GiVETH

Design & Brand Guidelines

Contents

Brand Overview

What is Giveth?

We are a community focused on making the world a better place through the use of blockchain technology!

The Giveth Decentralized Altruistic Community (DAC) is an eclectic mix of people from the Ethereum and nonprofit worlds. They are dedicated to building the tools that will make it easy for anyone to build a global community around a cause.

We are Altruistic, we are entirely open-source and love to reach out proactively to similar initiatives, which we see as potential collaborators as opposed to competitors.

The Giveth DAC works with volunteers, and genius developers who are working for a fraction of what they could be earning at for-profit Ethereum projects.

Giveth cultivates
Decentralization

We build tools for the common good and support others in doing so as well. On the Giveth DApp, 100% of the funds donated go to the cause the donor intended to support.

Giveth promotes
Altruism

We are an open, non-hierarchical global initiative - We empower communities with novel decentralized technologies to address their collective needs.

Giveth believes in
Community

We build tools that create strong bonds and alignment for people and the planet. We see donations as an opportunity to connect Givers to the people on the ground doing the good work.

Brand Identity is a selection of mental and functional concepts pertinent to Giveth. These concepts are not "reasons to donate", but provide familiarity and uniqueness to who we are and what we are about.

Mental and functional associations

- Social good
- Humanism
- Environmentalism
- Good Governance
- Trust
- Transparency

- Honesty
- Decentralization
- Collaboration
- Innovation
- Community
- Philanthropy

- Dream
- Empowerment
- Connection
- Inclusion
- Altruism
- Futurism

Mission & Vision

Mission

Our mission is to connect people, ideas, and resources to facilitate and incentivize social impact. We are not content with the current non-profit industry, and we are committed to developing a better, decentralized alternative.
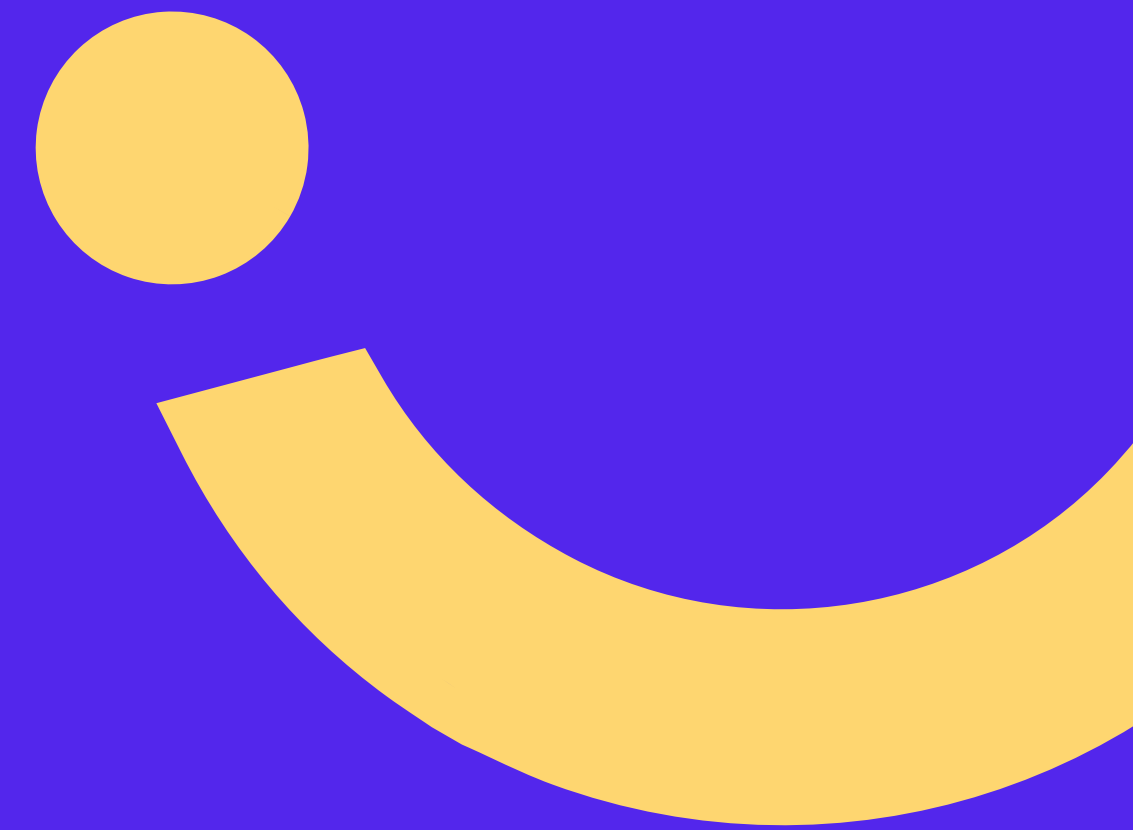
Vision

To build the future of giving, starting with a free, open-source platform connecting donors and mutual aid projects.

- As a mutual aid project, you can post details about my project, raise funding, and post project updates.
- As a donor, you can easily donate to specific projects as well as categories of causes.

The Future of Giving.

Logo

Logo Construction

The logo contains the logomark and the
wordmark. Both elements have been exactly
positioned and proportionally fine-tuned.

x   0,20x
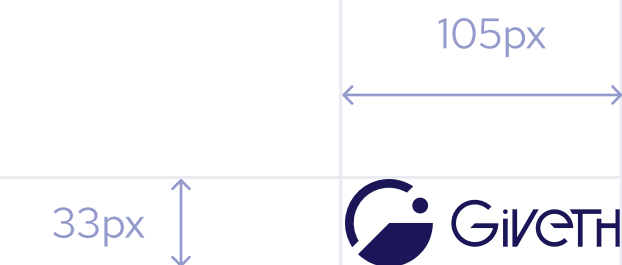
LOGOMARK   WORDMARK

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

Minimum Size

When significantly reduced, the logo will
become illegible. These are the pixel size
units we recommend staying within to
preserve quality of the logo.

105px

33px   Giveth

Logomark

Our logo may be the single most important graphic decision we made when developing our brand identity that fully represents the Giveth Brand.

The circular economy aspect demonstrates that Giveth is more than a Dapp or a crowdfunding site or a central source of truth. We are you and we GIVback because we care, too.

Welcome home, to the Future of Giving.
And when you leave, we know you'll be back.. because here, your giving grows.

That gives back   3

1   You are here

2

Contributing to an economy around a cause you care
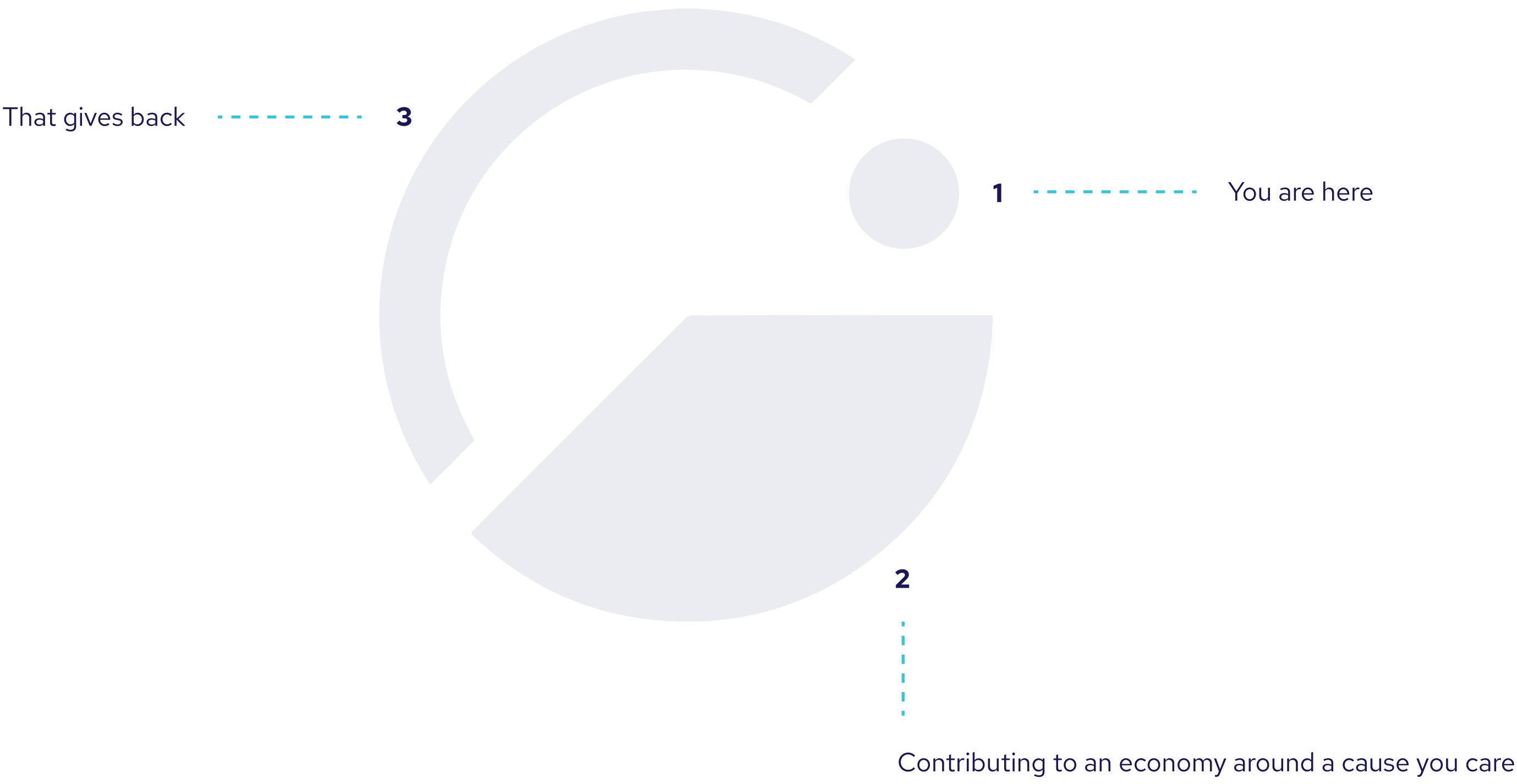
Logo Variants

The Giveth marks include the Giveth name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Giveth's work.

Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Giveth, or in a way that confuses Giveth with another brand (including your own).

1

2

3

4

5

POWERED BY

Logo Misues

Here are the main mistakes that you might make when using the logo in various situations. Be sure to check if you have made such mistakes.

Avoid horizontal skewing ⊗	Avoid vertical skewing ⊗	Avoid rotating ⊗	Avoid boxing in Logo ⊗

Avoid rearranging ⊗	Avoid changing brand colors ⊗	Avoid using strokes ⊗	Avoid moving logomark ⊗

We politely ask that you don't:

- Use any logos or similar imagery to represent Giveth other than what is found in the brand folder

- Change the colors on logo

- Overprint or obstruct any part of the logo

- Add special effects to the logo

- Use old versions or any other marks or logos to represent our brand

Thank you

Typography

GIVETH

Typography

The web font you should use is TeX Gyre Adventor for all headlines and Red Hat Text for body text. Every graphic design artwork should be made using these two fonts.

TeX Gyre Adventor

The TeX Gyre Adventor family of sansserif fonts is based on the URW Gothic L family. The constituent 4 standard faces contain nearly 1250 glyphs each.

Red Hat Text

Red Hat is a fresh take on the geometric sans genre, taking inspiration from a range of American sans serifs including Tempo and Highway Gothic.

HEADLINES

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
' ? ' " ! " (%) (#) { @ } / & \ < - +
÷ × = > ® © $ € £ ¥ ¢ : ; , . *

BODY TEXT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
' ? ' " ! " (%) [#] { @ } / & \ < – +
÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Color Palette

Primary Colors

The Giveth colors represent diversity and optimism. Our color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and consider the tone of the message in whatever communication you are creating.

**Primary Color:
Indigo**

HEX: #1B1657
HSL: 245, 60, 21
RGB: 27, 22, 87, 1

**Primary Color:
Grape**

HEX: #5326EC
HSL: 254, 84, 54
RGB: 83, 38, 236, 1

**Primary Shade:
Blue Violet**

HEX: #A258A7
HSL: 254, 81, 42
RGB: 60, 20, 196, 1

**Primary Shade:
Lavender**

HEX: #8668FC
HSL: 252, 96, 70
RGB: 134, 104, 252, 1

Secondary Colors

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary blues and were chosen to add warmth and energy to our designs.

The secondary brand colors can be used throughout our brand's website, social media, and packaging but should not consist of more than 50% of the overall design.

Secondary:
Aquamarine

HEX: #2FC8E0
HSL: 188, 74, 53
RGB: 47, 200, 224, 1

Secondary:
Tulip

HEX: #E1458D
HSL: 332, 72, 58
RGB: 225, 69, 141, 1

Secondary:
Dandelion

HEX: #FED670
HSL: 43, 99, 72
RGB: 254, 214, 112, 1

Secondary:
Ocean

HEX: #165FFA
HSL: 221, 96, 53
RGB: 22, 95, 250, 1

Neutral Shades

Generally, black is primarily used as a text and background color while white provides contrast and clear spacing. A grayscale shows a variety of different shades of gray.

**Neutral:
Shark**

HEX: #1D1E1F
HSL: 201, 3, 12
RGB: 29, 30, 31

**Neutral:
Botticelli**

HEX: #2596be
HSL: 221, 31, 88
RGB: 215, 221, 234, 1

**Neutral:
Athens Gray**

HEX: #EBECF2
HSL: 296, 31, 50
RGB: 162, 88, 167

**Neutral:
Bone**

HEX: #FFCE3D
HSL: 231, 21, 94
RGB: 235, 236, 242, 1

**Neutral:
White**

HEX: #FFFFFF
HSL: 0, 0, 100
RGB: 255, 255, 255, 1

Graphics
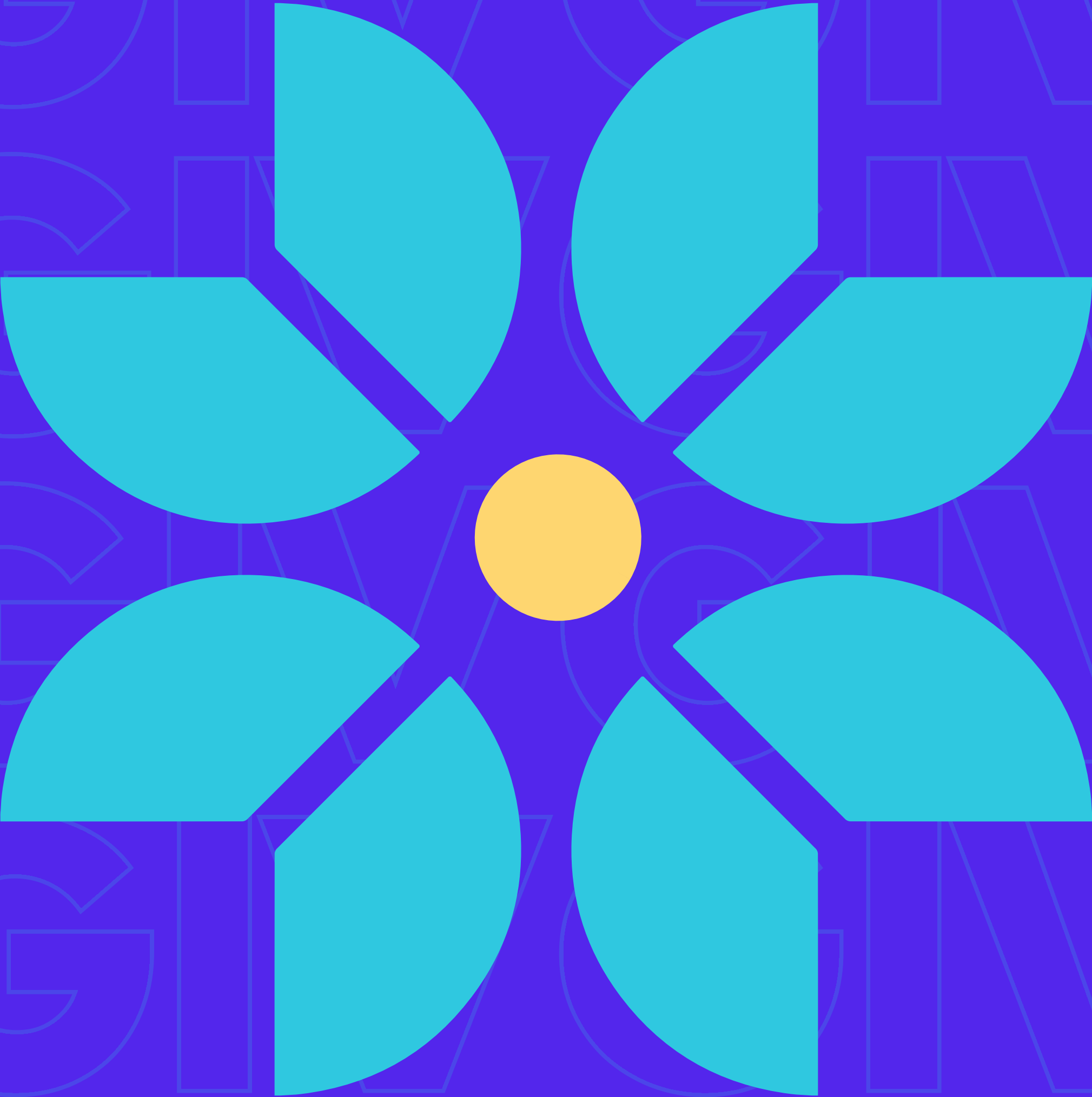
Graphics

We maintain various visuals that are used as graphic assets in our communications. Whereas a logo provides primary branding for communication, graphic assets are supplementary visuals. They are not intended to act as logos or to replace the Giveth logo, but to help communicators complement with additional creative artwork and connect to visuals.
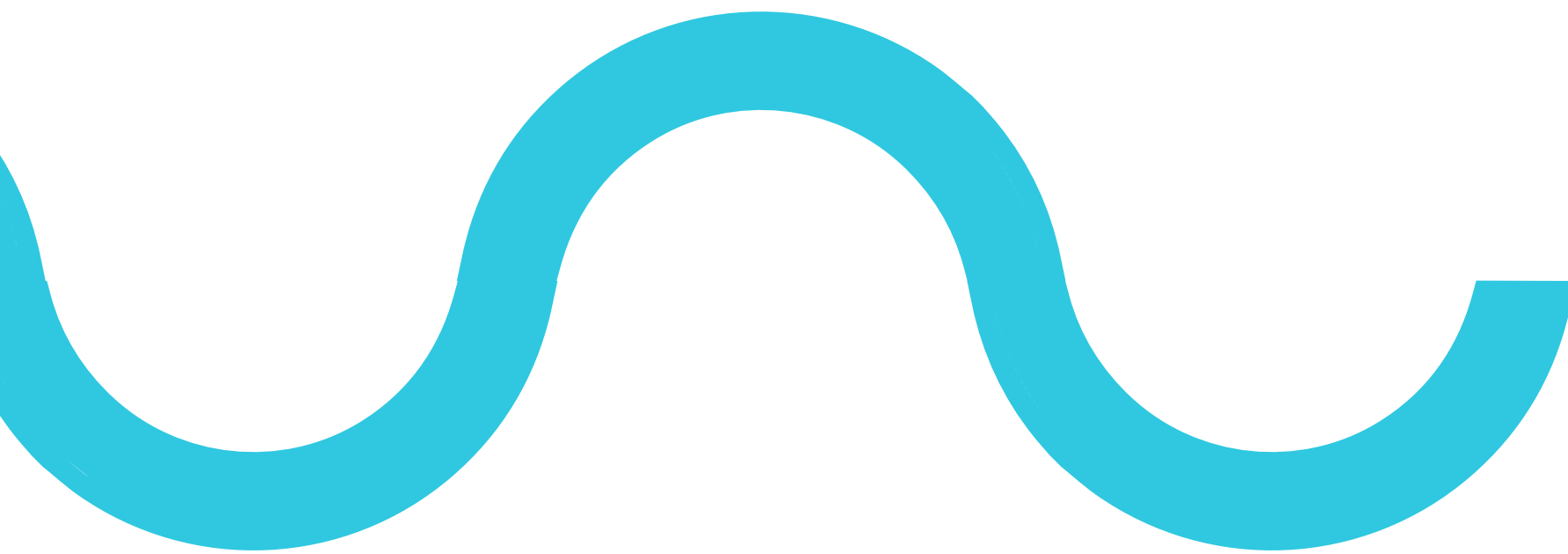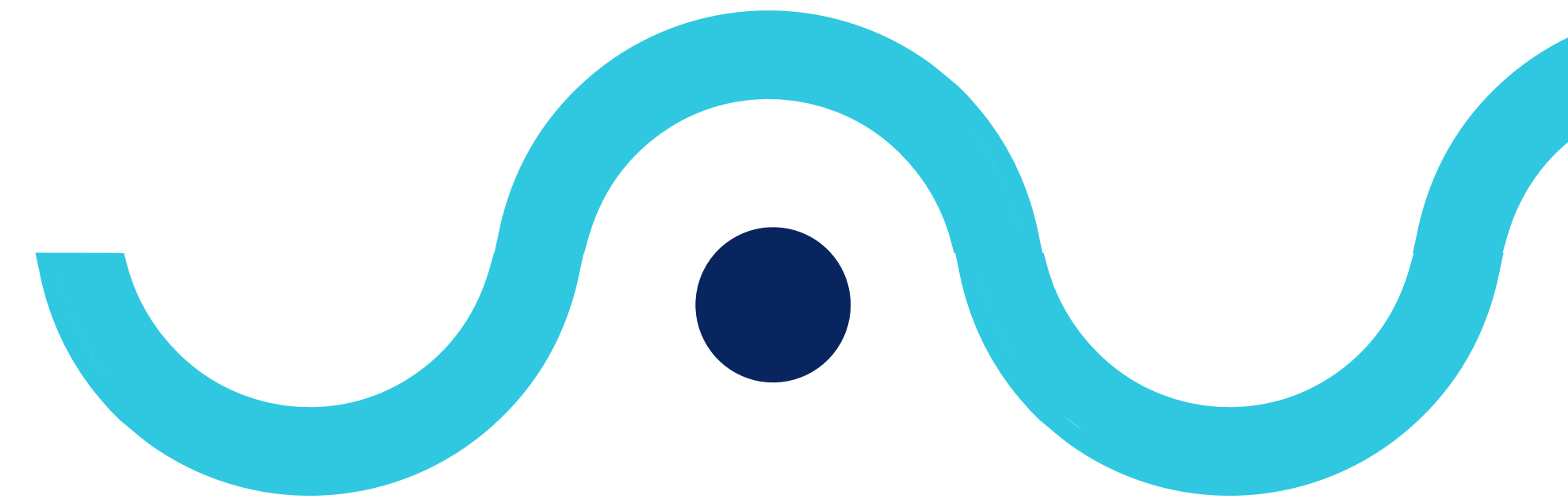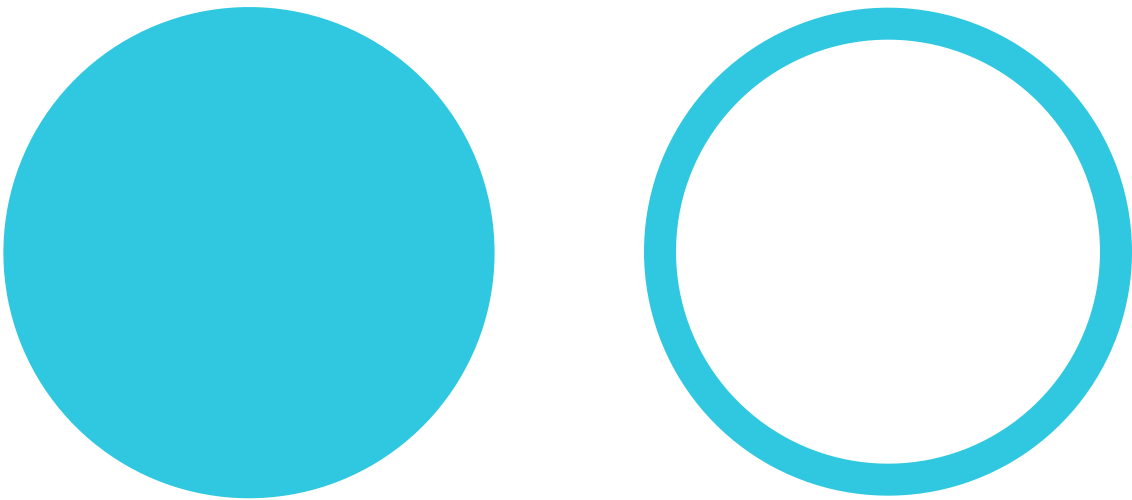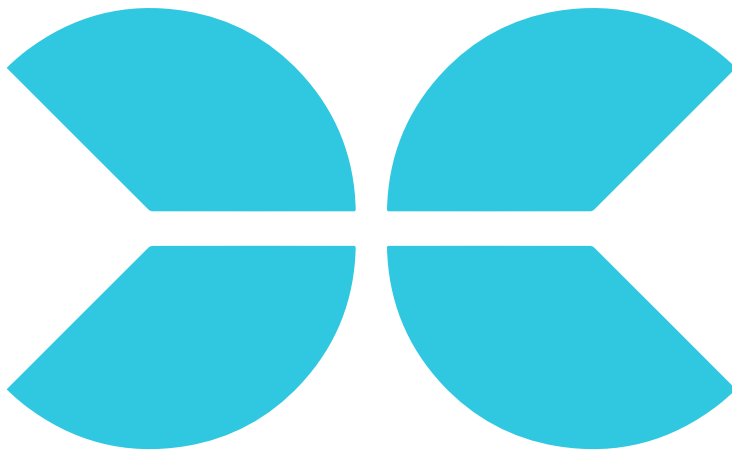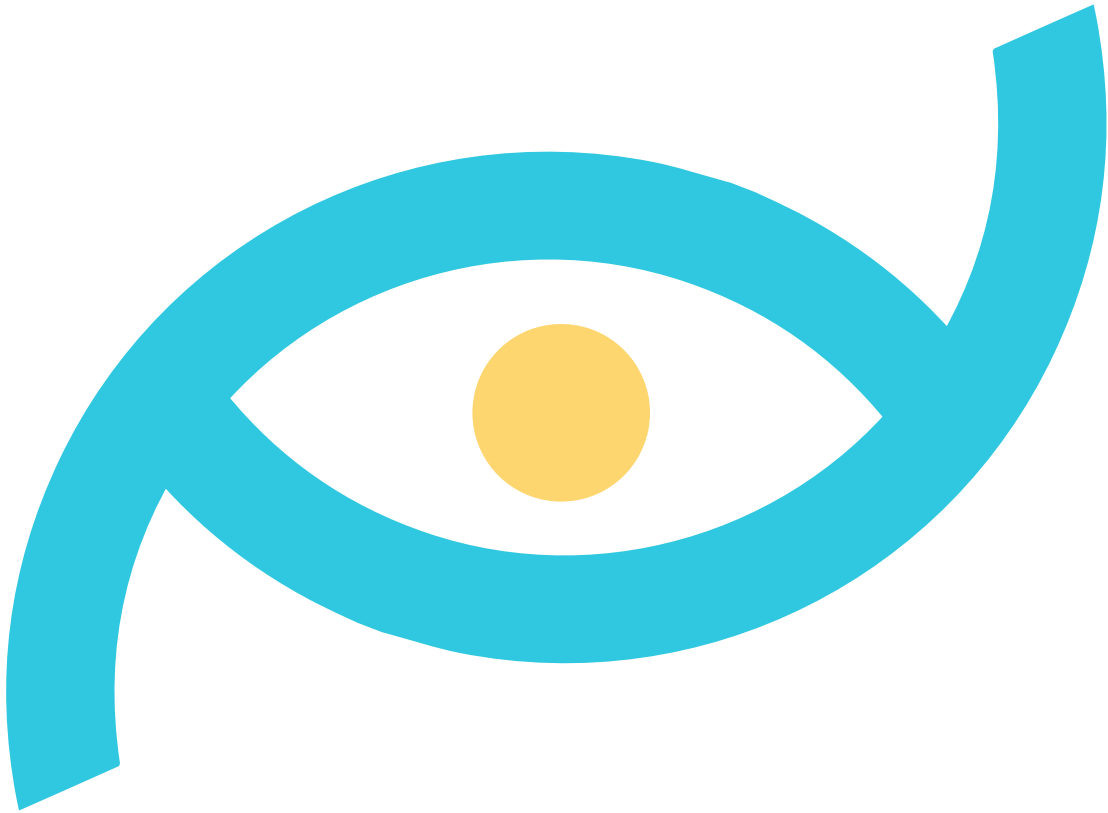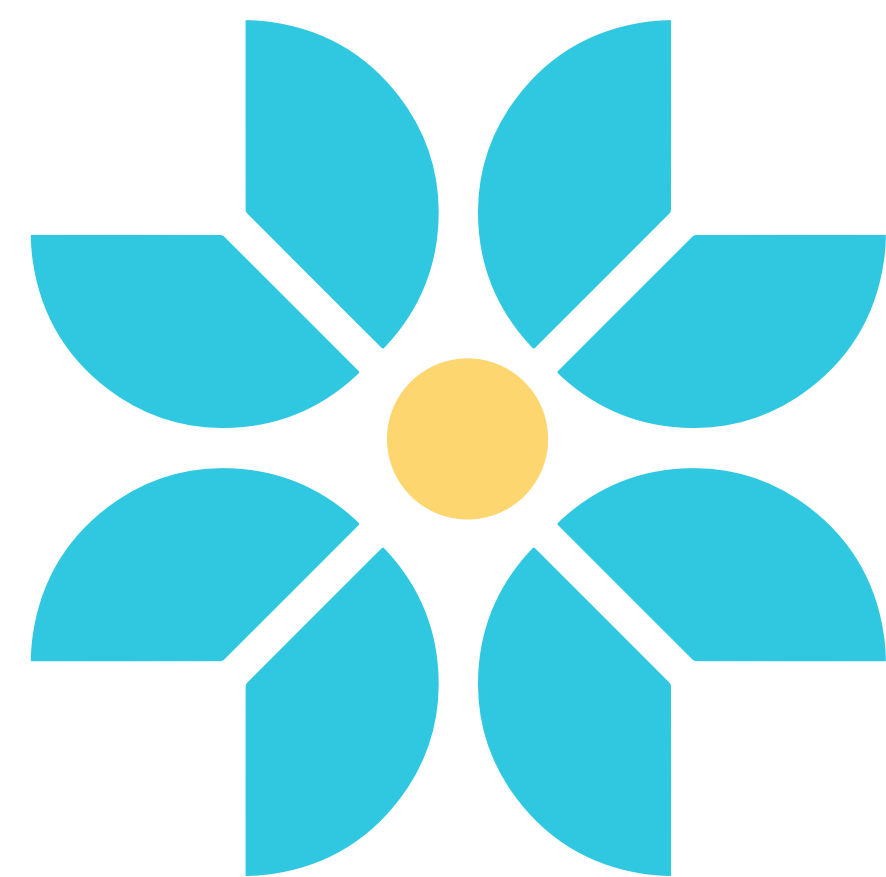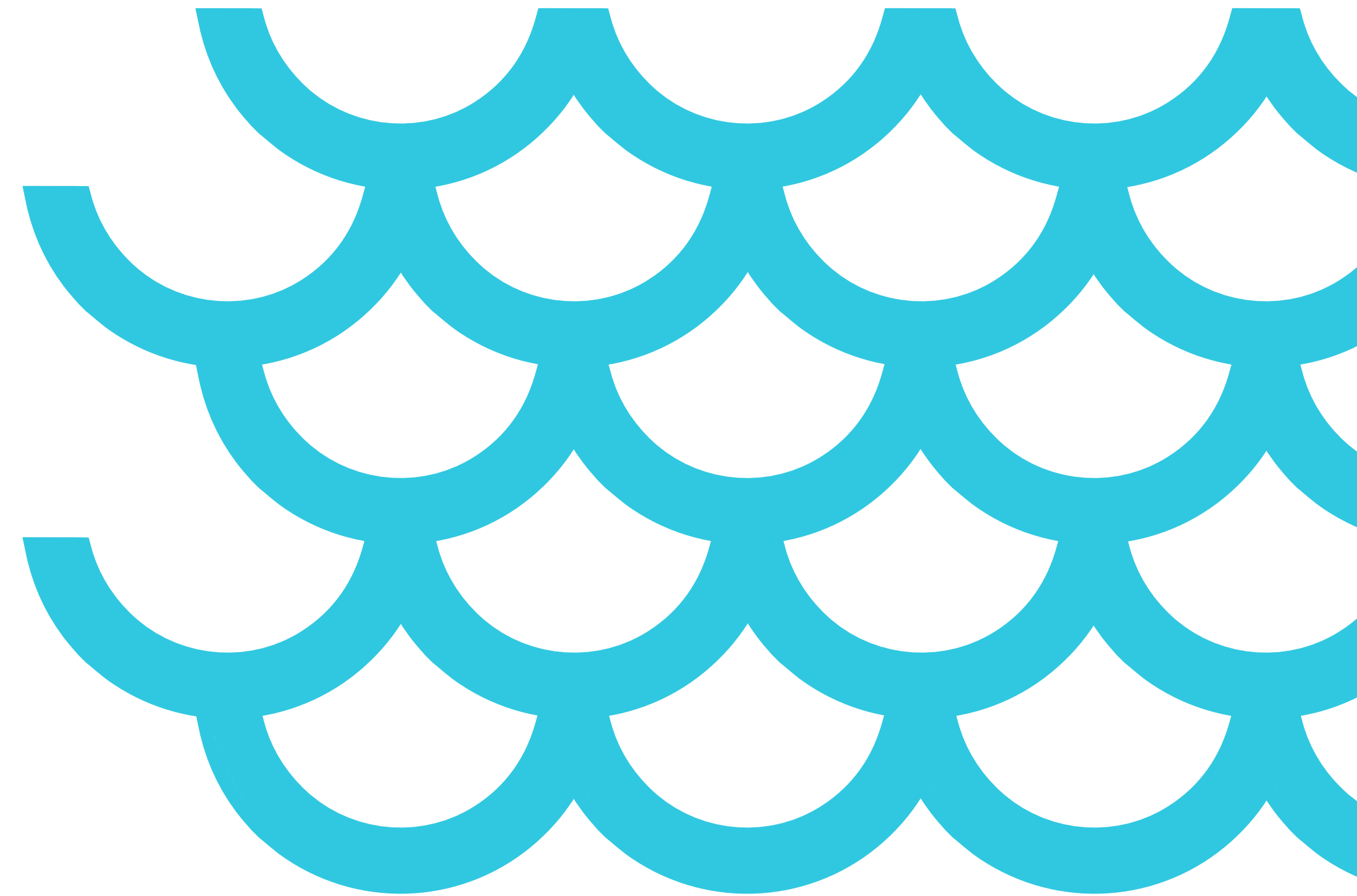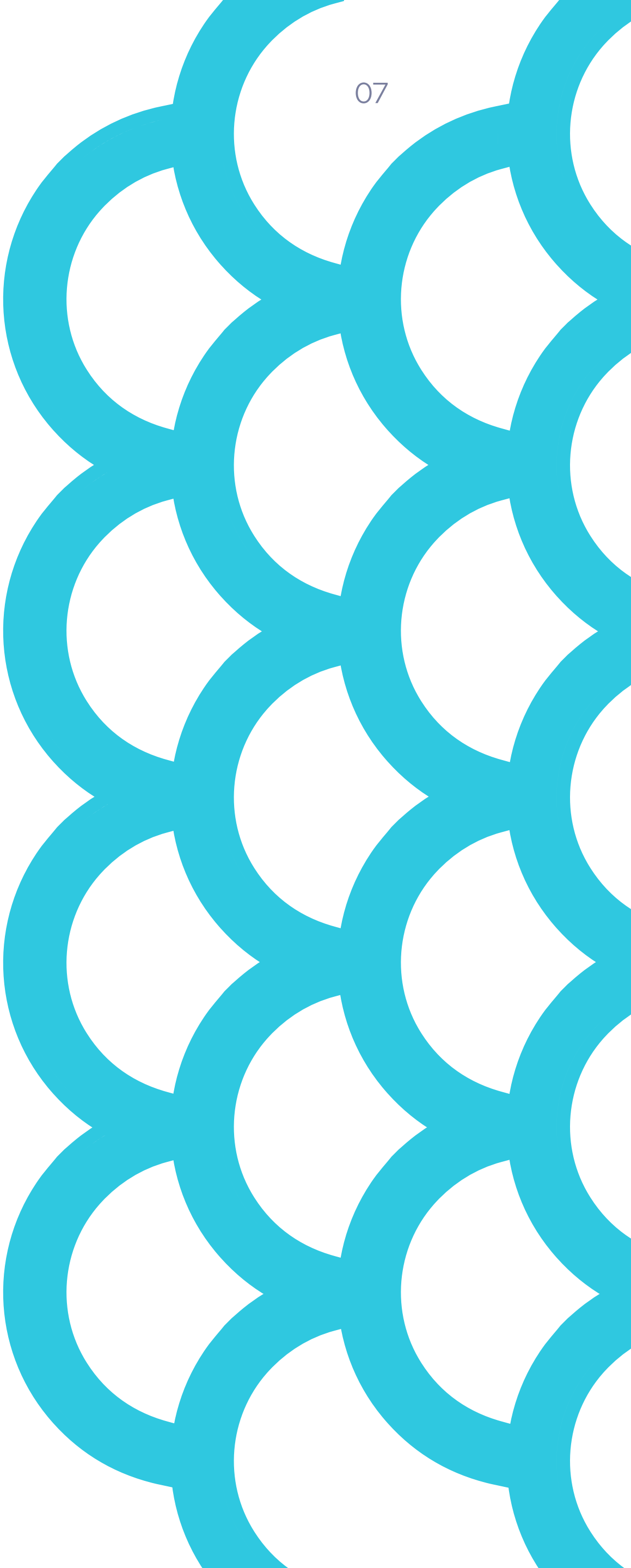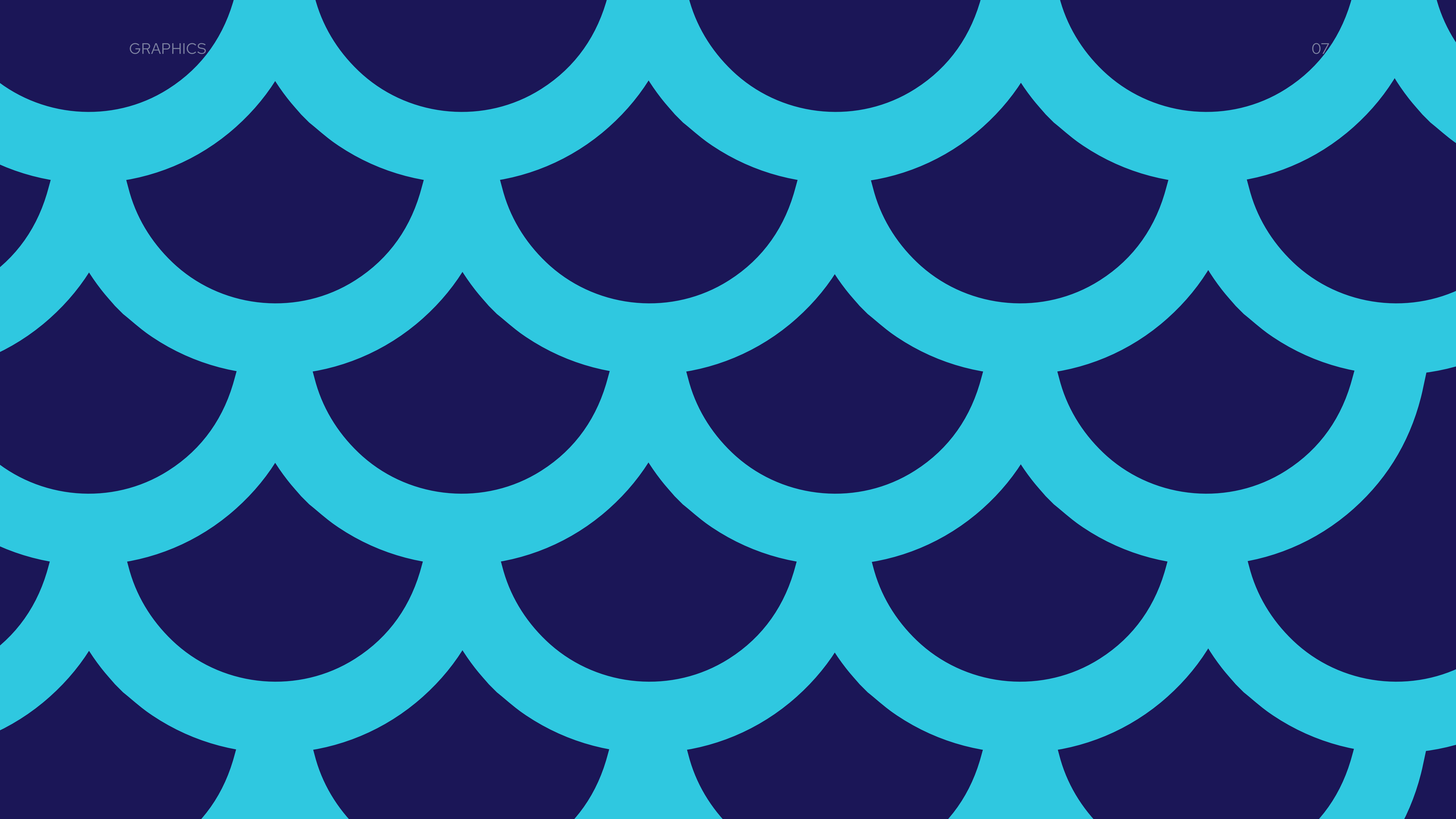
Patterns

Patterns are a great tool for establishing a connection to a specific feeling by creating a coherent image without having to put it into words.

Patterns are a fantastic way to play with colors and give our design a specific look and feel. They work in synergy with the chosen colors, which can enhance their effect.

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Resources

Resources

Fonts

Logo Assets

Graphic Assets

Thank you

giveth.io