



ALFRED P. SLOAN FOUNDATION

Logo Use *Guide*

*Standards for the correct, consistent use of
the Alfred P. Sloan Foundation logo across
print, digital, and other materials*

Easy-to-follow guidelines for use of the Sloan Foundation logo

The Alfred P. Sloan Foundation logo is the intellectual property of the Foundation and the most visible expression of its institutional identity.

This guide sets out how the logo should — and should not — be used. It covers the approved logos, color treatments, clear space and minimum size, and common misuse cases.

These standards apply wherever the logo appears: grant acknowledgments, co-branded publications, event materials, websites, and press.

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Questions or approvals. For any use not covered here, or for guidance on a particular case, write to communications@sloan.org before publishing.

Permission to use the logo

1 GRANTEES

Grantees of the Alfred P. Sloan Foundation are granted permission to use the logo for the purpose of making transparent that the Foundation is funding their work — on project websites, publications, presentations, and acknowledgments tied to the funded work. Any other use by a grantee — including but not limited to co-branding, promotion, merchandise, etc. — requires explicit, advance, written permission from the Alfred P. Sloan Foundation.

2 NON-GRANTEES

Any use of the logo by an individual or institution that is not a grantee requires explicit, advance, written permission from the Alfred P. Sloan Foundation.

3 USE THE ARTWORK AS SUPPLIED

Whatever the use, the approved logo files must be used unaltered and in accordance with this guide. When a situation isn't covered here, ask before publishing.

QUESTIONS & APPROVALS

communications@sloan.org



The Alfred P. Sloan Foundation logo is a registered trademark of the Alfred P. Sloan Foundation. © Alfred P. Sloan Foundation. All rights reserved.

The horizontal logo is the primary logo

There are three approved logos — horizontal, vertical, and horizontal with tagline. The gold-and-navy horizontal logo is the default; use the others only when the space calls for them.



WHEN TO USE THE HORIZONTAL LOGO

The horizontal logo is the default and preferred version. Use it for page headers and footers, documents, websites, email signatures, presentations, and most placements where the logo sits in a wide, short space.

LOGO

Horizontal — mark left of wordmark

STATUS

Primary / default

BEST FOR

Headers, footers, documents, web, signatures

PROPORTION

Approx. 5 : 1 (w : h)

The vertical logo

The gold-and-navy vertical logo is preferred when the space available is vertical or square, or when use of the horizontal logo would impair readability.



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WHEN TO USE THE VERTICAL LOGO

Use it for roughly square footprints — social avatars, app splash screens, signage, and narrow columns where the horizontal wordmark would shrink too far. It keeps the wordmark legible where the horizontal logo cannot.

LOGO

Vertical — mark above wordmark

STATUS

Alternative to horizontal

BEST FOR

Avatars, app icons, signage, narrow columns

PROPORTION

Approx. 1.8 : 1 (w : h)

The tagline logo

The gold-and-navy tagline logo adds the Foundation's tagline beneath the horizontal logo. Use it where the Foundation is being introduced to a new audience and there is room enough for the tagline to be legible.



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Driven by the promise of great ideas

WHEN TO USE THE TAGLINE LOGO

Best for introductions — covers, opening pages, campaign materials, and first-touch communications where the tagline adds meaning rather than clutter.

KEEP THE TAGLINE READABLE

If the tagline would render smaller than legible at the intended size, use the horizontal logo without it instead. Never set the tagline as separate type.

LOGO

Horizontal with tagline beneath

STATUS

For introductions

BEST FOR

Covers, opening pages, first-touch materials

PROPORTION

Approx. 3.6 : 1 (w : h)

Approved colorings

When reproducing the logo in multi-color environments, the logo should appear in gold-navy when set against a light background or gold-white when set against a dark background. In single-color environments (including black-and-white) the logo may appear in navy, white, or black as appropriate. The logo may never appear in any other color combination.

MULTI-COLOR REPRODUCTION

Light backgrounds



Dark backgrounds



SINGLE-COLOR REPRODUCTION



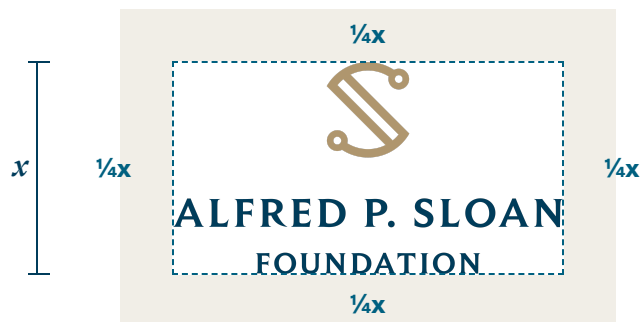
Don't crowd the logo

Give the logo room to breathe. The minimum protected clear space on all four sides is one-quarter of the height of the logo. Nothing — type, imagery, rules, or the page edge — should enter it.

HORIZONTAL



VERTICAL



Size the logo so it's easy to read

Below these sizes the logo loses legibility and is not approved for publication.



HORIZONTAL

1.25 in / 180 px wide



VERTICAL

0.75 in / 108 px wide



WITH TAGLINE

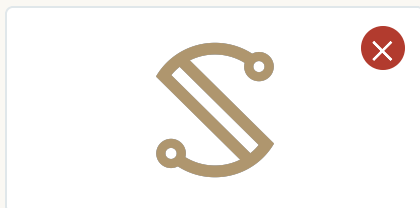
1.6 in / 230 px wide

Do not alter the logo

The logo is supplied as finished artwork. Use the approved files as they are. The examples below are never acceptable. These rules apply equally to every logo.



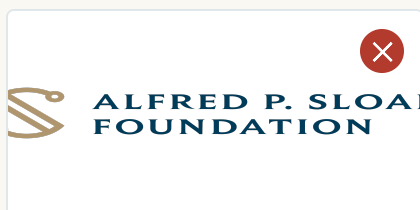
Don't add words — never attach your project or program name to the logo.



Don't use the mark alone — it always appears locked up with our name.



Don't recolor or use unapproved colors.



Don't stretch, condense, or distort.



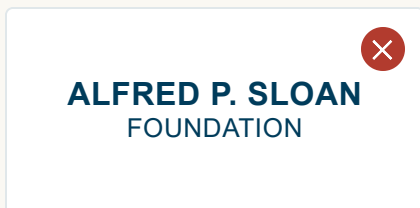
Don't rotate or skew.



Don't add shadows, glows, or effects.



Don't place on low-contrast backgrounds.



Don't recreate, retype, or redraw.



Don't use low-resolution files or screenshots.



Don't crop or partially obscure the logo.



Don't alter the spacing between the mark and the wordmark.



Don't tile the logo as a pattern or texture.

Don't use the retired logo

The Foundation updated its logo in 2019. The logo below is no longer approved for any use. If you have this version, replace it.



The pre-2019 logo, shown here only for identification.

ALWAYS DOWNLOAD FROM THE SOURCE

Only use logo files downloaded directly from the Foundation. Files copied from search results, older documents, or third-party sites are frequently outdated or altered.

[Download approved logos →](#)