

# Transamerica Foundation

Media Toolkit

life live your best



# Usage guidelines

We encourage our community partners, grant recipients, and journalists to communicate about the Transamerica Foundation. If you wish to acknowledge the Foundation's support in your materials, on social media, at events, or in other ways, you're welcome to use our wordmark and approved Foundation language in accordance with our brand guidelines.

## Name

Please refer to us as "The Transamerica Foundation" in the first mention per page. In subsequent mentions, you can refer to us as "the Foundation." The Foundation must not be referred to as "Transamerica" as the Foundation is an independent, nonprofit organization.

## Logo

The Foundation logo appears to the right for visual reference. Please use the download link below to obtain the high-resolution versions.

**Note: The logo should not be modified or distorted in any way.**

All logos must be reproduced with a clear space around. The clear space is defined by the unit "x" which is the height and width of the tilted square within the logo. Always keep a minimum clear space of 1x around the full logo. Only use the full-color logo on a solid white background. In instances where the logo is placed on a color background or a photograph, use the white or black logo variants, ensuring clear visibility.

## Download the logo

Color, black, and white versions of the logo are available in multiple file types. Please contact [shtransamericafound@transamerica.com](mailto:shtransamericafound@transamerica.com) with any additional questions on usage.

<https://brandfolder.com/s/3mtmxth9939cthvq3grg5k6w>

## Co-branding

Please send any co-branding materials created by partners for first draft review to [shtransamericafound@transamerica.com](mailto:shtransamericafound@transamerica.com).



Minimum recommended size for print 1.25" wide, 90 pixels for screen use



## Boilerplate

If you'd like to include a description of our work at the Foundation, please use any of the following content.

**Note: This content is preapproved if unaltered. If you wish to include custom language, please submit the proposed wording to us for review and approval prior to publishing.**

### About the Transamerica Foundation

The Transamerica Foundation is a nonprofit organization dedicated to building stronger, more resilient communities where Transamerica employees live and work. It directs charitable contributions to programs that expand opportunities and develop capabilities, including initiatives that help people gain the skills needed for financial security. Through strategic grantmaking, a robust matching gift program, volunteer engagement, and other giving campaigns, the Foundation supports efforts that advance social and financial empowerment, contributing to meaningful improvements in communities nationwide.

Learn more about the Foundation, its social impact, and the communities it supports at [transamerica.com/about-us/transamerica-foundation](https://transamerica.com/about-us/transamerica-foundation).

You're welcome to link to the Foundation's website, as appropriate.

## Contact us

For quotes from a Foundation representative, other media resources for coverage of the Foundation, or additional assistance, please contact [shtransamericafound@transamerica.com](mailto:shtransamericafound@transamerica.com).

### Social media

Updates about the Transamerica Foundation are shared via the accounts below. If referring to the Transamerica Foundation in social posts, please be sure to refer to the Foundation rather than tagging Transamerica.