1 SKOLL FOUNDATION

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BRAND POSITIONING

We must make sure that our brand is instantly recognizable and always articulated clearly. These guidelines establish a framework for producing creative, consistent communications that will strengthen and build our brand recognition.

Positioning Statement

The Skoll Foundation connects and celebrates the world’s most promising social entrepreneurs. By creating opportunities for the right people to connect with the right resources at the right time, The Skoll Foundation partners with social entrepreneurs dedicated to creating vibrant, more prosperous communities worldwide.

Our Personality

Our personality is the distinctive character and attitude of our organization. It’s how we would want someone to describe us. It informs the tone and manner of our speech and writing as well as the look and feel of all our visual expressions.

Ambitious
A strong desire for achievement. Aiming for the highest goals.

Rigorous
Marked by, or acting with scrupulous exactness. Extremely accurate; precise.

Inspiring
Raise the spirits of; encourage; motivate; uplift.
SIGNATURE AND CLEAR ZONE

Logotype and descriptor

This is our primary Signature for Skoll. Use it on all applications except where legibility may be compromised.

Signature and Logotype

The term “Signature” commonly refers to the configuration of the Logotype and descriptor (Foundation). Over the near term, the entire signature should be used until the Skoll brand has been substantially established in the minds of its intended audiences. Exceptions may be made for stationery, or other communication materials where the legal name is present.

The elements of the Signature, as well as the Logotype, have been carefully designed, spaced and proportioned to maximize their visual impact and legibility. Do not attempt to re-draw, re-create, or in any way alter the Symbol, Logotype, or Signature. Electronic artwork for the Skoll Signatures is provided with these guidelines.

Skoll Signature Clear Zone

In order to maintain the integrity of the Skoll Foundation Signature, it should not be crowded by type or other graphic elements. A clear zone is the minimum area around the Signature which must remain free of any type or graphics, or the edge of an application. The illustrations below demonstrate the clear zone for the Skoll Signatures.

‘X’ refers to the height of the letter “s” in skoll.

Clear Zone:
Maintain a minimum clearance around the signature equaling the X-height of the Logotype for both the horizontal and vertical Signature versions. See illustration above.
ACCEPTABLE USAGE

Use the CMYK, or web equivalent of the Skoll Signature whenever possible. Pantone® colors are specifically for printing purposes when color. When printing, always use the artwork provided. Artwork has been provided for printing in the following formats: four-color process (CMYK), Pantone®, black and white.

Color Applications

Use the artwork provided and specified when printing in color. When the artwork appears on a color field and is smaller than 0.3" wide, it is recommended that the entire Signature should be in monochrome color or reversed out to white on dark background.

Black and White Applications

Use the artwork provided and specified for use on a black background. When the artwork appears smaller than 0.3", it is recommended that the entire Signature be reversed out to white. The minimum size of the Signature should not be smaller than 0.3".
Incorrect Usage for Skoll Foundation Signature

This page provides a few examples of incorrect identity usage. The Skoll Signature, color palette and typography are the main features of the brand identity. To maximize our opportunity for visual recall they must be applied consistently as specified in these guidelines.

- Do not create the Logotype in a new configuration.
- Do not place the Signature on a background that lacks adequate contrast.
- Do not outline the Signature.
- Do not substitute the Signature colors.
- Do not skew or distort the perspective of the Signature.
- Do not place the full color Signature on a overly complicated pattern or background.
- Do not replace the Logotype with another typeface.
LOGO
COLOR PALETTE

Color can powerfully express the look and feel of the organization. Our primary color palette consists of the two colors extracted from the Skoll Foundation Logotype. Use them, when appropriate, in communications to maintain consistency and to strengthen the overall identity.

**Primary Color Palette**

Our primary color palette consists of two colors. These colors may be used as accents or complements to the secondary palette when creating communications pieces (i.e. typography and/or backgrounds).

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>Pantone</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenyan Copper</td>
<td>C 0 M 99 Y 91</td>
<td>PMS 7628</td>
<td>#8A1F03</td>
</tr>
<tr>
<td>Flamingo</td>
<td>C 0 M 83 Y 92</td>
<td>PMS 485</td>
<td>#F15323</td>
</tr>
</tbody>
</table>

**Secondary Color Palette**

The secondary colors may be used as complements to our primary palette. Additional colors may be used with the approval of The Skoll Foundation.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>Pantone</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>C 0 M 42 Y 100</td>
<td>PMS 1235</td>
<td>#FAA418</td>
</tr>
<tr>
<td>Hibiscus</td>
<td>C 0 M 87 Y 10</td>
<td>PMS 221</td>
<td>#B53260</td>
</tr>
<tr>
<td>Jungle Green</td>
<td>C 79 M 0 Y 62</td>
<td>PMS 340</td>
<td>#8A1F03</td>
</tr>
<tr>
<td>Seashell</td>
<td>C 0 M 0 Y 0</td>
<td>PMS Cool Gray 9</td>
<td>#8A1F03</td>
</tr>
<tr>
<td>Raven</td>
<td>C 0 M 0 Y 0</td>
<td>PMS Cool Gray 9</td>
<td>#8A1F03</td>
</tr>
<tr>
<td>Ruby</td>
<td>C 7 M 100 Y 73</td>
<td>PMS 192</td>
<td>#F15323</td>
</tr>
</tbody>
</table>

CMYK (Cyan, Magenta, Yellow, Black) - also referred to as “process colors,” the method by which images are printed using cyan, magenta, yellow and black. The specific numeric values in the row above refer to the percentages of each of the four process colors.

Pantone® - the proprietary color matching system used in printing to create inks and maintain color integrity; the numbers in this column refer to the Pantone color system.

RGB (Red, Green, Blue) - the method by which video monitors and projectors display color; the numeric values listed in this column refer to amount or intensity of red, green and blue in each of the colors.

HEX or # - the colors used in display devices (PC monitors and scanners); the numeric values listed in this row refer to the amount or intensity of red, green and blue in each of the colors.

PANTONE® is a registered trademark of Pantone. Inc. The colors shown here are not intended to match the PANTONE® Color Standard. See current edition of the PANTONE® color Formula Guide for accurate color standards.
Identity application on different imageries

When using backgrounds and darker images, use the transparent Signature with the white foundation bar or reverse the entire Signature out to white for maximum legibility.

Transparent Signature +
PMS 167 bar
Logotype 100% White
Foundation bar PMS 167

Knocked Out Signature
Knocked out to white

The specifications on the left have been created for this particular (sun) image as a reference for the most optimal and legible placement of the identity.
LOGOTYPE USAGE
WITH IMAGERY

Identity application on different imageries

When using the Skoll Signature on imagery, choose from one of the four Signature options provided. Whenever possible, use the two-color Skoll Signature for maximum legibility and impact.

The specifications below have been created for other photos as a reference for the full color identity placement in the appropriate space in the middle where the logo is most legible.

Two-color signature
Logotype 100% PMS 7628
Foundation bar 100% PMS 167

Knocked Out Signature
Knocked out to white

Transparent Signature + PMS 167 bar
Logotype 100% White
Foundation bar PMS 167
**Extracting the Foundation Symbol**

The Symbol may be extracted from the Logotype and used alone as a design element, provided it is clear within the context of the communication that it signifies Skoll Foundation. It may be used in skoll kenya copper color as a stand alone symbol, or knock out in white and overlay on color background. In order to maintain the symbols unity, the value of both elements (i.e. the “o” and “foundation bar”) should always be the same value.
WEBSITE

Typography
For desktop web applications, use Montserrat font family. Follow the following hierarchy for the general headline CSS application. For p the body text, Montserrat Light should be used as the primary face for most text.

**Monsterrat - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Monsterrat - Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Monsterrat - Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Monsterrat - Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**HEADLINE 1**

  -  Letter-spacing: 0.5px

**HEADLINE 2**

  -  Letter-spacing: 0.5px

**Headline 3**

// Font-family: Montserrat-Medium  -  Font-size: 28px  -  Text-transform: Capitalize (first character of each word to uppercase)
  -  Text-align: center  -  Line-height: 35px  -  Colour: #F44418 or #F15323 (hover)  -  Letter-spacing: 0px

**HEADLINE 4**

  #333333 or #FFFFFF  -  Letter-spacing: 0.5px

**HEADLINE 5**

  #333333 or #FFFFFF  -  Letter-spacing: 0.5px

This is a paragraph using Montserrat Light at 16px, with a 30px line-height in the colour #333333.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

WEBSITE SPECIFIC
STYLES AND
SAFETY ZONE

Best Practices

For desktop website applications, use Montserrat font family. For headers, secondary
headers or for emphasis in web, use Monsterrat 700 and 400. But Montserrat 300 is
used as a header font in larger size.

For body text Montserrat Light should be used as the primary face for most text.

Top Menu

MENU BUTTON


MENU BUTTON (hover state)


Page Current

// Font-family: Montserrat-Regular - Font-size: 10px - Line-height: 10px - Colour: #898B8E

Top Banner

Banner caption should stay within the safety zone as indicated below. The first line should always have white background as a
highlighter, while the rest of the lines should have orange. All the important subject should stay on the right side of the image.

HEADLINE H1 (White Highlight)

Letter-spacing: 0.5 - White highlight FFFFFF

HEADLINE H1 (Orange Highlight)

Letter-spacing: 0.5 - Orange highlight #FAA418

HEADLINE H1 (White Highlight)

Letter-spacing: 0.5 - White highlight #FAA418
Signature Line

The signature line is an important identity to Skoll Foundation and should never be altered to another color. Please follow the color code on Skoll branding guideline. The thickness is 5px.

Skoll Perspective

Card design that leads to Spotlight and blog pages.

Headline H3


Headline H5


Headline H6 2


Featured News Banner

Banner caption should stay within the safety zone as indicated below. The first line should always have white background as a highlighter, while the rest of the lines should have orange. All the important subject should stay on the right side of the image.

HEADLINE H2 (White Highlight)


HEADLINE H2 (White Highlight)

Skoll Awardees are driving solutions in these six main issue areas:

1. **Healthcare:** Building expertise and strategic alliances that establish new legal frameworks to protect human rights and the rule of law. Freedom, stability, and social solutions that ensure the protection of human rights and the rule of law are critical building blocks to lasting peace.

2. **Economic Opportunity:** Adequate preparation for, and access to, quality education unlocks the economic opportunities that can transform lives, lift communities out of poverty, and open up new pathways to sustainability. Clean water, clean energy, and sustainable shelter are essential for raising a family—divides those with a promising future and those without.

3. **Environment:** Destructive practices like deforestation and pollution have led to alarming, unprecedented, and inexcusable emissions that are causing skyrocketing global greenhouse gas levels, resulting in millions of preventable deaths each year. In some regions of the world, lack of access to and use of vital health services is exacerbated by a lack of education. Child mortality is an issue that's experienced and witnessed by everyone, and it is to be avoided.

4. **Inequality:** Advances in technology and shifting markets have led to a widening divide of society's ills, resulting in millions of people—especially in the developing world—living with extreme hardship. As a global community, we must hold businesses accountable for their actions and demand that they lead a more sustainable future, free from pollution and the destruction of the world’s natural resources. To achieve this vision, we must support and celebrate innovations that are equitable and sustainable.

5. **Education:** Many of society's most pressing issues are rooted in a lack of education. Children who lack the skills and knowledge they need to succeed are more likely to experience life-shattering conflict. At the same time, we must do more to ensure that everyone has access to an education, especially in remote and underserved communities.

6. **Solutions:** Skoll Awardees are working on solutions to the above challenges. They are catalyzing change to create a more sustainable future and a world that is in sync with nature. The solutions they offer are based on the need to reduce our impact on the environment and improve the health and well-being of all people.

Today's short-termist market does not reflect the real value creation. Market players must mobilize in ways that are long-term and sustainable, promoting transparency, government accountability, and demand for a return to basics. From Haiti to Syria, life-shattering conflict must be transformed into collaborative, workable political, legal, and social solutions that ensure the protection of human rights and the rule of law. Freedom, stability, and social solutions are the key to a healthy and prosperous future for everyone.

To incentivize change, we must turn our markets into collaborative, workable political, legal, and social solutions that ensure the protection of human rights and the rule of law. Freedom, stability, and social solutions are the key to a healthy and prosperous future for everyone. To incentivize change, we must turn our markets into collaborative, workable political, legal, and social solutions that ensure the protection of human rights and the rule of law. Freedom, stability, and social solutions are the key to a healthy and prosperous future for everyone.
2 SKOLL WORLD FORUM

16 SIGNATURE AND CLEAR ZONE
17 ACCEPTABLE USAGE
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20 LOGO COLOR PALETTE
21 COMMUNICATION COLLATERAL
SIGNATURE AND CLEAR ZONE

Vertical Version

Skoll World Forum

Horizontal Version

Skoll World Forum

Logotype

The vertical version logotype is preferred, and should be used in most cases as shown throughout these guidelines. The horizontal version may be used in cases where space considerations make the preferred application impractical.

Over the near term, the entire logotype should be used until the Skoll World Forum brand has been substantially established in the minds of its intended audiences. Exceptions may be made for stationery, or other communication materials where the legal name is present.

The elements of the logotype have been carefully designed, spaced and proportioned to maximize their visual impact and legibility. Do not attempt to re-draw, re-create, or in any way alter the Symbol, Logotype, or Signature. Electronic artwork for the Skoll World Forum logotype is provided with these guidelines.

Skoll Signature Clear Zone

In order to maintain the integrity of the Skoll World Forum logotype, it should not be crowded by type or other graphic elements. A clear zone is the minimum area around the logotype which must remain free of any type or graphics, or the edge of an application. The illustrations below demonstrate the clear zone for the logo.

Clear Zone:
Maintain a minimum clearance around the logo. ‘X’ refers to the height of the letter ‘k’ in skoll. See illustration on the right.
ACCEPTABLE USAGE

Color Applications

Use the artwork provided and specified when printing in color. The logotype is in When the vertical logotype artwork appears on a color field and is smaller than 0.5” wide, the horizontal version is another option as its minimum size does not go smaller than 1.1 inch wide.

Black and White Applications

Use the knock-out-to-white vertical and horizontal version provided and specified for use on a black background.

Single-color vertical application
100% black background
Logotype k/o to white

B/W application
Black Signature vertical version

B/W application
Black Signature horizontal version
**ACCEPTABLE USAGE**

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**Logo with Branding Elements**

Knocked out white logotype in vertical and horizontal version can be applied to this Flamingo Orange background with white stripes and the clear zone remains the same. This identity is also another variation of the logo and can be a standalone representation of the Skoll World Forum.

Vertical version on orange background with white stripes

Vertical version on orange background with white stripes

Branding element - orange background with white stripes
**INCORRECT USAGE**

**Incorrect usage for Skoll World Forum Logotype**

This page provides a few examples of incorrect identity usage. The Skoll Signature, color palette and typography are the main features of the brand identity. To maximize our opportunity for visual recall they must be applied consistently as specified in these guidelines.

- Do not create the Logotype in a new configuration.
- Do not substitute the Signature colors.
- Do not outline the Signature.
- Do not skew or distort the perspective of the Signature.
- Do not place the Skoll Signature in odd shapes.
- Do not replace the Logotype with another typeface.
- Do not use strong drop shadow behind the logotype.
- Do not place the full color Signature on a overly complicated pattern or background.
Our primary color palette consists of the two colors extracted from the Skoll World Forum Logotype. Use them, when appropriate, in communications to maintain consistency and to strengthen the overall identity.

### Primary Color Palette

Our primary color palette consists of one color and white. These colors may be used as accents or complements to the secondary palette when creating communications pieces (i.e. typography and/or backgrounds).

<table>
<thead>
<tr>
<th>Color</th>
<th>Print</th>
<th>Pantone</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flamingo</strong></td>
<td>C 0</td>
<td>M 83</td>
<td>Y 52</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 485</td>
<td>R 241</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 63</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 35</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#F15323</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>C 0</td>
<td>M 0</td>
<td>Y 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>R 255</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 255</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 255</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

### Secondary Color Palette

The secondary colors may be used as complements to our primary palette. Additional colors may be used with the approval from Skoll Foundation.

<table>
<thead>
<tr>
<th>Color</th>
<th>Print</th>
<th>Pantone</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sun</strong></td>
<td>C 0</td>
<td>M 82</td>
<td>Y 100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 1235</td>
<td>R 250</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 164</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 26</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#F5A1B0</td>
</tr>
<tr>
<td><strong>Hibiscus</strong></td>
<td>C 0</td>
<td>M 87</td>
<td>Y 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 221</td>
<td>R 181</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 96</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#B53260</td>
</tr>
<tr>
<td><strong>Jungle Green</strong></td>
<td>C 79</td>
<td>M 0</td>
<td>Y 62</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 340</td>
<td>R 37</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 187</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 143</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#FAA418</td>
</tr>
<tr>
<td><strong>Seashell</strong></td>
<td>C 0</td>
<td>M 0</td>
<td>Y 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS Cool Gray 9</td>
<td>R 241</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 241</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 241</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#F1F1F1</td>
</tr>
<tr>
<td><strong>Raven</strong></td>
<td>C 0</td>
<td>M 0</td>
<td>Y 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS Cool Gray 9</td>
<td>R 137</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 139</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B 142</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#89B8BE</td>
</tr>
<tr>
<td><strong>Ruby</strong></td>
<td>C 7</td>
<td>M 100</td>
<td>Y 73</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS 192</td>
<td>R 221</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>G 34</td>
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<td></td>
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<td>B 72</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>#DD2248</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>C 0</td>
<td>M 0</td>
<td>Y 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PMS Black</td>
<td>R 0</td>
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<td>G 0</td>
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<td>B 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
COMMUNICATION COLLATERAL

Communication Document

There is a lot of flexibility in our communication collateral design but make sure the design always feels like it’s from Skoll World Forum. Skoll World Forum logo on Flamingo Orange background with white stripes should always be in the header. If there is more than one page in the document use the plain Flamingo Orange background with white stripes without logo in the following pages.

For Office 365 or Google Doc use Montserrat font family. Follow the following hierarchy for the title and the sub-title application.

The Skoll signature divider should always be used to separate main title from the body part that contains all the subtitles and the body text.

Title:
Montserrat Semibold 23pt or max. 2pt smaller if needed. All Caps, left aligned, #333333

2 px line
#B53260, #FAA418, #25BB8F, #F15323

Body text
Montserrat Normal, 11pt, left aligned, #333333

Hyperlink:
Montserrat Medium, #FAA418

Sub-title:
Montserrat Semibold 15pt, All Caps, left aligned, #F15323

Sub-body text
Montserrat Normal, 9pt, left aligned, #333333