We express our organization’s essence through our brand identity, showing audiences who we are and what we represent. Consistent application of our brand identity will allow us to communicate as one organization founded on family and focused on neuroscience, health, and education.
Klingenstein Philanthropies’ brand identity shows audiences who we are and what we represent. A cohesive and consistent brand presence is critical to our reputation. These guidelines were created to help designers and content creators correctly apply Klingenstein Philanthropies’ logos, fonts, colors, and patterns across all methods of communication.

QUESTIONS?
If you have any questions about our brand identity system, please contact:
Eliot Brenner
Executive Director
Eliot@klingenstein.org
(917) 580-1557
Our Organization

KLINGENSTEIN PHILANTHROPIES
Klingenstein Philanthropies is comprised of three foundations whose interests reflect the passions and experiences of the Klingenstein family. Although the focus of each foundation differs, together they aim to improve every person’s health, well-being, and education, particularly those most in need.

ESTHER A. & JOSEPH KLINGENSTEIN FUND
The EAJK Fund is committed to investing in breakthrough neuroscience research, improving early childhood mental health and well-being, and ensuring that all children can read.

KLINGENSTEIN THIRD GENERATION FOUNDATION
The KTGF seeks to improve the understanding and treatment of child and adolescent ADHD and depression, and to improve access to mental health care for children and their families.

SADIE & HARRY DAVIS FOUNDATION
The SHDF is dedicated to the advancement of children’s health in Maine, primarily by improving their oral health.
Our Brand

**BRAND STRATEGY**
We wish to convey to our audience that Klingenstein Philanthropies is actively committed to helping people by supporting cutting-edge research in neuroscience and by supporting programs and research to advance children’s health.

**BRAND STATEMENT**
Klingenstein Philanthropies is inspired by the values of the Klingenstein family, which include a deep concern for others and giving back to society. Known for its disciplined commitments to neuroscience, children’s health, and education, the family has been joyfully engaged in this work for generations.

**BRAND PERSONALITY**
The personality of our brand is, and should continue to be, a combination of hard and soft: hard science / soft humanity. The Klingenstein Philanthropies brand is not showy or flashy and is not interested in hopping on any bandwagons in support of the research areas du jour. The look and feel of the Klingenstein Philanthropies brand can be distilled in the following words: open, warm, professional, modern, and credible.

**OUR CORE VALUES**
- Integrity
- Evidence/science based
- Consistency
- Fellowship
- Family oriented
- Excellence
- Patient and methodical
- Modesty

**BRAND DISTILLATION**
Founded on family. Focused on neuroscience, health, and education.
Our Symbol

One singular abstract “K” symbol was created for branding Klingenstein Philanthropies and its three foundations. This master brand approach strengthens the Klingenstein Philanthropies brand, streamlines communications, and enhances the stature of the individual foundations.

So how do you explain the abstract “K” symbol? A bold letter “K” was rotated 90 degrees counterclockwise and rests on its side. A head (circle) was placed between the upheld arms (the front of the letter “K”). This represents an expression of joy and celebration as well as a person reading an open book, symbolizing knowledge. The spine of the book rests on a solid foundation (the bottom of the letter “K”), symbolizing our organization’s commitment to deep scientific research. The sharp edges of the letter “K” were rounded in order to soften the look of the symbol. It’s a bold, simple, and memorable trademark that works well in single color and very small digital applications.
Our logo is our most important visual asset and we should use it consistently to maintain a strong brand. The Klingenstein Philanthropies logotype is positioned to the right of the abstract K symbol.

The Klingenstein Philanthropies logo has been made available in a variety of color versions and in various file types likely to be needed across materials and by various users. Depending on the type of media being produced, an alternative version of the logo may need to be used. Refer to the guidelines on the next page when selecting a version of the logo to use.

All Klingenstein Philanthropies logo files can be downloaded at this site: Klingenstein.org/logos
**COLOR LOGO**
The color logo is the primary version of the brand mark and is preferred for every application. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

- **PMS 638 U**
- **CMYK:** 73/0/1/0
- **RGB:** 82/166/197
- **HEX:** 52A6C5

**BLACK LOGO**
The black version of the logo is to be used when production does not allow for color to be used.

- **PMS 405 U**
- **CMYK:** 43/41/45/37
- **RGB:** 106/101/93
- **HEX:** 6A655D

**WHITE LOGO**
White versions of the logo have been made available in case the background on which the logo is being placed is dark and the color logo is not readable. The white version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version of the logo to be readable.
**CLEAR SPACE**
Clear space ensures the legibility and impact of our logo by isolating it from competing visual elements, such as copy or supporting graphics. The size of the clear space area is determined by the height of the letter K in the logotype.

**MINIMUM SIZE**
To help maintain visibility, we have a minimum logo size in place. The minimum allowable size of our logo is 35mm. This size is measured using the width of the logo.

K = Minimum clear space around Klingenstein Philanthropies logo

Digital: 200 pixels
Print: 1 inch
The Esther A. & Joseph Klingenstein Fund logo has been made available in a variety of color versions. Depending on the type of media being produced, an alternative version of the logo may need to be used. Refer to the guidelines below when selecting a version of the logo to use.

**RELATIONSHIP DESCRIPTOR**
The phrase “A Klingenstein Philanthropy” serves as a relationship descriptor and sits below the logo in smaller type. The size of the type will vary according to the size of the logo; however, it should follow the general proportions established here.
COLOR LOGO
The color logo is the primary version of the brand mark and is preferred for every application. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

BLACK LOGO
The black version of the logo is to be used when production does not allow for color to be used.

WHITE LOGO
White versions of the logo have been made available in case the background on which the logo is being placed is dark and the logo is not readable. The white version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version of the logo to be readable.
Logo Usage

CLEAR SPACE
Clear space ensures the legibility and impact of our logo by isolating it from competing visual elements, such as copy or supporting graphics. The size of the clear space area is determined by the height of the letter E in the logotype.

MINIMUM SIZE
To help maintain visibility, we have a minimum logo size in place. The minimum allowable size of our logo is 35mm. This size is measured using the width of the logo.

E = minimum clear space around Klingenstein Philanthropies logo

Minimum Size

Digital 200px 2x
Print 1.25”
The Klingenstein Third Generation Foundation logo has been made available in a variety of color versions. Depending on the type of media being produced, an alternative version of the logo may need to be used. Refer to the guidelines below when selecting a version of the logo to use.

**RELATIONSHIP DESCRIPTOR**
The phrase “A Klingenstein Philanthropy” serves as a relationship descriptor and it sits below the logo in smaller type. The size of the type will vary according to the size of the logo; however, it should follow the general proportions established here.
COLOR LOGO
The color logo is the primary version of the brand mark and is preferred for every application. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

BLACK LOGO
The black version of the logo is to be used when production does not allow for color to be used.

WHITE LOGO
White versions of the logo have been made available in case the background on which the logo is being placed is dark and the logo is not readable. The white version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version of the logo to be readable.

Color Logo

Black Logo

White Logo
**CLEAR SPACE**

Clear space ensures the legibility and impact of our logo by isolating it from competing visual elements, such as copy or supporting graphics. The size of the clear space area is determined by the height of the letter K in the logotype.

**MINIMUM SIZE**

To help maintain visibility, we have a minimum logo size in place. The minimum allowable size of our logo is 35mm. This size is measured using the width of the logo.

K = minimum clear space around Klingenstein Philanthropies logo

---

**Clear Space**

<table>
<thead>
<tr>
<th>Klingenstein Third Generation Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A KLINGENSTEIN PHILANTHROPY</td>
</tr>
</tbody>
</table>

Digital 200px 2x
Print 1.25"
The Sadie & Harry Davis Foundation logo has been made available in a variety of color versions. Depending on the type of media being produced, an alternative version of the logo may need to be used. Refer to the guidelines below when selecting a version of the logo to use.

**RELATIONSHIP DESCRIPTOR**
The phrase “A Klingenstein Philanthropy” serves as a relationship descriptor and it sits below the logo in smaller type. The size of the type will vary according to the size of the logo; however, it should follow the general proportions established here.

---

![Logo diagram](image-url)
Color Variations

**COLOR LOGO**
The color logo is the primary version of the brand mark and is preferred for every application. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

PMS 7413 U
CMYK: 0/53/90/0
RGB: 219/128/81
HEX: DB8051

PMS 405 U
CMYK: 43/41/45/37
RGB: 106/101/93
HEX: 6A655D

**BLACK LOGO**
The black version of the logo is to be used when production does not allow for color to be used.

**WHITE LOGO**
White versions of the logo have been made available in case the background on which the logo is being placed is dark and the logo is not readable. The white version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version of the logo to be readable.
**CLEAR SPACE**
Clear space ensures the legibility and impact of our logo by isolating it from competing visual elements, such as copy or supporting graphics. The size of the clear space area is determined by the height of the letter S in the logotype.

**MINIMUM SIZE**
To help maintain visibility, we have a minimum logo size in place. The minimum allowable size of our logo is 35mm. This size is measured using the width of the logo.

---

**Clear Space**

<table>
<thead>
<tr>
<th>S = minimum clear space around Klingenstein Philanthropies logo</th>
</tr>
</thead>
</table>

---

**Minimum Size**

<table>
<thead>
<tr>
<th>S = minimum clear space around Klingenstein Philanthropies logo</th>
</tr>
</thead>
</table>

---

**Digital 200px 2x**
**Print 1.25”**
Occasionally, Klingenstein Philanthropies partners with outside entities, creating a need for a co-branded logo presence. The following guidelines have been developed for this situation.

- The Klingenstein Philanthropies primary logo should be positioned first, followed by the partner logo.
- There must be clear space equaling the two widths of the symbol between the Klingenstein Philanthropies logo and the partner logo.
- A vertical rule can be used to separate the two logos, but there should not be any other graphic elements in the clear space between the two logos.
**PRIMARY PALETTE**
The colors in our palette been chosen carefully to complement one another, which helps build and strengthen our brand identity. Specific colors have been chosen for Klingenstein Philanthropies, the Esther A. & Joseph Klingenstein Fund, the Klingenstein Third Generation Foundation, and the Sadie & Harry Davis Foundation. When developing communications, select the appropriate color from the palette that matches the content of the piece. While other colors can be used sparingly for support, it is recommended that a limited number of different colors are used within any given document.

**SECONDARY PALETTE**
Two neutral colors have been chosen as part of our color palette. These gray colors are versatile and pair well with our brand colors and design elements. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color of a design.

**COLOR VALUE EQUIVALENTS**
Please use the values shown when reproducing the brand colors in all digital and print applications.
Brand patterns play an important role in creating brand recognition, bringing depth to an identity system, and creating a memorable visual experiences at different touchpoints. The Klingenstein Philanthropies graphic patterns provide a distinctive touch to the look and feel of the brand. Although the patterns themselves are loose and organic, they are usually placed in a defined field, which creates a sense of structure. There is a specific pattern created for Klingenstein Philanthropies and different patterns created for the three foundations.

All Klingenstein Philanthropies pattern files can be downloaded at this site: Klingenstein.org/patterns
Our fonts help us establish a consistent identity throughout all our communications. Source Serif and Benton Sans are our chosen typeface families. They allow us to communicate clearly and are versatile enough to meet the needs of our different audiences. These fonts are intended for professionally designed digital and print communications.

**SERIF FONT**
Source Serif is an open-source font family from Adobe and is available in six weights in upright styles and italics. Visit Adobe to purchase font licensing https://fonts.adobe.com/fonts/source-serif

**SANS SERIF FONT**
Benton Sans is a digital typeface family produced by the Font Bureau and is available in seven weights in upright styles and italics. Visit Type Network to purchase font licensing https://store.typenetwork.com/foundry/fontbureau/series/benton-sans

---

**Serif Font**

**Source Serif Pro Light**

```
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Source Serif Pro Italic**

```
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Sans Serif Font**

**Benton Sans Regular**

```
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Benton Sans Bold**

```
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
Brand Typography

When professional fonts are not available, such as when working in Microsoft Word® or Microsoft PowerPoint®, PC-based fonts may be substituted.

**SERIF FONT**
Georgia may be substituted for Source Serif in Microsoft PowerPoint® and Microsoft Word® documents, where Source Serif may be unavailable.

**SANS SERIF FONT**
Arial may be substituted for Benton Sans in Microsoft PowerPoint® and Microsoft Word® documents, where Benton Sans may be unavailable.

---

**Serif Font**

**Georgia Regular**

ABCDEF

HIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

**Georgia Italic**

ABCDEF

HIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

**Sans Serif Font**

**Arial Regular**

ABCDEF

HIJKLMNOPQRSTUVWXYZ

abcdef

ghijklmnopqrstuvwxyz

**Arial Bold**

ABCDEF

HIJKLMNOPQRSTUVWXYZ

abcdef
Brand Photography

Our photography should reflect the personality of our brand, bringing our stories to life and inspiring our audiences.

• Wherever possible, use ‘real’ people as the subjects of photography (e.g. students who are doing research and patients who are being helped).

• Wherever possible, look to ‘capture the moment’ rather than set up scenarios.

• We must be conscious of achieving a broad, diverse mix of people across the breadth of our communications.

• Although our organization very much values data and research, it must not forget the role of heart and emotion in our overall operation. Subjects should be engaged, inquisitive, and proactive.

• There is joy to be found in the end benefits of our work, so joy should be given emphasis in some of our photographs.

• Photos should be framed with view of care and personal attention.

• Klingenstein Philanthropies uses color photography, not black & white photography, in all of our communications.
The professionally designed communications on the following pages illustrate the proper use of brand elements and the foundation of a cohesive brand system.

Layout best practices are the consistent application of brand elements, allowing you to put the pieces of the visual system together. This helps create a cohesive look and feel that is unique to Klingenstein Philanthropies. The result builds consistency and recognition across materials, by reinforcing a set of brand elements in each layout.

The Klingenstein Philanthropies logo should appear in a corner of most layouts. Clean, white backgrounds convey openness and foster clarity across communications. Brand colors from our color palette can be used as backgrounds, providing an organizational layout structure for headlines and imagery.
DIGITAL LETTERHEAD

All Klingenstein Philanthropies digital letterhead files can be downloaded at this site: Klingenstein.org/letterhead
CONGRATULATIONS TO THE 2023 WINNERS
of the Klingenstein-Simons Fellowship Awards in Neuroscience

Sarah Ackerman, Ph.D.
Glia Modulation Of Developmental And Pathological Circuit Plasticity
Washington University in St. Louis

SueYeon Chung, Ph.D.
Probing Brain Functions From Neural Populations Via Geometric Analysis And Machine Learning
New York University

Fenna Krienen, Ph.D.
Reconstructing The Developmental Basis Of Cellular Innovations In Primate Brains
Princeton University

Lu Sun, Ph.D.
What Do Axons Do In Myelination?
University of Texas Southwestern Medical Center

Kevin Yackle, M.D., Ph.D.
The Source Of Breathing And How It Is Volitionally Usurped And Coordinated With Phonation
University of California, San Francisco

Huaijin Ken Leon Loh, Ph.D.
Peripheral Synapses: Illuminating Molecules Connecting Nerves With Organs
Yale University

Emily Sylwestrak, Ph.D.
Cell Type Specific Reward Computations Across Multiple Timescales
University of Oregon

Brittany D. Needham, Ph.D.
The Mechanism Of The Neuroactive Gut-Derived Bacterial Metabolite 4EPS
Indiana University School of Medicine

These awards support extraordinary scholars early in their academic careers. The Klingenstein-Simons Fellowship Awards in Neuroscience application portal opens annually on October 1 and closes on February 15. For more information visit www.klingenstein.org.
Visit the Klingenstein Philanthropies website at https://klingenstein.org/
Brand Applications

WEBSITE

Mobile view

Supporting early childhood, neuroscience, and education.

ABOUT
For four decades, the Fund has supported young scientists engaged in basic or clinical

Improving child and adolescent mental health.

ABOUT
For nearly three decades, the KTF has awarded post-doctoral fellowships for innovative scientific research that improves our understanding of the causes, prevention, and

Promoting the Health of Maine’s Children

ABOUT
Since it was established in 2007, the Sadie and Harry Davis Foundation (SHDF) has focused on improving the health of Maine’s children. Since its inception, the Foundation has been
Brand Applications

SOCIAL MEDIA VISUALS

Covid-Era Babies
WHY ARE THEY TALKING LESS?

APPLICATIONS ARE OPEN!
for Post-Doctoral Fellowships in Child and Adolescent ADHD. Get them in by January 10, 2023.

PROUD TO SUPPORT THE INNOVATIVE WORK OF
Jessica Schleider, PhD

SPOTLIGHT ON 2022 GRANTEE
KidsPak Weekend
FOOD PROGRAM
For more information please contact:
Eliot Brenner
Executive Director
Klingenstein Philanthropies
Eliot@klingenstein.org
(917) 580-1557