

Brand Guidelines

BigGive



Our visual identity

Our logo

This is our logo. As our primary identifier, it should appear on all of our communications.

Consistent use of our logo will help us build recognition of our brand.

Never try to recreate our logo, always use the master artwork.

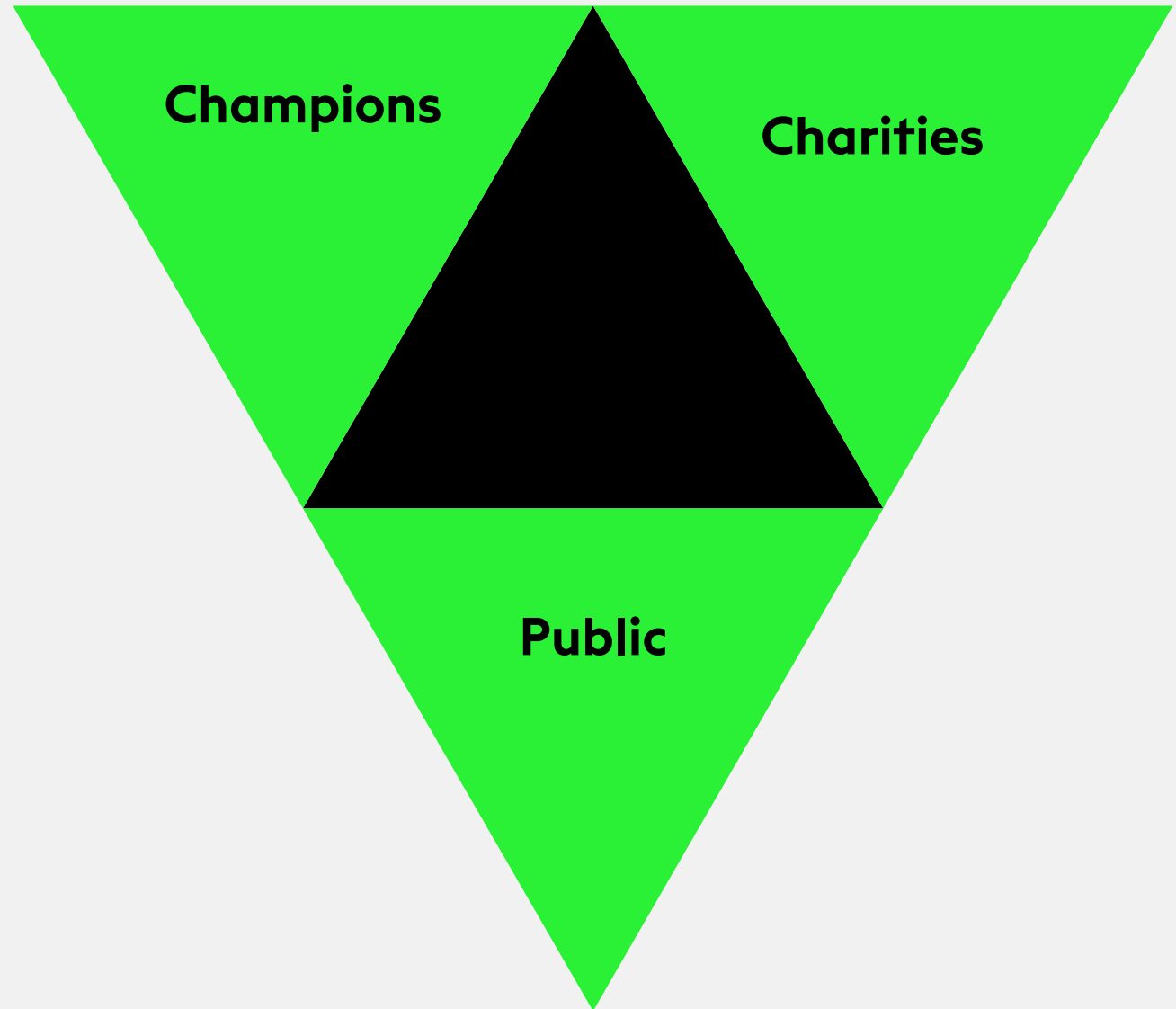


The triangle

The equilateral triangle is the cornerstone of our identity, with each side representing the core elements that, when combined, create the Big Give:

- Champions
- Charities
- Public

This is the shape of our logo, it informs the way we create our kaleidoscopic imagery and iconography, and also sits in the background of our communications forming the grid structure.



Our logo

We have three versions of our logo that can be used, depending on the general colour and contrast of the background they appear upon.

The black logo should be used when surrounded by lighter imagery. The white logo should be used against dark backgrounds. The green logo can be used against any colour background as long as it works visually with the colour it is set against.

Colour versions



Our logo

Wherever possible our primary logo should be used across brand communications.

Our secondary logo (our wordmark without the holding triangle) is for use in the rare occasions where space is at a premium and it would be detrimental to the legibility of the primary logo – for example, in a the header of a website.

Secondary logo

BigGive

BigGive

Our logo

Clear space

When our logo is used as part of our grid structure, clear space becomes irrelevant, as imagery will butt up to it. The triangular shape of the logo itself creates a clear space for the wordmark.

If our logo is used in an instance where it is appearing without our kaleidocopic imagery, the clear space shown here should be adhered to.

Minimum size

The smallest size that our logo should appear is a width of 15mm in print, or 50 pixels on screen.

Clear space and minimum size



Minimum size



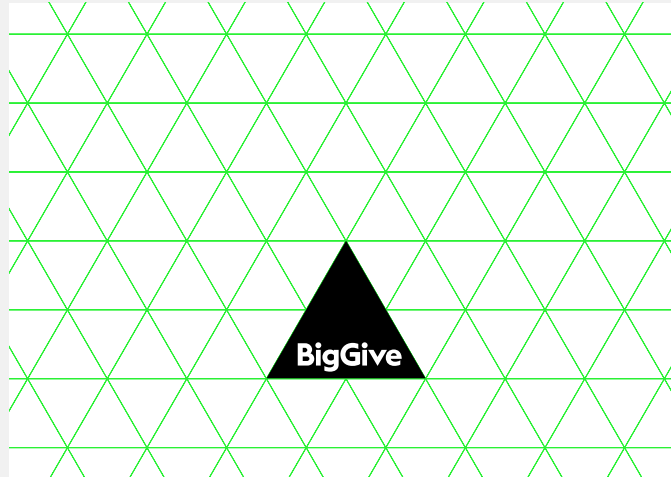
Our logo

Our logo positioning is flexible and may appear in a variety of different placements, the only requirement is that it sits within the grid – this will ensure it aligns with our kaleidoscopic imagery.

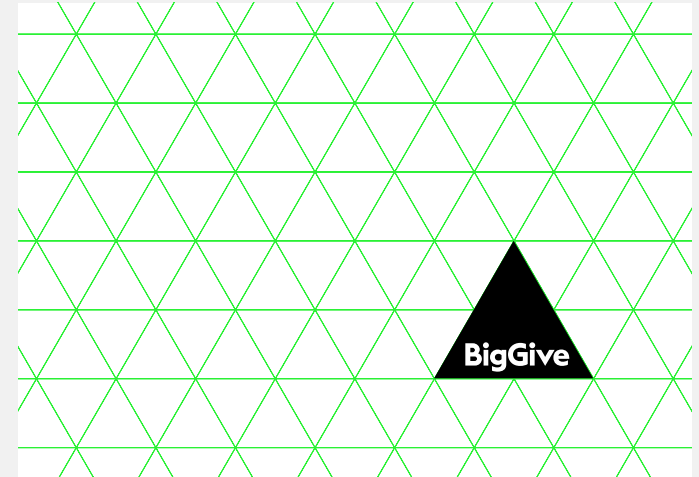
It should always appear in its entirety and never cropped off the edge of the page.

Positioning

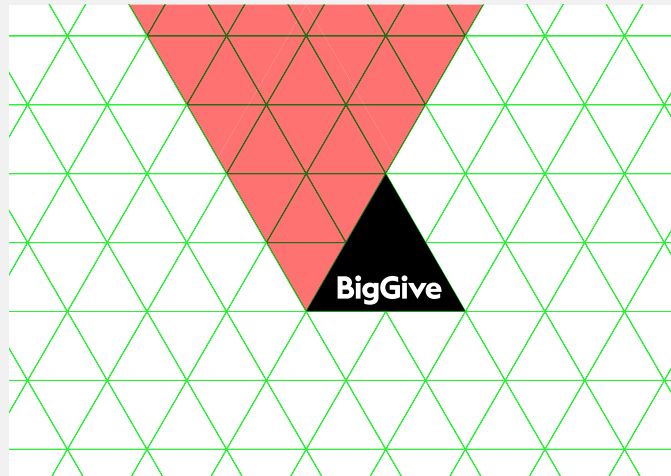
✓ Central positioning



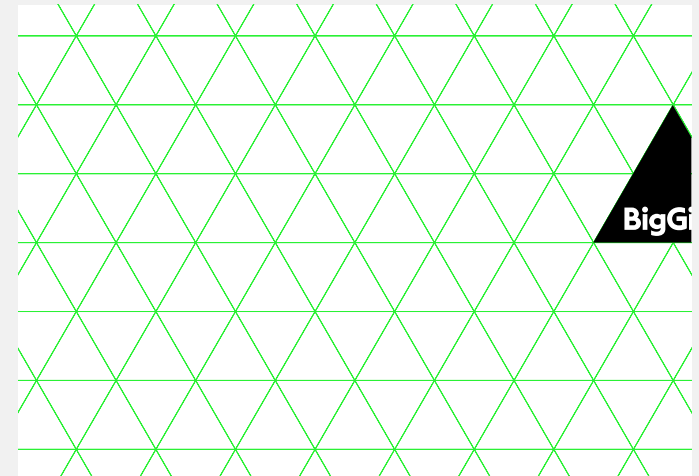
✓ Lower right positioning



✓ Butted up with header triangle



✗ Cropped off the edge of the page/screen



Our logo

The apex of the triangle should always appear upright, and the wordmark within it always horizontal.

The wordmark should never be used on its own outside of the triangle. The relationship between the wordmark and triangle is fixed and should never be altered in any way.

Our logo should always be reproduced using the master artwork.

Shown here are a few examples of what you should never do.

1. Do not stretch or distort
2. Do not outline
3. Do not rotate
4. Do not recolour with non-palette colours
5. Do not add a drop shadow
6. Do not ignore the minimum size guides
7. Do not use a logo version that lacks contrast with the background
8. Do not try to recreate the logo using a different typeface
9. Do not add patterns or textures

Protecting our logo

1 



2 



3 



4 



5 



6 



7 



8 



9 



Our logo

Our campaign lockups are for use by charities and organisations who are participating in one of our many challenges throughout the year.

Each lockup consists of the campaign title block and the Big Give logo.

The same principles for clear space and positioning that apply for our logo are also applicable for our partnership logo lockups.

Specific colour breakdowns for each of our campaign colours can be found on page 24.

The title blocks are also available separate from the logo for use as headers on campaign materials.

Campaign lockups



Our logo

When a charity is promoting their involvement in one of our campaigns, they have the flexibility to either:

- utilise the kaleidoscope imagery, campaign title block and Big Give logo across their materials;

or

- to simply feature the Big Give campaign lockup.

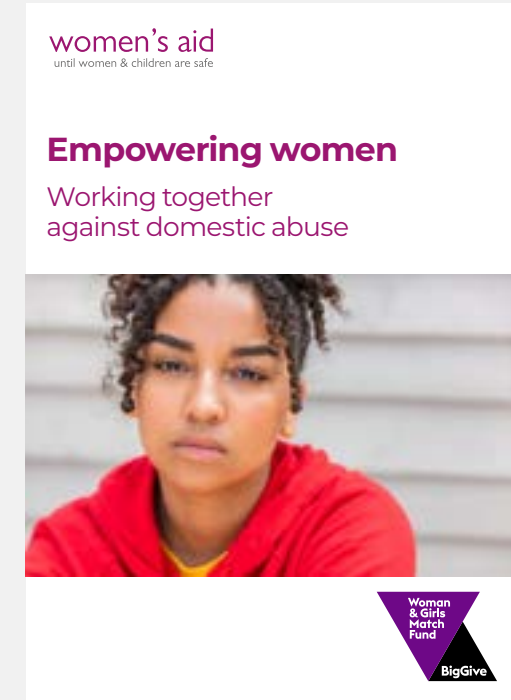
Using the campaign lockups

Maximising the kaleidoscope



- Women & Girls Match Fund title block
- Kaleidoscope imagery
- Big Give logo

Charity dominant



- Big Give W&GMF campaign logo lockup

Colour palette

Core palette

Our core palette is bright and vibrant, communicating our optimism and energy.

Black and white are used primarily for our logo and typography.

Where possible, Big Give Green should be reserved for use on screen only – as this is a 'digital first' colour, reproducing in print is challenging.

Big Give Blue
C100 M96 Y0 K0
R44 G8 B155
#2C089B
PANTONE® 2735

Big Give Pink
C0 M68 Y44 K0
R255 G144 B144
#FF7272
PANTONE® 177

Big Give Green
R42 G241 B53
#2AF135
PANTONE® 802

Grey
C0 M0 Y0 K27
R200 G200 B200
#C8C8C8

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Colour palette

Campaign palette

Each of our campaigns has its own dedicated colour. These colours feature in the campaign logo lockups and title blocks, but can also be used across other campaign materials for that specific campaign.

Campaign colours

Women & Girls Match Fund
C73 M100 Y0 K0
R110 G8 B135
#6E0887

Green Match Fund
C65 M0 Y100 K0
R80 G180 B0
#50B400

Christmas Challenge
C20 M100 Y100 K10
R179 G5 B19
#B30510

Emergency Fund
C0 M5 Y100 K0
R255 G229 B0
#FFE500

Colour palette

Within our communications we should always aim to use our core colour palette – this will help to build strong brand recognition.

However, with imagery at the heart of our visual identity, our core brand palette may not always work visually with the colours found within the imagery used.

When areas of flat colour are needed to create space for headlines and messaging, these colours can be picked from the image to create a complementary colour scheme for that particular piece of communication.

Shown right, are a couple of examples where the messaging panel colour has been colour-picked from the imagery.

Supporting palette



Accessibility

Text sizes should be large enough to be legible, body copy should not be smaller than 11pt.

Text used on darker backgrounds should be reversed out. Text on lighter backgrounds should be black or blue. For guidance check the [colour contrast checker](#) online and aim for AAA standard.

If applying copy to a background colour other than white, please follow the guidance here.

- Avoid large amounts of copy on colour backgrounds
- Wherever possible, body copy should be either black or blue on a white background
- Ensure there is at least 3:1 contrast ratio for large text and a 4.5:1 contrast between a background colour and any information, body text or icons.

White text
Pass AAA

Green text
Pass AAA

Black text
Pass AAA

Blue text
Pass AA
Large text AAA

Black text
Pass AAA

Blue text
Pass AAA

Black text
Pass AAA

Blue text
Pass AAA

Black text
Pass AAA

Blue text
Pass AAA

White text
Pass AAA

Grey text
Pass AAA

Green text
Pass AAA

Pink text
Pass AAA