



brand *refresh*
GUIDELINES

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BRAND MESSAGING

Coming Soon

BRAND APPLICATION

Coming Soon

our brand *identity*

our *logo*



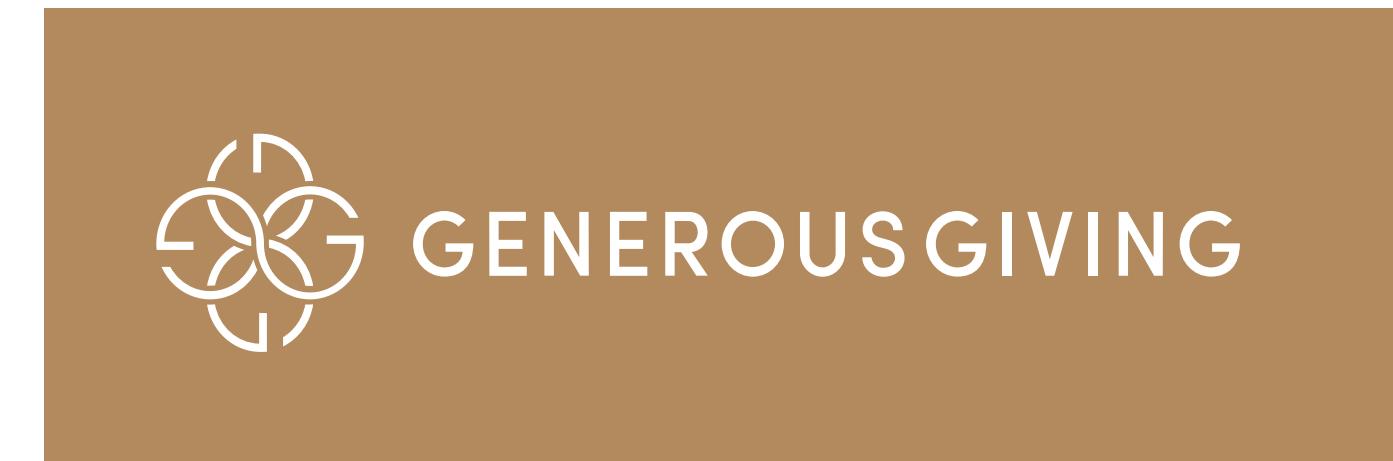
Black logo on white background



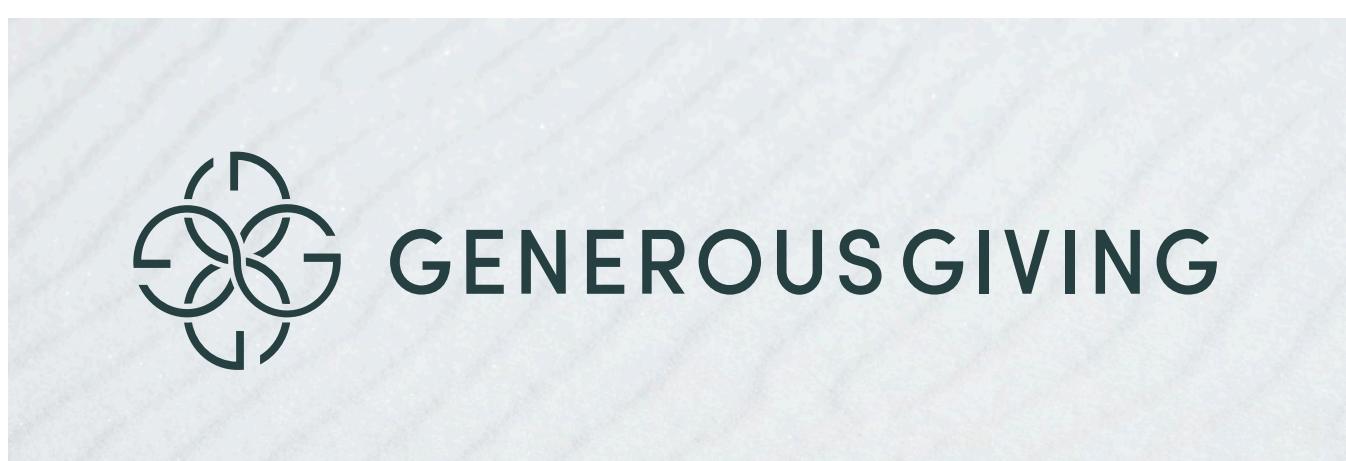
Blue logo on white background



Sand logo on Teal background



White logo on Camel background



Teal logo on high contrast image background



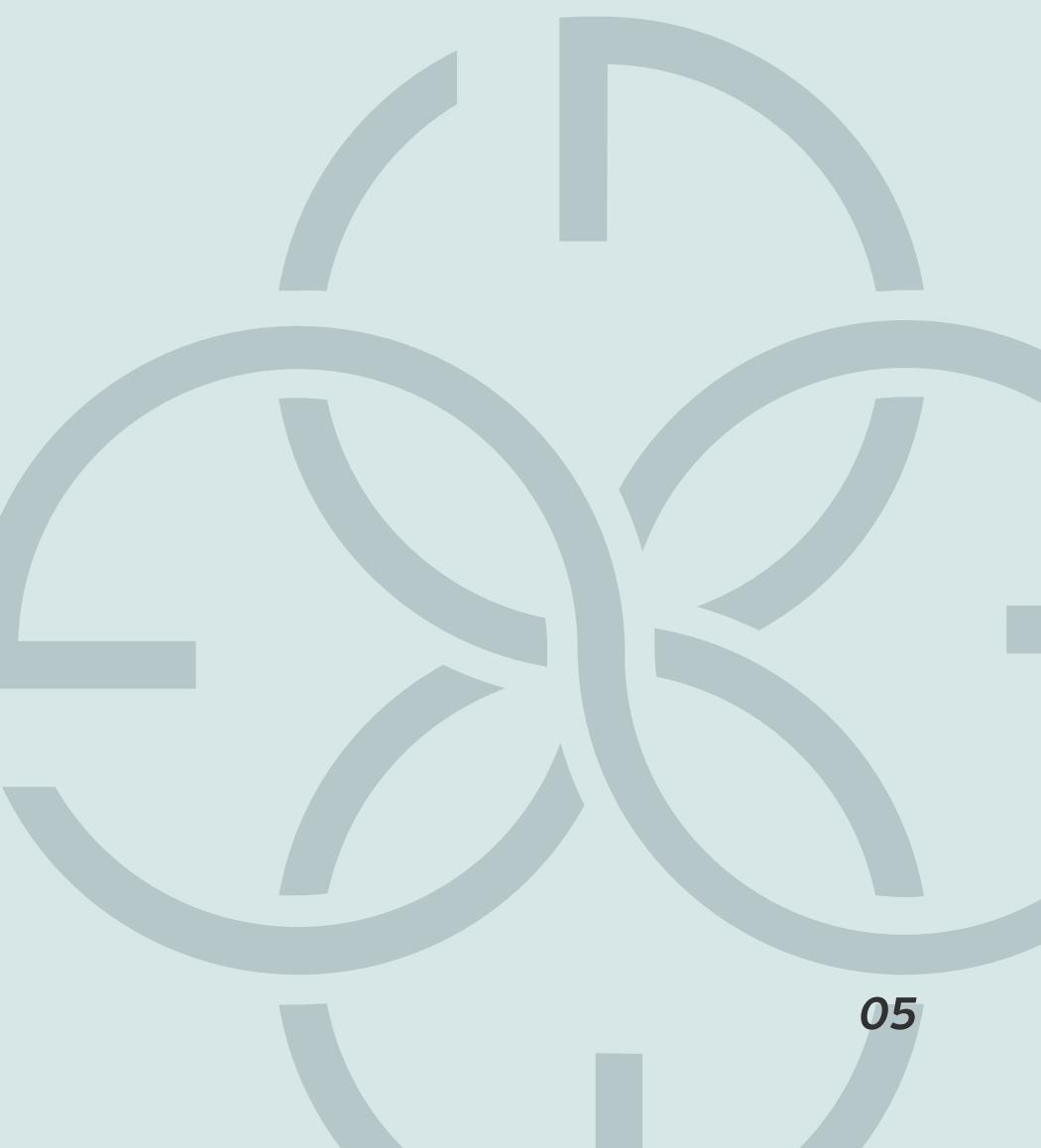
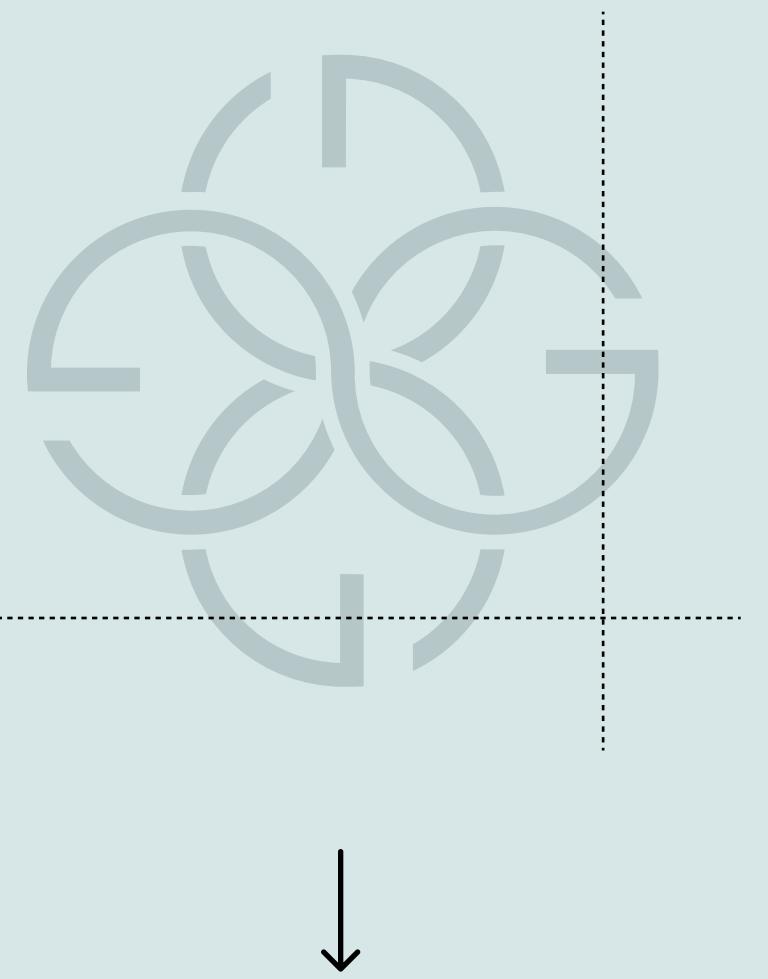
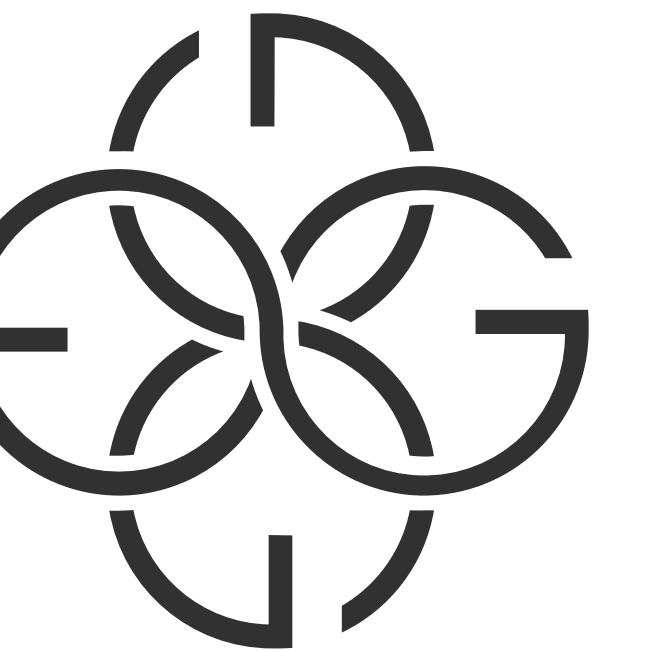
White logo on image background with 40% black overlay

our *logo mark*

The same GG mark that you know and love! Our logo is staying the same, because it still represents us in a beautiful and simple way. But we are adding some new ways that the logo mark can be used, as part of our visual design.

The standard mark should always be used in high contrast, so that it is visible and clear. But for visual interest that incorporates our brand, it can also be scaled, pushed off the page, and placed with less opacity.

These are available on One Drive:
GG Team> General> Brand Assets>
Visual Brand> 02_Logos



the JOG logo

When using the JOG Logo, it should always be placed as the official logo file, instead of being manually typed out. In this case, the words are left aligned, with “of Generosity” being italicized.

It should always be used with high contrast for best visibility, following these examples and the color application rules on page 9.

These are available on One Drive:

GG Team> General> Brand Assets>

Visual Brand> 02_Logos

Journey *of Generosity*

Black logo on white background

Journey *of Generosity*

Sand logo on Teal background

Journey *of Generosity*

Teal logo on high contrast image background

Journey *of Generosity*

Blue logo on white background

Journey *of Generosity*

White logo on Camel background



White logo on image background with 40% black overlay

other *GG logos*

These other logos, and their additional formats are available on One Drive here:
GG Team> General> Brand Assets>
Visual Brand> 02_Logos

Generosity *Conversation*

CHAMPIONS CIRCLE

Celebration *of Generosity 26*

our *colors*

Our new color palette! Pulled from what we used before, these colors bring a more sophisticated and calm sense to the brand.

We primarily use Deep Teal, Ice, and Caramel, with accents of Sand, Grey, and Slate.

#445A5A
RGB: 68, 90, 90
CMYK: 24, 0, 0, 65

Deep Teal

#264142

#FEF9F0
RGB: 285, 250, 240
CMYK: 0, 1, 5, 0

Sand

#EBE2D2

#D8E7E8
RGB: 216, 231, 232
CMYK: 14, 3, 7, 0

Ice

#B5C7C8

#E4E4E4
RGB: 229, 228, 228
CMYK: 9, 7, 7, 0

Grey

#B9B9B9

#B38B5E
RGB: 178, 138, 93
CMYK: 29, 44, 70, 5

Caramel

#927049

#323232
RGB: 50, 50, 50
CMYK: 70, 63, 62, 59

Slate

color *application*

It's important to pay close attention to how these colors interact with each other.

To ensure readability, follow these guidelines for how to apply colors to text or overlapping elements.

DO'S

HIGH CONTRAST IS GOOD



HIGH CONTRAST IS GOOD



HIGH CONTRAST IS GOOD



HIGH CONTRAST IS GOOD



HIGH CONTRAST IS GOOD



HIGH CONTRAST IS GOOD



DON'TS

LOW CONTRAST IS BAD



LOW CONTRAST IS BAD



LOW CONTRAST IS BAD



LOW CONTRAST IS BAD



our *fonts*

We use **Kepler Std** for primary headlines to create a strong, refined presence. Its classic serif structure brings a sense of sophistication and trust, making it ideal for headlines that need to carry weight and authority. The italic version of this font is used to put emphasis on one word in a phrase or sentence.

New Science is used for subheadings. Its contemporary, clean design bridges the traditional feel of Kepler with the accessibility of our body text, offering a fresh, structured tone that complements both serif and sans serif elements seamlessly.

For body copy, we use **Motiva Sans**, a modern, highly legible sans serif. It's approachable, clear, and designed for readability across print and digital, making it ideal for longer-form content while supporting the overall warmth and professionalism of our visual identity.

HEADINGS

Aa

Kepler Std

Light Display
Light Italic Display

SUBHEADS

Aa

New Science

BODY COPY

Aa

Motiva Sans

Regular
SemiBold

Light
Regular
Medium
SemiBold

fallback *fonts*

In cases where our primary brand fonts are unavailable—such as in web environments or shared documents—we use system fallback fonts to maintain visual consistency and readability.

- Kepler Std fallback: Times New Roman
- New Science fallback: Kanit or Helvetica
- Motiva Sans fallback: Calibri, Arial, or Helvetica, sans-serif

Fallback fonts should be used sparingly and only when the brand fonts cannot be embedded or accessed.

HEADINGS

Aa

Times New Roman

Light Display

Light Italic Display

SUBHEADS

Aa

Kanit
or Helvetica

BODY COPY

Aa

Helvetica

Light
Regular
Medium
SemiBold

Light
Regular
Medium
SemiBold

type hierarchy

Our type hierarchy ensures that text is easy to read and visually aligned across all materials. Use these guidelines to choose the right font, size, and style for different levels of content—headlines, subheads, body copy, and captions—so that our communications feel unified, professional, and distinctly us.

GENEROSITY CHANGES THE WORLD... AND US.

This is a Heading all about *Generosity*.

This is a body of text. Lorem ipsum dolor sit amet consectetur. Faucibus arcu aenean ac posuere euismod pharetra. *Cras vitae aliquet eros dignissim a. Ut magna non tincidunt fermentum.*

Aliquam nunc morbi ut donec. Vitae odio pretium diam condimentum dui diam leo consectetur. Platea feugiat sed metus et. Nunc enim egestas id aliquam. In sed tristique risus gravida enim ipsum sed. Tempus vitae est.

This is a Sub Category

This is a body of text. Lorem ipsum dolor sit amet consectetur. Faucibus arcu aenean ac posuere euismod pharetra. *Cras vitae aliquet eros dignissim a. Ut magna non tincidunt fermentum.* Aliquam nunc morbi ut donec.

Button text

Kicker

Set in New Science Bold,
Tracking: 5% in Figma or 50pt in Adobe

Header 1

Set in Kepler Light Display.
Italics for **1** emphasized word.

Body Text

Set in Motiva Sans. Leading should be 150% of font size.

Header 2

Set in New Science Semibold.

Button Text

Set in Motiva Sans, Bold,
and high contrast

using *italics*

We use italics for emphasis. This treatment doesn't need to be used *everywhere*, but only in places where it can tastefully communicate that the word emphasized is **important**.

When choosing which word will be italicized, think about which word sets the sentence apart from others. Which word is the “punch line”? Which word will grab the reader’s attention as something they should pay attention to? Which word communicates the truth of our mission/vision?

Welcome to your *Facilitator Training*

Share the journey. Witness the joy.

Generosity resources.

Schedule a Journey of Generosity.

our *textures*

Textures are used to add a familiar element to any design. They aren't too prominent, but they work in the background to create an experience that the viewer can sort of "feel." They are typically very zoomed in, and pushed to the back of the design.

When choosing a texture to apply to the background, think about what will be subtly familiar to the viewer? Do you want it to feel soft? Restful? Specific to a place? It shouldn't be distracting, but natural.

These are available in OneDrive here:

[Download Textures](#)

