

## OVERVIEW

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

- **Review and approval 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
- **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"

To request permission, email [marketing@give2asia.org](mailto: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](mailto:marketing@give2asia.org)

## FISCAL SPONSORSHIP BADGE

Active members of Give2Asia's nonprofit fiscal sponsorship (Friends Fund) program have permission to use Give2Asia's partner badge. To be eligible, nonprofits must have a signed Friends Fund 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 [aduong@give2asia.org](mailto:aduong@give2asia.org)

## 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:



## COLOR GUIDELINES

### Primary:

- **MIDNIGHT BLUE: DIGITAL #233B77; PRINT 35/59/119**
- **CREAM/BACKGROUND: DIGITAL #F0E9DC; PRINT 240/233/220**
- **COBALT BLUE: DIGITAL #0B5FD6; PRINT 10/95/214**

### Secondary:

- **GIVE2ASIA GREEN: DIGITAL #48AF8A; PRINT 72/175/138**
- **GIVE2ASIA ORANGE: DIGITAL #DE482F; PRINT 222/72/47**