Brand Guide

Personality. Minimalist. At the intersection of art and science. Creativity and functionality.

Primary colours.

Black.

Red. Hex: #f50538ff, R: 245, G: 5, B: 56, A: 100.

Light brown, Hex: #f4f4f4ff, R: 244, G: 244, B: 244, A: 100.

Grey. Hex: #8a8d8fff, R: 138, G: 141, B: 143, A: 100.

Font. Spectral Family. Or Garamond.

Images. I usually prompt "black and what, single line hand drawing depicting..."

Logo [here](https://docs.google.com/drawings/d/1Rt7c5VvQT3-oOGEdDGteuI6KxGrg1ClgzQeafqbjab4/edit?usp=sharing).

References. See here and here for examples of ideas. Contains confidential

client information. Just click on links and access will be granted.

Deck

[The Global Trust Project - PD 1.1](https://docs.google.com/presentation/d/1zgHY4Ui3ZNq1VL210mMtPzfm_ptOSoDrTb3K36MI264/edit?usp=sharing)

[Kristiansund Kommune - Deck V 1.0Doc](https://docs.google.com/presentation/d/1nk4sMDY5zudq6H-sH96gDRE_nJWETdz1gVWs7-HvS8U/edit?usp=sharing)

Doc

[The Global Trust Project One Pager](https://drive.google.com/file/d/1Fbrm32PcgG3hDqMA8Kgpd5I259YKy0Xc/view?usp=drive_link) (PDF)

[The Global Trust Project One Pager](https://docs.google.com/presentation/d/1H42IZMnvWvsljpGg_wYbsBFTr319ZR6w4mgyZMJ1bSg/edit#slide=id.g27d792eaef1_0_2) (Google Slides)

Website

[www.theglobaltrustproject.one](http://www.theglobaltrustproject.one)

Others

<https://weaintplastic.com/>

Additional

The look and feel is important - minimalist meets creativity as you know. Even heavy on the text, happy with that. Looking at the refs I sent you, here' the favs with one or two more in the same vane:

https://weaintplastic.com/

https://www.adsoftheworld.com/campaigns/conversation-a5c7daeb-063c-451d-b55d-a07df98dcffe

https://levonaronian.com/

Matrix

https://maaemo.no/

https://www.angelamilosevic.com/ (crazy, but like the bold use of text as a nonliteral creative reference )

As for SS, here's an option, but it is run of the mill. It will do though if necessary and a better fit can't be used.

https://images.squarespace-cdn.com/content/5d10ef133375cd0001b2a58b/c33572c5-d24d-4267-bbf8-c9e3780025f7/image-asset.jpeg?content-type=image%2Fjpeg&format=2000w

Before building, please send me a link or two for the look that you'll be going for.

Key Ideas

The three principles

Shared understanding, what matter most, pathway

The framework

Trust Equity Index

Platforms

[LinkedIn](https://www.linkedin.com/company/the-global-trust-project)

[Facebook](https://www.facebook.com/theglobaltrustproject.org)

Instagram

Website

[Pod Cast](https://www.youtube.com/@wherethefutureplaysout/playlists)

Website Copy.

Lead intro.

THE GLOBAL TRUST PROJECT WORKS WITH LEADERS, ORGANISATIONS, GOVERNMENTS AND SOCIETIES TO BUILD TRUST-RICH PATHWAYS FOR WHAT MATTERS MOST.

ABOUT

Our experience spans public and private sector settings from multinational organisations to impoverished communities.

Rooted in trust building (teams, organisations, societal), our expertise includes leadership development, strategy, smart cities, sustainability, sector development, impact investment, policy, media, and communications.

We’re endorsed by notable global clients who cite our uncommon ability to rapidly enable trust, apply systemic perspectives, and enable innovation.

ADVANTAGES.

Evidence shows that trust-based approaches significantly outperform conventional strategic practices across all levels.

Professional. +100% more effective teams and leadership. Organisational. +400% more successful than peers. Societal. +3100% higher GDP than low trust societies.

HOW WE BUILD TRUST-RICH PATHWAYS

Beginning with Discovery to understand what matters most in the client’s context, our process, capabilities and focus areas across domains come together to create one, coherent pathway. Solutions range from single interventions to long-term programmes.

WHO WE ARE.

We are an independent, globally distributed team of interdisciplinary practitioners drawn together by a commitment to address burning issues across domains, sectors and at all levels. We offer global and on-the-ground perspectives and experience and acknowledge the fundamental, accelerating contribution of trust to all human endeavour.

THE EVIDENCE

The art and science of trust research blend empirical rigour with the nuanced understanding of human relationships, revealing universal principles that apply across cultures and contexts. Grounded in seminal, evidence-based studies, our approach is informed by this research, ensuring strategies deliver real-world impact at interpersonal, organisational, government and societal levels.

CAPABILITIES

Our team provides an array of trust building services including training, coaching, facilitation, research, strategy development, and more to meet specific client needs.

Trust building

Strategy

Impact frameworks

Strategic assemblies

Training & coaching

Forums

Facilitation

Keynotes

Research

Monitoring & evaluation

Organisational design

Culture

Change management

THE TRUST EQUITY INDEX.

The Trust Evaluation Framework (TEi) is a scientific tool for assessing trust at individual, organisational, and societal levels using measurable components to categorise trust ‘types’ that guide strategies. The TEi aims to accelerate positive outcomes by improving team and organisational dynamics, leadership qualities, and societal engagement. Additionally, a personal and enterprise tool will be available, serving as a transformational resource for personal and organisational development.

FOCUS AREAS.

Our work targets trust building across multiple levels including individuals, teams, organisations, institutions, governments, and societies.

Individual:

Personal development

Leaders

Changemakers

Managers

Team

Members

Group:

Team

Organisations

Institutions

Government

Societal

DOMAINS.:

We have experience building trust to inspire outcomes across key domains inspired by the UN Sustainable Development Goals.

Economic prosperity

Social wellbeing

Environmental stewardship

Partnerships

WHAT TRUST SOLVES

Trust building serves as a powerful tool to address a wide range of practical, real-world problems across interpersonal, team, organisational, institutional, and societal levels. By fostering a foundation of trust, individuals, groups, and societies can effectively tackle various challenges including:

Interpersonal Level

Conflict

Communication breakdowns

Lack of cooperation

Emotional distance

Secrecy

Jealousy

Resentment

Fear of rejection

Negativity

Distrust

Team level

Low morale

High turnover

Poor performance

Lack of innovation

Conflicting priorities

Poor decision-making

Lack of accountability

Undermining behaviour

Turf wars

Groupthink

Organisational level

Employee disengagement

High absenteeism

Low productivity

Poor customer service

Lack of innovation

Poor decision-making

Fraud

Economic performance

Lack of transparency

Regulatory violations

Institutional level

Corruption

Nepotism

Cronyism

Lack of accountability

Lack of transparency

Discrimination

Harassment

Bullying

Whistleblower retaliation

Regulatory capture

Societal level

Crime

Violence

Poverty

Inequality

Discrimination

Social unrest

Political instability

Corruption

War

Terrorism

CONTACT.

path@theglobaltrustproject.one. This address is closely monitored. You will receive a prompt, personal response.

QUESTIONS (HUBSPOT).

I want to diagnose trust levels in my context using a brief, anonymous and confidential survey.

I'm interested in building a trust-rich pathway for what matters most in my context.

I'm just curious.

LEAD INTRO.

ABOUT

THE EVIDENCE.

CAPABILITIES / WHATS WE DO / HOW WE DO IT / BUILD TRUST-RICH PATHWAYS

WHAT WE SOLVE FOR.

WHO WE ARE.

CONTACT & SURVEY.