

# TEMPLETON RELIGION TRUST

Logo Guide



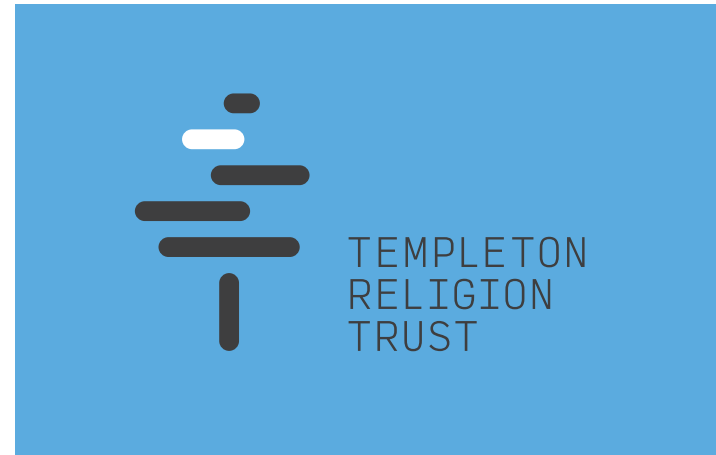
# Logo Application

## PRIMARY LOGO - FOR USE ON LIGHT BACKGROUNDS

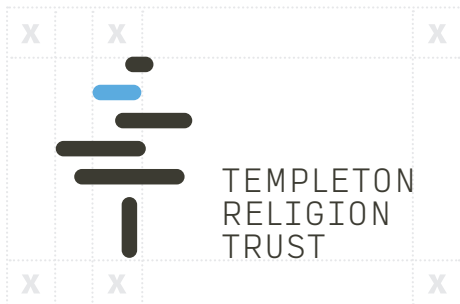


These are the preferred logo versions to use as the primary Templeton Religion Trust representation in all situations, including web, print, advertising, and collateral. They may be used interchangeably for added interest in different situations.

## ALTERNATE LOGO - ONLY FOR USE ON "VAST BLUE" BACKGROUND



When "Vast Blue" is the flood behind the logo, please use this version. This version is only to be used in this instance. This logo should only be used in branded materials and only with "Vast Blue."



### CLEAR SPACE

Reference the width of colored bar within the tree for a suitable clear space. This designated margin of space works for all versions of the logo.



### MINIMUM SIZE (NO TAGLINE)

For web applications, a minimum size of 106px is preferred. A minimum of .75 inches or 20mm width for print.



### MINIMUM SIZE (WITH TAGLINE)

For web applications, a minimum size of 200px is preferred. A minimum of 1.125 inches or 30mm width for print.

## Additional Logos

FOR USE ON DARK OR BLACK BACKGROUNDS




For applications where the preferred logo wouldn't be legible or if printing restrictions limit the ability to do so, the logo mark reversed to white and on the "Concrete Grey" or black background is suitable.



# Color Palette

The brand colors reflect the spirit of Templeton Religion Trust. The blue represents the vast ocean of the unseen that we're just beginning to discover. The White Light represents the knowledge that "unseen" offers, and Concrete Grey represents the knowlege we already have.



**VAST BLUE**

PMS 2915C

CMYK 60, 18, 0, 0

RGB 95, 173, 221

HEX 5AACDF



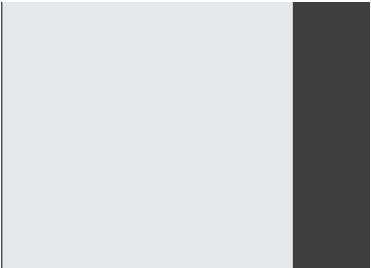
**WHITE LIGHT**

PMS

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX FFFFFFFF



**LIGHT GREY**

PMS 447C @ 20%

CMYK 0, 0, 0, 10

RGB 230, 231, 232

HEX EFEFF0

**CONCRETE GREY**

PMS 447C

CMYK 0, 0, 0, 90

RGB 53, 55, 53

HEX 322D2D

