Brand Guide

MISSION

Gift of Adoption provides grants to complete the adoptions of children in vulnerable circumstances—giving them permanent families and a chance to thrive.

NAME

Legal

Gift of Adoption Fund, Inc.

Standard

Gift of Adoption Fund
or
Gift of Adoption

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.

LOGO

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped or reconfigured. Logo artwork is provided as Adobe Illustrator based EPS, PNG with transparent back and jpg.

2. A minimum clear space must be maintained on the perimeter surrounding logo.

3. Logo artwork must be uniformly scaled.

4. Logo artwork should always appear upright.

5. Logo artwork should appear against a solid background.

6. Do not put a white box around the logo when placed on a dark background.

Email Heather Schwartz, Communications Manager at hschwartz@giftofadoption.org with questions or to request logos files.

CHAPTER LOGOS

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6. 6. Do not put a white box around the logo when placed on a dark background.

TYPOGRAPHY

Myriad Pro Regular is a clean, easy to read font for headlines or paragraphs. If necessary for space Myriad Pro Condensed may be used.

Primary Body Font | Myriad Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Alternate Body Font | Myriad Pro Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Bold Condensed Italic

Myriad Pro Bold Italic

Galliard BT Roman is a striking font that is suitable for headlines or call-out text. It should not be used for paragraphs of text. Italic should be used sparingly.

Headline Font | Galliard BT Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Galliard BT Roman

Galliard BT Italic

Galliard BT Bold

Galliard BT Bold Italic

Galliard BT Roman

Gift of Adoption FUND

COLOR

PRIMARY

Pantone **2612C**
CMYK **64/100/11/2**
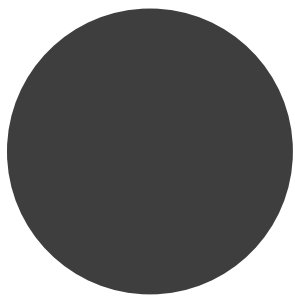RGB **124/27/130**
Hex **#7b2980**

Pantone **187C**
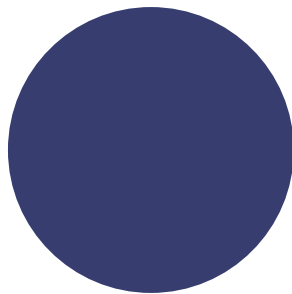CMYK **23/100/88/15**
RGB **172/22/44**
Hex **#AB1F2D**

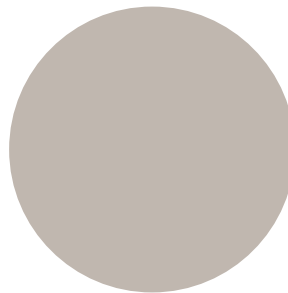## SECONDARY

CMYK **0/0/0/90**
RGB **65/64/66**
Hex **#414042**

CMYK **89/83/29/16**
RGB **57/63/112**
Hex **#393f70**

CMYK **25/24/28/0**
RGB **193/183/175**
Hex **#c1b7af**

Gift of Adoption FUND

For more information please contact:

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hschwartz@giftofadoption.org
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Qian Zhi Xin, Adopted from China in 2019

Gift of Adoption FUND

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