

BRAND GUIDELINES

FEBRUARY 2025

THE BURROUGHS WELLCOME FUND

serves and strengthens society by nurturing a diverse group of leaders in biomedical sciences to improve human health through education and powering discovery in frontiers of greatest need.



LOGO USAGE

PRIMARY LOGO

The Burroughs Wellcome Fund logo should primarily be presented in it's complete form, featuring both the type and the Eye of Horus icon.

BRAND ICON

The Eye of Horus icon can be used as a separate design element to enhance the overall design of a piece, but can never be used in place of the primary logo. It must always be accompanied by the full primary logo. See page 6 for more details.

CLEARSPACE

To maintain the integrity of the Burroughs Wellcome Fund logo, keep a fixed amount of open space around the entire logo for legibility and impact. The minimum clearance is depicted by the height and width of the eye icon as displayed in the diagram. No other elements should encroach on this surrounding area.

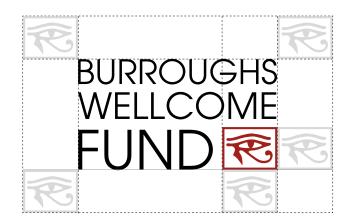
MINIMUM SIZE

The logo should always be presented at a recognizable size and scaled appropriately to the medium upon which it is displayed. The minimum width of the logo is 1 inch (or 150 px). When presenting with other logos, the Burroughs Wellcome Fund logo should be at least comparable in scale and never smaller than the minimum size.

Primary Logo



Clearspace



Eye of Horus Icon



Logo Minimum Width



1 in / 150 px

LOGO USAGE

LOGO COLOR

The primary Burroughs Wellcome Fund logo uses BWF Red and BWF Black. See page 8 for color values. The logo may also be displayed in full black or white, when a full color logo does nto provide the best contrast. Always make sure that the logo is clearly legible over any color or image background.

Variations: The type should always remain either black or white, but the icon can be changed to any secondary color that best fits the design of the piece it is being presented on.

Full color logo

Black



BURROUGHS WELLCOME FUND

Reversed logo over colored background



Reversed logo over image



Examples of alternate color variations









LOGO USAGE

INCORRECT USE

The Burroughs Wellcome Fund logo must never be manipulated or redrawn. Always use official logo files across all marketing communications. Please avoid these incorrect treatments of the logo.

Do NOT:



Stretch or distort the logo



Modify individual parts of logo



Reposition elements of logo



Place type or other elements within the clearspace zone



Place the brand mark on a background with poor contrast



Remove any part of the primary logo

ICON USAGE

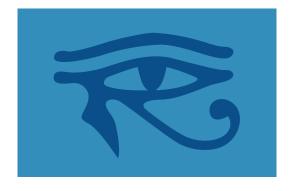
EYE OF HORUS ICON USE

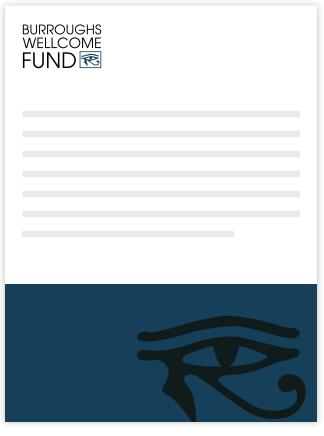
The Eye of Horus icon may be used as a secondary graphical element to enhance the brand, as long as the primary logo is also used within the same designed piece. The icon must never be used without the primary logo present.

In most cases, the icon will be used as a watermark. For this treatment, make the background color and the icon the same brand color and set the icon transparency mode to multiply. The opacity may be adjusted as needed.









Example of using the Eye of Horus icon as a secondary design element along with the primary logo.

COLOR PALETTE

PRIMARY COLORS

This is the core Burroughs Wellcome Fund color palette and should be used for all primary communications within the Burroughs Wellcome Fund brand.

Primary Colors

BWF Red	C0 M95 Y100 K29	R160 G32 B28
BWF Black	C60 M40 Y40 K100	R0 G0 B0
BWF Gray	C22 M18 Y18 K0	R197 G197 B197

SECONDARY COLORS

The secondary color palette can be used to complement the primary colors.

Secondary Colors

Sky Blue	C79 M27 Y7 K0	R0 G148 B199
Indigo	C98 M68 Y38 K23	R0 G74 B105
Moss	C49 M35 Y50 K5	R135 G143 B128
Sunset	C0 M70 Y90 K0	R223 G99 B52

TYPOGRAPHY

PRIMARY FONT FAMILY

The primary typeface for Burroughs Wellcome Fund is Helvetica Now. Helvetica Now is a simple and modern typeface that comes in a variety of weights and offers flexibility of use. Helvetica Now should be used whenever possible for all marketing communications which will help create a consistent and strong identity.

Helvetica Now Bold Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Bold Italic Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Medium Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Medium Italic Aa Bb Cc Dd Ee Fe 123456789 Helvetica Now Regular Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Italic Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Light Aa Bb Cc Dd Ee Fe 123456789

Helvetica Now Light Italic Aa Bb Cc Dd Ee Fe 123456789

TYPOGRAPHY

WEB FONT FAMILY

When Helvetica Now is not available, please use the web-safe font Inter for websites and other electronic materials. Inter is optimized for viewing on screens, making it ideal for UI design. Inter can be downloaded from Google fonts.

Inter Bold Aa Bb Cc Dd Ee Fe 123456789

Inter Bold Italic Aa Bb Cc Dd Ee Fe 123456789

Inter Semi Bold Aa Bb Cc Dd Ee Fe 123456789

Inter Semi Bold Italic Aa Bb Cc Dd Ee Fe 123456789 Inter Regular

Aa Bb Cc Dd Ee Fe

123456789

Inter Italic

Aa Bb Cc Dd Ee Fe

123456789

Inter Light

Aa Bb Cc Dd Ee Fe

123456789

Inter Light Italic Aa Bb Cc Dd Ee Fe

123456789

SYSTEM FONTS

When Helvetica Now is not available, please use Arial, or Helvetica if possible, on system documents such as Microsoft programs.

Arial Bold Aa Bb Cc Dd Ee Fe 123456789

Arial Bold Italic Aa Bb Cc Dd Ee Fe 123456789 Arial Regular
Aa Bb Cc Dd Ee Fe
123456789

Arial Italic Aa Bb Cc Dd Ee Fe 123456789

BRAND PATTERN

BRAND PATTERN USE

A modern adaptation of a fingerprint, this pattern can be used on communication materials to enhance the brand. This pattern conveys movement, pathways, science and a human connection. This is meant to be a supporting element, not to overwhelm or distract from the primary brand.



NAMING CONVENTIONS

This is a set of naming conventions to help keep communication materials consistent across all platforms.

LIST WITHOUT PERIODS

When listing a terminal degree* after a person's name for the first time, do not use a period. For example, "Barbara C. Schroder, PhD" or "Barbara C. Shroder, EdD".

INCLUDE PROFESSIONAL DESIGNATIONS

If a person's name includes a professional designation, list it after the degree. For example, "John Smith, PhD, FAIA".

USE THE TITLE "DR." SPARINGLY

Only use the title "Dr." in special contexts, such as commencement programs and donor lists. For medical doctors, refer to them by their medical title or profession.

USE DEGREE INITIALIZATIONS WITHOUT SPACES OR PERIODS

Use degree initializations like BA, MS, MBA, EdD and PhD without spaces or periods.

LIST MULTIPLE DEGREES IN REVERSE-CHRONOLOGICAL ORDER.

When citing multiple degrees on your resume, put them in reverse-chronological order, or newest to oldest. The general rule is to list credentials in the following sequence: permanent credentials, professional licenses, national certifications, and then additional certifications.

^{*}A terminal degree is the highest academic degree available in the United States, and is usually a Doctor of Philosophy (PhD). Other examples of terminal degrees include the Master of Social Work (MSW) and the Doctor of Physical Therapy (DPT)

VIDEO GRAPHICS

LOWER THIRDS

Our lower thirds utilize our brand color palette. The background is largely solid, specifically in areas of text which allows for easy implementation of the graphic onto any video.









TYPOGRAPHY HIERARCHY

TYPOGRAPHIC HIERARCHY

Attention should be given to the written copy, ensuring legibility as well as visual attraction. To create a clear hierarchy, it is important that we ensure size and weight differences between levels of information. The line height, tracking and text arrangement specified in this document can be followed to achieve brand consistency throughout. Type size may vary based on the content and the size of the document

Main headline Helvetica Now Light 100% Line Height

Subhead Helvetica Now Bold 100% Line Height

Body copy Helvetica Now Light 100% Line Height

Footnotes Helvetica Now Light 100% Line Height

Burroughs Welcome Fund

Improving human health through education and powering discovery in frontiers of greatest need

BWF's financial support is channeled primarily through competitive peer-reviewed award programs.

BWF makes grants primarily to degree-granting institutions on behalf of individual researchers. To complement these competitive award programs, BWF also makes grants to nonprofit organizations conducting activities intended to improve the general environment for science.

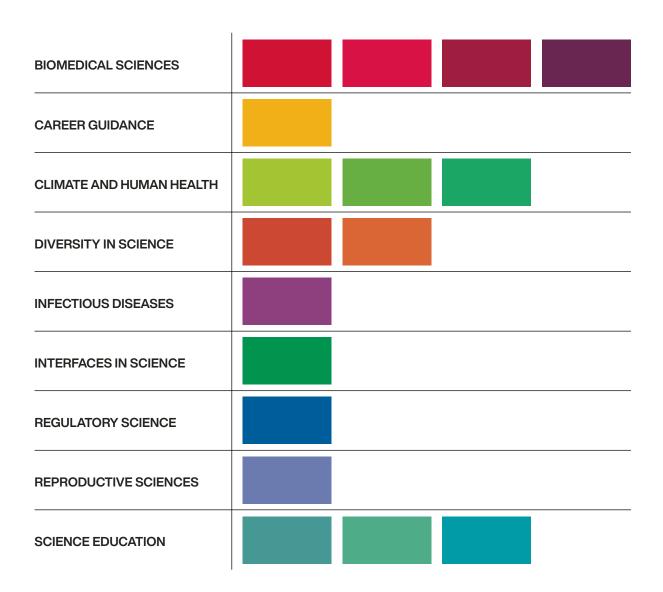
BWF believes that a diverse scientific workforce is essential to the process and advancement of research innovation, academic discovery, and public service.

BWF's financial support is channeled primarily through competitive peer-reviewed award programs. BWF makes grants primarily to degree-granting institutions on behalf of individual researchers. To complement these competitive award programs, BWF also makes grants...

GRANT PROGRAMS COLOR OVERVIEW

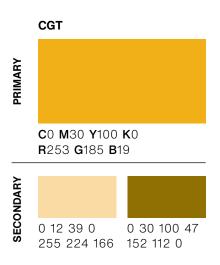
COLOR OVERVIEW

This is the Burroughs Wellcome Fund color overview for grant programs. These colors help to easily recognize and differentiate the different grant programs. Please view the following pages for specific color builds for each individual program.



BIOMEDICAL SCIENCES CAMS CRTG PRIMARY C0 M100 Y81 K4 **C**0 **M**100 **Y**55 **K**0 **R**227 **G**25 **B**55 R237 G21 B86 SECONDARY 0 95 100 29 0 31 16 0 0 30 22 0 0 100 63 48 250 191 180 160 32 28 249 189 188 143 0 40 **RFS PSIA** PRIMARY **C**30 **M**100 **Y**70 **K**4 C70 M100 Y50 K0 **R**175 **G**37 **B**72 **R**114 **G**48 **B**99 SECONDARY 44 100 70 41 14 20 10 0 70 100 50 42 5 22 13 0

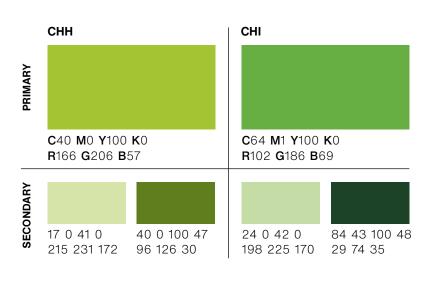
CAREER GUIDANCE

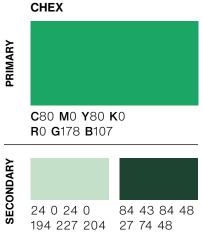


216 200 208 73 20 62

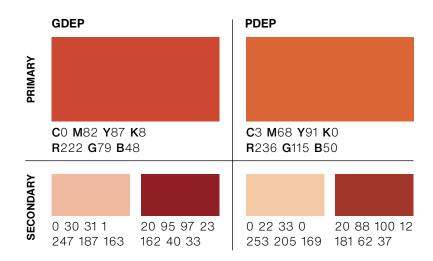
237 203 202 104 18 46

CLIMATE AND HUMAN HEALTH

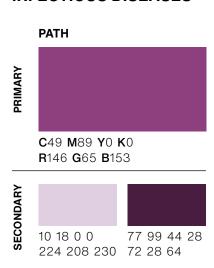




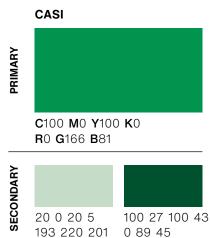
DIVERSITY IN SCIENCE



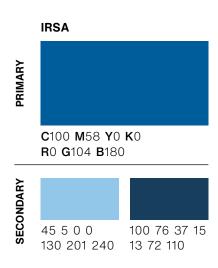
INFECTIOUS DISEASES



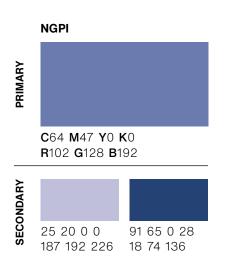
INTERFACES IN SCIENCE



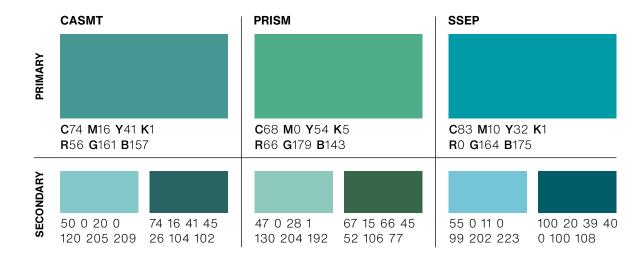
REGULATORY SCIENCE



REPRODUCTIVE SCIENCES



SCIENCE EDUCATION



BURROUGHS WELLCOME FUND

