



# Brand Identity Guidelines

Version One | February 2018



# Business Context

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## BACKSTORY

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Whether we're tackling poverty, homelessness, shortfalls in education or the long-term recovery of a region after a major disaster, we know that these issues are complex, multi-faceted and cannot be resolved by any single entity working solely on its own. As a result, the nature of philanthropy is changing and Good360 has established itself as a global leader in purposeful giving. We operate an ecosystem of committed and responsible partners who both provide needed goods and distribute them where they will have the biggest impact.

We are a forward-thinking, energetic group who understands the power of a bold vision and is unafraid of hard work. We are professional but we are also "real". The tone in our communication reflects this. We are calm and confident, giving weight to things that are weighty, having a sense of humor when the time is right. We are trustworthy and whatever we say we will do, we will do.

# The Good360 Mission

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GOODS FOR THE GREATER GOOD

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Good360's mission is to transform lives by providing hope, dignity, and a sense of renewed possibility to individuals, families, and communities impacted by disasters or other challenging life circumstances who, without us, would struggle to find that hope.

As the global leader in product philanthropy and purposeful giving, we partner with socially responsible companies to source highly needed goods and distribute them through our network of diverse nonprofits that support people in need.

GOODS FOR THE GREATER GOOD.

# Our Pitch

## GOOD360 VOICE TONE

You're at a party talking about last night's game when the topic of work comes up. Somebody asks, "So, what is Good360?"

Here's how you respond:

"Good360 is the global leader in product philanthropy. We partner with hundreds of companies who have product to donate and then we match up those donations with our network of thousands of nonprofits and place the items where they can do the most good.

We help transform the lives of those in need by providing hope, dignity and a sense of renewed possibility; we help our nonprofit partners who wouldn't have access to those goods on their own; and we help our corporate partners by providing a responsible, trusted way of extending the lives of their products."

"Wow! That's amazing work - how do you do it?"

We distribute everything from a carton of kids' sneakers to multiple semi-trailers full of home goods and everything in between. We also match community nonprofits directly with local retailers for regular donations and we work in disaster recovery to drive long-term, sustainable recovery for impacted communities.

The one-liner is:

"Good360 delivers goods that transform the lives of people who have been impacted by disaster or other challenging life circumstances."

# Primary Signature

## IDENTITY ELEMENTS

Our signature is the cornerstone of our new brand identity and the primary symbol of our organization. It is the manifestation of our resolve, authenticity, fluidity, and momentum.

As with all corporate assets, we must ensure the integrity of our mark across all channels of communication. With this in mind we have provided a variety of file formats as a guide to selecting and implementing the correct signature for each application.

Our primary signature is manifest in two distinct versions: one formal version of the wordmark, and its stacked counterpart. The formal version is preferred for most communications. The grey, black and white versions should be used when the document is black & white, or if the Life Green color would be washed out against the background.

The following pages of these guidelines will illustrate how to use these signatures, as well as provide guidance for the application of our other identity elements, including color, typography, and imagery.



Formal Good360 Signature  
(with and without slogan)

Life Green: 50c, 0m, 100y, 0k  
Earth Green: 56c, 39m, 63y, 17k



Stacked Good360 Signature

Life Green: 50c, 0m, 100y, 0k  
Earth Green: 56c, 39m, 63y, 17k



# Primary Signature: Backgrounds

## IDENTITY ELEMENTS

The preferred background for our signature versions is white. A white background gives our brand a sense of simplicity, transparency, and space. The key is to maintain contrast when using our signatures against any colored or patterned background.

The reversed signature versions may sit on black or dark-colored backgrounds. They may also be placed on dark, uncluttered imagery.

The backgrounds shown are just examples and not meant to suggest specific backgrounds to be used behind the logo.



Primary Signature against a White background



Primary Signature sans-slogan for when logo width is 2" inches or less



Primary Signature against a light background color



Primary Signature against a light background color



White Signature against dark-colored, uncluttered imagery



White Signature against a black background color



White Signature against a dark background color

# Primary Signature: Do's & Don't's

✓ DO

✗ DON'T

## IDENTITY ELEMENTS



DO use this Signature as the primary, go-to choice.



DO use the white Signature when the need arises.



DO use this Signature (sans-slogan) when logo width is 2" inches or less



DON'T add heavy drop shadows to the Signature.



DON'T skew or warp the Signature.



DON'T add glows or outlines to the Signature.



DON'T stretch the Signature vertically or horizontally.



DON'T angle the Signature.



DON'T use the white Signature on a light background.



DON'T use the colored Signature on a darker textured background.



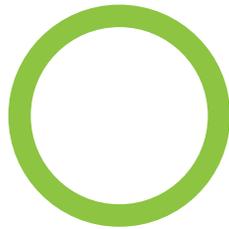
When using a colored Signature, don't use any color except for the established brand colors.



DON'T use a background image that conflicts with the white Signature.

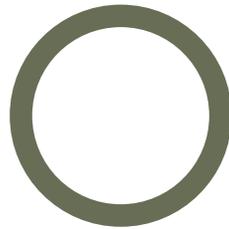
# Brand

## COLOR PALETTE



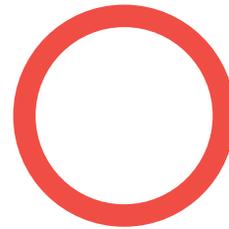
**LIFE GREEN**  
PRIMARY

PMS: 2285 C  
CMKY: 50c, 1m, 98y, 0k  
HEX: #8CC641  
RGB: 141r, 198g, 65b



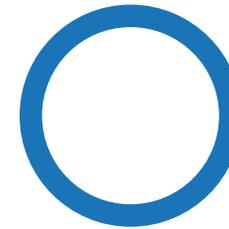
**EARTH GREEN**  
SECONDARY

PMS: 417 C  
CMKY: 58c, 43m, 68y, 22k  
HEX: #676D55  
RGB: 103r, 109g, 86b



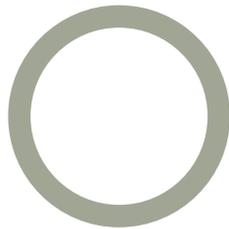
**HIGH ALERT**  
ATTENTION

CMKY: 0c, 85m, 75y, 0k  
HEX: #ED0972  
RGB: 240r, 78g, 70b



**CALM SEAS**  
INFO

CMKY: 86c, 50m, 2y, 0k  
HEX: #1F76B6  
RGB: 32r, 118g, 182b



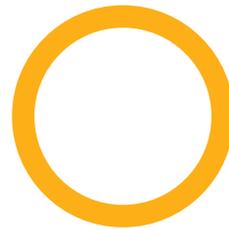
**HINT**

CMKY: 39c, 27m, 42y, 1k  
HEX: #A2A697



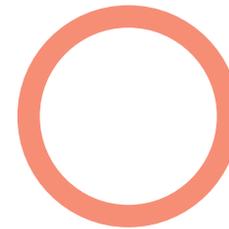
**HIGHLIGHT**

CMKY: 26c, 0m, 99y, 0k  
HEX: #C9DA2E



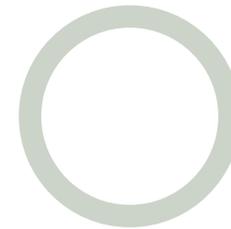
**NEW DAY**

CMKY: 0c, 36m, 99y, 0k  
HEX: #FBAD1B



**BLUSH**

CMKY: 0c, 55m, 50y, 0k  
HEX: #F38E7A



**BASE**

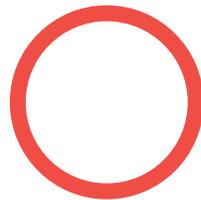
CMKY: 20c, 10m, 20y, 0k  
HEX: #CCD3C9

# Brand

## KEY ELEMENTS

PRIMARY ELEMENT: "The Cycle"

Increase The Cycle's thickness as you increase its size.  
Best proportion ratio is roughly 1:5.  
As the size of The Cycle increases the stroke increases by 1/5.



6pt stroke



4pt stroke



3pt stroke

The Cycle is the circle of life, completeness, unity, goodness. The cycle is a spotlight to draw attention, a bullet in body copy, a finished work, a touch point, and a target at which we aim.

The Cycle can be expressed as a rounded, outlined box to highlight specific words. Use this sparingly to maximize effect. And be sure to give words enough space so that the space between a Cycle box and a letter are equivalent to a standard space " ". This application of the Cycle is used judiciously and on a highly selective basis.

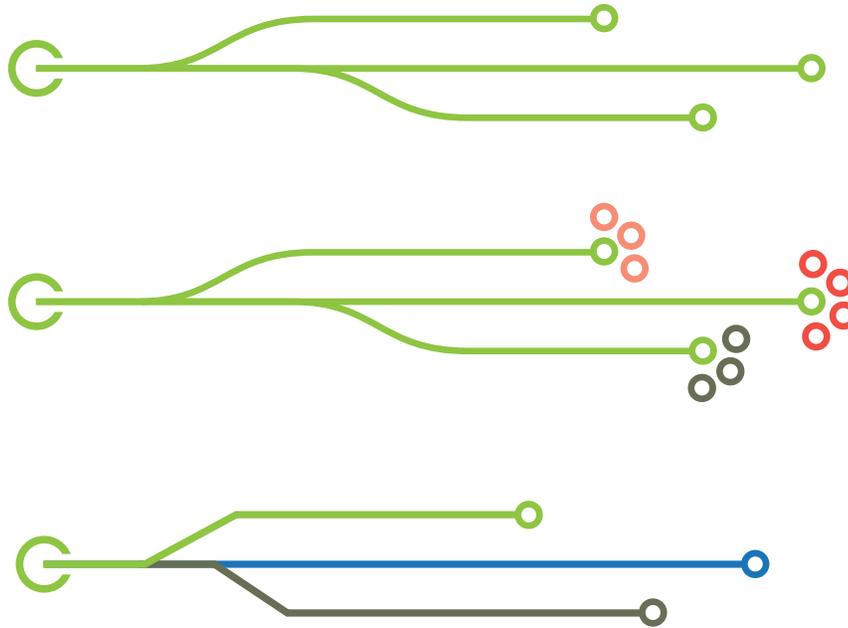
# Brand

## KEY ELEMENTS

### SECONDARY ELEMENT: "Pathways"



Cycle of life, sustainability, eco-conscious, growing organically and doing good in the Earth.



A "sending out" from Good360. Many efforts, one source. Helping people in a way that communicates that "we understand our obligation to humanity."

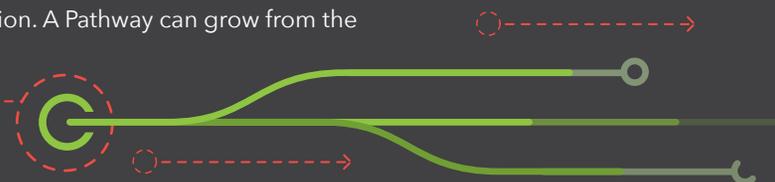
Good360 representatives touching lives. Clusters of distressed people in disaster areas being brought life, hope & dignity .

Diversity in approach, leading with technology, modern movements, fast and forward thinking. Laser-like action.

#### MOTION

Pathways lend themselves to motion. A Pathway can grow from the seed | that is the Good360 icon.

Then bud and flower as it reaches its full extension.



# Brand

## KEY ELEMENTS - SAMPLE APPLICATION

Our core message of providing the right goods to the right people at the right time during all phases of a disaster is illustrated below, using both the Cycle and Pathways elements.



Stacked



Horizontal

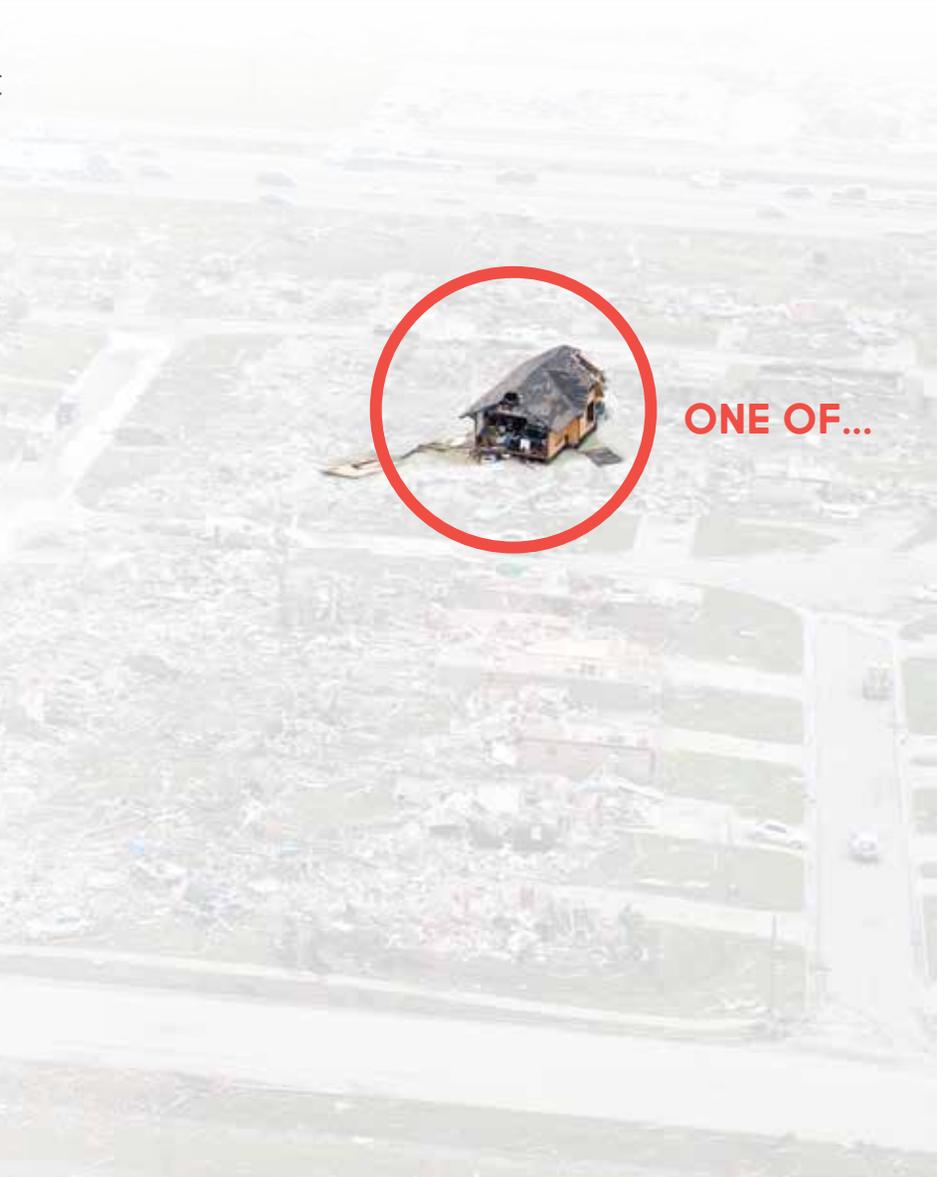
# Brand

## KEY ELEMENTS

In any given year, the work that we do at Good360, with the commitment of our corporate and nonprofit partners, may impact the lives of millions of individuals. This sounds impressive, but can be an abstract fact that is hard to identify with.

To that end, we aim (when appropriate) to leverage the “one of” concept where we illustrate the impact we’ve had by focusing on “one of” the sample population in order to demonstrate that real people, families and communities benefit from our work.

This approach also helps to personalize the message and evoke further empathy.



# Photography

## HUMANITY

We are people helping people. The ability to help transform human lives is WHY we do what we do. A sense of hope and relief emanating from a person's face is our mission. We focus on imagery that communicates that hope and that always (without exception) maintains the dignity of those portrayed.



Alongside our partners, we do good work. Our images should reflect that. Our goal is to capture the unmistakable beauty in the genuine delight that flashes across a child's face when they receive a toy, a bed or a piece of clothing they never could have imagined. Or the hope and peace in the eyes of a mother or father who knows her/his family is taken care of.



Balancing our purpose and our action is appropriate. Showing our team and partners doing good works, working with survivors, or distributing needed, quality goods presents the heart of what we do.



Avoid photography that looks too slick or posed. The lighting and background must convey reality and in-the-moment-ness.

Images must always be respectful and non-exploitive.



# Photography

## STORY

We rely on full bleed, color photography to visually convey the Good360 brand promise and purpose. Photography can satisfy not just the desire for visual impact, but for authenticity. Two people reuniting in an embrace, groups of people working together toward a common goal, forming relationships, building trust and love. Our photography conveys this in every pixel, from natural lighting to narrow depth of field, every picture tells a story. That story is real and authentic, but also powerful.



Disasters are awful and tragic. We don't sensationalize imagery of disasters or disaster areas. We present the situation in an authentic, real light and we use impactful images to evoke an appropriate emotional response, whether it's empathy, hope or a spurring to action.



When selecting a photo of an affected area keep the "one-of-" vision in mind. We may show one family but this is one-of-10,000 families affected. Photos that show an area with people surrounded by disaster helps convey the vastness and human-ness of the situation.



# Brand

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## TYPEFACE

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### PRIMARY

Futura (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,./`~!@#\$\$%^&\*()\_+{|}:"'<>?

Futura (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,./`~!@#\$\$%^&\*()\_+{|}:"'<>?

### DEFAULT BODY

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,./`~!@#\$\$%^&\*()\_+{|}:"'<>?

### QUOTES / CALL-OUTS

MARKET FRESH - (11PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,./`~!@#\$\$%^&\*()\_+{|}:"'<>?

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### HEADLINES

MARKET FRESH (ALL CAPS) - (42PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,./`~!@#\$\$%^&\*()\_+{|}:"'<>?

# Circle of Good

The circle motif is a common point of reference for how we express how the economy of giving works. The notion of circularity is core to Good360 and the value we facilitate for multiple stakeholders. Our iconic “Circle of Good” allows us to express the concept easily and clearly in one simple graphic:



- We help corporations resolve the business challenge of responsibly distributing excess goods for maximum impact
- We help our nonprofits access the goods that help them deliver on their own important missions in their communities
- Individuals facing challenging life circumstances receive the goods they need day-to-day, generating hope
- Goods are given a new life, not only reducing waste and keeping them out of landfills, but also allowing us to collectively build resilient communities for the future



## COLORS

- Corporate, Stability
- Grass Roots, Earth
- Emergency, Help
- Reward, Gold, Wins!



