This document is a reference guide to the basic elements that make up our visual identity.

Consistent, deliberate, and thoughtful use of graphics is integral to our brand. Our visual identity distinguishes us as leaders in the field, reinforces confidence about our authority, and engages our audiences. Please follow this guide as you create internal and external communications. We have tried to anticipate design situations that may arise, but if you encounter design issues not addressed in this manual, please contact The GIIN at 1.646.837.7430.
THE GIIN LOGO

Our logo should appear in all communication materials we create.

CLEAR SPACE: To ensure the integrity and legibility of the logo, the area surrounding the logo should be protected. A clear space of the height of the “G” in GIIN should be maintained around the logo.

ALTERNATE LOCK UP: When the logo is being displayed smaller than 2” wide, the smaller logo lock up may be used.

COLOR VERSIONS: The navy + yellow logo is the preferred version and should be used wherever possible. The logo is also available in grayscale, white, and white + yellow.

MINIMUM SIZE: The logo should not be printed or displayed smaller than the suggested size.
THE IRIS+ LOGO

Our logo should appear in all communication materials we create.

CLEAR SPACE: To ensure the integrity and legibility of the logo, the area surrounding the logo should be protected. A clear space of the height of the “I” in IRIS should be maintained around the logo.

COLOR VERSIONS: The navy + tangerine logo is the preferred version and should be used wherever possible. The logo is also available in grayscale, white, and white + tangerine.

MINIMUM SIZE: The logo should not be printed or displayed smaller than the suggested size.

COLOR VERSIONS

Navy + Tangerine (preferred version)  Grayscale  White + Tangerine on a dark background  White on a dark background
THE IMPACTBASE LOGO

Our logo should appear in all communication materials we create.

**CLEAR SPACE**: To ensure the integrity and legibility of the logo, the area surrounding the logo should be protected. A clear space of the height of the “I” in Impactbase should be maintained around the logo.

**ALTERNATE LOCK UP**: When the logo is being displayed smaller than 2” wide, the smaller logo lock up may be used.

**COLOR VERSIONS**: The navy + lime logo is the preferred version and should be used wherever possible. The logo is also available in grayscale, white, and white + lime.

**MINIMUM SIZE**: The logo should not be printed or displayed smaller than the suggested size.

**COLOR VERSIONS**

- Navy + Lime (preferred version)
- Grayscale
- White + Lime on a dark background
- White on a dark background
The IRIS+ Badge should only appear when appropriate.

**CLEAR SPACE**: To ensure the integrity and legibility of the badge, the area surrounding the badge should be protected. A clear space of the height of the “I” in IRIS should be maintained around the logo.

**COLOR VERSIONS**: The navy + tangerine badge is the preferred version and should be used wherever possible. The badge is also available in grayscale and white.

**MINIMUM SIZE**: The logo should not be printed or displayed smaller than the suggested size.

**COLOR VERSIONS**

- Navy + Tangerine (preferred version)
- Grayscale
- White + Tangerine on a dark background
- White on a dark background
INVESTORS’ COUNCIL BADGE

The Investors’ Council Badge should only appear when appropriate.

CLEAR SPACE

To ensure the integrity and legibility of the badge, the area surrounding the badge should be protected. A clear space of the height of the “G” in GIIN should be maintained around the logo.

COLOR VERSIONS: The navy + yellow badge is the preferred version and should be used wherever possible. The badge is also available in grayscale and white.

MINIMUM SIZE: The logo should not be printed or displayed smaller than the suggested size.

COLOR VERSIONS

Navy + Yellow (preferred version)
GIIN MEMBER BADGE

Our Member Badge should only appear when appropriate.

**CLEAR SPACE**

To ensure the integrity and legibility of the badge, the area surrounding the badge should be protected. A clear space of the height of the “G” in GIIN should be maintained around the logo.

**COLOR VERSIONS**: The navy + yellow badge is the preferred version and should be used wherever possible. The badge is also available in grayscale and white.

**MINIMUM SIZE**: The logo should not be printed or displayed smaller than the suggested size.

**COLOR VERSIONS**

Navy + Yellow (preferred version)
Color is used to identify our brands.

ASSIGNED PRIMARY COLORS

GIIN

IRIS+

IMPACTBASE

Navy + Yellow

Navy + Tangerine

Navy + Lime

ASSIGNED COLORS

GIIN

IRIS+

ImpactBase

Career Center

Fund Manager Training

PRIMARY COLORS: The colors shown are the primary colors for each brand. Navy is used as a consistent neutral. The rest of the colors in the palette (including colors from each brand) may be used as secondary and accent colors for all brand materials.
Our color palette has been designed for a variety of applications.

**Navy**
PANTONE 305  
CMYK: C 100 M 75 Y 56 K 41  
RGB: R 0 G 55 B 78  
HEX: #00374E

**Yellow**
PANTONE 116  
CMYK: C 0 M 16 Y 100 K 0  
RGB: R 255 G 203 B 80  
HEX: #FFCC00

**Light Gray**
PANTONE 427  
CMYK: C 7 M 3 Y 4 K 8  
RGB: R 209 G 212 B 211  
HEX: #D4D0D0

**Medium Gray**
PANTONE 450  
CMYK: C 33 M 18 Y 13 K 37  
RGB: R 129 G 156 B 143  
HEX: #81A8F

**Dark Orange**
PANTONE 1595  
CMYK: C 0 M 59 Y 100 K 5  
RGB: R 252 G 125 B 30  
HEX: #E87D1E

**Lime**
PANTONE 382  
CMYK: C 29 M 0 Y 100 K 0  
RGB: R 193 G 216 B 47  
HEX: #C1D2FF

**Eggplant**
PANTONE 2622  
CMYK: C 64 M 93 Y 52 K 18  
RGB: R 104 G 48 B 100  
HEX: #612D62

**Tangerine**
PANTONE 715  
CMYK: C 54 M 93 Y 3 K 0  
RGB: R 250 G 141 B 41  
HEX: #FA945E

**Blue**
PANTONE 301  
CMYK: C 100 M 46 Y 19 K 18  
RGB: R 0 G 82 B 147  
HEX: #005293

**Dark Teal**
PANTONE 653  
CMYK: C 100 M 42 Y 29 K 4  
RGB: R 0 G 114 B 151  
HEX: #007DA4

**Sky**
PANTONE 311  
CMYK: C 69 M 0 Y 12 K 0  
RGB: R 0 G 193 B 222  
HEX: #00CIDE

**Leaf**
PANTONE 369  
CMYK: C 67 M 12 Y 100 K 1  
RGB: R 99 G 167 B 10  
HEX: #55A51C

**Grape**
PANTONE 259  
CMYK: C 67 M 100 Y 19 K 6  
RGB: R 115 G 38 B 119  
HEX: #71277A

**Fuschia**
PANTONE 240  
CMYK: C 19 M 94 Y 0 K 0  
RGB: R 203 G 45 B 153  
HEX: #C42695

**PICKING COLORS:** Our extended color palette may be used for all materials. Our lively color palette looks best when it can pop on a white or navy background. Color choices should be made based on the requirements and goals for the communications materials.
TYPOGRAPHY: PROFESSIONAL DESIGNED PRINT MATERIALS

Verlag and Archer are the preferred typefaces for all professionally designed communications.

VERLAG
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!£$%^&* 

VERLAG CONDENSED
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!£$%^&* 

ARCHER
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!£$%^&*

PROFESSIONAL DESIGN: The primary brand typefaces have been selected for use with all professionally designed communications.

VERLAG: The Verlag type family is our corporate font. Verlag is a nice simple font, good for anything from headlines to text. Use Verlag wherever possible. Verlag can be purchased from www.typography.com.

ARCHER: The Archer type family is a slab serif font that can be used selectively for large introduction text, selective headlines, quotes, or other instances when a serif font adds personality and warmth. Archer can be purchased from www.typography.com.
Calibri should be used when a system font is required. For Word documents or PowerPoint slides.

**CALLIBRI**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*
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**INTERNAL PRODUCTION**: Some of our communications are created in office environments which do not have licensed fonts such as Verlag and Archer on their computer systems. Instead of selecting random or default typefaces, all office communications should use Calibri.

**CALLIBRI**: Calibri is a clean, sans serif system font that can be used for any internally produced materials. Calibri is a standard font available on almost all computers.
Franklin Gothic and Adelle Sans are used on our website.
WHAT NOT TO DO WITH THE LOGO

Please do not...

- Isolate the "GiIN" only
- Isolate "Global Impact Investing Network" text
- Isolate the graphic mark
- Place on a competing background
- Apply different colors
- Distort vertically
- Distort horizontally
- Reset the type
FILE USAGE TIPS

PROVIDED FILE TYPES

EPS
EPS graphics are best suited for professional use by designers or printers. EPS files can only be opened with certain software including Adobe Illustrator. EPS files are most often used for illustrations and logos. The EPS format is vector-based—the file can be manipulated and scaled without losing reproduction quality.

JPG
A JPG is most commonly used for photographs and other images that will not need to be resized. When a JPG is enlarged, the quality will deteriorate and the image will become pixelated.

PNG
PNG files are commonly used for websites. These files are not scalable and they often have transparency.

COLOR

CMYK
CMYK colors are identified by four numbers (ranging from 0 to 100) representing the percentages of Cyan, Magenta, Yellow, and Black used to create the printed color.

When should you use CMYK?
• color laser printing
• digital printing

PANTONE (COATED AND UNCOATED COLORS)
Pantone is a widely-used color matching system and refers to ink colors professional offset printers use and should be used to communicate color with various vendors.

When should you use pantone coated or uncoated?
• professional offset printing

RGB
RGB refers to Red, Green, and Blue lights which are used in computer screens and on projectors. RGB colors are identified by three numbers (ranging from 0 to 255) representing shades of Red, Green, and Blue that make up the on-screen color.

When should you use RGB?
• in Microsoft Word
• in PowerPoint
• for websites
• for e-newsletters

RESOLUTION

PRINT RESOLUTION
Optimal print resolution is 300 dpi (dots per inch). The higher the resolution, the more detail and clarity there is to the image. Offset printing typically requires 300 dpi resolution.

WEB RESOLUTION
Optimal web resolution is 72dpi (dots per inch). Physical dimensions will be affected by the resolution of the display itself.