

Our Logo

Gladstone Logo

The Gladstone logo is the most important and visible representation of our visual identity and brand. Based on a specific logotype, our logo is a visual cue for everything we represent. It is refined, simple, and accessible. It does not favor one scientific discipline, discovery, or institute. Instead, it uses visual effects to draw the eye to “Gladstone,” a word that represents everyone who is part of our community.

Custom ligature creates a distinct, personalized wordmark.



GLADSTONE
INSTITUTES

Fully justified type (aligned to both left and right margins) ensures balance and flexibility.

Logo Color

Positive Reproduction

Gladstone’s logo may be used in the following colors: Gladstone Blue, Classic Grey, or black (refer to Gladstone’s color palette for more information on specific colors). Restricting the color palette means the logo will appear consistently across many different usages and platforms, whether print or digital.

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Reverse Reproduction

The white version of the logo must be used when it appears on a dark background. The background should be in one of accepted logo colors (shown below; see the color palette for details), unless the logo is being used by a partner organization, in which case other background colors may be acceptable.

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Logo Usage

Logo Lockups

The Gladstone logo can appear in two configurations, or “lockups,” to provide flexibility and best suit different layouts. Gladstone’s tagline—*Science Overcoming Disease*—can also be included. The tagline is set in Museo Sans Light Italic, within the same font family as the logotype.

Vertical Lockup

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The vertical lockup is the preferred and recommended configuration. Use it in the majority of instances, as long as it’s appropriate for the given application and layout.

Vertical Lockup with Tagline

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*SCIENCE
OVERCOMING
DISEASE*

The vertical lockup can also be used with Gladstone’s tagline. In this lockup, the logo and tagline are separated by a horizontal dividing rule. The two elements must be used in this configuration, which cannot be modified.

Horizontal Lockup

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Use the horizontal logo lockup when vertical space is limited.

Horizontal Lockup with Tagline

GLADSTONE INSTITUTES
SCIENCE OVERCOMING DISEASE

The horizontal lockup can be used with the tagline, without a dividing rule, and must be used in this configuration.

Logo Usage

Clear Space

A minimum amount of space must be provided around the Gladstone logo to ensure it remains visible and easily identifiable. When the logo is used with the tagline, clear space must surround the two elements. The minimum clear space is equal to the width of the “G” in Gladstone, based on the scale at which the logo is being used.

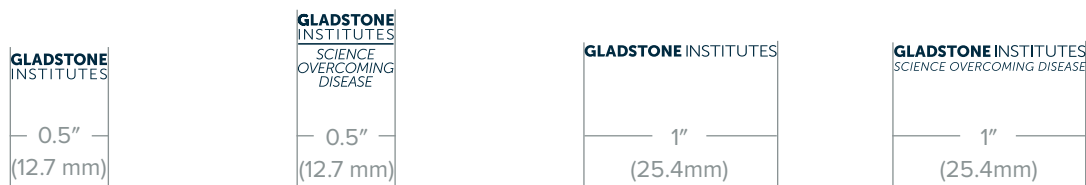
X = width of the “G” in “Gladstone”



Minimum Size

To retain legibility and preserve its integrity, the logo must always be used at sizes equal to or larger than those shown below, based on the given lockup.

Print



Digital



Logo Usage

Incorrect Usage

To maintain the integrity of the logo, the following examples show how it should not be applied. If you are uncertain about the use of the logo, please check with Gladstone's Communications Team.

DO NOT add modifiers or names of Gladstone entities (institutes, centers, cores, departments, etc.) to the logo.

**GLADSTONE
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Center for Defense
against the Dark Arts

DO NOT try to typeset the logotype or alter its composition in any way.

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DO NOT change the color of the logo to an unapproved color.

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DO NOT stretch, distort, or transform the logo.

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DO NOT use the logo with any symbol or icon.



DO NOT rotate or place the logo at an angle.

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DO NOT apply a drop shadow, a gradient, an outline, or any other effect to the logo.

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DO NOT place the logo on a distracting or competing background.



DO NOT place the logo in a shape.

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Logo Usage

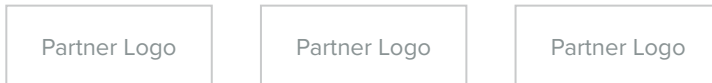
Co-Branding with External Partners

Gladstone partners with many organizations, and our logo may need to be represented alongside those of our partners. In addition to respecting minimum clear space requirements, use the following as a guide for how the Gladstone logo should appear with partner logos.

Primary Partner

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When Gladstone is the primary partner, place the logo above the partner logo(s) at an increased size.



Equal Partner

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Partner Logo

As equal partners, place the logos alongside one another at comparable weights and sizes. Add a vertical dividing rule for clarity, ensuring sufficient clear space surrounds each logo.



Supporting Partner

Partner Logo

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Partner Logo

Partner Logo

When Gladstone is a supporting partner, our logo can be situated beneath the primary partner logo. It should be of comparable weight and size to other supporting partner logos. Ensure sufficient horizontal space is provided between the logos so they can easily be distinguished from one another.

