

Case Study: Simons Foundation

Rebranding basic science to engage a global audience — how Article Group unified a complex organization and shaped the future of science communication.

The Client

The Simons Foundation is a philanthropic organization dedicated to advancing the frontiers of basic science through grantmaking, in-house research, and public engagement.

The Challenge

Over time, the complex organization grew to have over 30 programs and initiatives. In a contemporary marketplace that's increasingly hostile to basic science, scientists and researchers needed to reach a more global audience. The foundation's diverse brand portfolio needed unification.

Unifying a Diverse Brand Portfolio

We transformed their portfolio of brands into a unified branded house. This involved consolidating over 30 disparate program identities into a cohesive visual and messaging system.



Before: 30+ disparate program brands unified under Simons Foundation

Unified Identity, Unique Focus

The updated central brand logo casts a spotlight on the boundless possibility Simons Foundation creates space for. The refreshed marks introduce a distinctive central illusion that represents the foundation's commitment to illuminating scientific discovery.

Curiosity and Exploration Aligned

Our design system uses abstract hand sketches, illustrations, and 3D renders to create a unique visual that feels wedded to the foundation's core brand. It helps complete the task of a unified voice that makes space for creative exploration and expression while maintaining brand consistency across all 30+ programs and initiatives.

The Result

Shaping the future of science communication — a unified brand architecture that allows the Simons Foundation to speak with authority and clarity about basic science to audiences around the world.