Brand
Style
Guide

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.

Klingenstein Philanthropies

Esther A. & Joseph Klingenstein Fund
A KLINGENSTEIN PHILANTHROPY

Klingenstein Third Generation Foundation
A KLINGENSTEIN PHILANTHROPY

Sadie & Harry Davis Foundation
A KLINGENSTEIN PHILANTHROPY

BRAND STRATEGY

We wish to convey to our audiences 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.

BRAND DISTILLATION

Founded on family. Focused on neuroscience, health, and education.

OUR CORE VALUES

- Integrity
- Evidence/science based
- Consistency
- Fellowship
- Family oriented
- Excellence
- Patient and methodical
- Modesty

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.

Klingenstein Philanthropies Logo

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

Symbol   Logotype

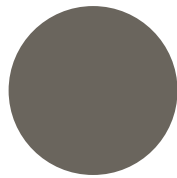# Klingenstein Philanthropies

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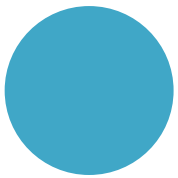
PMS 638 U
CMYK: 73/0/1/0
RGB: 82/166/197
HEX: 52A6C5

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 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.

Color Logo

Black Logo

White Logo

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 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.

Clear Space

K = Minimum clear space around Klingenstein Philanthropies logo

Minimum Size

Digital: 200 pixels
Print: 1 inch

Esther A. & Joseph Klingenstein Fund Logo

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.

Symbol

Logotype

Esther A. & Joseph Klingenstein Fund

A KLINGENSTEIN PHILANTHROPY

Relationship Descriptor
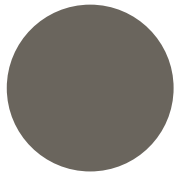
Color Variations

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.
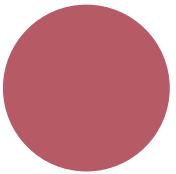
PMS 703 U
CMYK: 4/90/56/18
RGB: 180/90/101
HEX: B45A65

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.

Color Logo

Esther A. & Joseph Klingenstein Fund
A KLINGENSTEIN PHILANTHROPY

Black Logo

Esther A. & Joseph Klingenstein Fund
A KLINGENSTEIN PHILANTHROPY

White Logo

Esther A. & Joseph Klingenstein Fund
A KLINGENSTEIN PHILANTHROPY

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.

Clear Space

E = minimum clear space around Klingenstein Philanthropies logo

Minimum Size

Digital 200px 2x
Print 1.25"

Klingenstein Third Generation Foundation Logo

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.

Symbol   Logotype

Klingenstein Third Generation Foundation
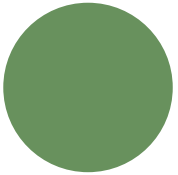## A KLINGENSTEIN PHILANTHROPY

Relationship Descriptor
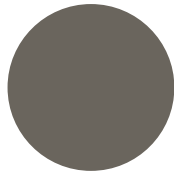
Color Variations

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 2264 U
CMYK: 56/10/64/15
RGB: 100/145/91
HEX: 64915B

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.

Color Logo

Black Logo

White Logo

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 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.

Clear Space

K = minimum clear space around Klingenstein Philanthropies logo

Minimum Size

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.

Symbol

Logotype

Sadie & Harry Davis Foundation

A KLINGENSTEIN PHILANTHROPY

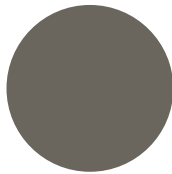Relationship Descriptor

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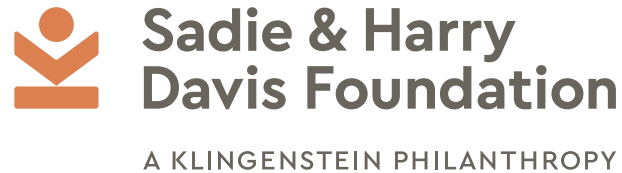CMYK: 43/41/45/37
RGB: 106/101/93
HEX: 6A655D

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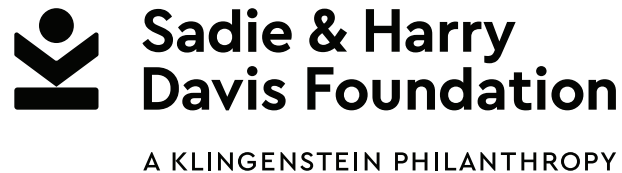
WHITE LOGO
White versions of the logo have been made available in case the background on which the logo is being placed is dark and the logo is not readable. The white version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version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

Color Logo

Black Logo

White Logo

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 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

S = minimum clear space around Klingenstein Philanthropies logo

Minimum Size

Digital 200px 2x
Print 1.25"

Co-Branded Logos

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.

Klingenstein Logo   Clear Space   Partner Logo

Brand Colors

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.
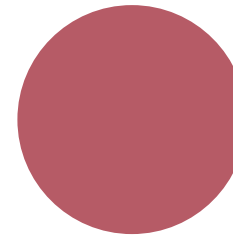
COLOR VALUE EQUIVALENTS

Please use the values shown when reproducing the brand colors in all digital and print applications.

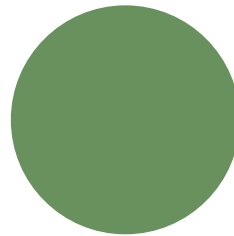### Klingenstein Philanthropies Blue
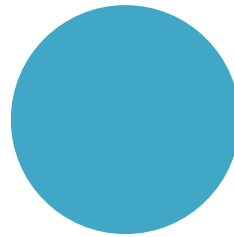
PMS 638 U
CMYK: 73/0/1/0
RGB: 82/166/197
HEX: 52A6C5

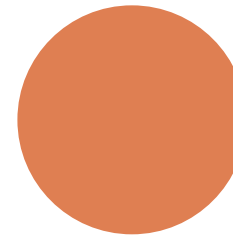### Esther A. & Joseph Klingenstein Fund Red

PMS 703 U
CMYK: 4/90/56/18
RGB: 180/90/101
HEX: B45A65
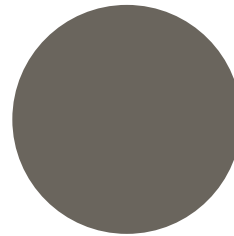
Klingenstein Third Generation Foundation Green

PMS 2264 U
CMYK: 56/10/64/15
RGB: 100/145/91
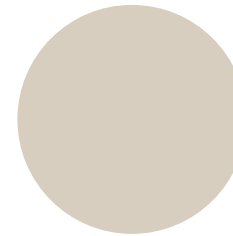HEX: 64915B

Sadie & Harry Davis Foundation Orange

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

Klingenstein Philanthropies Dark Gray

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

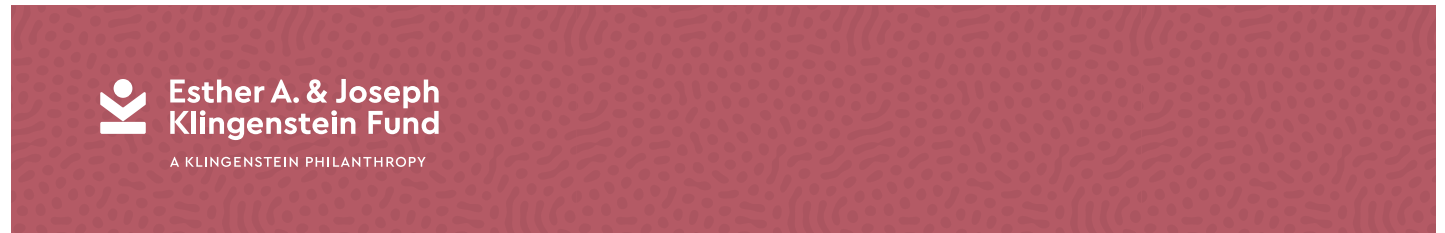### Klingenstein Philanthropies Light Gray

PMS 7528 U
CMYK: 13/15/19/0
RGB: 216/206/191
HEX: D8CEBF

Brand Patterns

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

Klingenstein Philanthropies

Esther A. & Joseph Klingenstein Fund
A KLINGENSTEIN PHILANTHROPY

Klingenstein Third Generation Foundation
A KLINGENSTEIN PHILANTHROPY

Sadie & Harry Davis Foundation
A KLINGENSTEIN PHILANTHROPY

Brand Typography

Our fonts help us establish a consistent identity throughout all our communications. Source Serif and Benton Sans are our chosen typeface families. They allows 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Serif Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sans Serif Font

Benton Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sans Serif Font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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 (eg 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.
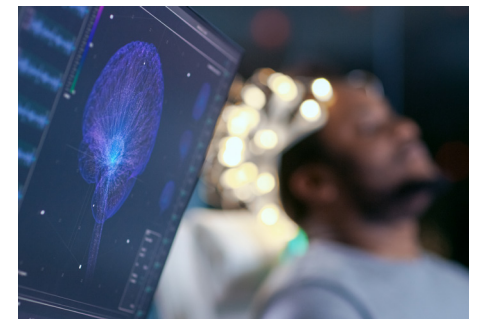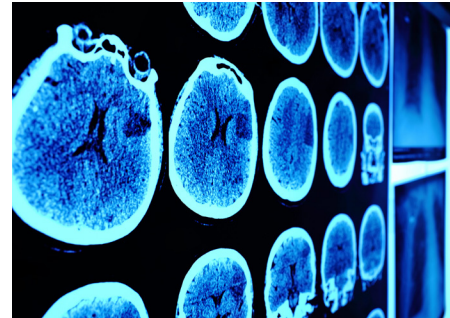
Brand Applications

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.

Klingenstein
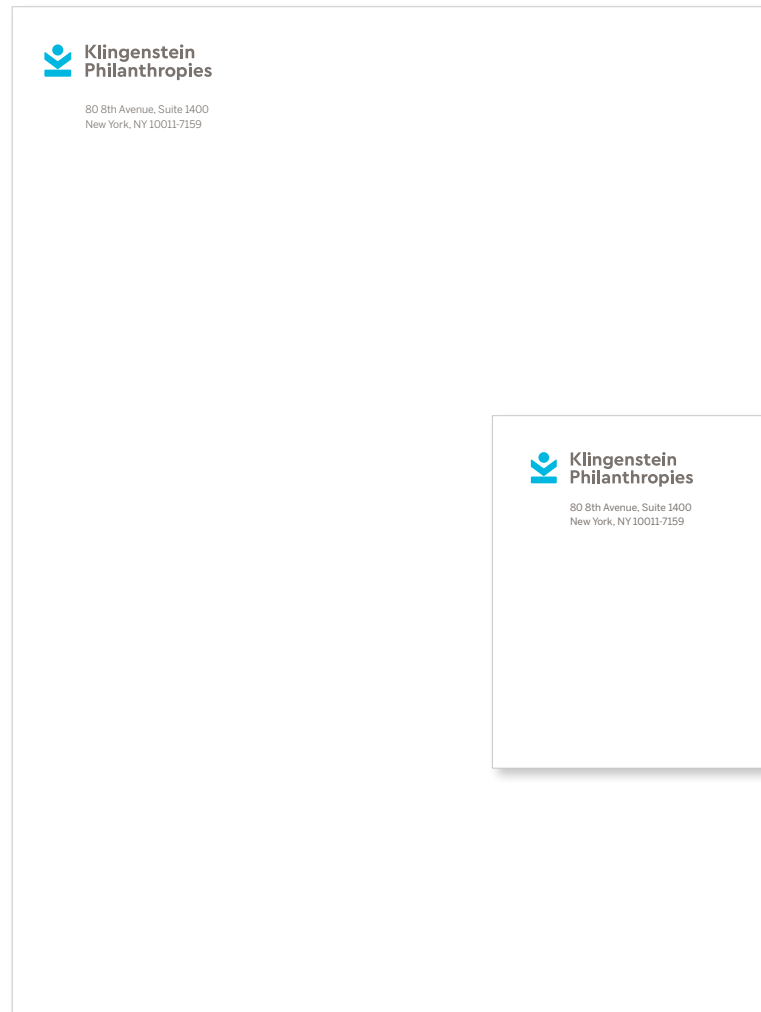Philanthropies

Nancy K. Simpkins
TRUSTEE

(203) 247-2843
nancyksimpkins@gmail.com

Klingenstein Philanthropies
80 8th Avenue, Suite 1400
New York, NY 10011-7159

Brand Applications

STATIONERY SYSTEM

Klingenstein Philanthropies

Andrew D. Klingenstein
CHAIRMAN AND CEO

C: (301) 452-0055   Klingenstein Philanthropies
aklingenstein@gmail.com   80 8th Avenue, Suite 1400
                          New York, NY 10011-7159
                          klingenstein.org

Business Card Front

Our foundations

Esther A. & Joseph Klingenstein Fund

Klingenstein Third Generation Foundation

Sadie & Harry Davis Foundation

Business Card Back

Klingenstein Philanthropies

80 8th Avenue, Suite 1400
New York, NY 10011-7159

Klingenstein Philanthropies

80 8th Avenue, Suite 1400
New York, NY 10011-7159
(332) 219-0600

Mailing Label

Klingenstein Philanthropies

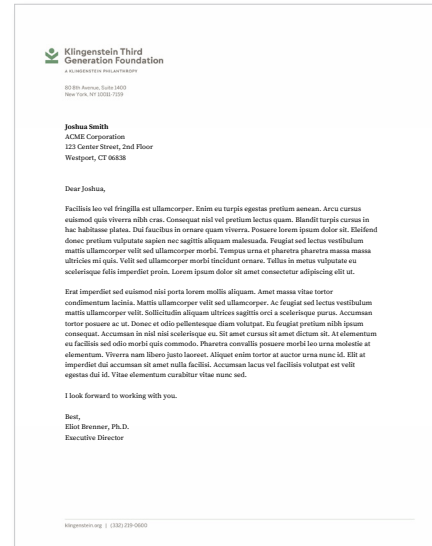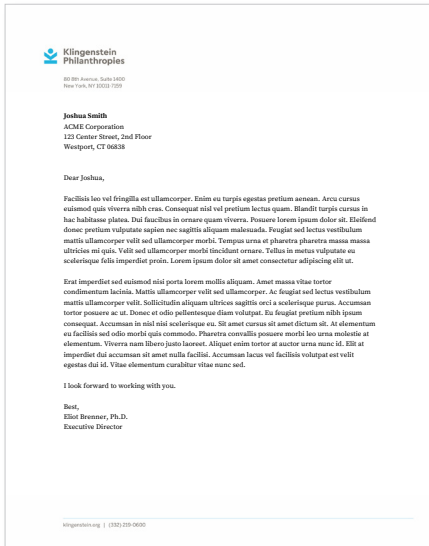80 8th Avenue, Suite 1400
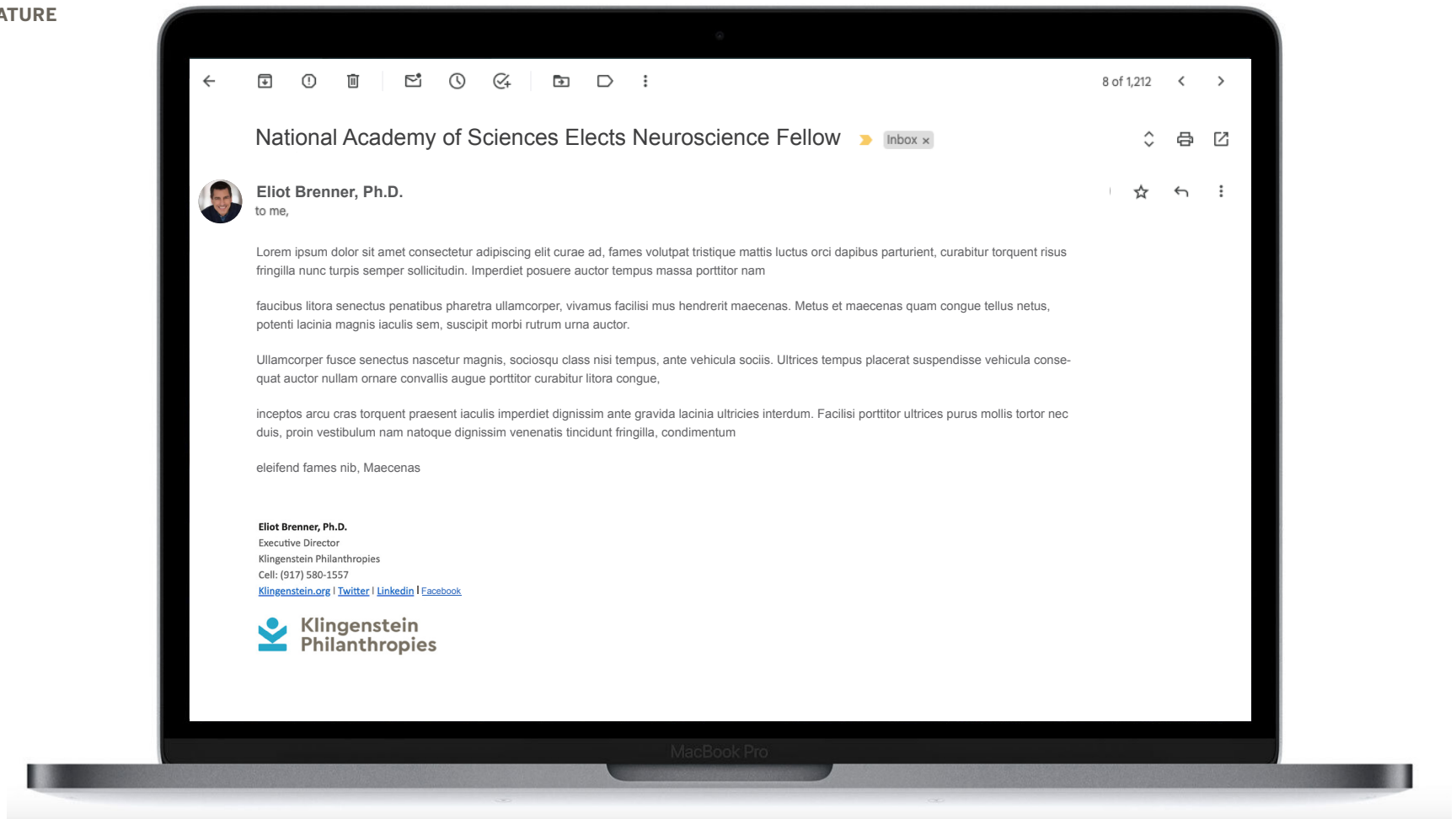New York, NY 10011-7159

Business Envelope

Letterhead

Brand Applications

DIGITAL LETTERHEAD

All Klingenstein Philanthropies digital
letterhead files can be downloaded at this
site: Klingenstein.org/letterhead

Brand Applications

EMAIL SIGNATURE

Brand Applications

ADVERTISING

CONGRATULATIONS TO THE 2023 WINNERS
of the Klingenstein-Simons Fellowship Awards in Neuroscience

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

Arkarup Banerjee, Ph.D.
Cortical Circuit Mechanisms For Vocal Interactions
Cold Spring Harbor Laboratory

Ritchie Chen, Ph.D.
Understanding Emotions By Studying Brain-Body Pathways
University of California, San Francisco

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

Yasmine El-Shamayleh, Ph.D.
Cellular And Circuit Mechanisms Underlying Visual Shape Perception
Columbia University

Vikram Gadagkar, Ph.D.
Courtship As A Window Into The Neural Mechanisms Of Performance Evaluation
Columbia University

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

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

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

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

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

Brandon Weissbourd, Ph.D.
Mechanisms Of Robustness In Jellyfish Neural Networks
Massachusetts Institute of Technology

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

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.

Esther A. & Joseph Klingenstein Fund — A KLINGENSTEIN PHILANTHROPY — SIMONS FOUNDATION

Klingenstein-Simons Fellowship Awards in Neuroscience

Applications are Open

Fellowship Awards support highly promising, early career scientists conducting cutting edge neuroscience research.

Applications are due February 15, 2024

APPLY NOW

Esther A. & Joseph Klingenstein Fund — A KLINGENSTEIN PHILANTHROPY — SIMONS FOUNDATION

Applications are Open
Klingenstein-Simons Fellowship Awards in Neuroscience

Fellowship Awards support highly promising, early career scientists conducting cutting edge neuroscience research.
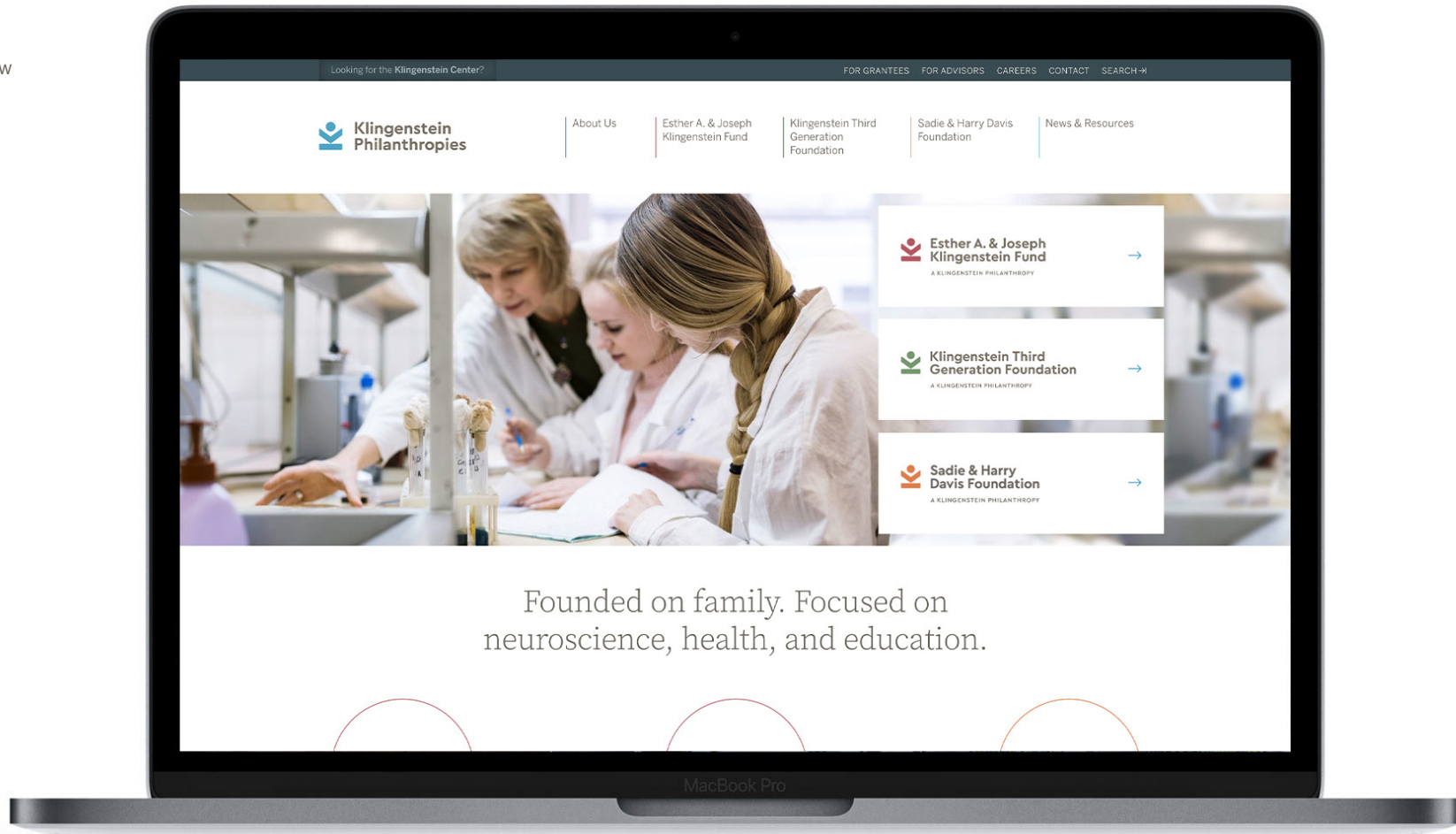Applications are due February 15, 2024
APPLY NOW

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Brand Applications

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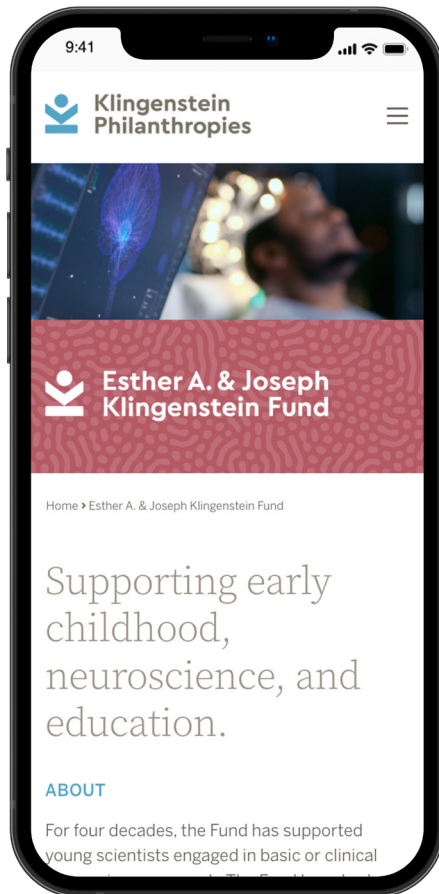
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Contact Us

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