

CARNEGIE
INSTITUTION FOR
SCIENCE



ROCKCREEK
STRATEGIC MARKETING

Carnegie Institution

Brand Properties

Rock Creek Strategic Marketing

September 24, 2007

Properties

Directory

The following list comprises the Carnegie Institution marketing tools available on the branding CD and the web enabled Carnegie Brand Resource download page.

- **LOGOS**

Each logo configuration is available in multiple file formats.

- 2 Color
- 1 Color
- 1 Color (Gray)
- 1 Color (Black)
- 1 Color (White)

- **STATIONERY**

- Business Cards
 - Version 1 — 2 phone #s
 - Version 2 — 3 phone #s (includes mobile/other phone)
- Letterhead
- #10 Business Envelope
- Mailing Label (for Avery 6 per sheet — laser/inkjet compatible)
- Notecard
- A7 Notecard Envelope

- **ALTERNATE LETTERHEAD/FLYER**

- Version 1 — Logo Top
- Version 2 — Logo Left

- **BROCHURE COVERS**

- #10 Standard Tri-Fold
- 8.5" x 11" Standard
 - Version 1
 - Version 2
 - Version 3

- **FLYERS**

- Version 1 — Events
- Version 2 — News

- **DEPARTMENT LOGOS**

Each logo configuration is available in multiple file formats.

- Plant Biology
- Embryology
- Terrestrial Magnetism
- Geophysical Laboratory
- The Observatories
- Global Ecology
- CASE

- **WORD® TEMPLATES**

- Letterhead
- Alternate Letterhead/Flyer – 1
- Alternate Letterhead/Flyer – 2
- Document Cover
- Events Flyer
- News Flyer
- Press Release

- **VISUAL STYLE GUIDELINES**

- Native files
- PDF

- **BRAND FILE DIRECTORY**

- Native Files
- PDF

- **FONT FAMILIES**

- Mac Fonts