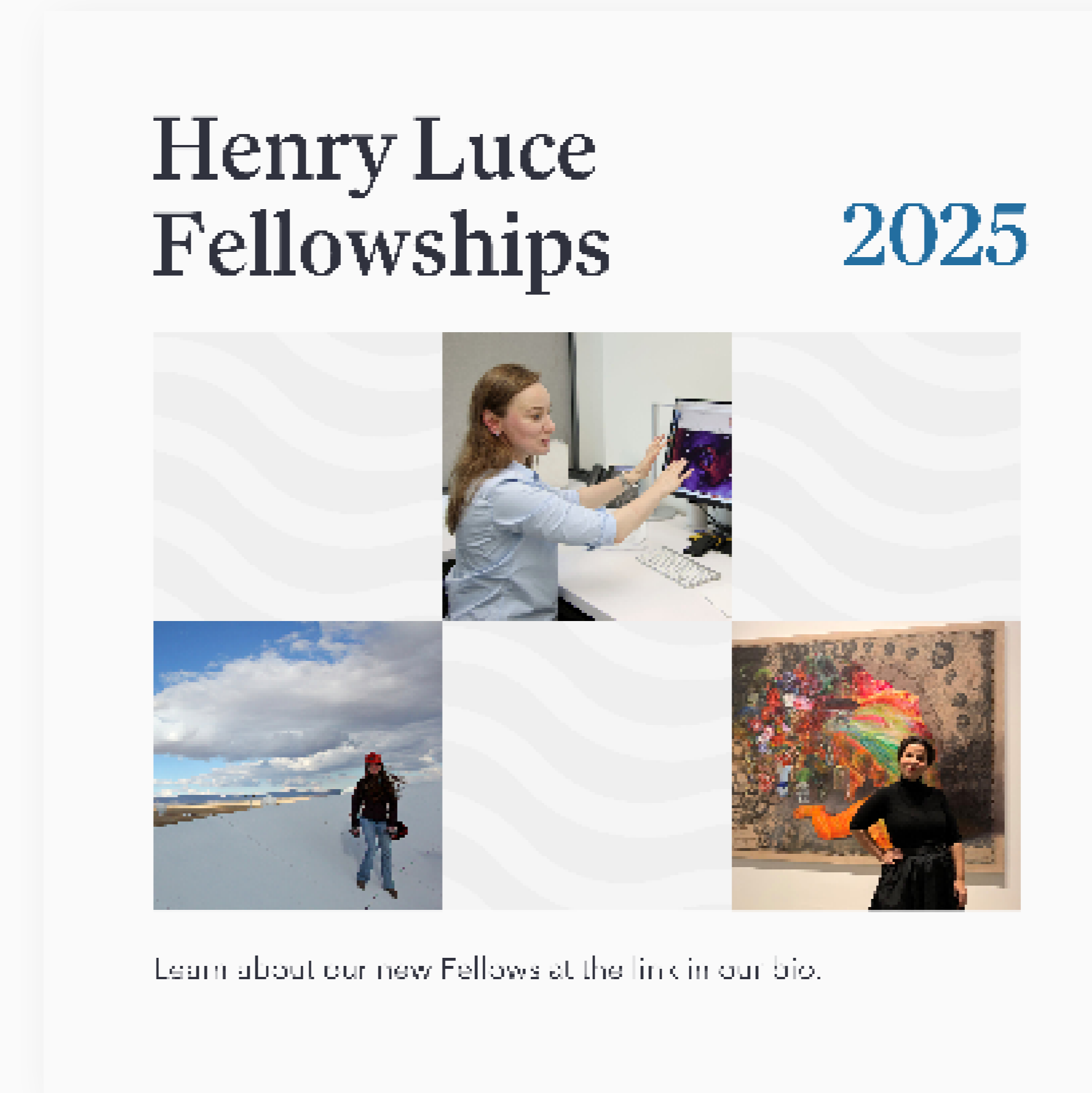


APPLICATIONS

Social Media

See various examples of Instagram assets here. Make sure to have variety in both type of content as well as color to avoid the grid from being stale and repetitive. Use saturated colors like purple and green sparingly, reserved for special posts or select elements. Ensure the overall tone remains closer to the primary colors.

All templates can be found in Henry Luce Foundation **Canva** account.



APPLICATIONS

Email Templates

The Henry Luce brand offers multiple email templates in **MailerLite**, displayed on the right. To maintain the intended design, alternative fonts are used: **Palatino** for titles and **Nunito** for body copy. For brand consistency, email images and animations can be created using the premade **Canva** template.



HIGHLIGHT

H. Christopher Luce Elected Director Emeritus

Like many communities in America where there is both struggle and great promise, Appalachia is home to leaders who are building a stronger, more prosperous future for millions of working families. However, this region in the rural American Midwest and South is frequently under-invested in, compared to other parts of the country. This affects many aspects of life, from job



EVFBNOW

Airport Hotels The Right Way To Start A Short Break Holiday

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil placeret facere possimus, omnis dolor repellendus.



SEPTEMBER 1

Getting Cheap Airfare For Last Minute Travel

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime possimus, omnis voluptas.

Features

Torquatos nostros? quos tu tam inportuno tamque crudeli; sin, ut summum malum et.

1,342

Quae fuerit causa, nollem me tamen laudandis maioribus

400M

meis corrupisti nec voluptas expetenda.

14M

In quo voluptas sit, amet, consecetur, adipisci velit.

Collateral & Swag



Sean Buffington
INTERIM PRESIDENT

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Do not edit the contents of this document without the consent of relevant parties from Henry Luce.

If you have any questions or require assistance on how to use this style guide, please write to info@hluce.org