



AEGON TRANSAMERICA

FOUNDATION

MEDIA TOOLKIT

AEGON TRANSAMERICA
FOUNDATION SM



USAGE GUIDELINES

We encourage our community partners, grant recipients, and journalists to communicate about the Aegon 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 Aegon 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" or "Aegon," as the Foundation is an independent, nonprofit organization.

WORDMARK

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

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

All logos must be reproduced with a clear space around them. The clear space is defined by the unit "x" which is the width of an 'N' in FOUNDATION. Always keep a minimum clear space of 1x around the logo, allowing the necessary room to stand out and be noticed.

DOWNLOAD THE WORDMARK

Black and white versions are available. If a color treatment is needed, please contact us at shaegontransfound@aegonusa.com for additional details for usage.

<https://brandfolder.com/s/7qbqh763gmvq2zcch9795zk6>

CO-BRANDING

Please send any co-branding materials created by partners for first draft review to shaegontransfound@aegonusa.com.

AEGON TRANSAMERICA
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Minimum 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 Aegon Transamerica Foundation

For more than 30 years, the Aegon Transamerica Foundation has proudly supported nonprofit organizations that help build stronger, more resilient communities in the places where Transamerica employees live and work. The Foundation's charitable contributions are directed at programs that either expand opportunities and capabilities for everyone or equip people with the skills they need to achieve financial security. By investing in initiatives that empower individuals and families, the Foundation is committed to making an enduring positive impact where it matters most — in the lives of those seeking to build brighter futures. Grantmaking decisions by this independent nonprofit are primarily employee-driven through local advisory committees, a robust matching gift program, and other giving campaigns.

Learn more about the Foundation, its social impact, and the communities it supports at www.transamerica.com/why-transamerica/aegon-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 shaegontransfound@aegonusa.com.

SOCIAL MEDIA

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

 [LinkedIn - Transamerica](#)

 [Facebook - Transamerica](#)

 [Instagram - Transamerica](#)

 [YouTube - Transamerica](#)