



# BRAND GUIDELINES

May 2018

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This guide is complementary to the GAIN® Gospel of Style and Cru® Style Guide. Access those documents in the GAIN Dropbox for any items related to GAIN or Cru not addressed in this guide.





# WHO WE ARE

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**Global Aid Network® (GAIN®) expresses the love of Jesus in the toughest places on earth by relieving suffering, restoring dignity, and revealing hope.**

We provide humanitarian coaching and resources to Cru® staff members and their partners globally. We accomplish our mission through food and agriculture, clean water, and critical aid.

# BRAND VOICE

## The tone of our communications with people:

### Warm

### Gritty

### Appreciative

### Hopeful

Communicate hope even in dire situations. We do not “prostitute misery” by capitalizing on the suffering of others to increase contributions to GAIN.

### Connects Humanitarian Aid With the Gospel\*

Clearly connect humanitarian aid to how it opens doors to share the gospel. Highlight both immediate help and eternal hope.

### Personal and One-to-One

Avoid NGO (Nongovernmental Organization) and “insider” jargon. Keep language and sentence structure simple, direct, and emotive.

### Donor-Centric

“You are changing lives through GAIN” rather than “You are helping GAIN change lives.” Draw the donors into the story. What will they find most interesting, engaging, and compelling? Ultimately we must connect the donors to the recipient.

*\*Approach this topic with care, especially with digital content. Refer to “Guidelines and Standards for Describing Global Aid Network” for a deeper explanation.*



# MULTI-CHANNEL INTEGRATED APPROACH

Everything we say and do has a purpose. We modify stories, images, videos, and other resources to fit the needs of each channel (medium). We use a variety of platforms to share our mission, and all messages and imagery must line up with our brand voice and the Brandscript model.

The GAIN Brandscript is central to explaining stories to partners, donors, and volunteers. We tailor the script according to the audience (e.g., donors, corporate partners, non-believers, etc). We use it in all channels.

## OUR VALUES

*Faith*

*Pursuing Growth and Fruitfulness*

*Joyful Service*

## OUR PERSONALITY

*Kind, Hopeful, Courageous, Truthful,*

*Faithful, Supportive, Competent,*

*Credible, Friendly.*

# RESTORING DIGNITY IN COMMUNICATIONS

Restoring dignity to the people we serve is core to the mission of GAIN. One way we do that is through the way we portray people in all communications, from written materials to photos and videos. Too often, compassion is portrayed as handing something down to someone. However, kindness is sharing across — from one human to another. These are some principles to keep in mind to ensure we stay true to this focus.

## **Imago Dei (“Image of God”)**

Each person we serve is created in the image and likeness of God. Copywriting and visual media should reflect that quality.

## **Restore dignity.**

When considering a photo/video or writing copy, ask yourself “How would I feel if this were my child or parent? Would I be embarrassed or ashamed?” We write using words that don’t strip someone of their humanity. We take photos and videos of people at eye level to show respect. When taking photos from above a person, you diminish his or her dignity. Shooting at eye level demonstrates respect and kindness — the viewer is no more important than the person being filmed.

## **Communicate hope.**

We communicate hope even in terrible situations. Visual media and copy without hope communicates guilt — as if to say, “Where were you when they needed you?” We don’t focus on the misery or sadness of a situation. Show a person’s humanity, and the audience will be moved.

## **Get personal.**

God knows the name of each person we serve. Reflecting dignity in our writing, photos, and videos honors a person’s humanity and even captures a more intimate scene, thus connecting the reader or viewer directly to the person and that person’s world.



# BRAND PROMISE

*A brand promise is a value or experience an organization's audience can expect to receive every single time they interact with that organization.*

## **Life To Life**

Your life, combined with the work of Jesus, changes lives.



# LOGO AND COLORS

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- Protect Our Logo
- Primary and Secondary Logos
- Size and Space
- Incorrect Logo Usage
- Primary and Secondary Colors
- “The 3 Rs”
- GAIN Program Icons

# PROTECT OUR LOGO

## Meet the official GAiN logo.

It's not too flashy. It's original. It's bold. And it captures the image of GAiN like nothing else.

Logos are powerful because they stand for much more than their colors and fonts. A strong sense of brand can set us apart and amplify every message we send.





# PRIMARY LOGOS

The GAIN primary logo consists of two fundamental elements: the bold GAIN wordmark and the man lassoing the world to represent the humanitarian efforts of the organization.

1 Primary Logo on White



2 Primary Logo on Black



# SECONDARY LOGOS

GAiN secondary logos offer alternative options to the primary logo when needed.

## Without Full Name

Use when the logo appears smaller than 1 inch.

## GAiN Logo – Text

Use on simplified communications such as screen printing and embroidery.

## Monochrome

Use only when color options cannot be used. Comes in black and white.

Without Full Name



With Cru Endorsement\*



Global Aid Network – Text



Monochrome Logo



Monochrome Secondary Logo



## \*With Cru Endorsement

This version of GAiN's logo must be used with care. Use only when Cru support will enhance credibility within the communication.

Do not use on apparel, social media, websites, emails, or internet correspondence. For use on printed materials, contact the Marketing Communications team.

# SIZE AND SPACE

Recommended clear space for the total height of the GAIN wordmark (shown as “x” in diagram). No other design elements may be positioned within this space, including typography, photography, and illustration.

The minimum width for reproduction of the primary GAIN logo is 1.5 inches. The GAIN icon minimum width is 0.5 inch. Reproduction below these sizes is not recommended.



1.5 INCHES



1 INCH



0.5 INCH



# INCORRECT LOGO USAGE

To ensure the integrity of the brand, please adhere to the rules on this page. Any questions concerning correct logo usage should be referred to the marketing and communications team.



**NEVER** tilt, stretch, or transform the mark in any way.



**NEVER** reproduce the logo in colors other than those specified.



**NEVER** apply a drop shadow, stroke, or any other effects to the logo.



**NEVER** create new lockups to the logo by adding type or other elements.



**NEVER** reorganize the text elements of the logo.



**NEVER** create a bounding box around the logo.

# PRIMARY COLORS

To preserve the consistency of the brand, GAiN has very strict guidelines on the color of the brand.

Do not use tints or shades unless otherwise noted.

## **GAiN Gold**

**PMS 123 C**

**CMYK** 01 / 25 / 100 / 00

**RGB** 255 / 193 / 00

**HEX** FFC100

## **White**

**CMYK** 00 / 00 / 00 / 00

**RGB** 255 / 255 / 255

**HEX** FFFFFFFF

## **Black**

**PMS Process Black**

**CMYK** 75 / 68 / 67 / 90

**RGB** 00 / 00 / 00

**HEX** 000000

# SECONDARY COLORS

These colors  
complement the GAIN  
primary color palette.  
Use sparingly and subtly.

## Cru Bright Blue

**PMS 631C**

**CMYK** 76 / 13 / 21 / 00

**RGB** 02 / 168 / 193

**HEX** 4CBED5

## Cru Gray

**PMS Cool Gray 11C**

**CMYK** 75 / 68 / 67 / 90

**RGB** 102 / 96 / 98

**HEX** 666062

## GAiN Red

**CMYK** 00 / 79 / 85 / 00

**RGB** 238 / 49 / 36

**HEX** EE3124

## Cru Deep Blue

**PMS 7468C**

**CMYK** 98 / 6 / 10 / 29

**RGB** 00 / 115 / 152

**HEX** 007398

## “THE 3 Rs”

**RELIEVE SUFFERING | RESTORE DIGNITY | REVEAL HOPE**

These key words are central to the GAIN mission. The particular layout above is our “tattoo” that can be used in the footer of most documents, PowerPoint presentations, and photos.

“Relieve,” “Restore,” and “Reveal,” use Freight Sans Pro Medium font.

“Suffering,” “Dignity,” and “Hope” use Freight Sans Pro Light font.

The tracking or character spacing for the entire text is expanded by 1.8 points or 50 points in Adobe programs.

For design purposes, do not separate these three words by periods or dots.

There are two approved alternate versions (right).

**RELIEVE SUFFERING | RESTORE DIGNITY  
REVEAL HOPE**

Alternate Design 1

**RELIEVE SUFFERING  
RESTORE DIGNITY  
REVEAL HOPE**

Alternate Design 2

# FRONTLINE PRODUCTS

FRONTLINE is GAIN’s branded content that focuses on stories, photos, and videos from the toughest places on earth. These “products” help transport our audience to the very place where GAIN and its partners are working to express the kindness of Jesus to people in need.

- FRONTLINE should be displayed in all caps in body text. When designed, FRONT is in Freight Sans Pro Black and LINE is in Freight Sans Pro Book
- Avoid any second line exceeding 80% the size of the first line. That means that the max font-size for the second line would be around 80pt. *\*The Adobe Illustrator files for these designs have guides to help maintain consistency across every graphic.*
- The FRONTLINE logos can be colored with any of the GAIN brand colors in this document. All the words in the logo must be the same color.

**FRONTLINE**  
INVESTMENT REPORT

**FRONTLINE**  
PHOTO ALBUM

**FRONTLINE**  
PHOTOS

**FRONTLINE**  
ENDOWED FUND

**FRONTLINE**  
NEWSLETTER

**FRONTLINE**  
SNAPSHOT

**FRONTLINE**  
PARTNERS

**FRONTLINE**  
PRAYER JOURNAL

**FRONTLINE**  
SHORT: ARMENIAN  
BORDER



## GAI*N* PROGRAM ICONS



These illustrations symbolize our three programs and have a limited use. As a general rule, when referring to the three programs in a sentence, arrange them as “food and agriculture, clean water, and critical aid.” This makes it easier to say and read.

Do not alter the colors of the icons in any way.



# TYPOGRAPHY

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- Favorite Fonts

# FAVORITE FONTS

For most print and digital materials, use **Freight Sans Pro**. The Book version is best for body copy.

Use **Garamond** for official correspondence.,

For the web, use **Open Sans** or **Arial** as an alternate sans-serif font. **FG Rebecca** also can be used sparingly to create emphasis.

**FG Rebecca** should be used as accent fonts to create emphasis and personality to the communication. They can be used in print and digital no smaller than 12-point type in print and 14-point type in digital.

## FREIGHT SANS PRO

Freight Sans Pro Light  
*Freight Sans Pro Light Italic*  
Freight Sans Pro Book  
Freight Sans Pro Medium  
**Freight Sans Pro Semibold**  
*Freight Sans Pro Semibold Italic*  
**Freight Sans Pro Black**  
***Freight Sans Pro Black Italic***

## OPEN SANS

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Regular Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Extrabold**  
***Open Sans Extrabold Italic***

## FG REBECCA

*FG Rebecca Regular*  
*FG Rebecca Italic*  
**FG Rebecca Bold**

## ARIAL

Arial Regular  
*Arial Italic*  
**Arial Bold**

## GARAMOND

Garamond Regular  
*Garamond Italic*  
**Garamond Bold**





# IMAGERY

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- Our Approach
- Photography
- Visual Media: Dignity
- Video



Our photos and videos show the gritty nature of the tough places in the world — with hope and dignity.



# OUR APPROACH

## **Expressing the Kindness of Jesus Through Humanitarian Aid**

- Images of contact, gestures, and conversations between people in which kindness is visibly evident.
- Images of items being handed to or shared between people.
- Other opportunities or ideas that speak and show the kindness of Jesus.

## **Tough Places**

- Images that show how we reach into tough places, places where other agencies do not go.
- Capture scenes, buildings, themes, transportation, and images that show the tough elements of the places where we work.

*Example: GAIN boxes on a rickety cart being pulled up a hill by a donkey*

## **Relieve Suffering, Restore Dignity, Reveal Hope**

- Images that reflect the core of our mission statement.
- Capture images that illustrate any part(s) of the mission statement.

## **Three Programs**

- Capture images that illustrate any one of our three programs: food and agriculture, clean water, and critical aid.

## **Sequence**

- It is important that our images tell a story.
- Capture sequential images to show change of people or places.  
*Example: Images before, during, and after a person receives aid*



## PHOTOS

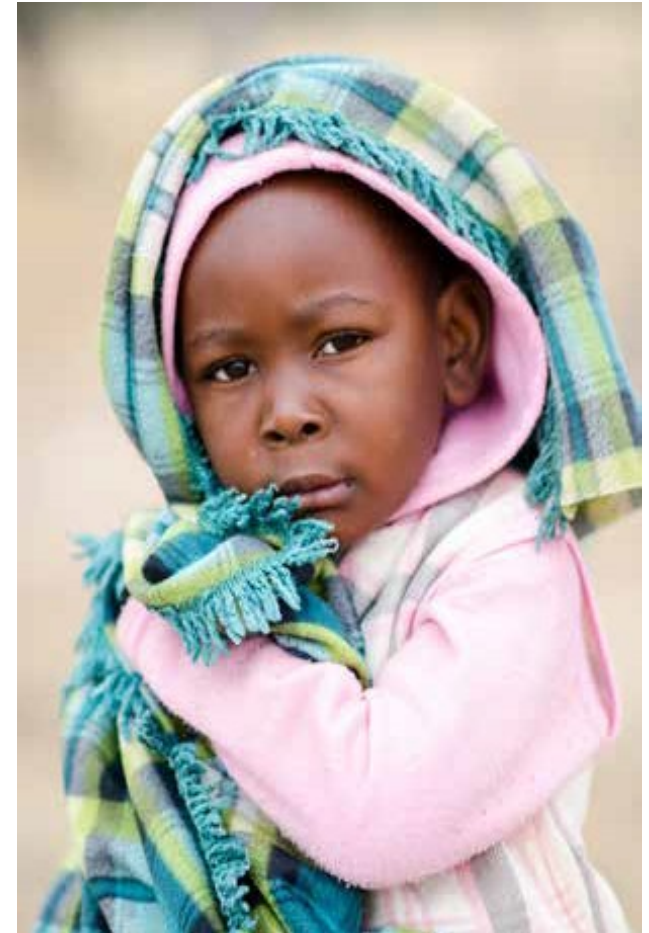
Our photography captures real people experiencing the hope and healing GAIN provides through our three programs. Pictures are vivid with a strong depth of field and good use of lighting. They show the authenticity of the moment.



# PHOTOS

We strive to show diversity in our photos. The culture, gender, and age of the person(s) in the photo should be considered when choosing a photo for materials.

We discourage stock unless an image is needed that we have not already captured. Use stock photos primarily for blurred or transparent background images.





# PHOTOS

Eye-level photos are important. We do not shoot “down” on a person. That removes a person’s dignity and humanity, making it seem they are lower than you, literally and figuratively! Take photos at eye level even if the person is on the ground. You’ll be amazed how much better the pictures will look too!

See ***Restoring Dignity in Communications*** for more details.



This picture captures a sad, hopeless image of this young girl eating beans. It conveys the feeling she is not as human as the photographer or those viewing the photo.



This picture captures the humanity of the woman — not because she’s smiling, but because the photo makes the viewer feel like they both are on the same level. That’s how you dignify people through visual media!

## VIDEO: TIPS

Most of the same principles for our photography apply to our videos. These are some additional tips from our video team and some other fantastic humanitarian organizations.

### **Form relationships first.**

It is tempting to whip out cameras right away. Everything is new! Time is limited! Do not do it. Be respectful, greet the community, explain your purpose. The time you take getting to know people up front will provide better footage in the end.

### **Stock up on good b-roll.**

Emphasis on “good.” Again, we want to focus on hope, not guilt. If you are going to show footage that is bleak or hard to watch, be sure you are pairing it with footage that is hopeful and highlights the opportunity for a better future.

### **Be a good listener.**

It is not an interview; it is a conversation. Actively listen. Ask relevant follow-up questions. Try not to simply cross off all the questions on your list.

### **Embrace the silence.**

Some of the most magical moments in an interview happen in the long silences. If an interviewee becomes emotional or pauses in the conversation, give time for him or her to recover or reflect before you jump back in.

### **Put fewer people in the room.**

You want the interviewee to feel as comfortable as possible. Show respect by offering privacy and getting rid of spectators. That goes for curious community members and anyone on your team who does not need to be there.

### **Consider gender.**

Although it is not always always possible, try to use a female interviewer when interviewing women. Not only does it provide comfort for the interviewee, it also brings about better answers.

# VIDEO EXAMPLES



## **Videos that engage people in an experience**

Give viewers an “inside look” that informs them about what is happening around the world and helps them feel close to the action.

## **Videos that inspire action**

Show viewers communities and individuals who do not have access to sustainable sources of food, clean water, medical supplies, etc. to meet basic physical needs. Show viewers what they can do to change that.

## **Videos that demonstrate impact**

This is our chance to show donors where their money went and who it helped. Stories that demonstrate spiritual and physical life change are especially desirable.

## **Videos that say thank you**

Show public gratitude for the time, talent, and generosity it takes to change lives with humanitarian aid.





# SOCIAL MEDIA

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- Our Approach to Social Media
- Our Favorite Platforms

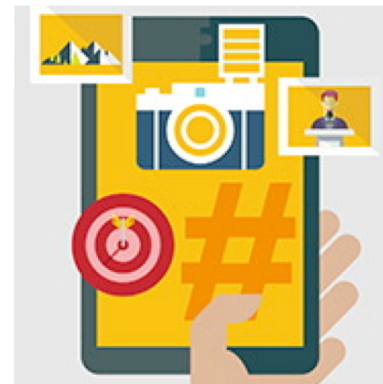
# OUR APPROACH TO SOCIAL MEDIA

While we still keep things pretty professional, we think of social media as a place where we can demonstrate personality, have fun, and relate to our followers. Connecting with people on Facebook, Instagram, Twitter, and beyond creates opportunities to provide meaningful engagement for the public.

Much like our brand voice, our social voice is written in a human tone. Our posts typically are full of hope and gratitude. More than anything, we try to create frequent connections both to our work in the field and to the people who make our work possible.

We strive to post content that provides meaningful engagement opportunities. That can range from posts with stories to inspirational quotes to posts asking people to partner with GAIN through their prayers, their involvement, or their finances.

We also never post evangelistic material or stories that show GAIN staff members and our partners involved in evangelism. Content like that can endanger our staff members working in sensitive countries. Refer to the “Guidelines and Standards for Describing Global Aid Network” in the GAIN Resources folder for more information.





# SOCIAL MEDIA

This page has some examples of high-performing posts.

**Global Aid Network (GAIN)**  
Published by Jason Cress [?] · June 23 · 🌐

Eleanor, age two, and Nell, age 100, string bracelets together at the GAIN Logistics Center in Mount Joy, Pennsylvania. Nell traveled with her son Boyd as he drove two days from Stone Mountain, Georgia, to Pennsylvania to serve along with 2,000 volunteers packing humanitarian aid at a GAIN event this week.

Eleanor and other children at the volunteer packing event are drawn to Nell as she sings hymns and strings beaded bracelets that will be distributed with the rest of the aid supplies to help people understand the eternal hope that keeps her singing.




**gainusa**

The world is facing one of the largest food crises in 70 years, with 20 million people in four countries at risk of famine. According to the United Nations, an additional 10 million will be threatened by famine if no action is taken. GAIN is ready to act by sending 9 huge containers filled with food, water filters, and medical supplies into these countries in Jesus' name. To ship and deliver the first wave of relief, \$189,000 is needed by August 15. We need your help to meet this goal!

Give today at [gainusa.org/FamineRelief](https://gainusa.org/FamineRelief).  
[gainusa](#) [#RelieveSuffering](#) [#RevealHope](#) [#humanitarian](#) [#FamineRelief](#) [#foodcrisis](#) [#helpisontheway](#)

33 likes  
JULY 14

Add a comment...

**gainusa**



View Insights Promote

Liked by [gainaustralia](#), [hands4others](#) and **34 others**  
**gainusa** "There is no love without forgiveness, and there is no forgiveness without love." – Bryant H. Mc...  
 more  
 7 DAYS AGO

# OUR FAVORITE PLATFORMS



**Facebook:** as good for awareness and inspiration as it is for behind-the-scenes and thought leadership. It also serves as one of our top traffic drivers and largest fan base.



**Twitter:** another great venue for awareness and engagement. While posts can get buried pretty quickly, we love the immediacy. It is the perfect place to celebrate supporters, say thank you, and connect with other brands.



**Instagram:** a great visual platform. We strive to use compelling imagery to connect people with our work. We find engagement here to be very strong.



**Vimeo:** an ideal place to tell stories and connect with storytellers. We prefer Vimeo over YouTube because we can control the suggested content viewers see on our channel.



# COLLATERAL MATERIALS

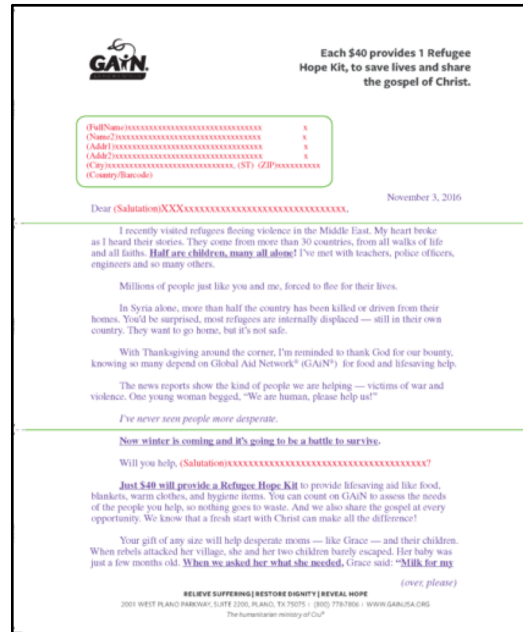
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- Print Examples
- Digital Examples
- Business Cards
- Email Signatures

# PRINT EXAMPLES

The letter format should be consistent across all direct mail communications. Please contact the communications team for templates. It is important to note the emphasis placed on Cru to help contribute to the credibility and partnership in place between the organizations.

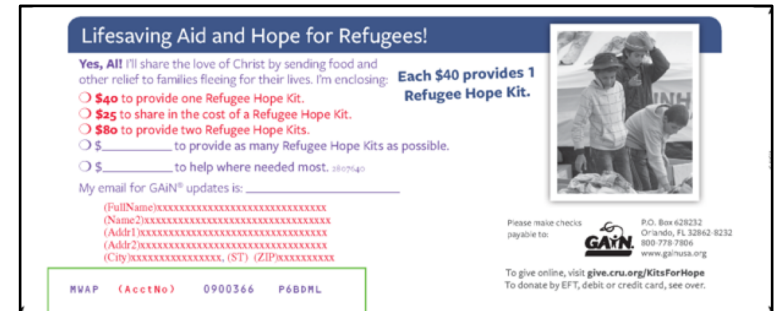
## 1 Direct Mail – Letter



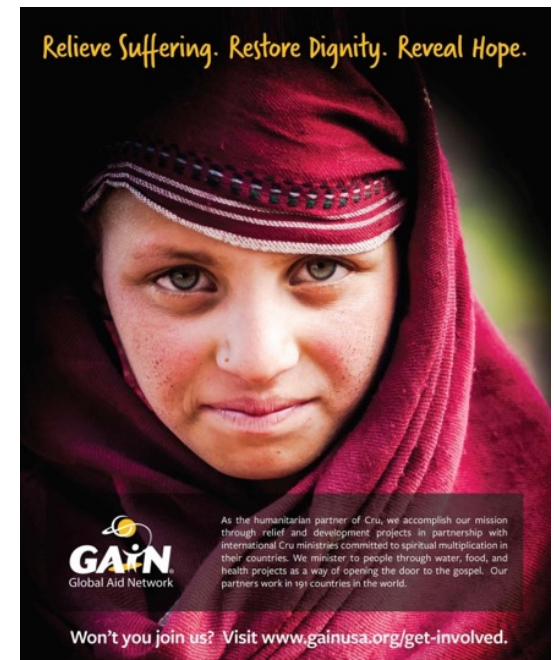
## 2 Direct Mail – Envelope



## 3 Direct Mail – Reply Card



## 4 Magazine Ad

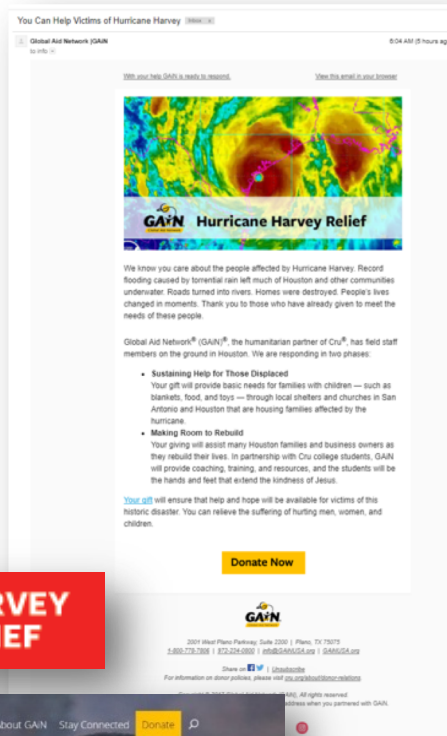




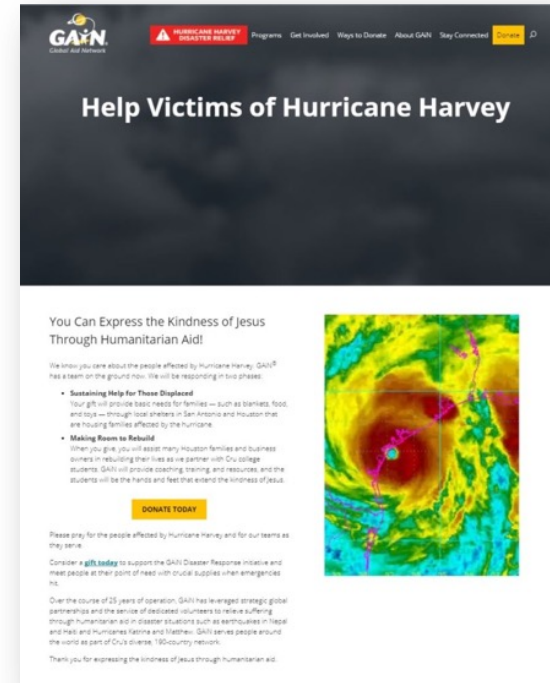
# DIGITAL EXAMPLES

Keeping the designs simple and captivating through bold type and imagery, along with one strong call to action, can enhance appeal.

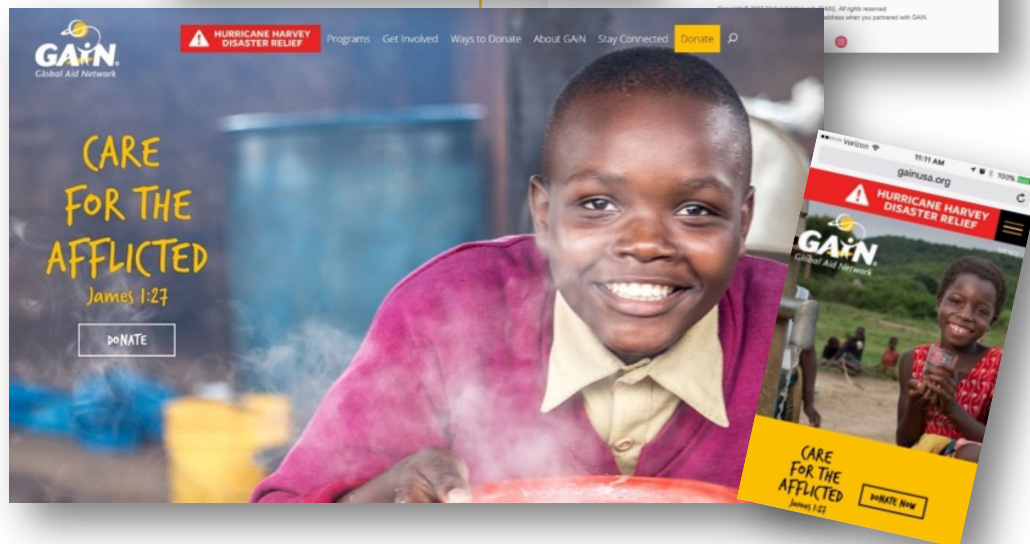
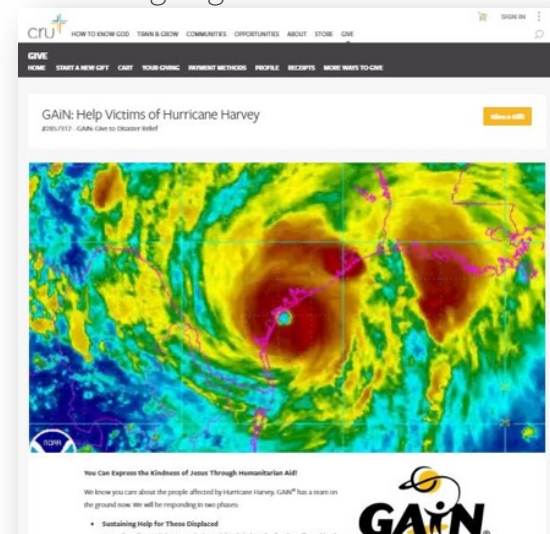
## 1 Email



## 2 Landing Page – GAIN



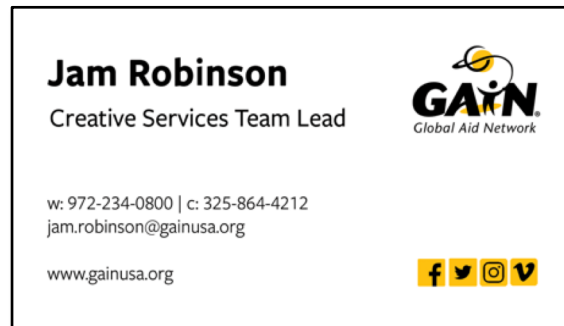
## 3 Landing Page – Cru



# BUSINESS CARDS

These are the current business card designs for GAIN staff members.

## Business Cards - Front



## Business Cards - Backs



# EMAIL SIGNATURES

These are the current email signatures for GAIN staff members. You can easily make this using Gmail – Cru Mail.

## **Jason Cress**

Social Media Manager

*Work: 972-234-0800 ext. 1320 | Cell: 214-843-6535*

[www.gainusa.org](http://www.gainusa.org)



RELIEVE SUFFERING | RESTORE DIGNITY | REVEAL HOPE





# LANGUAGE AND COPY

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- Copy Tone
- Copy Style Tips
- Frontline Products

# COPY TONE

Our brand voice is warm, hopeful, gritty, and appreciative. If GAIIN was a person, we would be friendly and inviting. Think of the person you are writing for. How can you promote meaningful engagement opportunities between that person and GAIIN?

At the same time, GAIIN is professional and credible. We are serious when it comes to the grave humanitarian situation around the world. We have the experience and knowledge to back up our words. We also are intentional about everything we write across all platforms, from letters to emails to video scripts.

# COPY STYLE TIPS

## Avoid Passive Verbs; Use Action Verbs

- Weak: *Miriam is sad that she cannot easily get clean water for her children.*
- Strong: *Miriam struggles to provide clean water for her children.*

## Avoid Too Many Big Words

- Weak: *It can be overwhelming to comprehend the magnitude of 65.3 million refugees in the world.*
- Strong: *It can be hard to imagine what 65.3 million refugees looks like.*

## Keep Sentences Simple

- Weak: *Our Field Strategy team members comprise years of experience and acquired knowledge from numerous trips overseas.*
- Strong: *Our Field Strategy team members represent years of overseas experience and knowledge.*

## Stay Positive

- Weak: *People around the world suffer from drought, hunger, civil war, and terrorism. Without your donation to GAIN, they have no hope.*
- Strong: *Help provide hope to those in need around the world through a donation to GAIN.*

## Focus on Real People

- Weak: *Half the population of Zimbabwe faces serious food shortages due to drought.*
- Strong: *With millions of people in Zimbabwe facing serious food shortages, fathers like Abel fear for their children's health.*

For more writing help, refer to the GAIN Gospel of Style.

# HOW TO CONTACT THE MARKETING COMMUNICATIONS TEAM

It is our goal to help you implement the GAIN brand. For additional information about the use of this guide or for any other brand-related questions, contact us using the information below.

*comm@gainusa.org*

Global Aid Network (GAIN)  
2001 W Plano Pkwy, Suite 2200  
Plano, TX 75075  
Attn: Marketing Communications Team



**RELIEVE** SUFFERING  
**RESTORE** DIGNITY  
**REVEAL** HOPE



[gainusa.org](http://gainusa.org)