

BRAND GUIDELINES FOR PARTNERS

Updated: February 20, 2020



OVERVIEW

This document provides guidance on usage of Give2Asia's name and logo by other organizations. In summary:

No permission required...

- For donors describing Give2Asia as the recipient of their donation or grant *unless it mentions a specific grant or partner in China*
 - Example: "Acme Co. is donating \$100,000 to Give2Asia's disaster fund"

Review and approval is required...

- For uses that imply partnership, endorsement, or a business relationship
 - Example: "Acme Co. is teaming up with Give2Asia to raise funds for..."
- For any commercial offer mentioning Give2Asia
- For any use of Give2Asia's logo by non-staff
 - All uses of Give2Asia's logo must follow our logo usage guidelines below
- For any use that mentions a specific program or partner in China

To request permission, email marketing@give2asia.org.

USE OF TRADEMARK

Describing a gift to or fundraiser for Give2Asia **does not** require approval as long as these conditions are met:

- Donations are made directly to Give2Asia or through an approved third-party platform (i.e. Benevity, Facebook)
- Give2Asia receives 100% of the transaction amount
- No endorsement or partnership is implied by the announcement
- The donation does not describe a specific grant or partner in China

Some uses of Give2Asia's trademark **require written approval** by Give2Asia:

- Any use that could imply partnership, endorsement, or a business relationship
 - Example: A fashion company wants to tell customers they're partnering with Give2Asia to raise money for a charity
 - Example: a restaurant wants to put our logo on their menu because they support projects through Give2Asia
- Any commercial offer, donation, or fundraiser where Give2Asia will not receive 100% of the transaction amount

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- Example: a bookstore wants to send an email to customers advertising that they will donate 5% of their sales to Give2Asia
- Note: Give2Asia typically **does not** participate in product sales promotions. We will consider exceptions on a case-by-case basis.
- Any use that describes a specific Give2Asia grant or partner in China

USE OF LOGO

All public use of Give2Asia's logo requires written permission. This includes:

- Donors and Corporate Partners
- Nonprofit Partners
- Individuals wishing to host a fundraiser

LOGO USAGE AGREEMENT

By using Give2Asia's logo, you acknowledge that:

- Use of the logo will be consistent with Give2Asia's logo usage guidelines
- Give2Asia is the sole owner of our logo and trademarks
- Give2Asia retains the right to revoke permission to use its logos at any time
- Each use of the logo must be separately approved unless a written agreement states otherwise

To request permission for logo or trademark usage, email marketing@give2asia.org.

FISCAL SPONSORSHIP BADGE

Active members of Give2Asia's nonprofit fiscal sponsorship (FS) program have permission to use Give2Asia's partner badge. To be eligible, nonprofits must have a signed FS partner agreement with Give2Asia and an active (non-expired) due diligence in effect.

The partnership badge artwork is renewed each year. To request the current image file, FS partners can email afmercado@give2asia.org.

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LOGO USAGE GUIDELINES

White background.

The Give2Asia logo cannot be overlaid on any color besides white.



No distortions.

The Give2Asia logo cannot be stretched or otherwise transformed from its original dimension.



Treat entire logo as one fixed unit.

The mark and text of the Give2Asia logo must be treated as a single unit that is not to be separated or rearranged.



Correct Usage:



Logo Colors:



Give2Asia Blue

PMS: Dark Blue C
Web Color: #233B77
RGB: 35/59/119
CMYK: 100/89/24/9



Give2Asia Green

PMS: Green C
Web Color: #48AF8A
RGB: 72/175/138
CMYK: 70/7/59/0



Give2Asia Orange

PMS: Bright Red C
Web Color: #DE482F
RGB: 222/72/47
CMYK: 7/87/92/1

For high-resolution logo files, please email marketing@give2asia.org.