



Brand Guidelines

You don't have to adopt to
give a child a family.



Mission

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

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 Guidelines

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

Email Heather Schwartz, Creative Services and Event Manager at hschwartz@giftofadoption.org with questions or to request logos files.



Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Guidelines

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 background, and jpg.

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

Logo artwork must be uniformly scaled.

Logo artwork should always appear upright.

Logo artwork should appear against a solid background.

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

Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Primary Logo



Chapter Logo



Secondary Logo/Favicon



Gift of
Adoption
FUND



Gift of
Adoption
FUND



Gift of
Adoption
FUND



Gift of
Adoption
FUND

Do's



Don'ts



Color Palette



Primary

Secondary



HEX: #AB1F2D

HEX: #7b2980

HEX: #c1b7af

HEX: #414042

HEX: #393f70

RGB: 172/22/44

RGB: 124/27/130

RGB: 193/183/175

RGB: 65/64/66

RGB: 57/63/112

CMYK: 23/100/88/15

CMYK: 64/100/11/2

CMYK: 25/24/28/0

CMYK: 0/0/0/90

CMYK: 89/83/29/16

PANTONE: 187 C

PANTONE: 2612 C

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.

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.

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

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

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

Other Guidelines



01 Name

Standard

Gift of Adoption Fund or
Gift of Adoption

Legal

Gift of Adoption Fund, Inc.

02 Marketing Material Approval

All marketing materials must be approved by the Chapter Support team before distribution to ensure compliance with applicable guidelines and regulations.

03 Use of AI

Use of generative AI for marketing material and content (images, video, audio) is **prohibited** in order to protect originality, avoid copyright and trademark issues, prevent inaccurate "hallucinations," and maintain brand authenticity.

04 Unauthorized Use

Avoid unauthorized or potentially brand-damaging use of brand assets.

05 Licensing

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

06 Responsibly Sourced Stories

Please refer to our [Responsibly Sourced Stories guidelines](#) for further information on GOA speaking policies and storytelling best practices.



For more information:



hschwartz@giftofadoption.org
Creative Services and Event Manager



1200 Shermer Rd, Suite 111
Northbrook, IL 60062



847.205.2784 ext. 505



giftofadoption.org

