GLOBAL Brigades

BRANDING GUIDELINES

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We have put together these brand guidelines to assist you and your teams on how to implement and execute the Global Brigades brand effectively across a range of media.

These guidelines are essential to ensuring a single, compelling voice across the brand.

The Global Brigades Brand

Brand Story

Global Brigades' mission is to empower volunteers and under-resourced communities to resolve global health and economic disparities and inspire all involved to collaboratively work towards an equal world.

Global Brigades has been inspiring and mobilizing student volunteers since 2004, and our core values of empowerment, holistic approach, scalability, sustainability, financial transparency, and collaboration permeate through all aspects of our organization. No other non-profit organization—public or private—offers the unique combination of holistic programming, community and government collaboration, commitment to change and sustainability like Global Brigades. But with such diverse volunteer groups, cultural backgrounds, and decentralized locations, how do we get our message across?

What makes Global Brigades truly stand out are our intangibles: the leadership and empowerment of volunteers and community members to progress toward health and economic development goals. We seek to communicate beyond statistics and facts in a way that inspires excitement, confidence, and a desire to participate in our mission. That starts with creating a brand with a single, compelling voice.

The Global Brigades Brand **Positioning**

As an organization, Global Brigades is large, diverse, and dynamic. It is a student- and community-led movement that is collaborative and continually evolving.

It is also a community of people bound together for the common purpose of mobilizing toward positive social change. Global Brigades is committed to the purpose of improving equality of life by igniting the largest student-led social responsibility movement on the planet. We inspire members of our community to go out into the world to make an impact.

The way to make this message real for our audiences is to share stories about how our organization has made an impact, about the community members who lead the sustainability of these programs, and the volunteers — both inside and outside of universities — who dedicate themselves to the greater good.

The Global Brigades Brand

Brand Hierarchy

To help manage our visual identity system strategically, we have employed a brand architecture model. This model provides a brand hierarchy, starting with the top-level brand for our organization as a whole, then addressing other entities, from our programs to Chapters and affiliated organizations. The three categories within the Global Brigades brand hierarchy are:

Core Brand

The core brand is the top tier of the GB brand hierarchy, and it represents the organization as a whole. The visual identity for the core brand is the organizational logo, and it should be used on any projects that encompass the full organization, such as the GB websites, GB ads, annual reports, or strategic plans.

Core Brand Extension

A core brand extension is an overarching entity that advances the overall mission of the organization and aligns very closely with the core brand. Within Global Brigades, core brand extensions are programs such as Medical Brigades or Business Brigades.

Sub-brand

A sub-brand is an entity, such as a separate organization or college Chapter, that is linked to Global Brigades' core brand for strategic reasons. Its visual identity may incorporate key elements of the core brand (such as the GB globe, or official typefaces or colors), but does so in a way that establishes a more independent visual identity.

Editorial
Tone/ Personality

proven progressive
visionary empowering
energetic socially-conscious
optimistic culturally-respectful
forward-thinking global
experimental student-led
collaborative sustainable
innovative diverse

Our tone creates consistency in how content is delivered. Keep these words in mind when creating communications to maintain a distinct tone of voice and ensure the Global Brigades personality shines through.

In copy, tone is crafted through word choice, sentence structure and point of view. And, of course, while the tone of your communication should vary according to the specific audience you are addressing, whether it's advertising, email, or any other form of communication—always keep the Global Brigades brand in mind. In any shape or form, Global Brigades' tone should be empowering, uplifting and propelled by a progressive spirit.

Editorial
Tips/Usage

In general, the tone of Global Brigades' communications should be vibrant, smart, bold, and authentic. The voice, or persona, for the brand should be confident, but also down-to-earth and personal. Global Brigades should not sound institutional, stilted, or overly authoritative. We want to speak clearly and simply, without overly-technical jargon.

1. Talk about the process.

Example: "I learned something new each day of the Public Health Brigade. We worked with local masons and professional GB Staff, and even got to meet the leadership committees within the community. Each aspect of my work on our brigade showed me the sustainable approach Global Brigades has."

2. Issue a challenge.

Example: "Volunteering at home and abroad are not mutually exclusive. How can you apply your passion as a global citizen?"

3. Make a bold statement.

Example: "This is the experience you will remember for the rest of your life. It will shape your academic and professional trajectory, and the people you meet will forever inspire you."

4. Inform and teach but never boast.

Example: "Global Brigades partnered with this community to gain access to potable water for its 600 members, an impact that will only continue to grow as their community does."

5. Describe a common mindset.

Example: "Everybody wants to help, a brigade is an opportunity to take action that makes a sustainable impact."

Logos
Master Logo Usage

All icons, logos, and fonts are available for download at **fundraise.global brigades.org/brand**

original logo w/ GB globe

straight logo

single color on dark bg

The Global Brigades logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

The Global Brigades logo should never be recreated or typeset. Only official logo files should be used in communications.

The primary color option for our logo is Global Brigades Blue (Pantone® 7455 C). It is intended to be used on lighter backgrounds and images in order to maintain legibility.

Another acceptable color option is to reverse the logo out to White or Light Gray on darker backgrounds and images.

Logos
Master Logo Dont's

Any changes to the shape and color of a logo reduce its impact and, over time, can defeat the entire purpose of an identity and logo program. Therefore, it is imperative that you do not alter logo graphics by applying filters and special effects, or by changing shapes, colors, letters, fonts or spacing.

Other things to avoid:

Do not put single-color logo on black bg, a color that is not in the GB palette, or a color that makes logo illegible.

Do not put logo on contrasted or complex backgrounds.

Do not add addtl. graphic elements: drop shadow, outline, emboss, stroke, etc.

Do not alter the weight of the logotype.

Do not alter the GB globe.

Do not tilt the logo.

Do not fill logo with textures or an image.
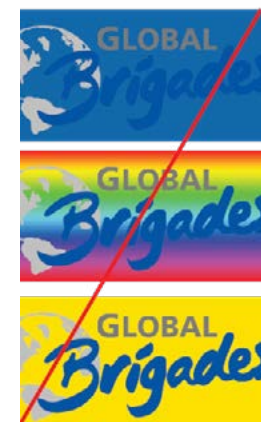
Do not crop or let the logo bleed.

Do not deviate from the GB color palette.

Do not place globe in a different position.

Do not put the logo behind text.

Do not put single-color logo on a clashing background or a color that is not in the GB palette, or a color that makes logo illegible

Do not put logo on contrasted or complex backgrounds

Do not add addtl. graphic elements: drop shadow, outline, emboss, stroke, etc.

Do not distort the proportions of the logo

Logos

Program Logos

DENTAL **Brigades**

PUBLIC HEALTH **Brigades**

WATER **Brigades**

MEDICAL **Brigades**

BUSINESS **Brigades**

ENGINEERING **Brigades**

GLOBAL LEGAL **EMPOWERMENT**

All icons, logos, and fonts are available for download at **fundraise.global brigades.org/brand**

Each of the seven program logos includes its icon that represents its program as well as its name (in uppercase Source Sans Pro - Bold typeface) positioned alongside the "Brigades" lettering in that program's color.

All rules surrounding the primary Global Brigades logos also apply to the program logos.
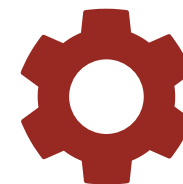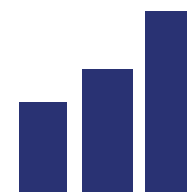
Logos

Program Logos Guidelines

The programs icons may only be used by themselves in limited contexts, such as the website, where the icons have already been previously defined and/or clearly understood as representation for a particular program.

Do not change the color of the icon.

As core brand extensions, these program logos must appear either with the master logo or as part of a core brand extension signature.

While the individual schools, Chapters, and programs within the organization may have their own unique identities, these sub-identities complement, but do not replace, the Global Brigades master logo.

Logos
Chapter Logos

Currently, Chapter Logos are the only graphics that Global Brigades' designers will do for Chapters. T-shirts, flyers, and other media are the responsibility of the Chapter Leaders. We apologize for any inconvenience.

Chapter Logos can be made with a fast turn around for qualified Chapters of Global Brigades.

To order one, please send the Following information to admin@globalbrigades.org:

-Your Name
-Email
-Your Title
-School or Organization Name
-Program Type

You will receive the logo in a ready-for-print psd. If you would like to request another file type, please specify in your email.

Example Chapter Logos available for order for qualified Chapters:

GLOBAL *Brigades* | **medical**
Ohio State University

GLOBAL *Brigades* | **dental**
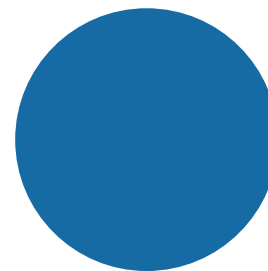Arizona State University

Colors
Primary/ Secondary Color Palette

Hex codes, RGB/ CMYK information, and equivalent formulas for four-color and digital media are available upon request.
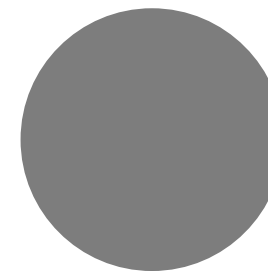
Primary Palette
Color is a critical institutional identifier. Blue, gray, and gold, comprise the unifying brand element across the system.
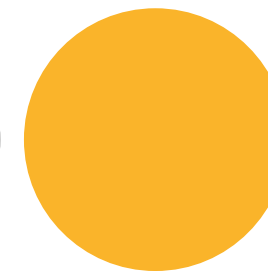
Secondary Palette
A flexible, contemporary and extensible secondary color palette also can be used for secondary visual identifiers; it also provides a more robust palette for publications. By limiting publications to these primary and secondary brand colors, the organization can encourage recognition and memorability of the GB brand.

Primary Colors

GB Blue	GB Warm Gray	GB Gold
Pantone 647 C	Pantone 416 C	Pantone 7409 C
Hex: #186aa5	Hex: #7d7d7d	Hex: #fbb42d
CMYK: 90 57 11 1	CMYK: 53 44 44 9	CMYK: 0 32 93 0

Secondary Colors

#18345d #186aa5 #326eb7 #167eba #249ed0

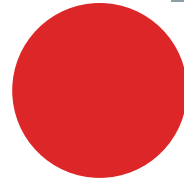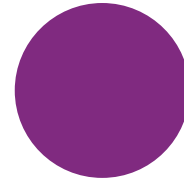#31444e #575d6c #7d7d7d #8e9ca7 #c1c1bf #f4f5f6
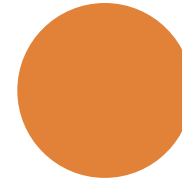
#fbb42a #fbcc12 #fbdf00

Colors
Program Colors

Colors should always be matched visually according to each application. Please contact us for color builds specific to your application
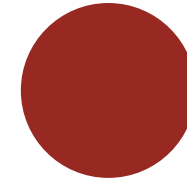
Medical
Pantone 1795 C
Hex: #dc2628
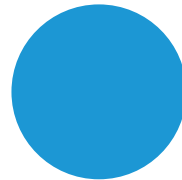CMYK: 7 98 98 1

Dental
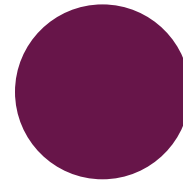Pantone 2612 C
Hex: #802a80
CMYK: 59 99 13 2

Public Health
Pantone 7413 C
Hex: #e28138
CMYK: 8 58 89 0

Engineering
Pantone 7622 C
Hex: #972922
CMYK: 26 95 96 25

Water
Pantone 7689 C
Hex: #1c97d4
CMYK: 76 27 0 0

Global Legal Empowerment
Pantone 222 C
Hex: #671549
CMYK: 52 100 41 34
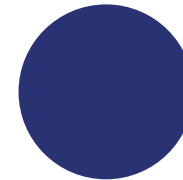
Business
Pantone 534 C
Hex: #293273
CMYK: 100 95 24 11

The Programs color palettes have been added to support the primary and secondary palettes.

To further extend its use, each program color comes with three additional, complementary colors to be used in that specific program's materials. Stick to one program palette per material and limit the number of colors you are using.
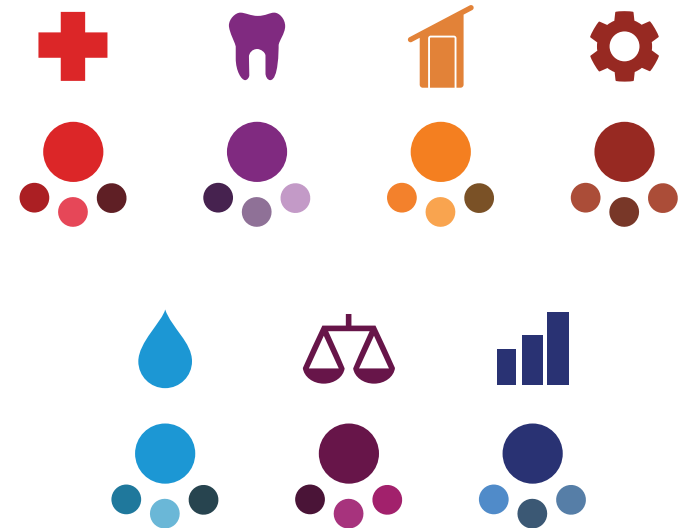
Typography
Primary Typefaces

A consistently applied typographic system supports the Global Brigades Logo System, imparting a cohesive and welcoming tone to communications.

In addition to logos and colors, typography also plays an important role in identifying materials that represent the Global Brigades brand.

The preferred fonts are Aleo (for headings) and Source Sans Pro - Light (for most print/web communications text). They are available for free download at fontsquirrel.com

If these fonts are not available to you, the fonts of Arial and Helvetica are acceptable sans serif fonts.

AaBbCc123@$&
Aleo Light

**Aleo Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&**

AaBbCc123@$&
Source Sans Pro - Light

Source Sans Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&

Typography

Lockup Typefaces

LIBERATOR
ABCDEFGHIJKL
NOPQRSTUVWXYZ
ABCDEFGHIJKL
NOPQRSTUVWXYZ
0123456789!@#$%&

Braxton
ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!

Liberator is primarily used as a display typeface for headlines and headline lockups. When necessary, it can be used as a subhead if Aleo Light is being used as a headline. It can also be used small as a caption to provide a more technical effect.

Braxton is to be used only as a display typeface for headline lockups in conjunction with Liberator.

Program and school names should not be typed in Braxton.

Typography
Lockup Usage

A consistently applied typographic system supports the Global Brigades Logo System, imparting a cohesive and welcoming tone to communications.

For headlines and more creative pieces, the Liberator and Braxton typefaces should be artistically configured to create an interesting composition. Switch the faces back and forth to activate the type as well as to add emphasis.

Elements

The typographic lockup is composed of two to four core elements: the primary typeface (Liberator), the accent typeface (Braxton) and the graphic elements (circles and distression). Graphical elements can be excluded if the text is locked up in an efficient manner.

The words in the lockup should be arranged in a creative, engaging way that strengthens the copy and reinforces the brand. Words and lines should be comfortably spaced so that they feel quite literally "locked up" or constructed and free from any effects.

"THE BRIGADE IS NOT A One SIDED RELATIONSHIP. BUT A MUTUAL ONE WHICH IS WHAT Makes THE EXPERIENCE SO Incredibly Rewarding FOR EVERYONE"
Brilliante, USC

changing LIVES, LIVES changing

Photography
Guidelines

Source images from our Image Library (**https:// globalbrigades. smugmug.com/**) especially for cases such as brochures, spreads, or full to half-page documents.

Photography is available for download from the GB image library. Existing photography may not meet brand photography standards, but may be usable when cropped or color corrected.

Photography is organized into three main categories: portrait, environment, and artifact. Each should build a story about the type of people one might meet, the places one might go, or the things one might do on a brigade. The tone of the photography should always be powerful, human, smart and natural.

Art Direction

Overall, photography should be highly saturated and have bright, vibrant colors. Black and white imagery is good to mix in, as long as it too is saturated and has high contrast. Images should be composed with areas of clear space so there's room to place copy and graphics. Avoid using photos that are overly busy or are dark and gloomy.

Composition and color

Whether it's a person or an item, allow the primary subject of the image room to breathe. Avoid allowing the subject to fill more than half of the total image area.

Content

Regardless of subject matter, photography should be honest, spontaneous and authentic. Avoid using images that are overly staged or slick, or that feel cliché.

Photography

Sample Photography

Choosing the right photography not only helps build brand identity, but can further deliver the message of the copy.

Portrait photography should be genuine, spontaneous, authentic, honest.

Our photos of people should capture them in a manner that seems candid and real. When shooting portraits, try not to over-stage the shots. Try to capture the subject in his or her natural environment, doing something they would normally do. This will make them feel more comfortable, and the photo will feel more honest and authentic as a result.

Environment photos should have an surprising composition, a unique point of view or some other treatment to add interest.

When shooting environmental imagery, make it clear who/what the hero of the shot will be. Think about depth of field as a way to isolate or highlight your subject.

Artifact photography should have texture, detail, hidden interest and be provocative.

This style of imagery is intended to help convey an abstract concept, tell a story or set a mood. When shooting or selecting artifact photos, keep it simple. Use a shallow depth of field to add interest to the composition and highlight your subject. Patterns work well, especially those with a more monochromatic color palette.

Graphic Elements

Mandatory Elements

Mandatory elements have been created to have a cohesive feel to all communications pieces. There are many options in how you choose to use these elements.

The globe is the central shape of the Global Brigades brand and should be used in most cases. Because it is such an identifiable piece of GB communications, it may be used independently of other elements. However, in certain instances where communications are more serious, the globe should be paired with the primary logo in close proximity.

The globe may not be distorted in size or tilted from its original angle.

For materials with multiple pages, the globe should be centered on the back as a sign-off.

Globe Guidelines

Globe Used as Sign-off

Graphic Elements

Secondary Elements

The element should always be subtle and visually compelling according to each application. Please contact us for graphic build assistance specific to your application

Selected Country Icons

Patterned Bars in Primary Palette

Through many rounds of voting, four patterns were selected by each of the Global Brigades program countries. Each pattern is inspired by and represents the rich culture of that country's communities.

The patterns are arranged as a bar and make use of the primary color palette when representing the uber-brand or the full scale of program colors when used in program materials.

Each country should try to utilize their respective bar pattern for their specific materials as much as possible (i.e. Honduras materials should utilize the Honduran pattern). For other cases, any pattern may be used at the designer's discretion.

The height of the bar should be relatively slim in proportion to the size of the application. The bar is an accent device and should be relatively slim in proportion to the rest of the space. The bar should only be used along one edge of a material so people are aware it is an official GB material.

In addition to the bar, the patterns may be used as a graphic element in ways that support the overall design but do not overwhelm the piece (i.e. as a subtle accent to give depth to a page).

Patterns should be used as much as possible in special creative pieces as a means to tie them to the overall brand.

Graphic Elements

Secondary Elements Guidelines

Bar Guidelines

The bar should never sit in the middle of a layout.

The global brigades logo and other text may only be used inside a patterned bar with straplines that divide the text from the pattern with a solid color.
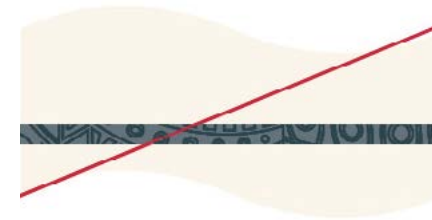
Never re-create your own patterned bars, always use the master artwork on the website.

A black patterned bar may only be used when there are printing restrictions.

Don't slant or angle the bar.

The bar should be used on the bottom edge of a GB photo as much as possible.

Never combine patterns within the same layout.

Bar should only appear on outer edges

Bar with straplines

Do not put text atop bars with patterns in them

Do not slant bars or make them overpower
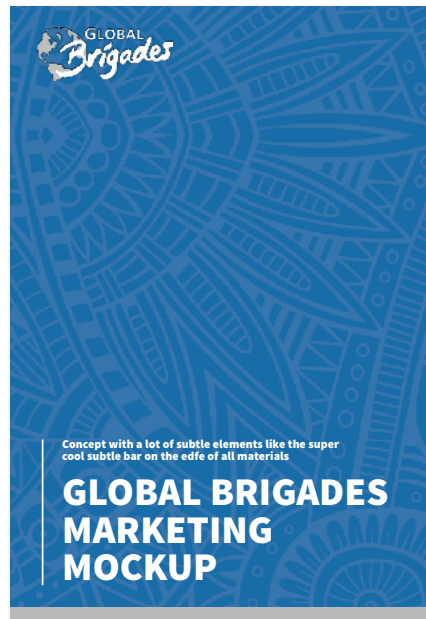
Graphic Elements

Putting It All Together

See how all these design elements come together to create a finished piece. You'll notice that many overlapping elements are used to create the overall look. Any of these elements can work together with photography, type and color, to create a visually pleasing and information rich communications piece.

STAY CONNECTED TO THE MOVEMENT

Front

Back

Concept with a lot of subtle elements like the super cool subtle bar on the edfe of all materials

GLOBAL BRIGADES MARKETING MOCKUP

SARAH ALBINDA
4637 S. MILL AVE
TEMPE, AZ 85282

GLOBAL BRIGADES
1234 W. Sesame St, Goodyear, AZ
Thank you for your business

Social Media
Strategy & Messaging

Strategy

Global Brigades uses social media outlets as a crucial avenue through which university Chapters interact with their student body and encourage participation in recruitment drives, fundraising efforts, and other Chapter-related business.

Global Brigades does sanction the ability of Chapters to set up Chapter-branded accounts via Facebook, Twitter, YouTube and other appropriate social media platforms. To increase Chapter collaboration, set up a central Global Brigades account for each platform.

Social media account activity by university Chapters will be perceived as reflective of the Global Brigades organization and brand, and must maintain and display the core values, principles, tone, and interests of Global Brigades at large.

Messaging

Communications via social media should incorporate the positive, authentic, smart, and community-focused message of Global Brigades. Avoid overly-formal, businesslike content, emphasizing the organic and personalized feel of the organization, while also straying from posts that are too casual, unprofessional, or crass.

Post photos and videos, utilizing media that emphasize genuine, candid interaction between brigade volunteers, GB staff and community members. In short, use these social media outlets meaningfully and effectively; allow them to become a platform for others to gain an insight into the vision and goals of the organization, attracting more people to participate in the Global Brigades mission.
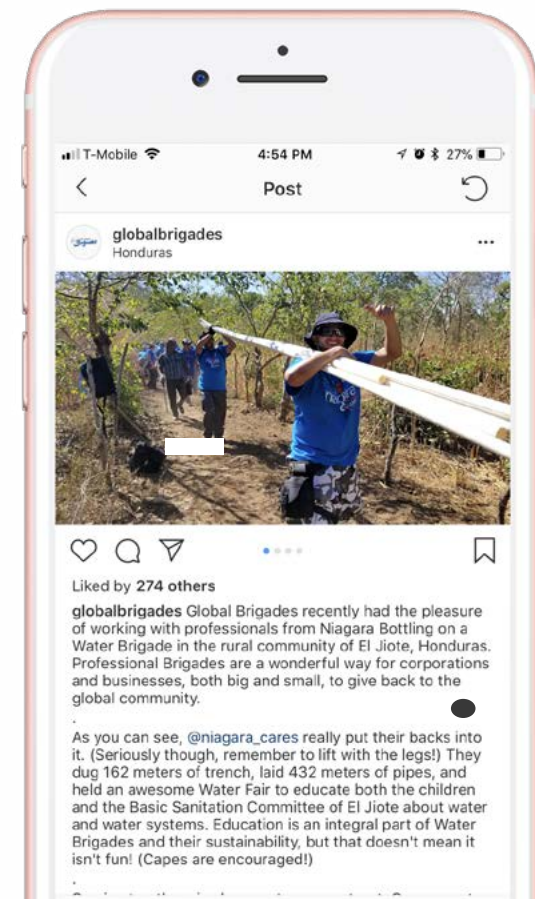
Social Media
Strategy & Messaging

Tag
@GlobalBrigades

Location
Remember the name of the community you brigaded in, make your activities on campus searchable by location.

Hashtags
#GlobalBrigades #GB365 #MyGBStory #FacesOfGB #MedicalBrigades #PublicHealthBrigades (etc.) #SustainableDevelopment

Social Media
Ethics

Adhere to GB's Three C's when sharing about Global Brigades on social media.

GB'S THREE C'S

Consent

Ask if you can take a picture. Ask if you want to post the photo on the internet. If you can't explain why you are taking a photo or video, find an interpreter.

Content

Will this image truly represent your experience?
Ask yourself, "What is my intention with sharing this post?" and "Would I have appreciated being portrayed in the same manner?" Avoid sensitive, vulnerable situations such as private areas of health clinics. Don't portray yourself as the hero of the story.

Caption

Are you accurately representing the situation? What's the story? Know the name and background of the people portrayed and include them in your informative caption. Avoid oversimplified generalizations and perceptions by avoiding stereotypes. Highlight the sustainable aspects behind a brigade. Add a call to action for your audience.

Questions?

The guidelines are periodically revised to reflect feedback from all stakeholders. Please contact us to ensure you have the most recent version:

ALEXA SCHMIDT
Marketing Manager
alexa.schmidt@globalbrigades.org

Or visit **fundraise.globalbrigades.org/brand**