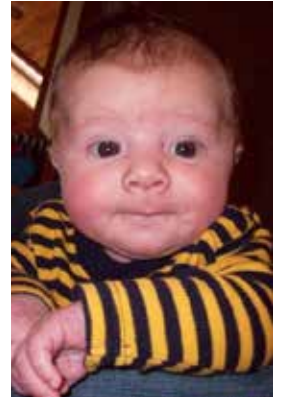


Brand Identity and Style Guide



INTRODUCTION

Scope & Purpose of This Guide

Gift of Adoption has consistently grown since it's inception. Our continued growth will help us to connect more children with loving families and the opportunity to lead a life they otherwise may not have known.

As the organization has grown, so to has our need to ensure that our message is unified, clear, consistent and directed at achieving our goals. This document is intended to provide an overview to the branding aspects of our activities. How people perceive Gift of Adoption may be the result of a single contact, or the culmination of multiple contacts. Ensuring that we are all saying the same thing, in the same way, and with the same understanding is critical to our ongoing growth.

In this document we will cover the brand positioning that has been developed, and provide guidelines where appropriate, on how to implement this positioning. Most importantly, this document will attempt provide the rationale and background for the decisions and guidelines, so that you and other members of the organization will be better suited to make the best decisions possible, when the guidelines are not enough.



OUR GUIDING PRINCIPLES

Our Name

Legal: Gift of Adoption Fund, Inc.
Standard: Gift of Adoption Fund, or Gift of Adoption
Chapters: Gift of Adoption – Amy Silberberg Chapter, or
Gift of Adoption of Wisconsin
Abbreviation: GOA

Our Brand Character

- | | | |
|-----------------------|---------------|--------------|
| 1. Driven for results | 3. Passionate | 5. Inspiring |
| 2. Nimble | 4. Leader | 6. Inclusive |

Our Target Audience

Individuals and organizations who can identify with the benefit of providing children with permanent homes and a chance to thrive.

- Understand the need of 140M children to be part of a loving, permanent family.
- See it as their duty to act on behalf of these children.

OUR GUIDING PRINCIPLES

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Our Vision

The Gift of Adoption Fund aspires to create a new industry of philanthropic giving by making adoption a charitable endeavor.

Our Mission

Gift of Adoption is a national charitable organization that inspires adoption by providing grants to qualified parents – giving children who need families a permanent home and a chance to thrive.

Logo and Mission Statement must appear on invitations and collateral

OUR GUIDING PRINCIPLES

Who We Serve

We serve children who need a family.

What They Need

Children need love, dignity, a chance for a full life and the sense of belonging that comes with being the permanent part of a good family.

What We Offer

We put adoption in reach – inspiring good families to embrace children in need by providing the last funds necessary to complete the adoption. We provide a way for supporters to help these children even if they are not able to personally open their homes to help these children. We have a tried and tested program for ensuring that donations are used to fund successful adoptions by qualified parents who need some financial help in completing the process.

OUR GUIDING PRINCIPLES

What We Do Better Than Anyone

Our focus is on giving children in need of families a chance to thrive. In doing so, we do not consider an applicant's religion, race, marital status, age, etc., in determining grant awards, only that they are qualified, demonstrate financial need and have shown a commitment to funding the adoption on their own. We make donors feel great about moving children in need into a safe and loving home and on their way to a promising and stable future.

You don't need to adopt a child yourself to make sure a child will be adopted into a loving home.

KEY MESSAGES FOR KEY AUDIENCES

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Key messages provide the phrases and wording that follows from our brand positioning. These messages will help to demonstrate how the brand positioning comes together and can be directed towards certain key stakeholders. The messages, their wording and phrases may be used as presented, or tailored to meet your specific needs. Please ensure that any changes do not affect the overall intent and feel of the original statements.

Audience: Media/General

- We believe a child without a family is one of life's great tragedies because a child without a permanent home suffers.
- Orphanages and foster homes do not offer permanent solutions for the millions of children who need a family. All children deserve the dignity and love that comes from being a part of a family. Gift of Adoption is committed to creating those families.
- Gift of Adoption is a national charitable organization that inspires adoption by providing grants to qualified parents – giving children who need families a permanent home and a chance to thrive.
- Through Gift of Adoption, you can give to adoption like you give to other causes. Even if you can't open your home, you can open your heart and transform the life of a child.

KEY MESSAGES FOR KEY AUDIENCES

Audience: Donors

- You know a safe and loving home is the only permanent solution for a child in crisis. And you'd like to help.
- By donating to Gift of Adoption your generosity will give qualified parents the funds they need to complete the adoption process, bring a child out of harms way and into a loving family. Our program is tried and true -- ensuring your donation will swiftly go to a qualified family who needs it, regardless of race, religion or marital status.
- Children without families suffer needlessly. Don't let another precious moment of childhood slip them by. You can help a child into a warm, loving home today.
- You don't have to adopt to give a child a family.

Audience: Recipients/Applicants

- You want to bring your child home. We do too.
- If you are struggling to complete the adoption process or hesitant to start, Gift of Adoption Fund wants to help.
- A Gift of Adoption Fund grant will help remove the financial obstacle to bring your child home. Gift of Adoption is the premier adoption assistance organization - putting adoption in reach by granting the last necessary funds to qualified families who need financial assistance regardless of religion, race, or marital status.
- Gift of Adoption. We can put adoption in reach for you and put a child in her place – your home.

KEY MESSAGES FOR KEY AUDIENCES

10 second “Elevator Pitch”

Gift of Adoption is an adoption assistance organization that helps children in crisis to become part of a good loving home when he/she can thrive. We provide the last necessary funds to qualified families to complete the adoption process and bring their child home. We rely on the generous support of people who want to help transform the life of a child.

25 word company description

Gift of Adoption, the premier adoption assistance organization, puts adoption in reach by granting the last necessary funds to qualified families.

100 word company description

Gift of Adoption is the premier adoption assistance organization. We put adoption in reach for the 140 million children in crisis, the families who long to bring them home and the donors who believe in the generous gift of family. At Gift of Adoption, we take donations, and grant these funds to qualified families who need financial assistance in completing the adoption process. By swiftly granting any family – regardless of race, religion or marital status – the financial assistance it needs to complete the adoption process, we get children out of harms way and put them in their place – a safe, loving home.

COLLATERAL DESIGN

Type

Primary Font:

Galliard Roman (only use Bold when you absolutely MUST; Italic is preferred for emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Font Family:

Myriad Pro Regular, Semibold and Bold; plus Italics; Condensed may also be used, when needed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLLATERAL DESIGN

Logos



2-color and 4-color version



Graphic element:
Color and reversed versions



4-color version



Black and White version



Black and White version



Reversed version

COLLATERAL DESIGN

Chapter Logos

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Chapter: Typical



Chapter: Long Name



Chapter: Long Name – two lines

COLLATERAL DESIGN

BBB Seal

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Gift of Adoption meets all 20 BBB Charity Standards and has been accepted as a member of the BBB Wise Giving Charity Seal Program. GOA is able to display the BBB seal in print and electronic communications to let our audiences know that we meet the standards. BBB has very specific policies concerning the placement and usage of the seal.

The seal may not appear:

- On the outside of mailing envelopes when the seal is being used in direct mail.
- On stock stationery or letterhead
- On business cards
- In your email signature

Some charities also have used this description: “Meets all 20 BBB Charity Standards” as a brief explanation near the seal image. Should you seek to use a different slogan and/or article about the seal in your materials, please contact us for approval of the copy.

Please note the size specifications for the seal in print:

The seal shall be no smaller than .50 of an inch in width and the seal shall be no larger than .75 of an inch in width (the height scales automatically when the width is changed).

COLLATERAL DESIGN

BBB Seal

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For use on the website:

Step 1: Current Size Specifications

There are three file types for both black and white and color versions of the seal. The color of the seal cannot be altered. Seals for the website should be at or about one of two sizes, 60 x 90 pixels, 70 x 105 pixels.

Step 2: Placement

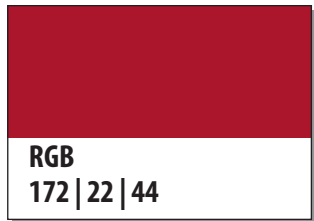
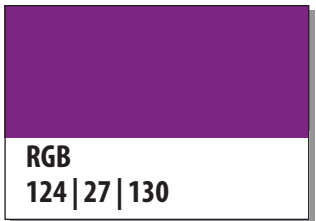
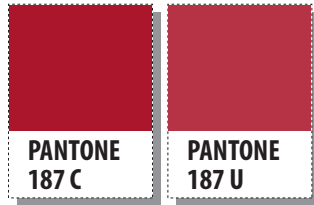
The placement of the seal on the charity's website, is up to the charity. For example it can appear on the home page, or on the navigation bar, or on the donation page, etc. Also, the organization can choose to place the seal on more than one page if it wishes.

Step 3: Required Link for Each Seal

No matter where the seal appears on the charity's website, it must include a "click to check" to the BBB Wise Giving Alliance confirmation page at the following URL: <http://charityreports.bbb.org/public/seal.aspx?ID=14831192009>

COLLATERAL DESIGN

Color



COLLATERAL DESIGN

Images

Diversity

Choice of photographs should illustrate that we are an inclusive organization serving children from many backgrounds, domestic and international

Child-Focused

Focus on the kids, showing how adoption impacts their lives. Show kids being kids.

Family-Focused

Our focus is on giving children in need of families a chance to thrive. Show loving families.

Cropping

Please show lively, colorful images whenever possible, and crop them consciously to show the people in the image and not a lot of foreground or background. See examples below.

DON'T



DO



DON'T

DO



COLLATERAL DESIGN

Email/Evite Specs

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GOA Home Page graphic:

- 200 x 200 @ 72dpi
- Logo and mission NOT needed



Evite, Save-the-Date, Email graphic:

- 575 wide x however deep it needs to be @ 72dpi
- Logo and mission NOT needed



COLLATERAL DESIGN

Social Media

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What are the dimensions of my Page's profile picture and cover photo?

Your Page's profile picture

- Displays at 160x160 pixels on your Page on computers, 140x140 pixels on smartphones and 50x50 pixels on most feature phones
- Must be at least 180x180 pixels
- Will be cropped to fit a square
- Is located 16 pixels from the left and 176 pixels from the top of your cover photo on computers
- Is located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones

Your Page's cover photo

- Displays at 851 pixels wide by 315 pixels tall on computers and 640 pixels wide by 360 pixels tall on smartphones
- Does not display on feature phones
- Must be at least 399 pixels wide and 150 pixels tall
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes
- For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file.

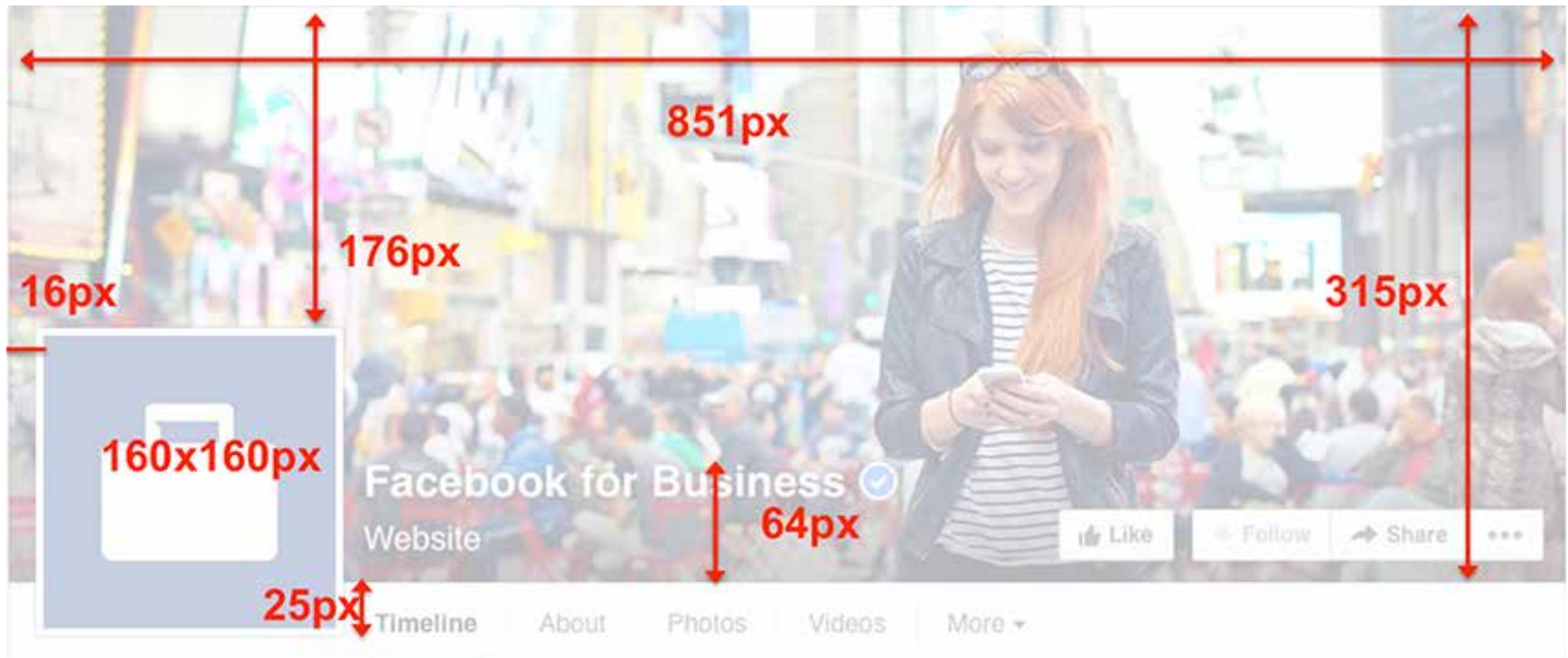
COLLATERAL DESIGN

Social Media

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Example of computer display

This template may be downloaded from FaceBook.



COLLATERAL DESIGN

Social Media

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Example of special event FB page

YOU'RE INVITED TO A SWEET EVENT

*There's nothing sweeter
than family*



WHEN
Saturday, Feb. 1st, 2014
8:00 pm - 12:00 am

WHERE
The Key Club at Hubbard Inn
110 W. Hubbard Street, Chicago, IL

TICKETS
\$75 before Jan 1st
\$85 Jan 1st through the event

RSVP HERE