

# Giveth Visual Identity

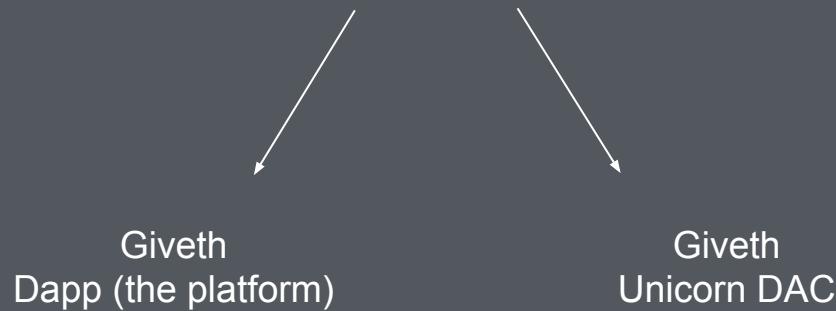
## ‘the evolution’

version 0.1

Sep 2017

Grace Torrellas

# Transitioning our Brand Identity



# The Dapp vs the DAC

## Dapp

Visuals need to instill high levels of credibility, trust, loyalty and global scalability

## DAC (Unicorn Community)

The DAC develops and supports the Giveth platform. The core team needs to be aligned in values and purpose while maintaining a strong sense of collaboration. The DAC is informal, fair and fun. It has developed its own identity.

Giveth brand invites the community to **connect**, **get involved**, **create** and **transform**

friendly, honest and trustworthy, it speaks from the heart.

Our brand wants to be related to projects that can scale and offer limitless possibilities to help a good cause.

Giveth

our focus is to **attract** purpose,  
**facilitate** funding and **enable**  
support for the cause.

# Giveth Brand

Logo, colors, visual identity (relations), voice, values/Ideals  
and user experience

Logo

### 1.2.2 USE STUDY: LOGO OVER FLAT COLOR

USE 50% OPACITY TO INCORPORATE BACKGROUND COLOR INTO LOGO - PREFER WHITE FOR OUTLINE AND BLACK FOR MASK



BLUE JEANS

AUBERGINE

GUAVA

CITRUS

MUSTARD

OLIVE

### 1.2.3 USE STUDY: THEMATIC VARIATIONS

USE 100% OPACITY - PREFER WHITE OVER BLACK



EX. LGBTQ CAMPAIGN



EX. EDUCATIONAL DACS

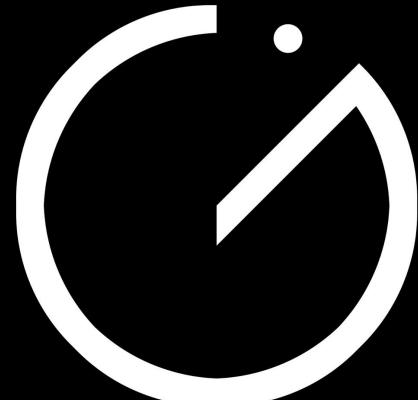
# Giveth Logo System

By Alan Borger  
[click.blue](http://click.blue)

## LOGO DESIGN

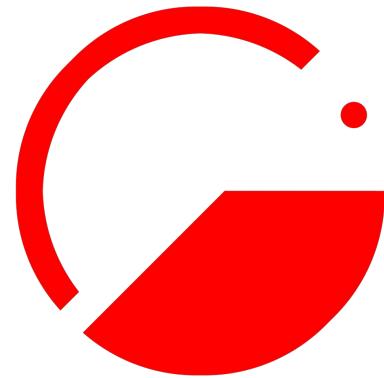






GiVETH





**GiVETH**



GiveTH

GiveTH



A photograph showing a group of people of various ages and ethnicities holding hands in a circle. They are outdoors on a grassy field, with some trees and a building visible in the background. The lighting suggests it might be late afternoon or early evening. The hands are diverse in skin tone and size, emphasizing the theme of unity and community. The word "Giveth" is overlaid on the image in a large, white, sans-serif font.

Giveth

# Final Logo



# Giveth







# Color Options for Giveth UI

Primary	Aa	Large Text	Aa	Normal Text
Blue Grey #57474f	White Text	min 41% opacity	White Text	min 59% opacity
	Black Text	NOT LEGIBLE 	Black Text	NOT LEGIBLE 
P – Light	Aa	Large Text	Aa	Normal Text
Blue Grey #62727b	White Text	min 63% opacity	White Text	min 92% opacity
	Black Text	min 66% opacity	Black Text	NOT LEGIBLE 
P – Dark	Aa	Large Text	Aa	Normal Text
Blue Grey #102027	White Text	min 34% opacity	White Text	min 46% opacity
	Black Text	NOT LEGIBLE 	Black Text	NOT LEGIBLE 
Secondary	Aa	Large Text	Aa	Normal Text
#a7ffeb	White Text	NOT LEGIBLE 	White Text	NOT LEGIBLE 
	Black Text	min 43% opacity	Black Text	min 55% opacity
S – Light	Aa	Large Text	Aa	Normal Text
#dbffff	White Text	NOT LEGIBLE 	White Text	NOT LEGIBLE 
	Black Text	min 42% opacity	Black Text	min 54% opacity
S – Dark	Aa	Large Text	Aa	Normal Text
#75ccb9	White Text	NOT LEGIBLE 	White Text	NOT LEGIBLE 
	Black Text	min 46% opacity	Black Text	min 59% opacity

## Text

One

Two

Three

Four

Five



## Text

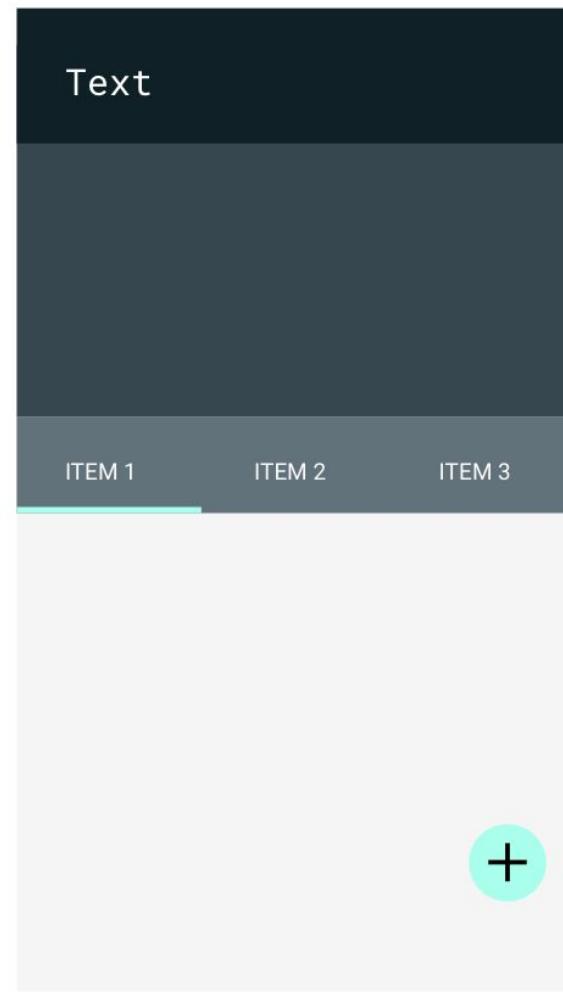
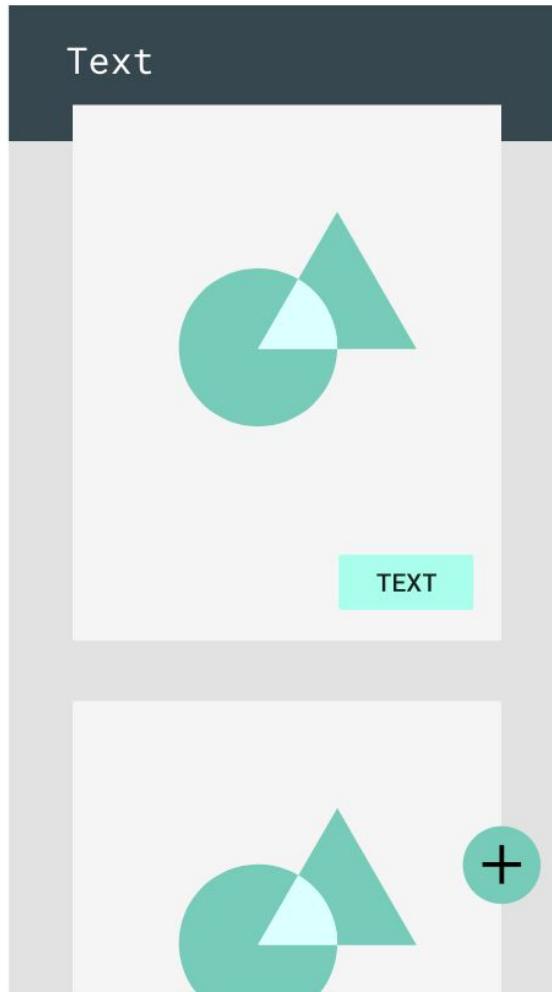
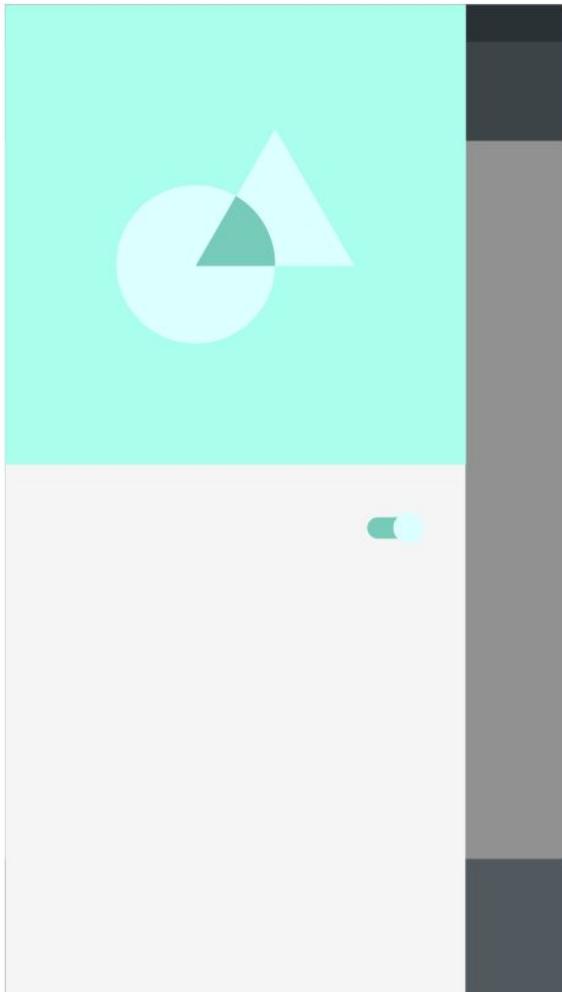


## Text



*Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec viverra eget nulla vitae ornare.*





## Primary

Aa Large Text

Aa Normal Text

Grey  
#f0f0f0

NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 42% opacity

min 54% opacity

## P – Light

Aa Large Text

Aa Normal Text

Grey  
#f0f0f0

NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 42% opacity

min 54% opacity

## P – Dark

Aa Large Text

Aa Normal Text

Grey  
#c7c7c7

White Text NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 45% opacity

min 59% opacity

## Secondary

Aa Large Text

Aa Normal Text

#81d3f9

White Text NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 45% opacity

min 58% opacity

## S – Light

Aa Large Text

Aa Normal Text

#b5ffff

White Text NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 42% opacity

min 55% opacity

## S – Dark

Aa Large Text

Aa Normal Text

#4ba2c6

White Text NOT LEGIBLE 

NOT LEGIBLE 

Black Text min 51% opacity

min 68% opacity

Text



ITEM 1

ITEM 2

ITEM 3

Text

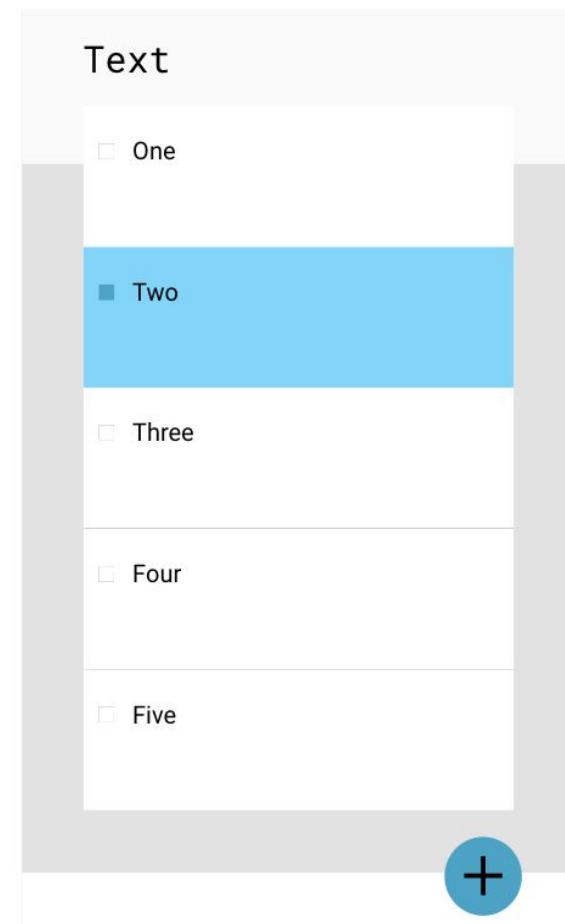
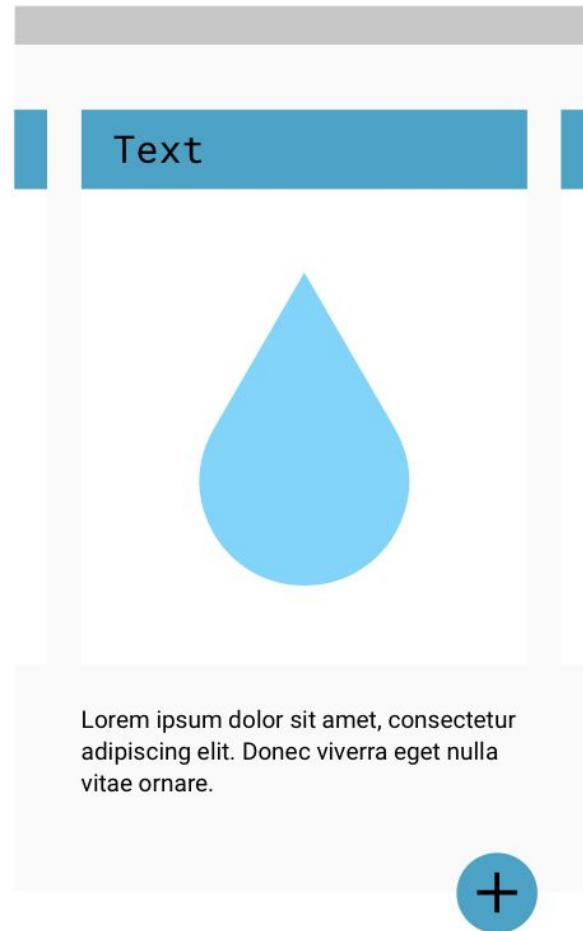
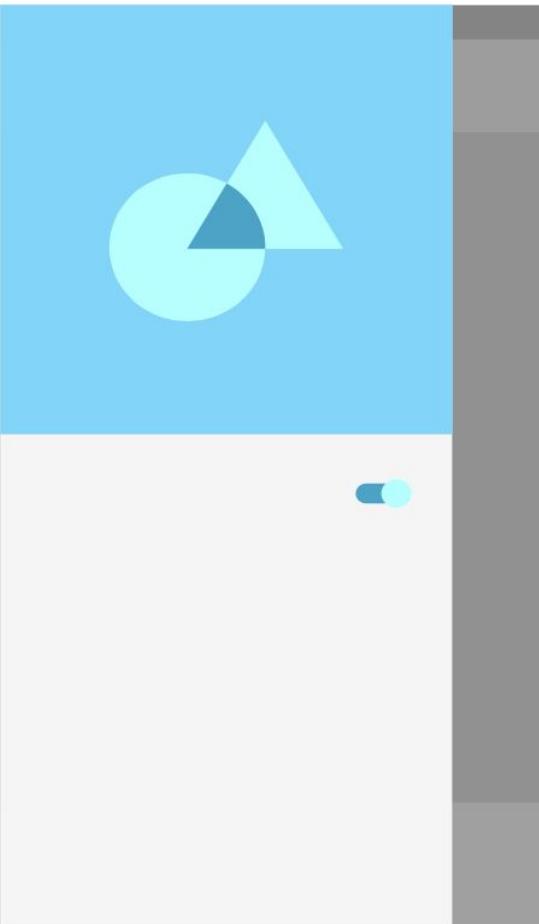


Text



TEXT





### Primary

	Aa	Large Text	Aa	Normal Text
Blue Grey #ecceff1	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 43% opacity		min 55% opacity	

### P – Light

	Aa	Large Text	Aa	Normal Text
Blue Grey #ffffff	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 42% opacity		min 54% opacity	

### P – Dark

	Aa	Large Text	Aa	Normal Text
Blue Grey #babdbd	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 46% opacity		min 59% opacity	

### Secondary

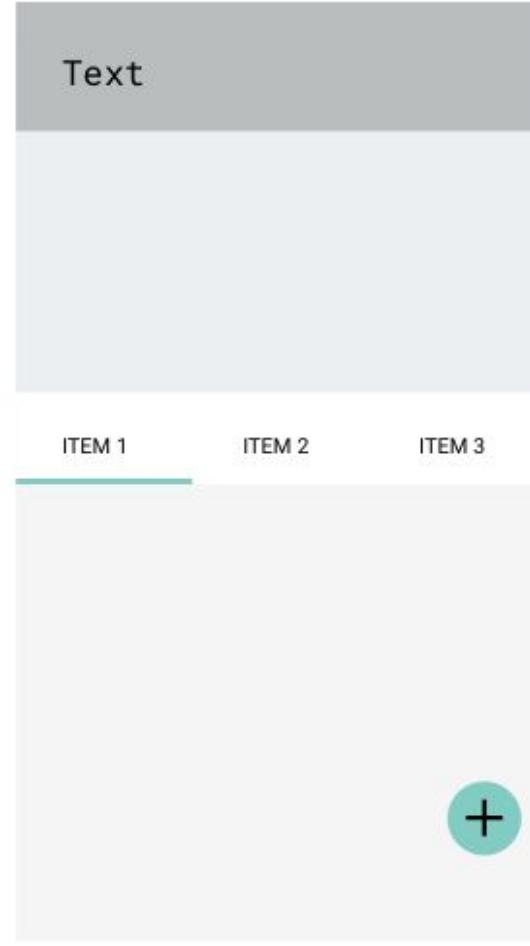
	Aa	Large Text	Aa	Normal Text
#80ccc4	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 45% opacity		min 59% opacity	

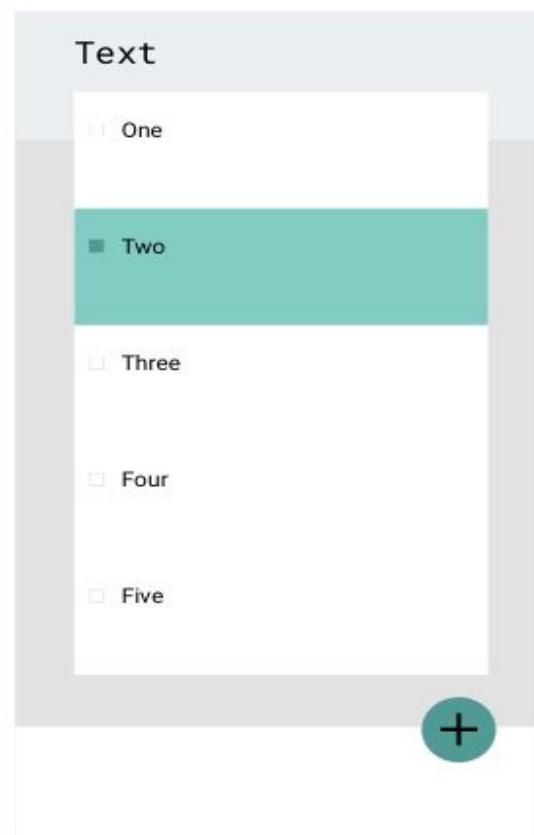
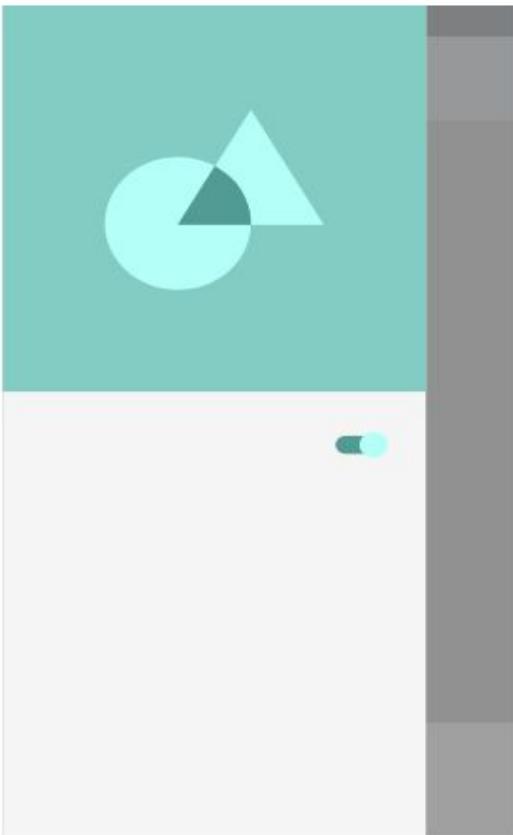
### S – Light

	Aa	Large Text	Aa	Normal Text
#b2ffff	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 42% opacity		min 55% opacity	

### S – Dark

	Aa	Large Text	Aa	Normal Text
#4f9b94	min 92% opacity		NOT LEGIBLE	▲
Black Text	min 52% opacity		min 72% opacity	





Primary	Aa	Large Text	Aa	Normal Text
#30507a	White Text	min 45% opacity		min 65% opacity
	Black Text	NOT LEGIBLE	▲	NOT LEGIBLE
P — Light	Aa	Large Text	Aa	Normal Text
#5f7ca9	White Text	min 72% opacity		NOT LEGIBLE
	Black Text	min 59% opacity		min 88% opacity
P — Dark	Aa	Large Text	Aa	Normal Text
#00284e	White Text	min 35% opacity		min 48% opacity
	Black Text	NOT LEGIBLE	▲	NOT LEGIBLE
Secondary	Aa	Large Text	Aa	Normal Text
#6a757c	White Text	min 66% opacity		min 96% opacity
	Black Text	min 63% opacity		NOT LEGIBLE
S — Light	Aa	Large Text	Aa	Normal Text
#98a4ab	White Text	NOT LEGIBLE	▲	NOT LEGIBLE
	Black Text	min 49% opacity		min 65% opacity
S — Dark	Aa	Large Text	Aa	Normal Text
#3f4950	White Text	min 41% opacity		min 60% opacity
	Black Text	NOT LEGIBLE	▲	NOT LEGIBLE

## Text

- One

Two

### □ Three

## □ Four

Five



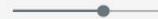
Text

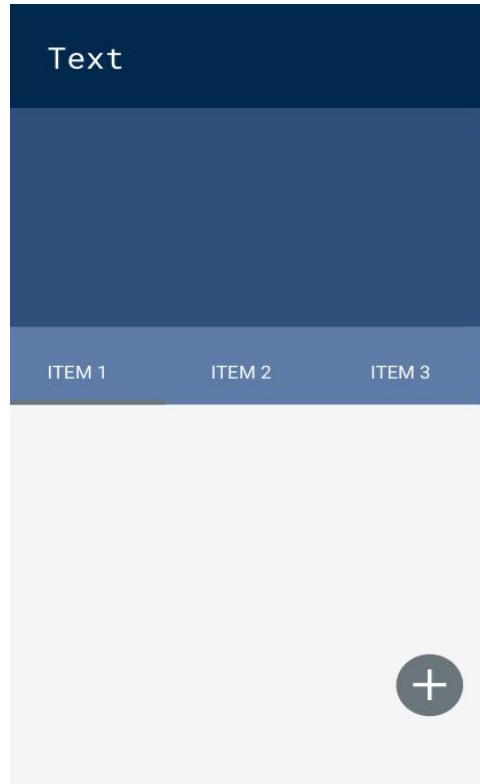
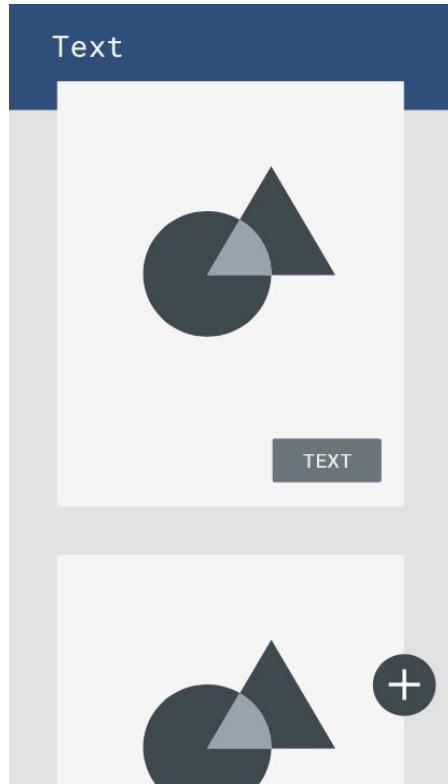
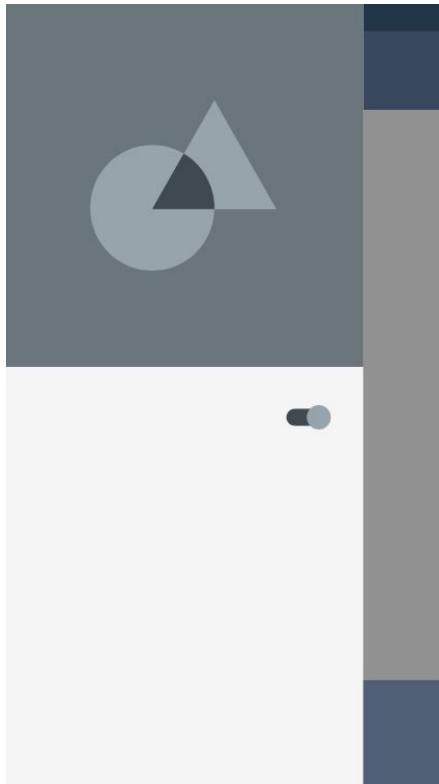


Donec viverra eget nulla  
vitae ornare.



## Text





## Primary

Aa Large Text

#4c6b91

White Text min 59% opacity

Aa Normal Text

min 85% opacity

Black Text min 71% opacity

NOT LEGIBLE 

## P – Light

Aa Large Text

#7b99c1

White Text NOT LEGIBLE 

Aa Normal Text

NOT LEGIBLE 

Black Text min 51% opacity

min 69% opacity

## P – Dark

Aa Large Text

#1c4063

White Text min 39% opacity

Aa Normal Text

min 56% opacity

Black Text NOT LEGIBLE 

NOT LEGIBLE 

## Secondary

Aa Large Text

#e5e5d9

White Text NOT LEGIBLE 

Aa Normal Text

NOT LEGIBLE 

Black Text min 43% opacity

min 55% opacity

## S – Light

Aa Large Text

#ffffff

White Text NOT LEGIBLE 

Aa Normal Text

NOT LEGIBLE 

Black Text min 42% opacity

min 54% opacity

## S – Dark

Aa Large Text

#b3b3a8

White Text NOT LEGIBLE 

Aa Normal Text

NOT LEGIBLE 

Black Text min 47% opacity

min 62% opacity

## Text

□ One

■ Two

□ Three

□ Four

□ Five



## Text



Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Donec viverra eget nulla  
vitae ornare.



Text



TEXT



Text

ITEM 1

ITEM 2

ITEM 3

Text



Primary	Aa	Large Text	Aa	Normal Text
#cfe0da	White Text	NOT LEGIBLE 	NOT LEGIBLE 	
	Black Text	min 44% opacity	min 56% opacity	

P – Light	Aa	Large Text	Aa	Normal Text
#ffffff	White Text	NOT LEGIBLE 	NOT LEGIBLE 	
	Black Text	min 42% opacity	min 54% opacity	

P – Dark	Aa	Large Text	Aa	Normal Text
#9eaeae8	White Text	NOT LEGIBLE 	NOT LEGIBLE 	
	Black Text	min 48% opacity	min 63% opacity	

Secondary	Aa	Large Text	Aa	Normal Text
#565656	White Text	min 48% opacity	min 70% opacity	
	Black Text	NOT LEGIBLE 	NOT LEGIBLE 	

S – Light	Aa	Large Text	Aa	Normal Text
#838383	White Text	min 79% opacity	NOT LEGIBLE 	
	Black Text	min 56% opacity	min 79% opacity	

S – Dark	Aa	Large Text	Aa	Normal Text
#2d2d2d	White Text	min 35% opacity	min 49% opacity	
	Black Text	NOT LEGIBLE 	NOT LEGIBLE 	

## Text

One

Two

Three

Four

Five



## Text



*Text*  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Donec viverra eget nulla  
vitae ornare.



Text



TEXT



Text

ITEM 1

ITEM 2

ITEM 3

Text

