



How to Use Our Brand

# Welcome to Giveall2Charity

## Giveall™

We've put together the following guidelines to help us all work together to establish and build our brand.

We don't want to give you a Do & Don't list but really want to help you make the best use of the Giveall™ brand across any media you might use. If you want to do anything really exciting with the brand and aren't sure how to do it, just drop us a line and we'll do our best to help:

[branding@giveall.org](mailto:branding@giveall.org)



# How to Use these Guidelines

Please use the logos, any agreed text, any straplines or advertising messages and any images exactly as they are shown in this guidance.

We've designed our brand to make sure it's as effective as possible and that we're instantly recognised everywhere, no matter where you use any aspect of the brand. But please, don't hesitate to contact us if you're not sure. That's what we're here for!



# How to Describe Giveall™

This is the short description of what Giveall™ is and does. Please use this when introducing us to your colleagues, partners, customers or fundraisers:

*Giveall2Charity, also known as Giveall™, is the integrated online cash management and banking platform that enables commission-free fundraising for charities, who maximise their income and process funds at the lowest cost ever.*

When describing Giveall™ in writing, please don't forget to use the ™ symbol, which can be inserted from the 'Symbol' menu in Microsoft programs.



# How to Describe Giveall™ in More Detail

Giveall™ is the integrated cash management and banking platform that enables online fundraising for charities, who maximise their income and process funds at the lowest ever cost. This unique, commission-free platform makes fundraising easier and more cost-effective. Giveall™ not only increases the volume of funds raised but seamlessly maximises the returns on them. Charities use their money without incurring excessive and unnecessary fees and charges.

“Charities” includes registered charities, churches, Community Amateur Sports Clubs (‘CASCs’), educational trusts, schools and universities registered with their relevant tax authorities.

Giveall’s services include online fundraising and donations, payroll giving (uniquely

commission and transaction cost-free), wealth management (commission-free), an integrated cash management and banking facility (maximising interest for all and no excessive or unnecessary fees) and an affiliate network that gives access to other essential services and solutions (worth over £15k/charity p.a.).

Giveall™ is creating an international development fund to support sustainable social and economic development objectives.

Giveall™, going where giving should.



# The Logos

giveall2charity 

## Main Logo

Please use this where possible

giveall2charity   
going where giving should

## Main Logo Alternative (1)

With strapline option

giveall2charity.. going where giving should

## Strapline Logo

Use the Corbel font and after the word giveall2charity.. two full stops and a space must be inserted before the strapline



## Summary Logo

Where space is limited and there's narrative to describe Giveall™



# The Affiliate Logos

## Affiliate Logo

Used in agreement with partners, for example:

giveall2charity  affiliate

Affiliate of Giveall2Charity

giveall2charity   
affiliate



giveall2charity   
affiliate



On-line Analytical Processing (OLAP)



# Positioning the Logo

The logo must always be protected on all sides by a negative or white space equivalent to the height of the Giveall2Charity logo body. (Some sides should have double white spacing). This exclusion zone must be free of all non-branded graphic or copy elements, and is to be respected under all circumstances.





# Framing the Logo

The logo may be bordered by a 3-rounded leaf enclosure giving the logo a white background. The radius (R) of the rounded corners must not extend beyond the **ga** leaf logo corner.

giveall2charity  
going where giving should



# Colour Logo

The gradient colour in the 'ga' leaf and the shadow effect in the logo make it highly complex to reproduce accurately. Therefore, we ask that you only obtain logos from Giveall™ for use in your material. The layout below indicates the colours in the full version of the logo and the next slide breaks these down:

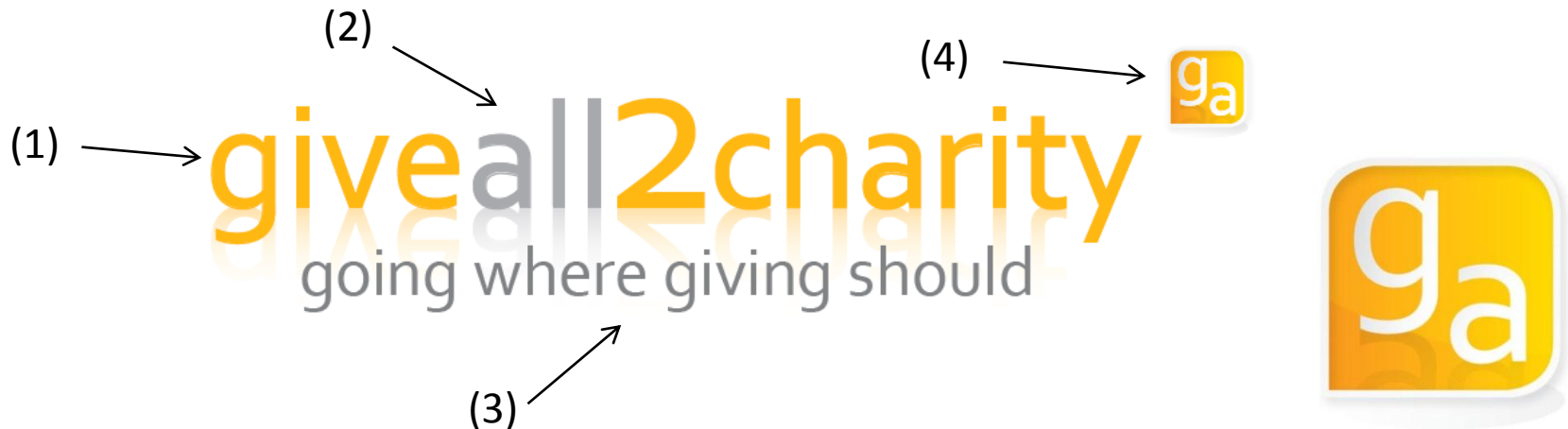


1. ga Yellow
2. Dark Grey
3. Light Grey
4. Gradient Yellow leaf



# Colour Breakdowns

Ref.	Colour	Pantone	CMYK	RGB	Hex No.
1.	ga Yellow	Spot 130C	C0/M30/Y100/K0	R253/G184/B19	FDB813
2.	Dark Grey		K58		818285
3.	Light Grey		K41		A7A9AC
4.	Leaf Gradient Darkest Middle Lightest		C0/M50/Y100/K0 C0/M30-20/Y100/K0 C0/M10/Y100/K0		



# Black & White Logo

The logo reproduces in black & white clearly and effectively.

giveall2charity<sup>ga</sup>  
going where giving should

giveall2charity<sup>ga</sup>  
going where giving should



# Greyscale Logo

The logo reproduces in black & white clearly and effectively. In reproducing the logo in greyscale, the gradient colour in the 'ga' leaf becomes shades of grey.

The layout below indicates the range:



# How Not to Use the Logo (1)

Please feel free to use the logos as provided by Giveall™ and according to the guidelines, as often as possible. If you would like to send a version of the logo to your fundraisers, see the next page for downloading instructions. However, please:



**Do not** change the colour



**Do not** recreate the logo



**Do not** distort the logo

We at **giveall2charity**  are...

**Do not** embed the logo in between text



# How Not to Use the Logo (2)



**Do not** rotate the logo



**Do not** place the logo on a busy background



**Do not** alter the size relationship of the elements



**Do not** reverse the logo on a light background



# Buttons for Charities

We've designed some buttons for you to use on your website to make fundraising with Giveall™ as effective as possible. The larger button is for use on websites and where there is less text narrative supporting them. The smaller **ga** button is for use in emails and where you're using more information to explain who Giveall™ is. We tell you how to download the buttons later on.





# Buttons for Fundraisers

We've also designed some buttons for your fundraisers to use. Again, the larger button should be used on their fundraising websites and the smaller **ga** button can be used in fundraising emails. We tell you how to download the buttons to share with your fundraisers later on.



# Downloading the Logo & Buttons

Versions of the logo, text and online buttons can be downloaded here:

[Logo Downloads](#)

If for any reason you need a specific version of a logo, text or button - for instance, to reproduce onto unfamiliar surfaces, to expand or reduce to extreme sizes or to meet the needs of people who are working with you - please let us know. We have a team of experts whose job it is to help get this right and make things easy for everyone:

[branding@giveall.org](mailto:branding@giveall.org)



# Giveall™ Personality

Pictures tell a thousand words and at Giveall™ we understand the power of an image to strengthen a message. Please feel free to use images of your own which fit with our style and work well with your own message and market.

If you're not sure, please don't hesitate to contact us for an opinion:

[branding@giveall.org](mailto:branding@giveall.org)



# Typeface

**Helvetica Bold** (12px) for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$%^&\*()

Helvetica (12px) for subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$%^&\*()

Arial (12px) for main copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$%^&\*()

Please use these whenever you are representing us and use black, white or grey type using the **ga** yellow as your accent colour.



# We're Here to Help

If you aren't sure about any of these guidelines, if you need some more help or if you'd just like us to give you a hand with drafting, reading or editing copy, sharing ideas and making your designs look good, we are here to help:

[branding@giveall.org](mailto:branding@giveall.org)

Now, let's get on with making this happen together.

