



GREATER CALLING

Brand Guidelines



WELCOME!

After all the hard work put into creating a cohesive brand design, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.



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We believe the corporate setting has a **GREATER CALLING**, an invitation to utilize the gifts and resources of individuals to make a substantial change in the world.

Your partnership transforms the lives of vulnerable children, their families, and communities worldwide.



Moodboard

The Greater Calling moodboard is bold and centers around connection. Imagery like the heart, the hand, and groups of children appear in the moodboard. The Greater Calling moodboard evokes trust, compassion, and strength.



Logo

The Greater Calling primary logo is a simple wordmark paired with a heart-inspired “G” mark. The typeface is Poppins Bold, all caps. The logo is clean, strong, and professional — while remaining consistent with Greater Calling’s compassionate and trustworthy voice.

This is the main logo that will be used across primary brand applications. The mark helps audiences easily identify the Greater Calling website, ads, social media, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

5.



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Minimum Size
The smallest the logo should be represented is 1.25” high.



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Logo Style

When considering a logo or mark style, consider the background, and select the option that is most readable. Light marks should be used on dark backgrounds, dark icons should be used on light backgrounds. If every style of the logo or mark is difficult to see, reconsider your background image, or add an overlay to increase contrast.



Secondary Logos and The Mark

Greater Calling's secondary logos (A and B) can be used in place of the primary logo (but should never be used directly next to the primary logo). For instance, don't use the stacked logo as the profile picture if the primary logo is used for the header - it looks repetitive and isn't a good use of the brand elements.

The Greater Calling mark (C) can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plane text. For example, the mark could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.

a.



b.



c.





a.



b.



c.



d.



e.



f.



g.



h.



Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Here are a few examples of some ways you should never consider using the logo.

- a.** Don't rotate the logo.
- b.** Don't squash or stretch.
- c.** Don't place elements in the logo clear space.
- d.** Don't resize any part.
- e.** Don't change the colors in the logo.
- f.** Don't add drop shadows or any other text styles.
- g.** Don't contain the logo in a box when used on a background.
- h.** Don't rearrange the logo.



Typography

Typography is a powerful brand tool, when used consistently. The Poppins typeface best represents the strong, compassionate, and trustworthy voice of the brand and should be used across all print & web applications.

Aa Bb Cc
Dd Ee Ff Gg
Hh Ii Jj Kk
Ll Mm Nn
Oo Pp Qq
Rr Ss Tt Uu
Vv Ww Xx
Yy Zz



Poppins Light

Poppins Regular

Poppins SemiBold

Poppins Bold

Type Weight

We use Poppins Light, Regular, SemiBold, and Bold weights.

Light should only be used in graphic elements or in a case where two bodies of copy need to be distinguished and Regular is already in use.

Regular is the standard weight, used for body copy, quotes, and ad-copy.

SemiBold is used for titles and subheaders, and can also be used in body copy, quotes, and ad-copy for emphasis.

Bold is the preferred font used for headers and titles or for emphasis in body copy.



Colors

Color is an integral part of brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

Navy is clean, professional, and trustworthy. It should be used as body text and headers on light backgrounds.

Heart is a vibrant, contrasting color, that immediately grabs attention and creates brand recognition.

Turquoise is a color that creates empathy, compassion, and adds an extra level of vibrance to the overall brand.

Robin's Egg works as a supporting color. The cool blue gives the brand a corporate feel and offers an extra option for backgrounds in branded materials.



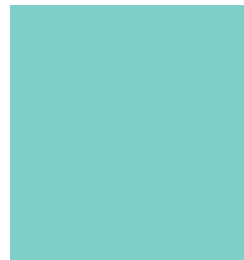
NAVY

CMYK: 87, 72, 44, 36
RGB: 43, 61, 84
Hex#: 263d56
Pantone: 19-4128 TCX



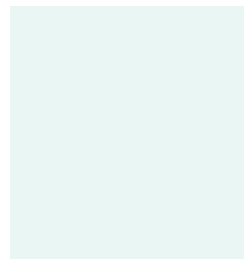
HEART

CMYK: 11, 90, 83, 2
RGB: 212, 63, 58
Hex#: d43f3a
Pantone: 18-1559 TPG



TURQUOISE

CMYK: 48, 0, 25, 0
RGB: 128, 206, 200
Hex#: 80cec8
Pantone: 14-4811 TPG



ROBIN'S EGG

CMYK: 7, 0, 4, 0
RGB: 234, 246, 243
Hex#: eaf6f3
Pantone: 11-4607 TCX



Imagery

Imagery is a powerful piece of the Greater Calling brand. Images should be thoughtfully chosen and carefully edited to represent the brand.

The quality of the image matters and only clear, high-resolution images should be used on branded materials.

Images should focus on human connection, children in community, and people teaching.

The Greater Calling brand uses a blue overlay on the images to create consistency.



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greatercalling.com