



MURTY TRUST

COMMUNICATIONS

POLICY

The Murty Trust Communications Policy outlines guidelines for grantees, partners, and other stakeholders when publicly referencing the Murty Trust. We are committed to understanding how our funding has made a difference. Grantees are encouraged to help us document and communicate the transformative impact our support has made in their work and communities. These guidelines ensure consistent, respectful representation of our mission and the communities we serve. All external communications referencing the Murty Trust should align with our three focus areas:

1. Society: Preserving India's heritage, empowering communities, and supporting social development
2. Nature: Protecting biodiversity, caring for community animals, and fostering environmental stewardship
3. Science: Supporting globally competitive research and scientific innovation

1. Brand Toolkit Access

Complete brand toolkit is available [here](#). This kit includes logo usage guidelines, colour specifications (Pantone, CMYK, RGB, HEX codes), typography guidelines.

2. Logo Usage

- i) High-resolution logo file can be downloaded by right-clicking the logo on our website homepage at murtytrust.org.
- ii) The Murty Trust logo must be used in its original form without modification.
- iii) Logo should not be stretched, rotated, or have its colours altered.

3. Visual Standards

- i) Official brand colours must be used in all communications materials.
- ii) Approved fonts and hierarchy guidelines are specified in our brand toolkit.
- iii) Alternative web-safe fonts are provided for digital communications.
- iv) Images must be authentic, respectful, and culturally sensitive.
- v) Stock photography should align with our values and focus areas.

4. Attribution & Information Usage

- i) Please coordinate with our communications team for major announcements or media coverage.
- ii) Researchers and organizations are welcome to reference our publicly available information with proper attribution.

5. Privacy and Confidentiality

- i) All Trustee information is kept strictly confidential.
- ii) We prefer not to disclose grant amounts or specific funding details in public communications.
- iii) Individual Trustees should not be directly referenced, quoted, or tagged without explicit approval; all communications should reference the Murty Trust, and we will coordinate appropriate Trustee involvement.