

Giveth Visual Identity

version 0.0.1

Sep 2017

Transitioning our Brand Identity



Giveth Dapp
The platform



Giveth Unicorn
DAC

The Dapp vs the DAC

Dapp

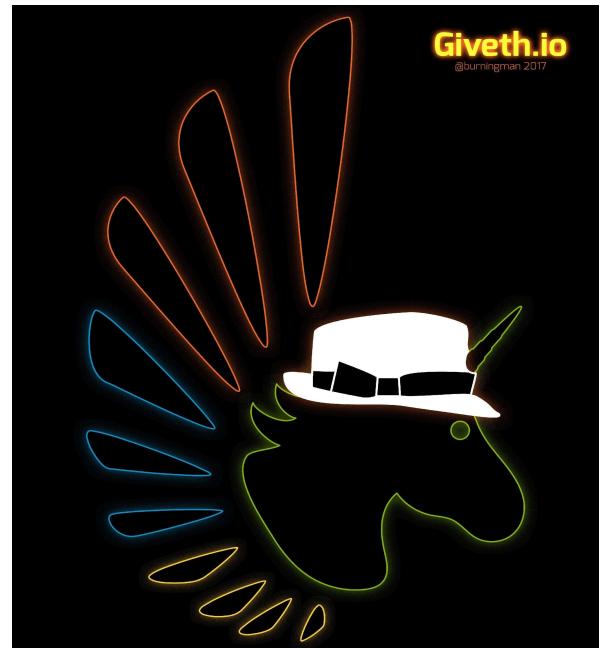
Visuals need to instill high levels of credibility, trust, loyalty and global scalability

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.

Current Brand

special edition for burning man



behind Giveth stands the
Unicorn DAC

maintains its **style, voice, unicorn logo and colors**

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 Brand

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

How do we compare to other Brands in
the same space?

Charities, non-profits, NGOs, humanitarian organizations and crowdfunding platforms?



Kickstarter

COMPANISTO

crowdcube



PledgeMe



GlobalGiving



Symbid



Tubestart



Venture Crowd



Earlyshares

watsi

Our Crowd



AmeriCares



CAF Charities Aid Foundation



THE TASK FORCE
FOR GLOBAL HEALTH



THE CASE FOUNDATION

thorn

WILDAID

Good360
GOODS FOR THE GREATER GOOD™

The Giveth brand is **dynamic** and **futuristic**. It represents the causes and charities of the future unlocking the power of capital to accelerate creative solutions to chronic challenges.

Lean Charity Model 1.0

Crowdfunding platforms 2.0

We are building Donation **3.0**

It transmits a message of **optimism** and **trust** while it also breaks away from the traditional charitable visuals. It emphasises **new generation of thinkers and activists**, supported by tech creating opportunities for accelerating inspiring change.

social good * humanism * High Tech/smart * trust * transparency *
dream * honesty * decentralization * collaboration * innovation *
community * empowerment * connection * inclusion

Giveth

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

The language is colloquial
and sounds young in spirit.

Logo

- The logo is the face of Giveth, it has to work in different sizes and they have to be easy identifiable
- We are adopting a **Logo System**: this combines a word-mark, pictorial and an abstract iconography (what the shapes represent in the minds of people)
- The **Giveth Logo System**: framework that will create endless permutations. These can point to other ideas and issues, similar to our campaigns and dacs. Examples: MTV, Google daily doodles...
- The logo system has to do with **technological change**.
- Email signature, twitter avatar, favicon - ubiquitous (found everywhere) and easy to change



Giveth

1.1 LOGO DESIGN

A unique font with primary shapes that identifies the brand even if out of context



Giveth

v.2 - Easier reading?

Give h |

Logo Applications

1.2 LOGO APPLICATIONS

LOGO SYSTEM - A graphical framework that allows for maximum adaptability while still empowering the brand

1.2.1 USE STUDY: LOGO OVER IMAGE

USE 100% OPACITY - PREFER WHITE OVER BLACK



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



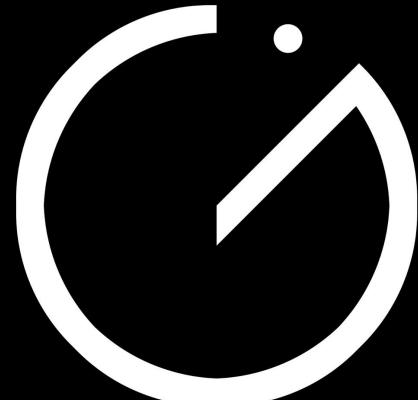
EX. EDUCATIONAL DACS

Giveth Logo System

By Alan Borger
click.blue

LOGO DESIGN

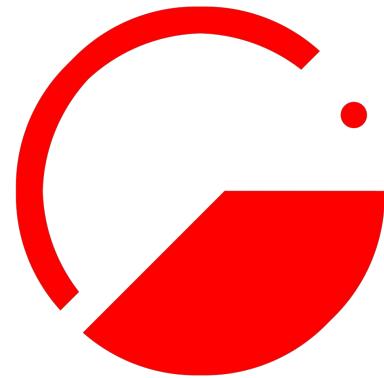




GiVETH







GiVETH

GiveTH

GiveTH

A photograph showing a group of people of various ages holding hands in a circle. The hands are diverse in skin tone and style. Some people are wearing colorful clothing like a yellow and white striped shirt, a blue and white patterned shirt, and a grey sweater. The background is a bright, outdoor setting with green grass and some blurred structures. The overall mood is one of unity and community.

GiveTH



Giveth





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

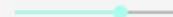
Three

Four

Five



Text

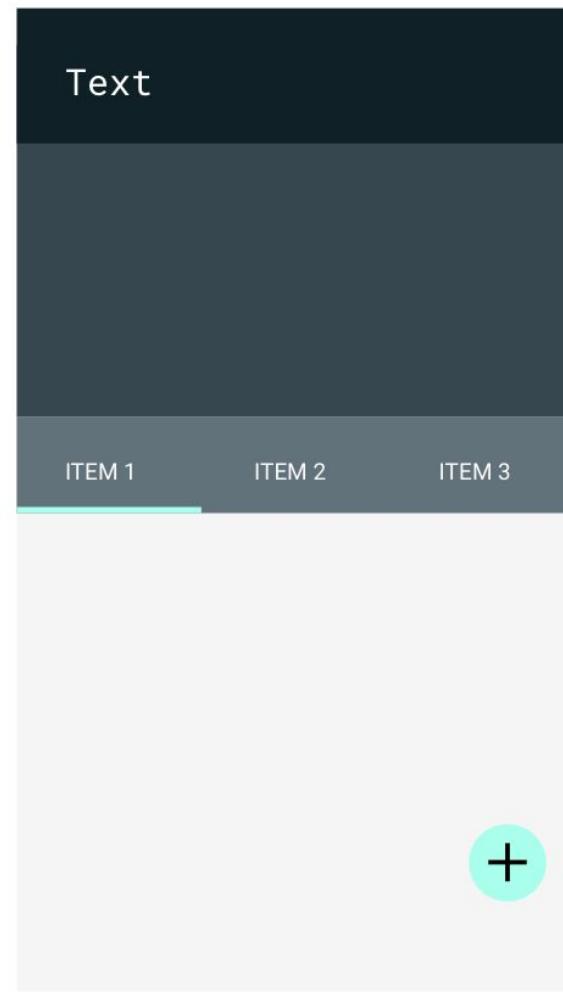
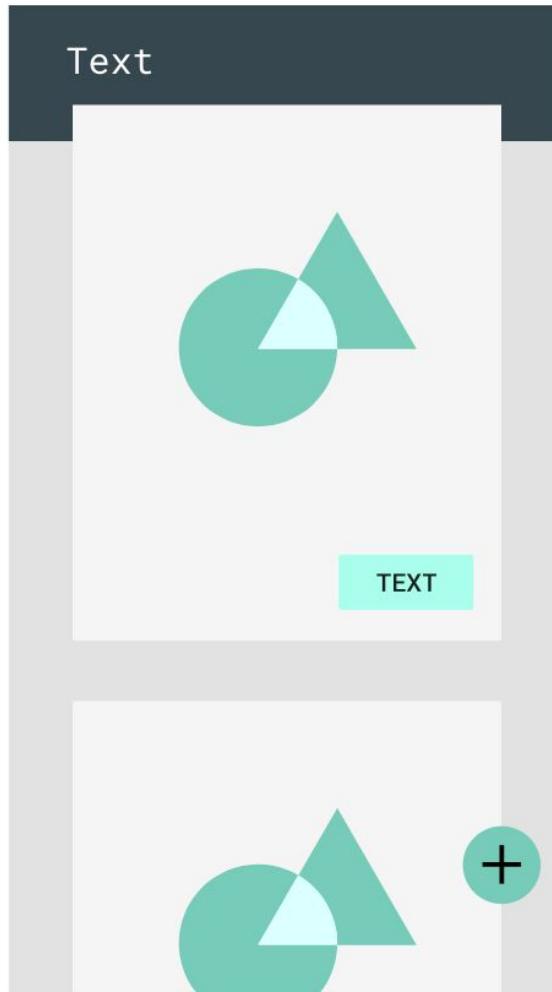
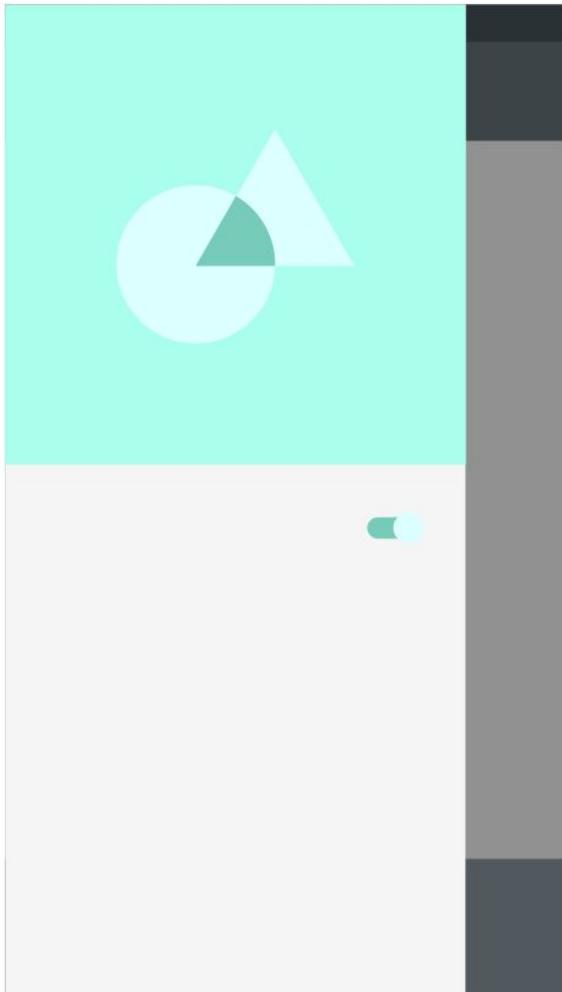


Text



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

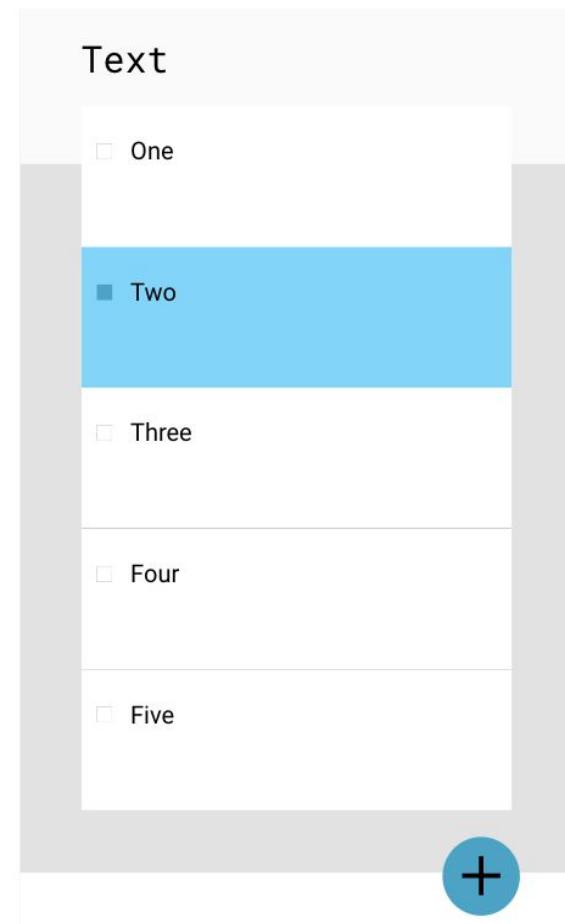
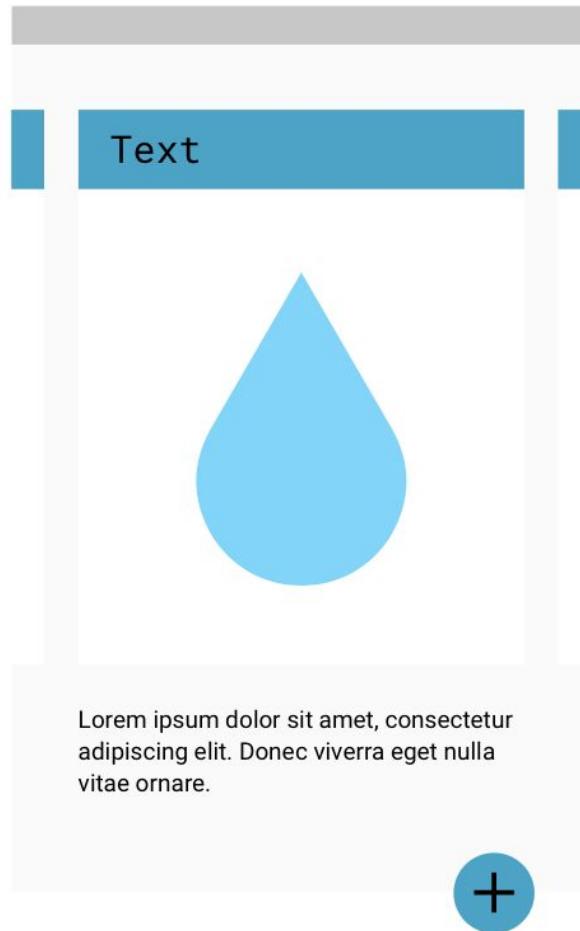
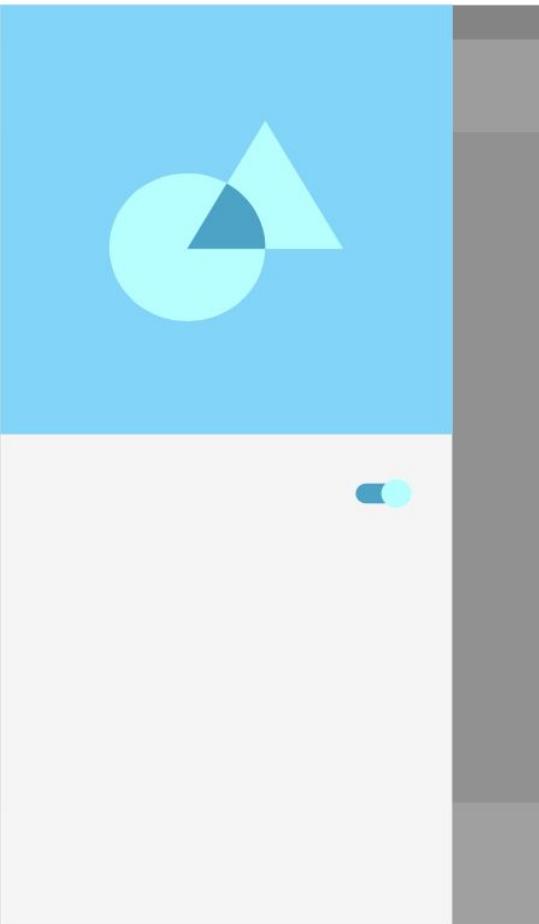


Text



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

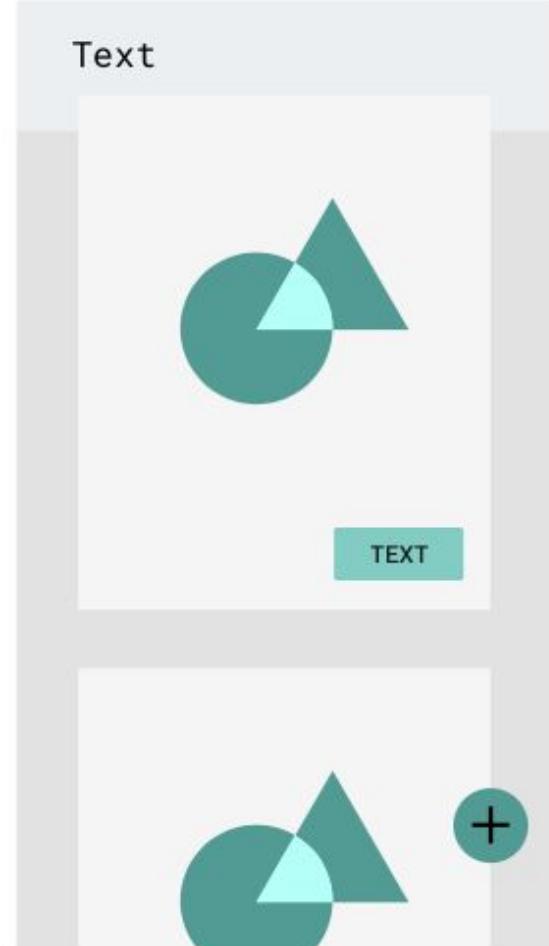
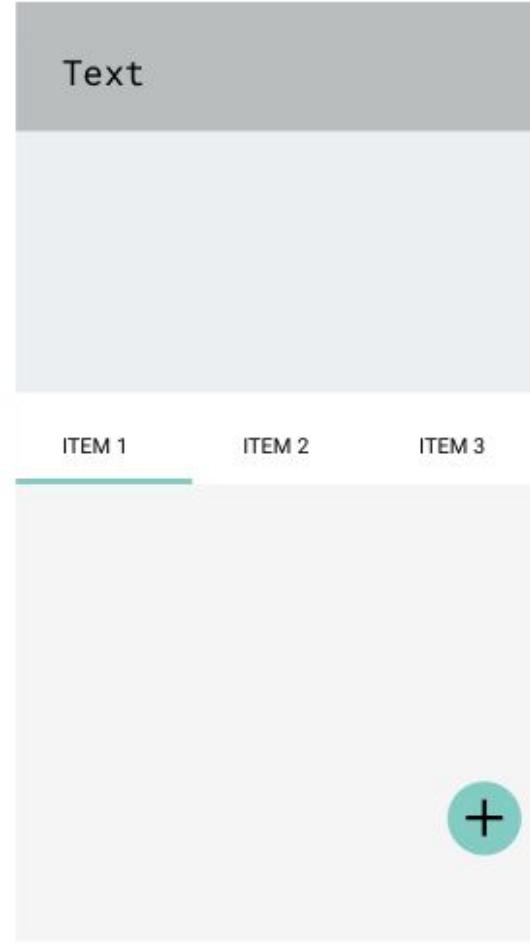
	Aa	Large Text	Aa	Normal Text
#80ccc4	NOT LEGIBLE	▲	NOT LEGIBLE	▲
Black Text	min 45% opacity		min 59% opacity	

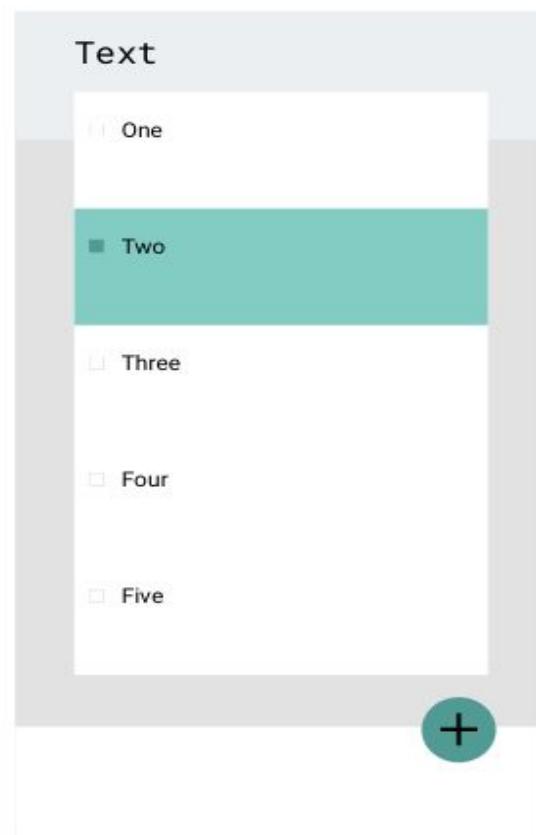
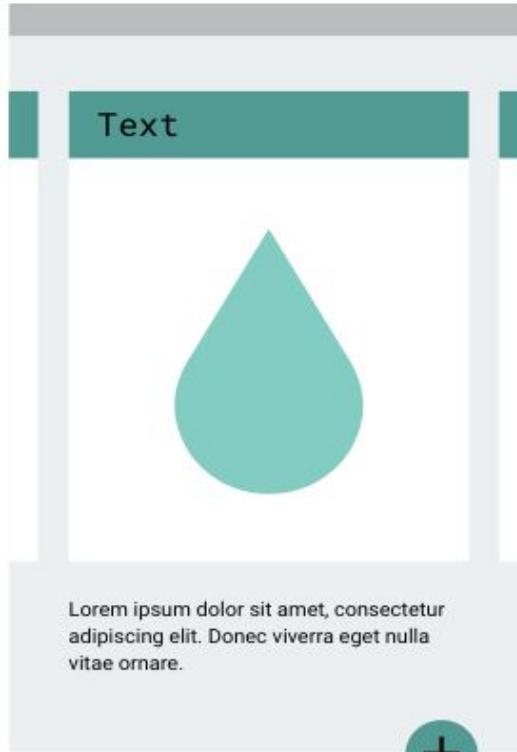
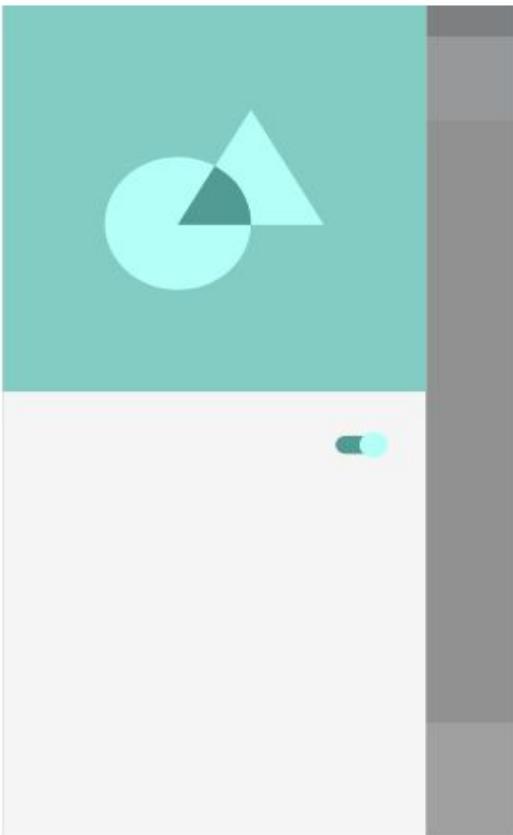
S – Light

	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

