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INTRODUCTION

THE GIVERGY BRAND

At Givergy we’re as passionate about our brand as we are about helping our clients raise more. Our high standards of client service should be mirrored in the way we deport ourselves through our visual identity and all its aspects.

These brand guidelines set the visual standards for the Givergy brand image outlining usage convention for our logos, color palette, typography and infographics; setting out clear rules on the deployment of these components in our brand and marketing collateral.

By following the principles outlined in these guidelines, we can maintain cohesion and consistency across all our communications ensuring that we present Givergy as the number one tech partner to the ‘Giving Generation’.
OUR VALUES

Our culture and core values are an essential part of our business DNA:

R. RELIABILITY
A. ACCOUNTABILITY
I. INNOVATION
S. SERVICE
E. ETHICS
THE GIVING BRAND

The ‘Giving Brand’ for the ‘Giving Generation’
For full colour breakdowns please see the colour guidelines section of this document.

The primary gradient is used within the logo, logo icon and as a background colour only.
LOGO VERSIONS
LOGO AND STRAPLINE GUIDELINES

Two approved versions of the logo have been created with and without the Givergy strapline. Read our usage guidance to understand when each logo should be used.

FULL COLOUR LOGO
The positive version of the logo is always used on clear white or lighter colour tinted backgrounds to maintain legibility.

BLACK MONO LOGO
For use on facsimile and other black and white publications.

WHITE-OUT LOGO
When used on dark and coloured backgrounds, the logo should be all white to maintain legibility. This will provide a striking contrast allowing the logo to be clearly legible.

LOGO WITH STRAPLINE
The Givergy logo with the strapline should be regarded as the primary logo and should be used in the majority of digital and printed collateral. This will include stationery, business cards, advertising and digital and online communications.

LOGO WITHOUT STRAPLINE
The Givergy logo without the strapline may be used in rare situations where the strapline is not required or not appropriate. This may include signage, way-finding or internal communications.
LOGO USE
CLEAR SPACE RULE

The Givergy logo must stand out clearly from its surroundings.

This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo.

It is important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone or ‘clear space’ rule has been established using the venn icon. This exclusion zone indicates the closest any other graphic message can be positioned in relation to the marque.

The example on this page demonstrates the minimum clear space required which is the height of the venn icon from the logo.

Clear space rule applied to the Givergy logo without a strapline

Clear space rule applied to the Givergy logo with a strapline

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The minimum size for all printed material is 30mm wide and 150 pixels (at 72dpi) for digital on-screen use. The logo should never be used less than this size as this would lead to a compromise in legibility.

For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. In all cases, the logo should never:

- Bleed off any edge
- Be cropped in any way

The logo must always maintain clear space around it. In large formats such as those stated here, you should maintain a clear space. This will preserve the integrity of the logo and allow for maximum readability.

**NOTE**

The logo must not be altered or changed in any way and guidelines should always be adhered to. The master logo templates should always be used when putting together collateral.

**LOGO SIZES**

**LOGO POSITIONING**

**MINIMUM SIZE**

- 30mm
- 150 pixels wide at 72dpi

**LOGO SIZE GUIDE**

- Logo applied to A5 sized document
  - 35mm
- Logo applied to A4 sized document
  - 45mm
- Logo applied to A3 sized document
  - 65mm
For digital applications, the logo should be positioned top left to ensure prominence, legibility, and accessibility on all digital and mobile devices.

For print applications, the logo must adhere to the correct size and usage for the relevant document size and positioned center aligned or top right.
TYPOGRAPHY
PRINT AND ONSCREEN

PRIMARY FONT
The typeface – FS Elliot – is characterised by excellent legibility in print and digital areas (from corporate brochure ware through to headlines on website applications). The letter shapes are well proportioned and elegant with a geometric structure. We recommend four weights – Light, Book, Bold and Black.

SECONDARY FONT
Open Sans is a humanist sans serif typeface. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It is optimised for print, web, and mobile interfaces, and has excellent legibility. We recommend four weights – Light, Regular, Semi-bold and Bold.

MICROSOFT OFFICE FONT
The standard recommended system font is Arial (a sans serif typeface) which is highly legible when used in Word and PowerPoint templates. We recommend two weights – Regular and Bold.

FONT USE WITHIN THE LOGO
The Givergy logo has been created by using the font FS Elliot – a modern sans serif font.

BULLET POINTS
Circular bullets are the standard format. Bullets are coloured in purple except when white out. Sub-level bullets should be indented with hyphens.

PRIMARY TYPEFACE
FS Elliot
FS Elliot: Light Regular Bold Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 £$%&@*!?

SECONDARY TYPEFACE
Open Sans
Open Sans: Light Regular Semi Bold Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 £$%&@*!?

MICROSOFT OFFICE FONT
Arial
Arial: Regular Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 £$%&@*!?
COLOUR PALETTE
PRIMARY GRADIENT

This is the Givergy primary gradient. It reflects the seamless synergy between technology and fundraising. It should be used within the logo, and as a background colour only.

GRADIENT ANGLE
The gradient angle must be set to 45°; this symbolises movement and transition and is representative of momentum and progress.

COLOURS
The gradient uses four colours from the Givergy colour palette in the following order: cyan, navy, purple and magenta. When the primary gradient is used each colour must have equal spacing and each share a balanced proportion of the gradient.

Gradient angle must be set to 45°

Colour order for the Givergy primary gradient
COLOUR PALETTE

COLOUR USAGE

Colour is an engaging and vibrant way to display a brand’s character and is an integral part of the identity.

Five colours have been carefully selected to reflect the Givergy brand identity. These colours can be used for typography, charts/graphs, PowerPoint presentations, web links, tabular systems and to highlight specific information within printed material. They can be used as solid colours as well as tints (a full range of tints in 25% grades is permitted).

COLOUR BREAKDOWNS

The colour breakdowns are shown in each instance – CMYK, RGB values and HEX web safe colours. The RGB and HEX colour values shown are for onscreen use only, therefore colours may differ from the CMYK references.

NOTE

Due to the nature of the gradients in the Givergy brand identity, Pantone colours should only be used where a spot colour is mandatory. With all printed collateral, CMYK colour values should be preferred.
ICONOGRAPHY

STYLE AND USAGE

This icon style can be used across both print and digital, as a device to highlight content or to be used as interactive buttons. This simple design can be tailored to any design solution.

COLOUR

Icons can be used in almost all of the brand colours and the primary gradient providing there is adequate contrast.

MINIMUM SIZES

To preserve the visibility of icons they should rarely be used any smaller than the recommended minimum sizes specified here.

FULL COLOUR USAGE

30 pixels wide minimum digital size
10mm wide minimum print size

WHITE-OUT COLOUR USAGE
Using the venn icon as a graphic device, vibrant and dynamic imagery can be deployed across the Givergy brand identity. This graphic system allows for infinite flexibility and can be tailored to all digital and printed collateral.

**USAGE**

Two venn icons of equal size must be set to multiply. Rotate, position and scale these icons to the desired composition but ensuring that there is an equal balance of magenta, cyan and purple in each composition. White space may be utilised in specific corners for contrast.

The following references demonstrate best practice for creating the most effective compositions.

Overlapping two venn icons of equal size
To support the graphic device photography may also be used across digital platforms and printed items. The photographic image style must contain people and express positivity, be engaging and capture emotions.

**DOS AND DON'TS: BRAND IMAGERY**
- Brand imagery must support the message in a relevant and engaging way
- Be positive, inspiring and eye-catching
- Capture a moment in time
- Be atmospheric
- Be bright and colourful
- Avoid cliché situations or overly-contrived shots
- Avoid overly busy/confusing images

**DOS AND DON'TS: EVENT IMAGERY**
- Professional images
- Focused on people engaging with the Givergy products
- Focused on people expressing emotion at the events
- Colourful, bold and accessible
- Avoid overly dark images

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**EVENT IMAGERY CURRENTLY IN USE**

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**BRAND IMAGERY CURRENTLY IN USE**
IMAGERY MOODBOARD

BRAND PHOTOGRAPHY*

*These images have not been purchased and act as a visual guide only.
When displaying information, it is important for it to be clear and functional.

The charts, graphs and tables within these guidelines can be built in PowerPoint or in desktop publishing packages such as Adobe Illustrator. When used on an A4 document/PowerPoint presentation, the line weight of tables should always be 0.5pt and a minimum 7pt type size for captions, titles and axis/percentage values.

The colours used within the data bars, headers and highlight sections should be from the Givergy colour palette. For statistical information requiring further colours, then tints can be added. The boldest highlight colour is used to signify the greatest value and most positive outcome.
TONE OF VOICE
HOW WE WRITE

As you’ll see, we have been through a rigorous process to define our unique qualities. We have also distilled these qualities into the following key characteristics that should be applied to the way we write and what we say.

1. BE CONFIDENT
The business’ ability, offering and personality should always be expressed with conviction. We are expert at what we do and have the track record to back up what we say. We are confident, but not arrogant.

2. BE STRAIGHTFORWARD AND SUCCINCT
Tell it like it is, avoiding verbosity and jargon. Our target audiences are busy, so less is certainly more.

3. BE FRIENDLY
Bring personality into the written word demonstrating that the firm is human. After all, we have great face-to-face relationships with our clients, so make sure all written communications achieve the same.

4. BE EMPATHETIC
Express affinity with and understanding of our communities and clients.

5. BE CONVERSATIONAL
Ensure that the language used is open and relaxed. It’s a two-way thing with our clients; so don’t be stuffy or formal when you don’t need to be.

6. BE PROFESSIONAL
Finally, copy should always reiterate the firm’s professional standing, ability and values (RAISE, page 4). We are real people and we really know what we’re doing.
**GLOSSARY**

**Align:**
To relate typography and/or graphic elements on the same horizontal or vertical line.

**Brand:**
A unique set of differentiating promises communicated through a name and its related identifier that link a product, service, or company to its customers.

**Crop:**
To eliminate portions of photographs or illustrations.

**Font:**
A complete set of characters in a given type style.

**Grid:**
A series of vertical and horizontal intersecting lines that serves as a guide in the arrangement of graphic elements and typography to achieve a planned and consistent layout.

**Icon:**
A bold symbol which, through its unique character, instantly conveys an idea.

**Layout:**
The visual arrangement of graphic elements on a page.

**Logo:**
A brand name rendered in a dedicated type treatment, sometimes accompanied by a stylised symbol, all set in a fixed configuration.

**Margin:**
A blank border surrounding the printed portion of a page.

**Lower case:**
The smaller form of an alphabetical letter, as opposed to a capital letter.

**Point (pt):**
A standard typographic unit of measure.

**Sans serif:**
A typeface without serifs (the short, decorative lines appearing at the top and bottom of the strokes of each letter). Arial is an example of a sans serif typeface.

**Serif:**
The short, decorative lines appearing at the top and bottom of the strokes of letters in typefaces such as Times New Roman.

**Solid colour:**
Colour applied without shading or tinting.

**Spread:**
Facing pages of a book, magazine or other printed material.

**Spread:**
The full view of a document or publication when it is opened out flat.

**Title case:**
When the leading letter in a sentence is capitalised. Also writing a word with its first letter as an upper case letter and the remaining letters in lower case.

**Typeface:**
A complete set of typographic characters of a single design, including its various weights and styles.

**Typography:**
The use of type, including its selection, specification and relationship to a given layout.

**Widow:**
A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography because it leaves too much white space between paragraphs or at the bottom of a page.
CONTACT

For everything from high resolution assets to detailed implementation advice, we’re here to help you get it right first time.

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