Patrick J McGovern
FOUNDATION

Brand Style Guide

JULY 2020

WHAT THE PJMF BRAND STANDS FOR

The Patrick J. McGovern Foundation is the legacy of trailblazing business leader Patrick J. McGovern, who founded the global publishing company IDG. He was a champion of the transformative potential of science, technology and information. Like our founder, we believe technology can be a force for good. We are dedicated to creating a more equitable, inclusive and just future for all.

Our logo design communicates that we are a global foundation that drives change through collaboration and connection. Our brand attributes include:

***PJMF brand attributes** include:*

- *Global and expansive vision*
- *Tech and data inspired*
- *Catalytic and optimistic*
- *Connecting diverse people, ideas, projects and data*
- *Worldwide engagement*
- *Adaptable, entrepreneurial and risk taking*

In written communications, our personality should always be warm, human, approachable, and collaborative. We differentiate ourselves from other philanthropic foundations in being easy for potential grantees and partners to work with and removing any obstacles that stand in the way of getting to know each other.

GENERAL STYLE GUIDELINES
Our written communications and standards are guided by the Chicago Manual of Style.

Our logo does not include a period after the middle initial in Patrick J. McGovern. However, all regular written correspondence should include the period: Patrick J. McGovern.
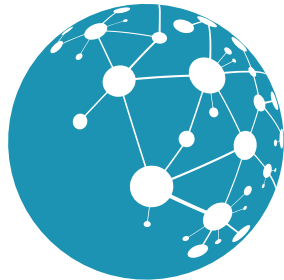
LOGO

PRIMARY USAGE

Our standard logo is shown below. It consists of a teal blue globe with a pattern of white dots of varying sizes, and linear connectors. To the right of the globe are the words "Patrick J McGovern" "in blue, above a blue horizontal hairline. Under the hairline is the word "Foundation" in light gray all cap letters.

When the horizontal nature of the logo poses problems in a particular usage, we also have a version that is more compact and vertical, which appears on the right.

Horizontal

Vertical

Patrick J McGovern
F O U N D A T I O N

Patrick J McGovern
F O U N D A T I O N

LOGO

ALTERNATIVE VERSIONS

In addition to the standard logo, we have three alternative versions. These should be used when the standard logo won't be legible in or clashes with a particular environment:

White Against McGovern Teal Background

The globe, words, and hairline of the logo are white, with the dots and connectors standard McGovern Teal, and the entire logo sits on the McGovern Teal background.

Black and White Against Transparent Background

The globe, words, and hairline of the logo are black, with the dots and connectors white. The background is transparent, meaning the space behind the words and globe take on the color of whatever background the logo is on.

White Against Transparent Background

The globe, words, and hairline of the logo are white, with the dots and connectors McGovern Teal. The background is transparent, meaning the space behind the words and globe take on the color of whatever background the logo is on.

LOGO

LOGO FILE FORMATS
The logo comes in a variety for formats for differnt possible uses:

Patrick J McGovern
F O U N D A T I O N

PNG
Use in digital media such as web pages, social media, and in areas where a transparent background is useful. This is the most commonly used file type.

Patrick J McGovern
F O U N D A T I O N

PDF
Use in print design such as posters, flyers, and other graphic design materials.

Patrick J McGovern
F O U N D A T I O N

EPS
Use in print design that requires a high resolution vector image, such as business cards and large format print pieces.

Patrick J McGovern
F O U N D A T I O N

SVG
Use in digital media like video, especially if the logo needs to be scaled up or down in size.

LOGO

WAYS NOT TO USE THE LOGO

To help establish the logo as the foundation's identity, it must be used consistently and with all the elements intact. Do not separate the words from the globe, adjust the elements, use other colors, gradient shading or drop shadows. Do not use the logo in any way that is not directed in this style guide.

TYPEFACES

DISPLAY FONTS

Raleway Bold

Raleway Semi-Bold

Raleway Medium

Raleway Light

Used for drawing attention, to provide emphasis, and to help convey the brand feel. Used in:
- *headlines*
- *accents*
- *callouts*
- *graphics*

BODY FONTS

Proxima Nova Light

Proxima Nova Italic

Proxima Nova Regular

Proxima Nova Medium Italic

Proxima Nova Bold

Used for explanatory and descriptive text. Used in:
- *body copy*
- *captions*
- *footnotes*
- *some graphics*

WEB FONTS

Work Sans Bold

Work Sans Semi-Bold

Work Sans Medium

Work Sans Light

Used for headlines and accents on the website.

TYPEFACES

Raleway Headline

Proxima nova body type... Consequas ea nos sa nulluptiatia volupta ereheni molore, sent audaepelia con repe ipsapis dolut accus ma quaectem re cum voluptasi dolorem sit fugit la doles volore, corem. Ici res sunt accuptatem. Da nonserepti nat que exceaquae. Is aut autature voluptatium et explis Loribus nonecte strumquam, sit, soluptatis ditio ex estorerum nobita ant eiumquas sundam, quaeperovid.

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COLOR

Primary colors: These are the foundational brand colors for use on any communications — website, social media, business cards, invitations, signage, etc.

McGovern Teal
RGB = 0, 124, 154
CMYK = 87C, 39M, 29Y, 3K
HEX = 007d99

McGovern Gold
RGB = 255, 198, 24
CMYK = 22M, 96Y
HEX = ffc719

Primary text color

McGovern Gray
RGB = 105, 110, 113
CMYK = 70K
HEX = 696e71

Secondary colors: These are used in addition to the primary colors in charts, graphs, icons, illustrations etc.

McGovern Rust
RGB = 222, 139, 57
CMYK = 12C, 52M, 90Y
HEX = de8b39

McGovern Lime
RGB = 194, 206, 81
CMYK = 28C, 6M, 85Y
HEX = c2ce51

McGovern Peacock
RGB = 67, 140, 139
CMYK = 79C, 29M, 45Y, 4K
HEX = 438c8b

McGovern Dark Teal
RGB = 0, 87, 113
CMYK = 100C, 42M, 29Y, 35K
HEX = 005771

McGovern Medium Teal
RGB = 127, 175, 195
CMYK = 51C, 19M, 17Y
HEX = 7fafc3

McGovern Caramel
RGB = 225, 187, 113
CMYK = 12C, 25M, 65Y,
HEX = e1bc7c

McGovern Pine
RGB = 121, 162, 132
CMYK = 54C, 18M, 60Y, 6K
HEX = 79a27a

McGovern Med Gray
RGB = 167, 169, 172
CMYK = 40K
HEX = a7a9ac

Tints: Used for backgrounds, lighter versions of primary and secondary colors

McGovern Light Teal
RGB = 203, 220, 225
CMYK = 11C, 2Y, 10k
HEX = cbdce1

McGovern Light Lime
RGB = 238, 242, 194
CMYK = 7C, 30Y
HEX = eef2c2
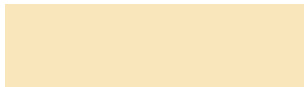
McGovern Light Gold
RGB = 250, 230, 187
CMYK = 6M, 28Y, 2K
HEX = fae6bb

McGovern Light Pine
RGB = 196, 210, 195
CMYK =21C, 7M, 22Y, 2K
HEX = c4d2c3
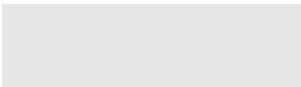
McGovern Light Gray
RGB = 230, 231, 232
CMYK = 10K
HEX = e6e7e8

IMAGERY

NETWORKING/CONNECTORS *Inspired by the globe logo, this networking imagery is an abstract visual representing data and digital networks, collaboration and connectivity. It is used throughout our brand material and can be applied to future materials as a design element.*

IMAGERY

EXAMPLES *Here are some of the applications of the connector patterning on branded materials:*

PowerPoint Template
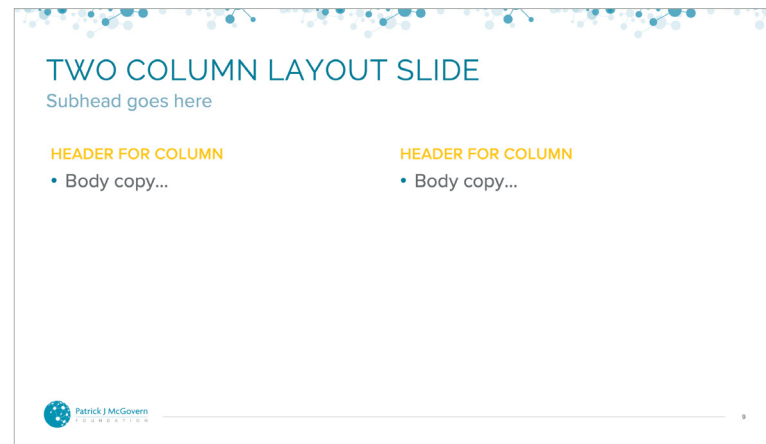
Business Card

Social Media Cover

GRAPHICS

GRAPHICS: *Should be flat (no shadows or 3D treatments), smart, concise, and use only PJMF colors and fonts.*

Label 1
2% (3)

Label 3
3% (4)

| Label 4 8% (10) | Label 5 10% (12) | Label 6 12% (14) | Label 7 26% (32) | Label: Proxima Nova Medium **Numeral: Proxima Nova Bold** |

Label 2
2% (3)

CHART TITLE: RALEWAY SEMIBOLD
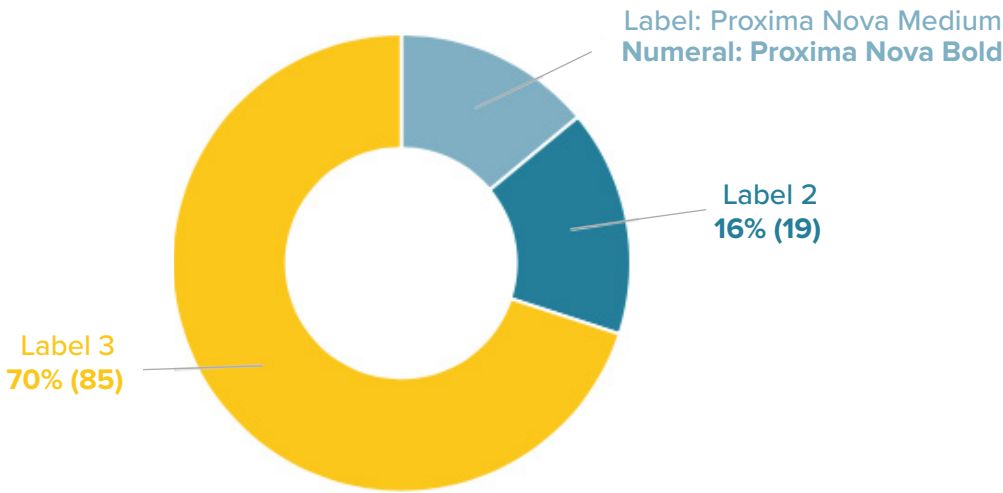
Label: Proxima Nova Medium
Numeral: Proxima Nova Bold

Label 2
16% (19)

Label 3
70% (85)

GRAPHICS

GRAPHICS: *Should be flat (no shadows or 3D treatments), smart, concise, and use only PJMF colors and fonts.*

Numeral: Proxima Nova Bold

CATEGORY: PROXIMA NOVA MEDIUM	CATEGORY 2	CATEGORY 3	CATEGORY 4

Values — Category 1: 2.4, 2.0
Category 2: 4.3, 4.4, 2.0
Category 3: 3.5, 1.8, 3.0
Category 4: 4.5, 2.8, 5.3

Graph Headline: Raleway Bold

Subhead:
Proxima Nova Light

40
30
20
10

AXIS: PROXIMA NOVA MEDIUM
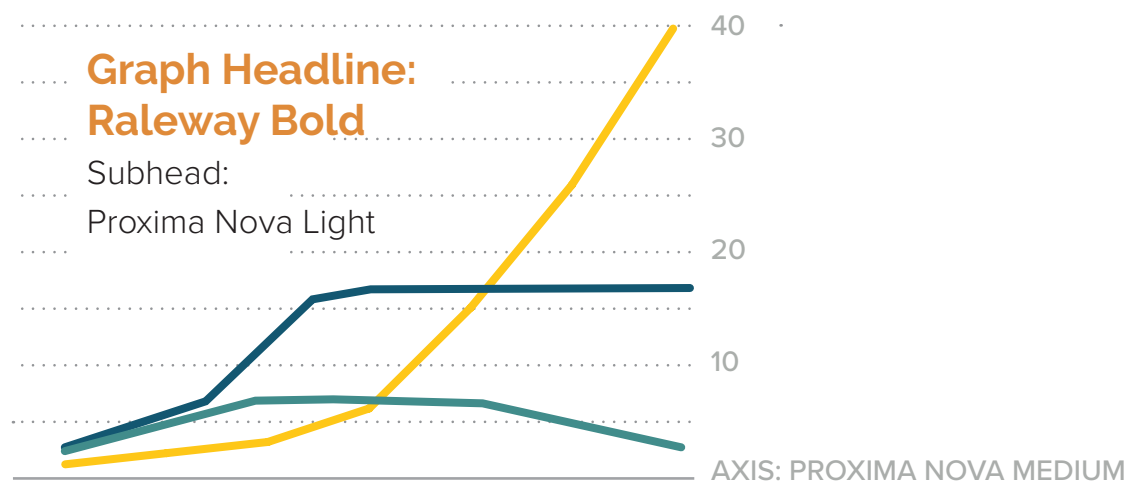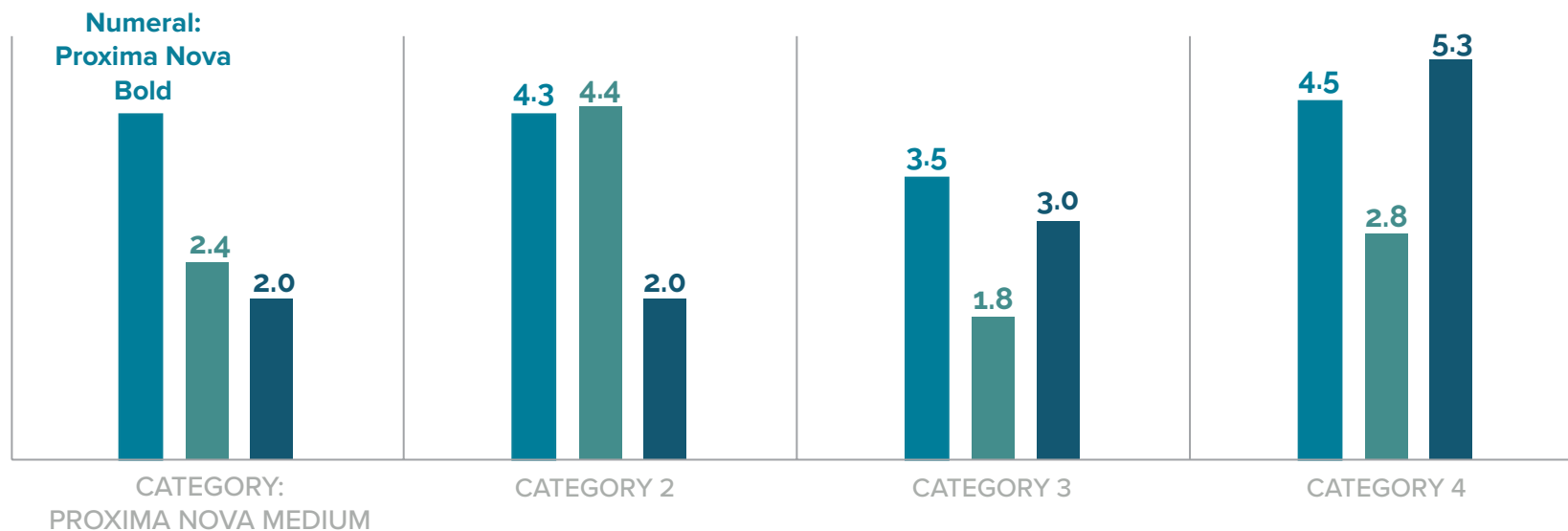
APPLICATIONS

LETTERHEAD: *The PJMF letterhead is available as a Google Doc or Microsoft Word template. When using the Word template, note that the logo and patterning will appear to be grayed out, due to the nature of how Word displays headers on working documents. When you print the Word document or save it as a PDF, the logo and design will appear in full color.*

June 23, 2020

Ms. Jane Smith
Research Company
200 Congress Street
Boston, MA 02215

Dear Ms. Smith:

I am pleased to advise you that the Trustees of the Patrick J. McGovern Foundation met recently and voted a grant to your organization in the amount of $100,000. The purpose of this grant is to assist I the establishment of research practices to serve the population of Boston, MA. I am also pleased to report that the Trustees have established a $300,000 conditional reserve grant, for the same purpose, to be paid out over the next three years in accordance with the matching terms that you have proposed.

In all public acknowledgements, we prefer that you indicated this gift as being received from PJMF. Under the terms of the Trustees, recipients must be tax exempt under section 501 (c) (3) of the IRS code and not a private foundation within the meanings of section 509 (a) of the code. No funds granted may be used for political purposes or in any way to influence legislation.

We ask that you acknowledge receipt of this grant and indicate your acceptance of the terms discussed above. Please forward your acknowledgement of the attention of Deborah O'Neil.

We look forward to receiving your progress report by November 15, 2020, so that we can consider second-year funding at our December meeting. An outline to assist you in completing this report is enclosed. In the meantime, you have our very best wishes for continued success.

Sincerely,

PO Box 171536, Boston, MA 02117   mcgovern.org

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PATRICK J. MCGOVERN FOUNDATION

APPLICATIONS

NOTECARDS: *Notecards can be personalized or printed blank.*

Vilas S. Dhar
President
vilas@mcgovern.org | mcgovern.org

APPLICATIONS

QUOTE CARDS: *For social media use. We have templates sized for Twitter, Facebook, Instagram, and LinkedIn.*

"
If necessity is the **mother of invention,** these frontline organizations and partners are **building the plane and flying it at the same time.**

Firstname Lastname
executive director

Patrick J McGovern
F O U N D A T I O N

"
If necessity is the
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Firstname Lastname
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F O U N D A T I O N

APPLICATIONS

EMAIL SIGNATURE: *Our standard company email signature comes in two variations. In the first one, the icons are pre-programmed to link to PJMF's Twitter and LinkedIn accounts. The second version is for those who want to add their own social media accounts.*

Firstname Lastname
TITLE
she/his/hers
+1 857 800 952#

🐦 @PJMFnd   🌐 mcgovern.org

Firstname Lastname
TITLE
he/him/his
+1 857 800 952#

🐦 @personal   in linkedin
🐦 @PJMFnd   🌐 mcgovern.org