

# Brand Identity Guidelines



*give help. give hope.*

**giveWELL**  
COMMUNITY  
FOUNDATION





*The GiveWell Community Foundation Identity*

The GiveWell Community Foundation brand identity system is a visual expression that positively represents our core beliefs and values as an organization. The contents of these guidelines describe the basic design elements of the identity system. Adhering to these instructions helps to ensure the carefully designed brand elements maintain their integrity and consistency wherever they are used. At no time should the brand identifiers shown in this guidebook be altered without permission from the communications department.

**Nameplate** ..... 3-4

**Clear Space Rules** ..... 5

**Unauthorized Usage** ..... 6

**Color Palette** ..... 7

**Typography** ..... 8

For digital files or usage questions, contact Sara Hallett  
at 863-683-3131 or shallett@givecf.org



2-COLOR FORMAT

### *The GiveWell Community Foundation Nameplate*

The GiveWell Community Foundation nameplate consists of the full name of the foundation combined with the hand icon. This logo should be used when legibility or size restrictions limit the tagline usage, as well as on printed pieces where the tagline is represented elsewhere on the document.

MINIMUM SIZE  
1" WIDE



1-COLOR BRILLIANT BLUE FORMAT



1-COLOR GENEROUS GOLD FORMAT



1-COLOR BLACK FORMAT



WHITE FORMAT ON BLUE BACKGROUND



WHITE FORMAT ON GOLD BACKGROUND



WHITE FORMAT ON BLACK BACKGROUND



2-COLOR FORMAT

### The GiveWell Community Foundation Nameplate with Tagline

The GiveWell Community Foundation nameplate tagline lockup consists of the full name of the foundation combined with the hand icon and foundation tagline. When legibility or size restrictions limit its usage, the nameplate without tagline should be used.

MINIMUM SIZE  
1" WIDE



1-COLOR BRILLIANT BLUE FORMAT



1-COLOR GENEROUS GOLD FORMAT



WHITE FORMAT ON BLUE BACKGROUND



WHITE FORMAT ON GOLD BACKGROUND



1-COLOR BLACK FORMAT



WHITE FORMAT ON BLACK BACKGROUND



NAMEPLATE



NAMEPLATE TAGLINE LOCKUP

### *Preferred Clear Space Area*

To allow for maximum visibility, it is important to maintain clear space by eliminating distractions around the GiveWell Community Foundation nameplates. This area should be free of patterns, photos, textures, typography, or any other graphic elements. Clear space is equal to the height of the word “WELL”.



### *Improper Use of the Nameplate*

Careful and consistent usage will enable the GiveWell Community Foundation's nameplate to be more quickly recognized and recalled. For that reason, it is required that only approved digital files be used and distributed to qualified design professionals and vendors. Never attempt to scan, re-create or alter the identifiers in any way.

While it is impossible to illustrate every potential violation, these examples are common misuses:

- A. DO NOT stretch or distort
- B. DO NOT rotate
- C. DO NOT apply any filters or effects
- D. DO NOT use unapproved colors
- E. DO NOT add shapes or other elements
- F. DO NOT transpose the identity colors
- G. DO NOT place over a busy background
- H. DO NOT add outlines
- I. DO NOT use the hand icon alone
- J. DO NOT create any additional lockups



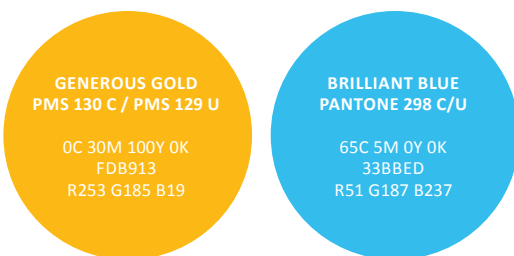
### *The GiveWell Community Foundation Color Palette*

Color plays a prominent role to help quickly identify the GiveWell Community Foundation nameplate. The primary colors in the palette consist of the two signature colors—Pantone 130 (Generous Gold), and Pantone 298 (Brilliant Blue). Secondary colors may be added as shown in these examples.

Please note: Uncoated (non glossy) printed materials, such as stationery items, should print using Pantone 129U instead of Pantone 130C.

**NOTE:** The colors in this guide have not been evaluated by Pantone, Inc. Please refer to a current color guide for accuracy.

#### PRIMARY COLOR PALETTE



#### SECONDARY COLOR PALETTE (LIMITED USE)



#### BODY COPY



*aBcDeFgHi*  
**JkLmNoPq**  
**RsTuVwXyZ**  
**0123456789**

## The GiveWell Community Foundation Font

Typography is an integral part of creating a distinctive look when promoting GiveWell Community Foundation. The selected style listed on this page should be used for all communications.

### Calibri

#### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### *Calibri Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### **Calibri Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### ***Calibri Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz