Simons Foundation
Brand Guidelines

Please visit simonsfoundation.org to access logos and logo usage guidelines.

If you have questions about how to use our logo, please do not hesitate to contact our communications team at communications@simonsfoundation.org.
The Simons Foundation is a philanthropic organization dedicated to advancing the frontiers of basic science through grantmaking, in-house research and public engagement.

Understanding the transformative power of scientific inquiry, Jim and Marilyn Simons established the foundation to propel scientific progress. We continue this work today.
To advance the frontiers of research in mathematics and the basic sciences.
“This project was supported by a grant from the Simons Foundation (Grant number, Awardee initials).”
Our logo may only be used in Simons Blue or white.

A stacked version of our logo is available for certain approved cases. The stacked logo can be obtained by contacting our communications team at communications@simonsfoundation.org.
FLATIRON INSTITUTE

LOGO

Logo usage by those external to the Flatiron Institute may only employ these colors, Simons Blue and white.

A stacked version of this logo is available for certain approved cases. The stacked logo can be obtained by contacting our communications team at communications@simonsfoundation.org.

FLATIRON INSTITUTE

CENTERS

The Flatiron centers should be referred to as "the Center for Computational ___ at the Flatiron Institute" or "Flatiron Institute's Center for Computational ___." There are currently centers for computational astrophysics, biology, mathematics, neuroscience and quantum physics.
LOGO
COLOR VARIATIONS
Whenever possible, we showcase our logo in our proprietary brand color, Simons Blue. However, in instances where the logo is placed on a dark background with low contrast, use the white version instead.

LOGO
CLEAR SPACE
To ensure that our primary logo remains clear and visible at all times, it is important to maintain a minimum clear space area around our logo on all sides.

LOGO
MINIMUM SIZE
Establishing a minimum size ensures that the impact and legibility of our logo aren’t compromised. The minimum size is 140 px wide in digital, 0.75 inch wide in print.
**LOGO VIOLATIONS**

Please follow these rules to help us maintain quality and consistency in our brands.

If you have any questions or requests, contact the Simons Foundation communications team, who will review or approve all queries.

All of these rules also apply to the Flatiron Institute logo.

Do not re-create, retype or redraw our logos.

Do not stretch or alter our logos in any way.

Do not outline any part of our logos.

Do not use low-resolution files or screenshots of our logos.

Do not rotate or skew our logos.

Do not use an unapproved color for our logos.

Do not place our logos on backgrounds that limit legibility.

Do not alter the brackets on our logos.

Do not use graphic effects on our logos (e.g., drop shadows).

Do not separate the 'S' from the Simons Foundation icon logo.

Do not use our logos as an image mask.

Do not omit words or icons from our logos.
GUIDELINES FOR USING OUR NAME

While the legal name of our foundation is "The Simons Foundation, Inc.,” we have opted to use "Simons Foundation" instead. Strictly, the article "The" is not part of the Simons Foundation brand.

“The” may be used to modify the “Simons Foundation” in copy, as in the sentence you have just read!

However, “The” should not appear in headlines. In headlines, it is always “Simons Foundation.”

“About Simons Foundation.”

When our name is part of a list, such as a list of organizations or donors, please use only “Simons Foundation.”

In copy, “the Simons Foundation” is correct. The “the” is lowercased in text. Do not say, “I rang up Simons Foundation on the phone.”

CORRECT:

“The Simons Foundation’s mission is to ...”

“David Spergel is president of the Simons Foundation.”

WRONG:

“David Spergel is president of The Simons Foundation.”

“We thank the Sloan Foundation and The Simons Foundation.”