

The word "results" is written in a bold, lowercase, sans-serif font in a vibrant red color. It is centered within a white speech bubble that has rounded corners and a small tail pointing towards the bottom-left. The entire graphic is set against a solid red background.

**results**

**40<sup>th</sup> anniversary rebrand**

# what it is



- Visual refresh/new look
- New logo, colors, fonts, shapes
- Launching with 40<sup>th</sup> anniversary in 2020

# what it is not

- New capitalization of our name in documents
- New mission or messaging

# what's the timeline?

The logo for 'results' is located in the top right corner. It consists of the word 'results' in a white, lowercase, sans-serif font, positioned inside a red speech bubble shape that points towards the bottom left.

- Official launch date: **January 22, 2020**
- Website, social media will be updated
- Gradual changeover of swag and materials up until the conference in June
- You can begin to order new materials online in late January
- You can still use up your old branded materials until June

# what about ordering new materials?

- New materials available to **order online at end of January**
  - Threadless.com (swag: t-shirts, water bottles, bags, phone cases)
  - Outreach materials order form (brochures, stickers, etc.)
  - Go [here](#) to order
- More materials available **at International Conference**
  - Folders, lanyards, bags, brochures, postcards
  - Swag: patches, lapel pins, hats, stickers

# new font and colors

The logo for 'results' is located in the top right corner. It consists of the word 'results' in a white, lowercase, sans-serif font, set against a red speech bubble background that points towards the bottom left.

- When creating documents as a volunteer, try to use the “**Open Sans**” font. Download it for free [here](#). Refer to [these steps](#) to install on your computer.
- We’ve updated our colors to be fresher and brighter to convey a modern, vibrant feel. Soon you can refer to our brand guidelines...stay tuned.

**sneak peek...**

**results**

**results**

results

results

raise your voice.





join us.



# 40 years of progress

- Child deaths are down by nearly two-thirds.
- The number of children in primary school has doubled.
- TB deaths have fallen by almost half.
- More than 1 billion people have moved out of extreme poverty.
- Basic assistance programs cut the U.S. poverty rate nearly in half every year.



**results**





**results**



celebrating 40 years



**results**



**@RESULTS\_Tweets**



**/RESULTSEdFund**



**@voices4results**

**[www.results.org](http://www.results.org)**