

## Credits in Context

For materials such as press releases, use the text provided at this link to describe the Foundation:  
[www.hluce.org/about/credit-press-guidelines/](http://www.hluce.org/about/credit-press-guidelines/)

When included in a list of supporters, do not add “The” before the Foundation name. Display simply as: **Henry Luce Foundation**.

In running text, the Foundation name should be preceded by a lowercase “the” and can be referred to as “the Luce Foundation” upon second and multiple mentions. Example:

*This project was supported by a grant from the Henry Luce Foundation.*

**Whenever possible, inclusion of the Foundation logo is preferred over text-only acknowledgements.**

When applicable, the Foundation prefers to be acknowledged as a “lead sponsor” or “major sponsor.” In such cases, this verbiage can be used in conjunction with the logo, and the Foundation name does not need to be repeated as text.

Lead sponsorship provided by



~~Lead sponsorship provided by the Henry Luce Foundation~~



## Basic Logo Usage

The full logo—LUCE mark and Foundation name—should be used at all times. Do not separate, isolate, or rearrange any part of the logo from the rest without explicit permission.



The full-color mark is always preferred, but all-black or all-white versions are acceptable for single-color or dark-background applications to ensure legibility. Do not employ any other color combinations.



### Luce Red

Print: PMS 3517 or CMYK 23/100/100/17

Digital: #9A0005

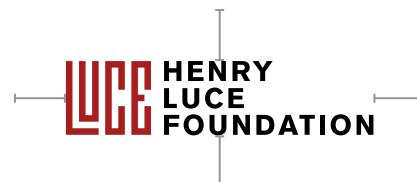
### Minimum Size

Print: 0.25 inch high by 1 inch wide

Digital: 36 x 144 px at 72 dpi

### Spacing

Except when preceded by a label such as “Sponsored by” the logo should have clearance on all sides of at least 70% the height of the logo.



### Use Alongside Other Logos

Foundation credit size should be equal in prominence to that of any other foundation or corporate funder that has provided a similar level of funding. The size of the Foundation logo and appearance of the Foundation name should appear balanced with others and not be determined solely by exact width or height.



**Brooklyn Museum**



 **Smithsonian**



**Mia**  
Minneapolis Institute of Art



**THE  
MET**