Brand Guide

Identity and communication standards

Version v1.6 | February 13, 2026

Document Control

Document	Brand Guide
Version	v1.6
Effective date	February 13, 2026
Approved by	[Board / Executive Director]
Contact	info@gicorps.org	gicorps.org

1. Brand essence

Global Impact Corps is a mission-driven nonprofit that turns community-led ideas into verified, completed missions. Our brand should feel credible to donors, practical to partners, and energizing to participants.

1.1 Brand promise

We make it possible for people - especially young adults - to lead real projects that improve communities, with professional planning support, transparent funding, and evidence-based verification.

1.2 Audience

- Participants (Project Stewards and Corps Members): early-career adults seeking meaningful, structured service and real-world experience.
- Local partners: community organizations, schools, municipalities, and NGOs that co-lead missions and own outcomes after handover.
- Donors and sponsors: individuals, foundations, and companies seeking transparent, milestone-based impact.
- Volunteers (local and global): people who want to contribute time or expertise to a specific mission.

1.3 Voice and tone

Use language that is clear, concrete, and respectful. Avoid hype. Emphasize verification, local partnership, and safety. Center community dignity: we work with communities, not on them.

Preferred style: active voice, short sentences, specific numbers and deliverables when available. Use consistent terms: Mission, Project Steward, Plan Lab, Milestone, Verification.

1.4 Tagline

Official tagline: Ideas to Impact. Verified.

Alternative taglines (for campaigns or chapters):

- Turn ideas into outcomes.
- Build what communities need.
- Service with proof.
- From plan to done.
- Missions that finish.
- Real work. Real impact.
- Local partners. Verified results.
- Make impact doable.
- Your idea. A real mission.
- Transparent impact, delivered.

2. Logo suite

The logo includes a globe motif and an upward trajectory element, representing global reach and practical progress. Use approved assets only.

2.1 Primary logo (wordmark)

2.2 Icon (small use)

Icon - simple (recommended)   Icon - detailed   Icon - monochrome

3. Logo usage rules

3.1 Clear space

Maintain clear space around the logo equal to at least the height of the inner arrow head. Do not crowd the mark with other text or graphics.

3.2 Minimum size

- Wordmark: minimum 2.0 inches wide in print; 240 px wide on screen.
- Icon (simple): minimum 0.25 inches in print; 24 px on screen.
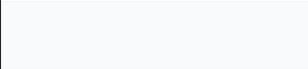- Avoid the detailed icon below 0.5 inches / 48 px.

3.3 Backgrounds

Preferred: white or very light backgrounds. On dark backgrounds, use the monochrome navy icon in white (invert) or request a white export. Ensure strong contrast and readability.

3.4 Do not

- Change colors outside the palette.
- Stretch, skew, or rotate the logo.
- Add shadows, outlines, or effects.
- Place the logo over busy photos that reduce readability.

4. Color palette

Use a restrained palette to keep documents credible and easy to print. Use teal as an accent, not a fill for large blocks of body text.

Color	Swatch	Hex	Usage
Navy (Primary)		#0B1F3B	Headings, key text, outlines
Teal (Secondary)		#14B8A6	Accents, links, callouts, charts (sparingly)
Gold (Accent)		#F59E0B	Highlights, emphasis boxes, callouts (use sparingly)
Slate (Neutral)		#64748B	Secondary text, captions
Light Gray (Background)		#F8FAFC	Table fills, background blocks

5. Typography

5.1 Documents and forms

Primary: Calibri (body) and Calibri Light (titles). Fallbacks: Arial, Helvetica. Use 11 pt body text, 1.15 line spacing, and clear hierarchy in headings.

5.2 Digital (optional)

If designing a website or app, consider Inter or Source Sans 3 for readability. Keep typography simple and consistent with the document system.

6. Layout system for official documents

6.1 Header and footer standard

- Official footer contact: gicorps.org | info@gicorps.org

All official documents should include the logo icon and organization name in the header, document title and version on the right, and a footer with the website and page numbering.

6.2 Tables and forms

Use 'Table Grid' with light gray header fills. Keep tables readable in black-and-white printing (do not rely on color alone).

6.3 Callouts

Use callout boxes for important notes and safety guidance. Prefer light background fills and navy headings for readability.

7. Imagery and storytelling

Use photos that reflect partnership and dignity: communities leading, participants collaborating, and practical outcomes. Avoid images that sensationalize hardship. Always obtain appropriate consent and follow safeguarding guidance.

8. File naming and versioning

Use consistent filenames and semantic versions. Naming format: GlobalImpactCorps_Policies_Handbook_vX_Y_BRANDED.docx. Increase the minor version for edits that do not change core governance; increase the major version for substantial governance or program changes.

9. Approvals and updates

Brand assets and updates should be approved by the Executive Director (or Board designee). Keep a change log when updating official documents.