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Typography
VAG Rounded
Gotham
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Photography
Illustrated Elements

Our Audiences
Shoppers Visual Language
Shoppers Written Language
Partners Visual Language
Partners Written Language
Beneficiaries Visual Language
Beneficiaries Written Language

Stationery & internal documents
Letterhead
Compliments Slip
Business Cards
Email Signature
Internal Documents

Partner & Beneficiary Materials
Digital Icons
Application Of Our Visual Identity
Physical Branding Applications
Branded Apparel
Our Visual Identity

This document is a guide to the visual identity style for TheGivingMachine.

It explains what our brand stands for, how it’s expressed, and how the creative elements fit together in all our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.

The core values of TheGivingMachine stem from a simple idea - by making giving free, we can build a better world together - and these values are reflected in our branding.

A strong brand is one of the most valuable assets an organisation owns. To make it strong, recognisable and trusted it needs to be applied consistently so anyone who comes into contact with TheGivingMachine knows who we are and what we stand for.

These guidelines are to help you represent our brand consistently.
Our Logo

Our logo is the primary element of our visual identity, it is distinctive, memorable and undoubtably ‘ours’. As well as being a literal depiction of a ‘Giving Machine’, it is a striking symbol that represents the great things that can be achieved by the donations.

The mark itself consists two elements; A stylised heart/machine device and a typographic element. The core logo is always rendered in a yellow radial gradient.

The heart motif is representative of the process of generating a donation for the users’ chosen causes. It also creates a strong emotional suggestion of working together to ‘do good’.

The typographical element reads ‘TheGivingMachine™’ in the core logotype.

The logo shown opposite is the preferred format.
Using Our Logo - Formats

To give maximum versatility across the numerous required applications some alternative formats of our logo are available.

The core logo is always the preferred format but these may be used where there is a requirement for a logo that has a horizontal or vertical proportion or where it is desirable to incorporate the site URL.

These formats should be used judiciously and only where appropriate, especially given their relative proportions.

Our logo must always be produced from the digital master artwork. Do not scan or try to recreate using alternative typefaces and colours.

Our logo may also be animated for use online or in screen-based presentations, an example for guidance can be found here: http://kolabdigital.com/tgm/machine.html
Using Our Logo - Single Colour

When a single colour version of the logo is required to sit on a white ground (for example - for a specific single colour printing process) the specified colour ‘TGM Orange’ - Pantone® 143 should be used.

Single colour artwork is available for all formats of the logo.

Using Our Logo - Reversed Out

When the logo is required to sit on a coloured or image background ground the logo may be used in a reversed state.

Reversed/white artwork is available for all formats of the logo.

Please note that the coloured block in the example opposite is to denote a background - it is not part of the logo.
Using Our Logo - Purple Version

In the case where we are addressing shoppers specifically i.e: When the logo is required to sit on the yellow gradient background, a version of the logo rendered in the purple gradient may be used. This is to ensure good contrast.

Purple gradient artwork is available for all formats of the logo.

Please note that the coloured block in the example opposite is to denote a background - it is not part of the logo.

Watermark

In certain cases where required for internal documents, presentations or stationery, the heart motif may be used as a 'watermark' background element in transparent white over one of the colour treatments - however this should be applied judiciously and sparingly.
Using Our Logo - Exclusion Area

There must always be a portion of clear space around the logo. As indicated, this should be at least equal to the height of the capital 'G' is measured from the outer edges of the logo.

This applies to all of the variants of the logo.

Using Our Logo - Minimum Size

To encourage flexibility, there is no upper limit in size of the logo.

The smallest practical size for the logo when reproduced in print is no smaller than 50mm wide.

For screen-based applications bitmap logos are available in various sizes the smallest of which is 100 pixels wide, this is the absolute minimum size permissible and should only be used in extreme cases such as online advertising buttons (120x90 px, 120x60 px, etc.)

This applies to all of the variants of the logo.
Partner Applications

Where there is a requirement for a partner or beneficiary logo to appear alongside TheGivingMachine branding, for example, to indicate the partnership, the logos should be laid-out as shown.

A black version of the Logo with the words ‘Proudly partnering’ is available for these applications and should be used along with a lighter grey dividing line between the logos with sufficient space either side to satisfy either brand’s logo usage guidelines.
Incorrect Usage

The following is a non-exhaustive list of how the logo should not appear at any time:

The logo must not appear in colours other than those specified in this document.

The logo colours must not be altered or swapped.

The logo must never be truncated or have any of its elements removed.

Drop shadows must not be used on the logo.

Do not slant or skew the logo.

Do not disproportionately scale the logo.

Do not rotate the logo or any of its elements.

The logo must never be bordered with a keyline.

Do not place the logo on a visually competitive background.

If there is any doubt regarding use of any of the logo formats, please place it centrally on a white rectangle that is the size and proportion of the minimum isolation area.
Our Colours

To help communicate with our three key audiences - Shoppers, Retail Businesses and Beneficiaries - we have developed a system of colour treatments that allow us to address each of these audiences in a distinct but consistent manner.

Our colour palette consists of six key flat colours and three corresponding gradients that are used according to which of our audiences we are addressing.

<table>
<thead>
<tr>
<th>Key Colours</th>
<th>Print Pantone® Matching System</th>
<th>Print 4 Colour</th>
<th>Electronic Hex</th>
<th>Radial Gradients</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TGM Yellow</strong></td>
<td>C: 0, M: 14, Y: 100, K: 0</td>
<td>#FECB00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TGM Orange</strong></td>
<td>C: 0, M: 36, Y: 87, K: 0</td>
<td>#EEAF30</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TGM Dark Magenta</strong></td>
<td>C: 33, M: 100, Y: 1, K: 2</td>
<td>#A31A7E</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TGM Purple</strong></td>
<td>C: 82, M: 100, Y: 0, K: 8</td>
<td>#490E6F</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TGM Light Blue</strong></td>
<td>C: 100, M: 32, Y: 0, K: 0</td>
<td>#007AC9</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TGM Dark Blue</strong></td>
<td>C: 100, M: 75, Y: 0, K: 6</td>
<td>#005293</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Colour Application

Graduated yellow has been chosen as the primary brand colour treatment. It radiates warmth and has associations with joy, happiness and energy. It encapsulates the good feeling that one gets when giving to others. The graduation is suggestive of the idea of movement. The yellow colour is employed when addressing shoppers.

The secondary colour treatments are blue and purple - again, rendered as a radial gradients.

Blue has been chosen for use when addressing partner retail businesses for it’s associations with loyalty, dependability and trust, it is also felt to be ‘businesslike’ and therefore will resonate with this audience.

Purple has been chosen for use when addressing the beneficiaries - schools and charities, etc. for it’s associations with humanitarianism, selflessness and creativity.

For a clean, fresh and modern look and feel, white space is used alongside the brand gradients. Accents of dark grey are used for typography on white.
Typography

Our brand typefaces are VAG Rounded and Gotham. These should be used for all applications, except for Word documents, powerpoint, internal documents, or online HTML text. In these cases, use Verdana as the default font.

For versatility any of the weights opposite may be used.

Aim to keep typography simple. Do not overcrowd layouts and do not use too many varied type sizes. All our brand typefaces are available in several weights use these to draw emphasis instead.
VAG Rounded

A bold, rounded typeface, VAG Rounded has been selected to give the brand a distinctive character of warmth and friendliness.

The typeface is available in a variety of weights for versatility across applications. It is clean, legible and approachable - all of which perfectly complements the softness of the ‘Machine’ graphic and message of giving.

Vag Rounded should be reserved for headlines, feature panels, pull-out quotes and other instances where strong emphasis is required - body copy should not be set in VAG Rounded.

Vag Rounded should always be set in sentence or title case, never in ALL CAPS.

VAG Rounded Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()
Gotham

A clean geometric sans-serif, Gotham has been selected as a 'no-nonsense' body typeface.

The typeface is available in a variety of weights for versatility across applications. It is clean, legible and classic - all of which communicates a quiet authority and trustworthiness.

Gotham should be used for all body copy, sub headings and other instances where VAG Rounded is not appropriate.

Gotham should always be set in sentence or title case, never in ALL CAPS.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()
Verdana

Where it is not possible to use either 
VAG Rounded or Gotham, for instance in 
HTML emails, Word documents or where 
partners are adding text to existing 
collateral, Vera

Verdana is designed to be highly legible 
on computer screens and is reportedly 
installed on approx 99% of Windows 
and Macintosh computers, this makes it 
ideal for brand consistency under 
these circumstances.

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
acdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()