



CORNING FOUNDATION

Corning Incorporated Foundation Logo Overview

The Corning Incorporated Foundation logo is the visual representation of the Foundation. In order to use the logo, you must get an approved logo file from the Foundation's website (www.CorningFoundation.org). The Foundation logo is to be used ONLY when funds have been donated from Corning Incorporated Foundation. If funds were donated by Corning Incorporated, then the Corning logo should be used.

Color

The colors in the Corning Incorporated Foundation logo were chosen to represent the four pillars of the Foundation. Blue represents education, green represents human services, pink represents culture, and yellow represents volunteerism. Whenever possible, the color version should be used; however, black or white options are available if necessary.



! Black box is NOT a part of the white logo file. It is shown only to illustrate the use of a white logo.

Corning Blue
PMS 301c
100C 46M 5Y 18K
OR 82G 147B
#005293

PMS 377c
51C 5M 98Y 23K
115R 150G 0B
#739600

PMS
Rhodamine Redc
3C 89M 0Y 0K
255R 51G 153B
#FF3399

PMS 123c
0C 24M 94Y 0K
255R 204G 51B
#FFCC33

Clearspace

The visual space around the logo plays an important role in defining its visual presence. A defined clearspace must always surround the Corning Incorporated Foundation logo. No other visual element or text should be placed within the minimum clearspace. The amount of clearspace around the logo should be the same as the height of the "C" in Corning as shown below.



Available File Types and Uses

The logo is available in multiple file types: JPG, PNG, ESP, and AI. Each file type will fit different usage situations.

AI and EPS: Both file types are vector artwork that can scale infinitely without losing quality. These are the best options for professional agencies and designers.

JPG: A compressed version of the file, this works well for web and print applications where the logo does not need to be used at a large size. The JPG version of the logo will always have a white box behind it. A JPG file cannot be scaled infinitely without losing quality.

PNG: Similar to a JPG, a PNG is a smaller version of the logo. It works similarly to a JPG, however, it will not appear with a white box behind it. A PNG file cannot be scaled infinitely without losing quality.

Unacceptable Uses

Below are unacceptable uses of the Corning Incorporated Foundation logo placement and application.

