GLOBAL Brigades

Branding Guidelines

We have put together these branding 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 opening minds and mobilizing student volunteers since 2004, and our core values of tolerance, diversity, cultural respect and empowerment to all have never wavered and never will. No other non profit organization—public or private—offers the unique combination of programming excellence, collaboration, commitment to change and sustainable prowess like Global Brigades. But with such diverse student groups, cultural backgrounds, and a decentralized locations, how do we get our message across?

What makes Global Brigades truly stand out are our intangibles: the leadership, freedom and acceptance of students to improve the lives of others that are impossible to communicate with just statistics and facts. We all need to communicate 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.

GLOBAL Brigades

This positioning is to help you focus and define Global Brigades visually and verbally, and it is not intended to be used verbatim.

As an organization, Global Brigades is large, diverse, and dynamic. It is a student-led movement that is collaborative, confident, and continually evolving. It is also a community of people bound together for the common purpose of mobilizing towards 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 a difference.

The way to make this positioning real for our audiences is to share stories about how our organization has made a difference, about the community members who have found new hope through our programs, and the volunteers — both inside and outside of the University — 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 the medical and microfinance programs.

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.

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, a press release or any other form of communication—always keep the Global Brigades brand in mind.

In any shape or form, Global Brigades copy tone should reflect the sentiment of the optimist. Bright, upward-looking and energizing. The message should be empowering, uplifting and propelled by a progressive spirit.

Editorial
Tips/Usage

To download an updated fact-sheet of Global Brigades' accomplishments, visit globalbrigades.org/brand

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.
Below are five tips and examples to guide you as you create content.

1. Talk about the process.

Example: "Spending months fundraising for medical supplies to finally give her the care she has always needed. That's the Global Brigades experience."

2. Issue a challenge.

Example: "Why settle for helping a few later when you can change the world now?"

3. Make a bold statement.

Example: "This is the experience you will remember for the rest of your life."

4. Inform and teach but never boast.

Example: "Global Brigades' work has helped this community deliver water to its 600 members, an impact that will only continue to grow as they do."

5. Describe a common mindset.

Example: "Everybody needs a home. That's why Global Brigades' is working tirelessly to build sustainable solutions that will last their family for future generations."

GLOBAL
Brigades

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 Don'ts

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: dropshadow, 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.
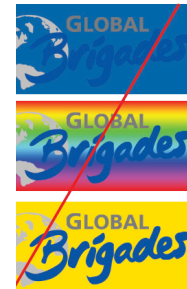Do not crop or let the logo bleed.
Do not deviate from the GB color palette.
Do not place globe in a different position.
Do not put the logo behind text.

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: dropshadow, outline, emboss, stroke, etc.

Do not distort the proportions of the logo

GLOBAL Brigades

Each of the ten 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.

MEDICAL
Brigades

BUSINESS
Brigades

PUBLIC HEALTH
Brigades

HUMAN RIGHTS
Brigades

HUMAN RIGHTS
Brigades

All icons, logos, and fonts are available for download at globalbrigades.org/brand

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, this 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.

GLOBAL Brigades

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 graphics@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 filetype, please specify in your email.

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

GLOBAL *Brigades* | **microfinance**
Arizona State University

example chapter logos available for order for qualified chapters

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 inconvenicence.
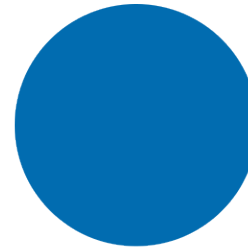
Colors

Primary/ Secondary Color Palette

Hex codes, RGB/ CMYK information, and equivalent formulas for four-color and digital media are available upon request.
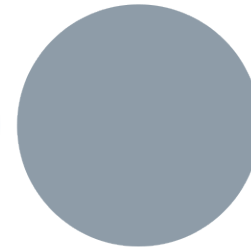
Primary Palette

Color is a critical institutional identifier. Blue, gray, and gold, comprise the unifying brand element across the system.
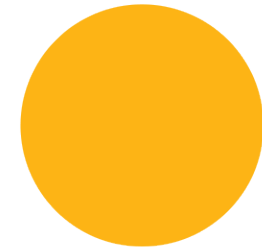
Secondary Palette

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
Hex: #196aa4

Warm Gray
Hex: #8b9da9

GB Gold
Hex: #f0b53f

Secondary Colors

GLOBAL Brigades
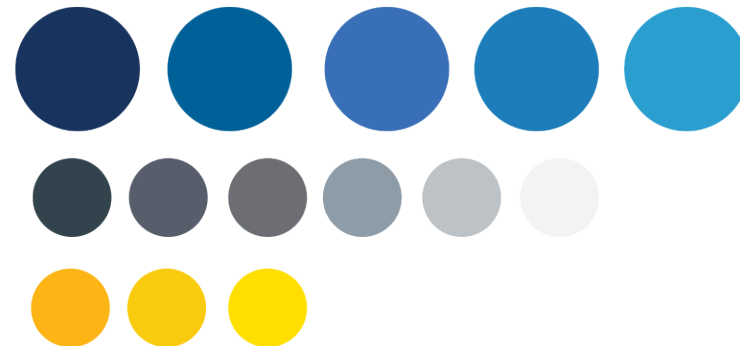
PMS 583
Microfinance
Hex: #5d9a5e

PMS 369
Environmental
Hex: #88ba4b

PMS 115
Architecture
Hex: #f1b73b

PMS 167
Public Health
Hex: #e7843c

PMS 5835
Human Rights
Hex: # 641b4b

PANTONE 229 C
Dental
Hex: #79337f

PMS 4695
Engineering
Hex: #932c26

PMS 1805
Medical
Hex: #d4342f

PMS 2945
Business
Hex: #273571

PMS 631
Water
Hex: #149ad7

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.

Colors
Program Colors

Colors should always be matched visually according to each application. Please contact us for color builds specific to your application

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!@#$%&

GLOBAL
Brigades

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 Aller
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*

GLOBAL
Brigades

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
Guidelines

Source images from our Image Library (link) especially for cases such as brochures, spreads, or full to half-page documents.

GLOBAL
Brigades

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.

GLOBAL Brigades

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 communiations, 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 Signoff

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.
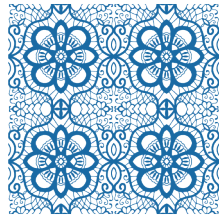
Graphic Elements

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

NICARAGUA

HONDURAS

GHANA

PANAMA

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.

GLOBAL Brigades

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.
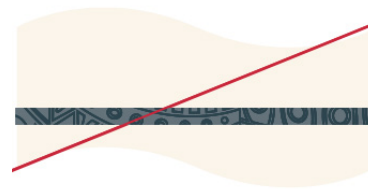
Never re-create your own patterned bars, always use the master artwork on the website.

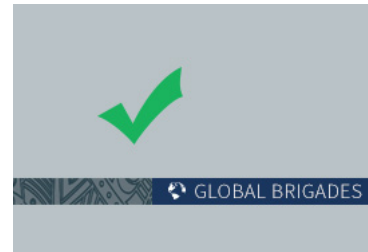A black patterned bar may only be used when there are printing restructions.

Don't slant or angle the bar.

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

Never combine patterns within the same layout.

Bar should only appear on outer edges

Bar with straplines

GLOBAL BRIGADES

Do not put text atop bars with patterns in them

GLOBAL BRIGADES

Do not slant bars or make them overpower a

Graphic Elements
Secondary Elements Guidelines

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 richcommunications piece.

GLOBAL Brigades

Questions?

The guidelines are periodically revised to reflect the feedback from students and users. Please contact us to ensure you have the most recent version

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Or visit globalbrigades.org/brand