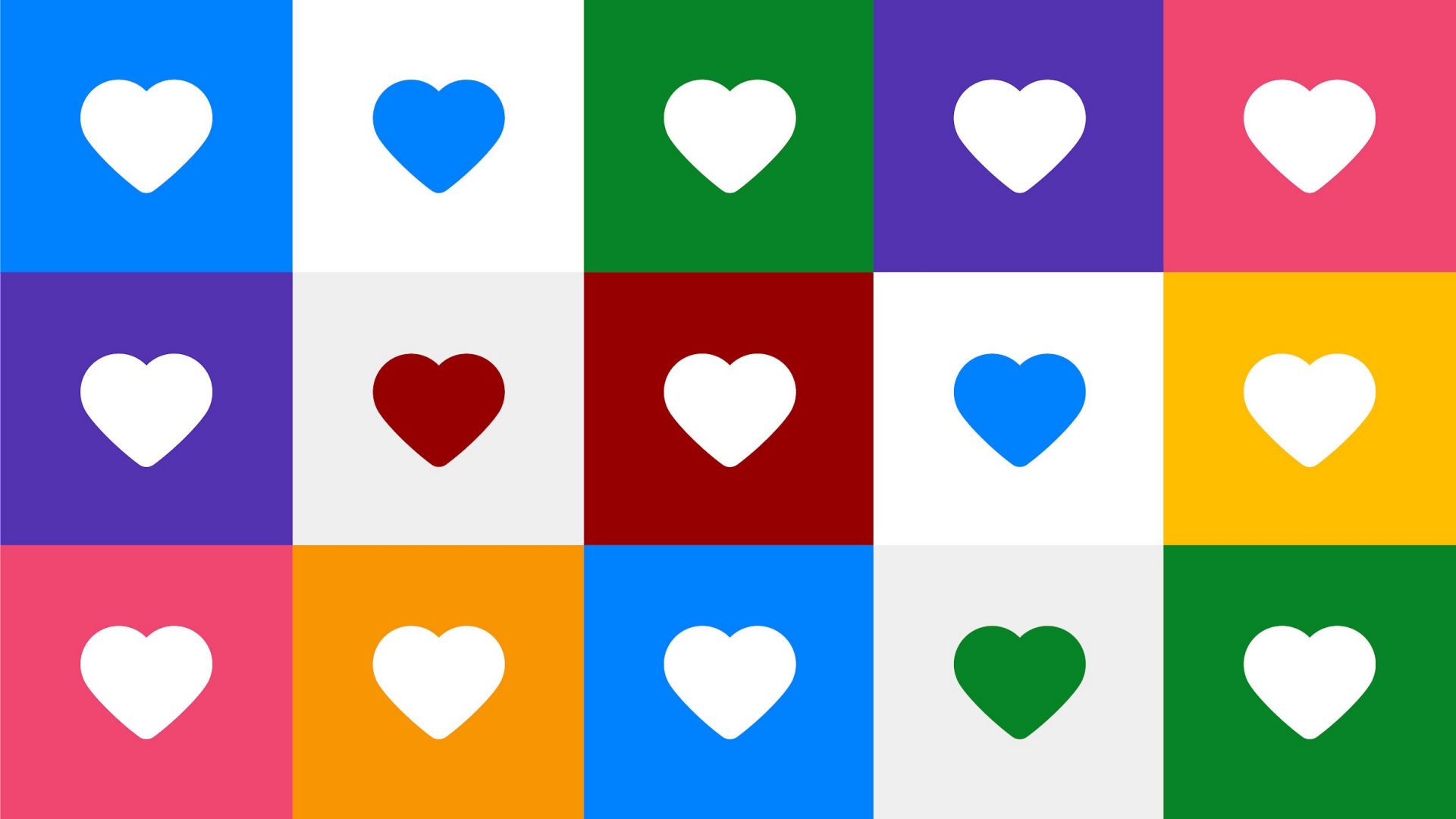


VISUAL BRAND GUIDELINES

# campaign

**Collaborative Post**

Issued February, 2023



## Table of content collab post:

### ❖ Introduction

- Brand overview
- Brand Objectives
- Vision and Mission
- 4 Core values

### ❖ Our visual Identity

#### ➤ Logo

- Overview
- Meanings
- Logo Construction
- Clear Space and Minimum Size
- Logo Use
- Logo Misuse
- Partner and Co-Branding

#### ➤ Mascot

- Overview
- Champ Variations
- Do's and Don'ts

#### ➤ Color

- Overview
- Primary Color
- Color Composition

#### ➤ Typography

- Primary Typeface
- Alternative Typeface
- Type Specimen

#### ➤ Supergraphic

- Design Elements
- Implementation

#### ➤ Photography

- Do's and Don'ts
- Implementation

#### ➤ Design Example

#### ➤ Asset Link

## Brand Overview

# A Visual Identity System For Campaign.com

Campaign.com is a social action platform that connects social organizations, supporters and sponsors who care about social issues. Where campaign organizers can challenge their supporters to take action and unlock donations from sponsors. Campaign has the ambitious goal of making a better place for everyone. We'll do it by showing that a better place can be desirable. We will show that every one of us has the commitment that making the world a better place.

### This is a Rule Book to Guide You, Not Limit You.

This document is intended as a guide, however not all circumstances can be considered, so as a result, common sense is required and should be used where appropriate. If it feels right for Campaign.com, it most likely is!





# The Visual Identity System Builds on Our Goal to Win with Purpose.

Our commitment that making the world a better place is an ongoing process that takes work and it also states that we are not just doing this for ourselves but for others and creating safe spaces to take action. We understand that safe spaces should not be taken for granted but it takes effort and collaboration. And that only when we can create spaces, can we encourage more people to take action #ForChange!

We now have a visual identity system to help us tell that story.

There are a few key principles that drive the system in a way that empowers us by helping us to speak with one voice.

## Vision and Mission

### Our Vision

**To make  
the world  
a better place  
for everyone**

Our vision, which can also be called the 'purpose of the organization', is designed to express the fundamental reason for our existence. Our vision reflects our commitment that making the world a better place is an ongoing process that takes work and it also states that we are not just doing this for ourselves but for others.

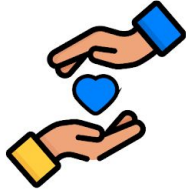
### Our Mission

**Creating  
safe spaces  
to take action  
#ForChange**

Our mission statement focuses on today and what we do. We understand that safe spaces should not be taken for granted but it takes effort and collaboration. And that only when we can create spaces, can we encourage more people to take action #ForChange! Our mission drives us and is the core of our business, and from it come the objectives and finally, what it takes to reach those objectives. It also shapes our culture.



## 4 core values



### SOCIAL ONLY

We only accept Social Campaigns on our platform focused primarily on Environmental, Educational, Equality and Health.



### SAFE SPACE

Online and offline spaces where each of us gathered together can feel safe from physical, mental and emotional harassment.



### FULL COLLABORATION

Working together with people with different experiences for a common purpose to achieve positive change in our world.



### HAVE FUN

Having fun makes us happier, healthier and more motivated to keep taking action and doing good together.

# OUR VISUAL IDENTITY

Logo  
Mascot  
Color  
Typography  
Supergraphic  
Iconography  
Illustration  
Photography



# LOGO

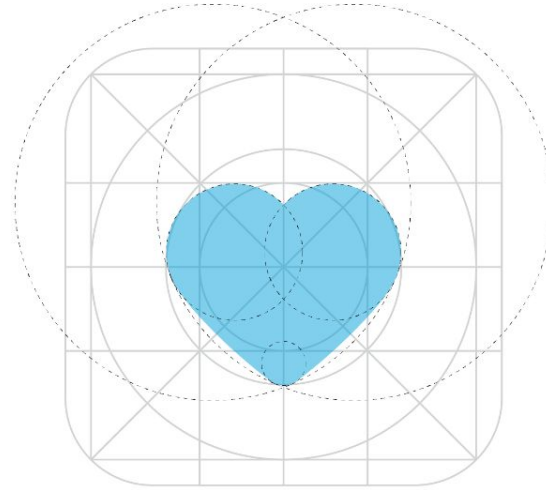
## What you'll find in this section:

- ♥ Overview
- ♥ Meanings
- ♥ Logo Construction
- ♥ Clear Space and Minimum Size
- ♥ Logo Use
- ♥ Logo Misuse
- ♥ Partner and Co-Branding

## Overview Campaign Logo



Blue Heart



Grid

Rooted in  
**Meaning**

Our logo is a heart as it takes a full hearted effort for a campaign to successfully bring about change. A reminder to always take heart and stay motivated through all challenges! We selected the colour blue as it is the colour of our sky. All nations and people in the world live under the same blue sky. Let us remember that as we come together to make the world a better place.

## Meanings



A full hearted



A better world place



To stay motivated



The colour of our sky

## Logo construction



Our logo is composed of a heart and a logotype set in **Raleway bold rounded**.

The horizontal logo is the primary logo and should be used in most instances and for large-scale use.

Always use the logo file provided. Do not re-create.



## Clear Space and Minimum Size



To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

### Clear Space:

The minimum clear space is defined as the height and width of 3 "o". This minimum space should be maintained as the logo is proportionally resized

### Minimum Size:

The smallest this logo should be represented is 150px high. As a general rule, when details get difficultly to see, use a different logo layout.

## Logo Use

In its primary form, the Campaign logo must always remain Campaign blue and be placed over a white background. It's in this way that it lives in its purest form, and most effectively maintains its visual integrity and brand recognition.

In rare circumstance when a blue on white approach is not feasible, the Campaign logo can be white over a coloured background or image, providing there is enough contrast for legibility. This Secondary approach is to be used sparingly though - always consider the primary (blue on white) treatment first.

For more information on technical constraints and guidelines for logo use, please refer to guideline 'Campaign Logo Use' on the Campaign Brand Centre.



# Logo Misuse

A few rules are necessary for maintaining the integrity of the brand. Here are a few examples of some ways you should never consider using the logo.

1. Disort the Campaign logo
2. Crop the Campaign logo
3. Rotate the Campaign logo
4. Use the Campaign logo without the Blue Heart or delete any element from the logo
5. Change the colour of the Campaign logo (other than blue, white and black)
6. Place the primary Campaign logo over a coloured background or image
7. Place the secondary Campaign logo over a light colour or image with little contrast



8. Use logo script to create a new logo
9. Add Opacity to the Campaign logo\*
10. Add shadow to the Campaign logo
11. Change the position of the logo elements in relation to each other
12. Change the fixed size relationship of the logo elements
13. Outline the Campaign logo
14. Use blue heart with white logo in blue background

\*Exceptions apply for the watermark



## Partner and Co-Branding

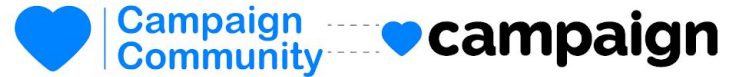
We work in collaboration with organizers and will sometimes need to co-brand design materials.

### Keep it balanced

Both logos should be equality balanced in their size.

Look at the placement from a distance to check that neither dominates the other. Where possible, line the logos to the same baseline.

You may use triple brand logo, in order “Sponsor, Organizer, Campaign.com”

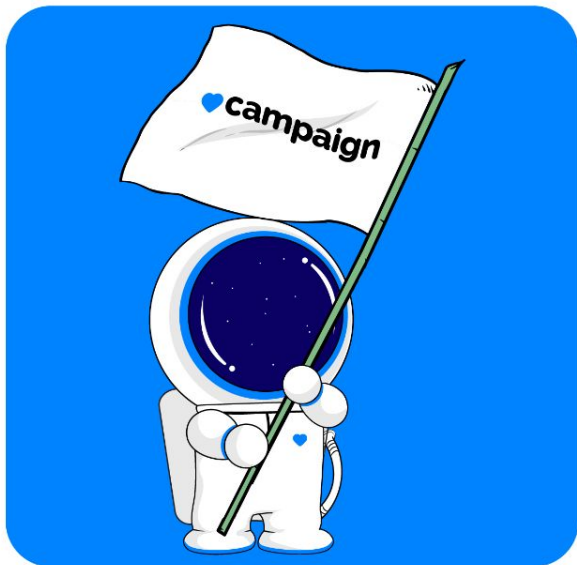


# MASCOT

## What you'll find in this section:

- ♥ Overview
- ♥ Champ Variations
- ♥ Do's and Dont's

# Champ



An astronaut as our mascot for 2 main reasons:

1. When we are in space, we need to work together just to survive. To remember that Earth is really a space suit that we all share.
2. We all look the same inside a space suit. Our skin deep difference that seems so insurmountable suddenly seems secondary to the fact that we are all part of the same human family.

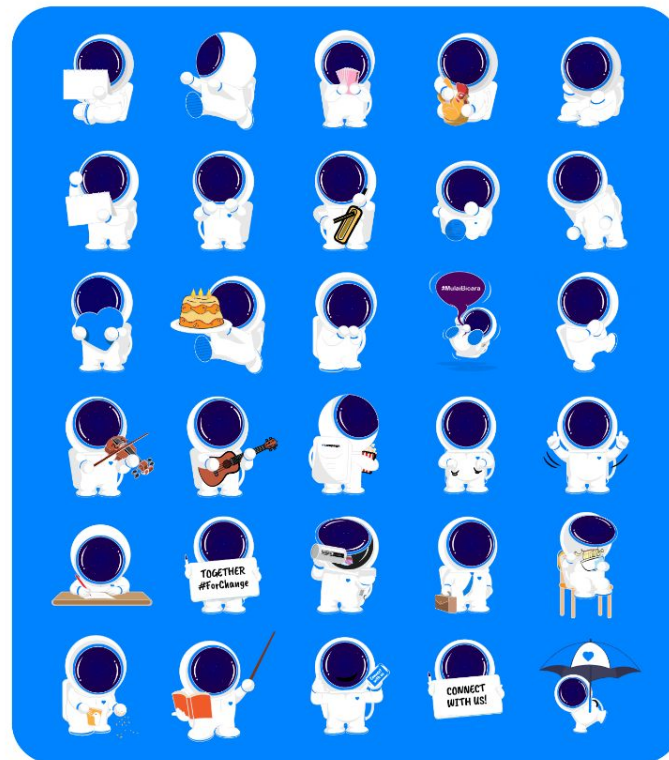
Our mascot is named **Champ** to represent all of us as Champions #ForChange. It is also a gender neutral name that anyone can feel comfortable using.



## Champ Variations



Champ with black outline



Champ with gray outline

# Champ Use - Do's and Dont's



✓ Do's Champ ½ of a human's height



✓ Do's Champ black outline with similar illustration style



✓ Do's Champ gray outline with similar illustration style



✗ Dont's Don't make Champ < ½ of a human's height



✗ Dont's Don't make Champ bigger than a human



✗ Dont's Don't recreate Champ with your own character

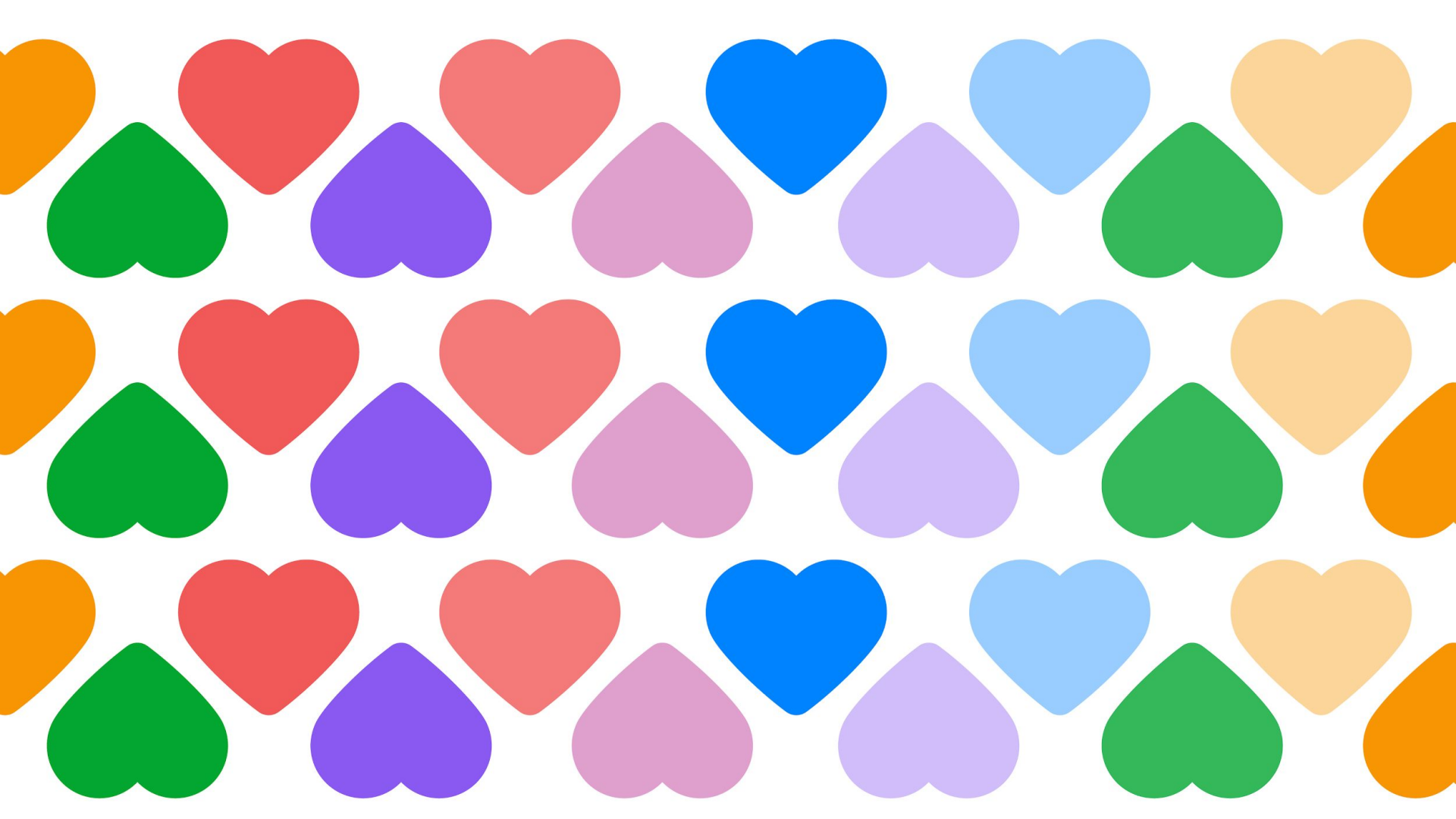


✗ Dont's Don't use religious attributes



✗ Dont's Don't use attributes that represent a certain gender





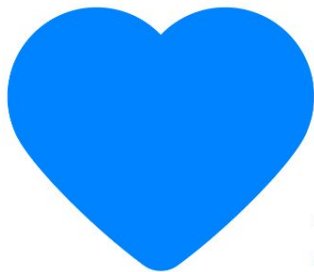
# COLOR

## What you'll find in this section:

- ♥ Overview
- ♥ Color Palette
- ♥ Color Composition

## Overview

# Color



**Campaign Blue**  
#0083ff

We pick and use color to representative social campaigns focused on Environmental, Educational, Equality and Health.

We selected the colour blue as it is the colour of our sky. All nations and people in the world live under the same blue sky. Let us remember that as we come together to make the world a better place.



## Green

Green is selected to represent environmental issues and it also communicates growth, good hopes, and deeds for a better world. Let's plant our positive impact on the world!



## Pink

Pink is the color of health and it represents happy, love and energy to do good towards each other. Never lose hope and determination in doing good for humanity!



## Orange

Orange is selected to represent equality. It means creativity, optimism and motivation. Orange can be used to express freedom, warmth, or comfort.



## Purple

Purple is selected to represent education. It means wisdom and ambition. It can be used to stimulate concentrations. This color also can boost imagination and artistic skills.

## Color Breakdown

Campaign.com has an extended colour palette that can be used from issue to initiative specific applications. For example, if an environment story is being told, the green wedge's palette can be applied to the appropriate graphics.

### Primary Palette:

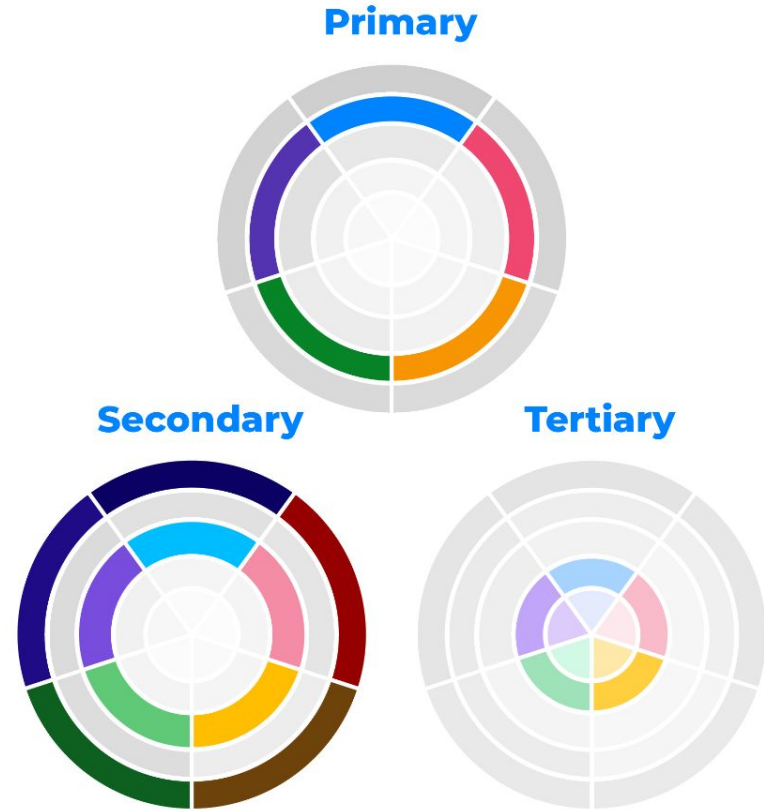
At the core of the identity system lies Campaign Blue. Campaign Blue is the original colour the brand was built on, and holds equity as a result. The other four colors (Pink, Orange, Green and Purple) represent the four social issues that are the focus of campaign.com

### Secondary Palette:

A secondary color that best compliments the primary color. They are darker and lighter than primary colors.

### Tertiary Palette:

The inner ring of complimentary shades work together with the core colours of the secondary palette. When used alongside one another, they add a depth and richness to the identity system.



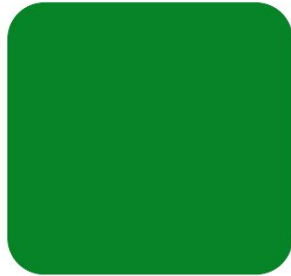
## Primary Color

**Campaign  
Blue**



CMYK: 76, 49, 0, 0  
RGB: 0, 130, 255  
Hex: #0082FF

**Forest Green**



CMYK: 87, 23, 100, 11  
RGB: 7, 132, 39  
Hex: #078427

**Health Pink**



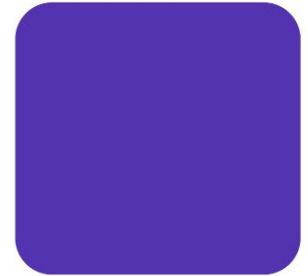
CMYK: 0, 70, 53, 6  
RGB: 240, 71, 112  
Hex: #F04770

**Yellow Orange**



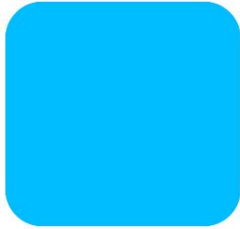
CMYK: 0, 40, 99, 3  
RGB: 248, 149, 2  
Hex: #F89502

**Ambitious  
Purple**



CMYK: 53, 71, 0, 31  
RGB: 83, 51, 176  
Hex: #5333B0

## Secondary color



CMYK: 100, 26, 0, 0  
RGB: 0, 189, 255  
Hex: #00BDFE



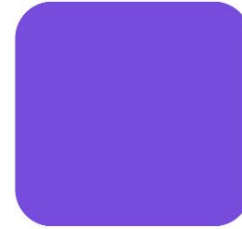
CMYK: 53, 0, 40, 21  
RGB: 95, 201, 120  
Hex: #5FC978



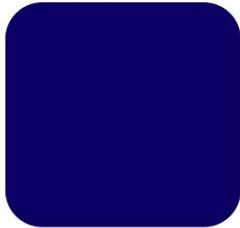
CMYK: 0, 43, 32, 4  
RGB: 244, 140, 165  
Hex: #F48CA5



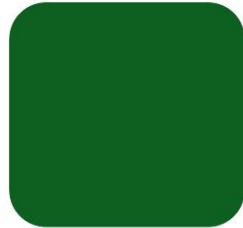
CMYK: 0, 25, 100, 0  
RGB: 255, 190, 0  
Hex: #FFBE00



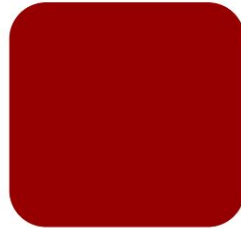
CMYK: 46, 66, 0, 13  
RGB: 120, 76, 221  
Hex: #784CDD



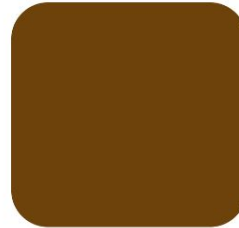
CMYK: 89, 100, 0, 61  
RGB: 11, 0, 99  
Hex: #0B0063



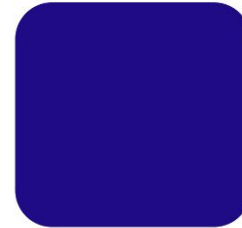
CMYK: 85, 0, 66, 62  
RGB: 14, 96, 33  
Hex: #0E6021



CMYK: 0, 100, 100, 41  
RGB: 151, 0, 0  
Hex: #970000



CMYK: 0, 39, 90, 57  
RGB: 109, 67, 11  
Hex: #6D430B



CMYK: 77, 92, 0, 47  
RGB: 31, 11, 134  
Hex: #1F0B86

## Tertiary color



CMYK: 10, 7, 0, 0  
RGB: 228, 235, 254  
Hex: #E4EBFE



CMYK: 16, 0, 8, 2  
RGB: 210, 249, 230  
Hex: #D2F9E6



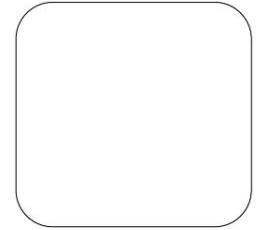
CMYK: 0, 8, 6, 1  
RGB: 253, 232, 237  
Hex: #FDE8ED



CMYK: 0, 8, 34, 0  
RGB: 254, 233, 168  
Hex: #FEE9A8



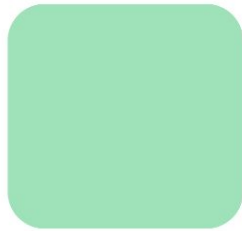
CMYK: 12, 19, 0, 2  
RGB: 221, 203, 251  
Hex: #DDCBFB



CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #FFFFFF



CMYK: 35, 17, 0, 0  
RGB: 167, 211, 255  
Hex: #A7D3FF



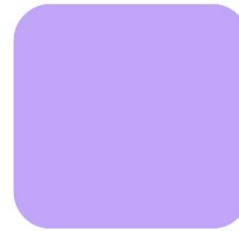
CMYK: 30, 0, 18, 11  
RGB: 159, 226, 186  
Hex: #9FE2BA



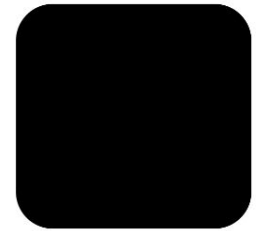
CMYK: 0, 25, 19, 2  
RGB: 249, 187, 202  
Hex: #F9BBCA



CMYK: 0, 19, 75, 0  
RGB: 255, 207, 63  
Hex: #FFCF3F



CMYK: 22, 34, 0, 2  
RGB: 193, 165, 249  
Hex: #C1A5F9



CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Hex: #000000

# Color Composition

## Campaign Blue



Use Campaign Blue Color as dominant and brand color as accent such as font or illustration.

## Neutral



Use White Color as dominant and brand color and campaign blue as accent such as font or illustration.

## Brand Color



Use brand color as dominant and campaign blue as accent such as font or illustration.



# TYPOGRAPHY

## What you'll find in this section:

- ♥ Primary Typeface
- ♥ Alternative Typeface
- ♥ Type Specimen

## Primary Typeface

### Dominant Typeface: Montserrat

The primary typeface is to be used by those creating branded printed and digital materials

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  
0123456789  
.,?!@#\$%&\*()=+”:/

### Montserrat Regular

A clean, balanced and fresh typeface with a modern feel, it is easily read in large and small type. This should be used for blocks of copy and paragraphs.

### Montserrat Bold

The bold weight of this typeface should be used for subheading of paragraphs and highlight or emphasize certain area of text.

### Montserrat Black

The Black weight of this typeface should be used for heading of text

## Alternative Typeface

Neutral

Professional

Modern

### Heading with Poppins Bold

Poppins bold is used to represent natural, professional and modern mood.

**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 0123456789 .,?!@#\$%&\*()=+“:!”**

**H1**  
Poppins Bold, 72/74

**H2**  
Poppins Bold, 54/56

**H3**  
Poppins Bold, 36/38

**Make A Better World**

**Be The Ultimate Changemaker**

**Optimize Your Campaign Impact for Sustainable Campaign**

# Type Specimen

Minimum Size

## Documents

**Title**  
Montserrat Bold, 28/30

**Subtitle**  
Montserrat Bold, 12/15

**Normal Text**  
Montserrat Regular, 9/10/  
Leading 12

## Social Media

**Title**  
Montserrat Bold, 56,  
Leading 62

**Subtitle**  
Montserrat Bold, 35  
Leading 42

**Normal Text**  
Montserrat Regular, 25/28  
Leading 28/30

A4 (Google docs) and Landscape 16:9 (Google Slide)

## Make A Better World for Everyone

We Are Campaign.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Square (1080 x 1080 px)

## Make A Better World for Everyone

### Donasi Tanpa Uang

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

**Title**  
Poppins  
Bold, 28/30

**Subtitle**  
Poppins  
Bold, 12/15

**Normal Text**  
Poppins  
Regular, 9/10  
Leading 12

**Title**  
Montserrat  
Bold, 56,  
Leading 62

**Subtitle**  
Montserrat Bold,  
35 Leading 42

**Normal Text**  
Montserrat  
Regular, 28/29,  
Leading 35/36

## Make A Better World for Everyone

We Are Campaign.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Vertical (1920 x 1080 px)

## Make A Better World for Everyone

### Donasi Tanpa Uang

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

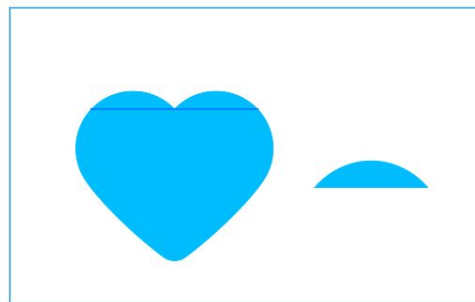
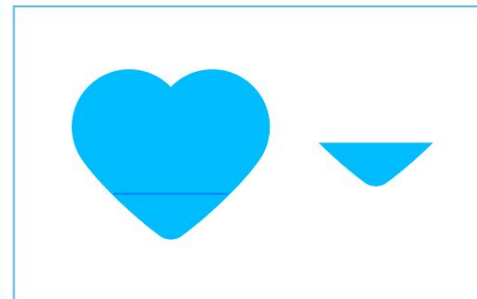
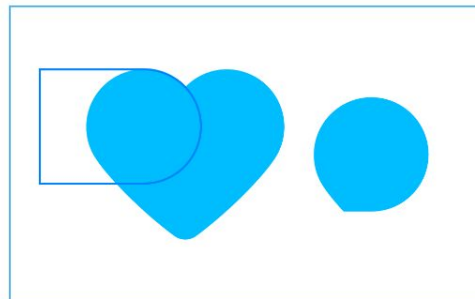
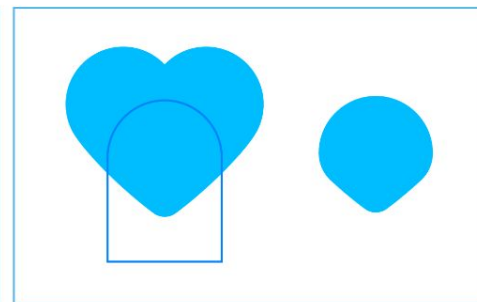
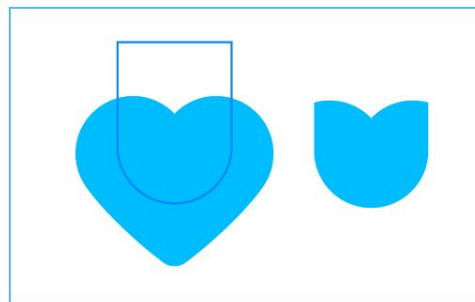
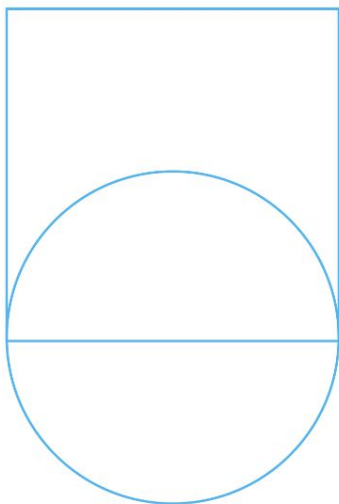
# SUPERGRAPHIC

**What you'll find in this section:**

- ♥ Design Elements
- ♥ Implementation

## Supergraphic

The supergraphic elements are designed based on multiple variations of the intersection of the basic **square** and **circle shapes** with the Campaign.com logo. From the experiments that have been carried out, several supergraphic elements are produced as follows:



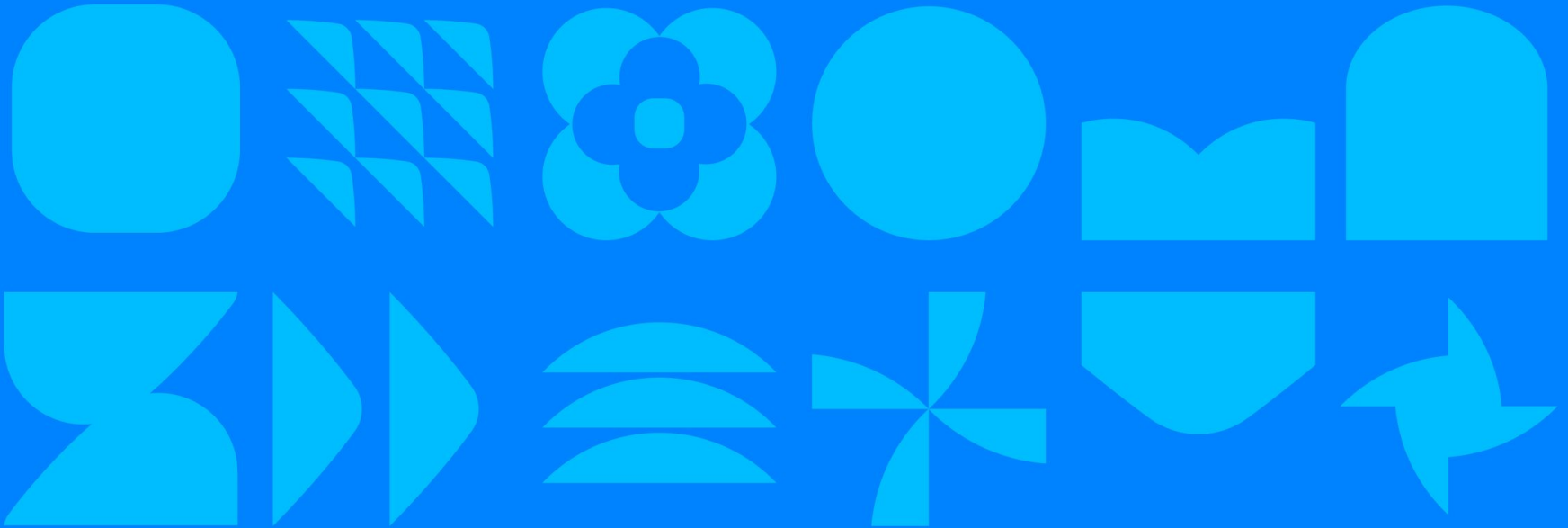
Mature

Sharp

Modern

Flexible

# Supergraphic



# Design Elements

## Elements Concept

Features of Company Branding.

Use shape rounded corner for patch and highlighter.

Use pattern heart if necessary.

Fun

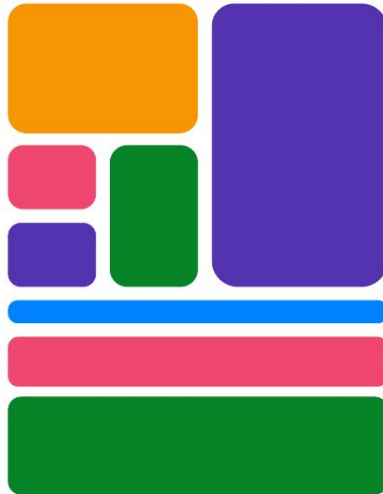
Rounded

Modern

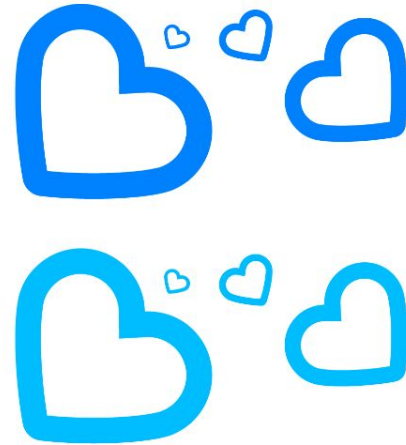
Seamless

### Element Variation 01: Button/Window

Round Corner: 30 px



### Element Variation 02: Pattern Heart





# Implementations



# PHOTOGRAPHY

**What you'll find in this section:**

- ♥ Do's and Dont's
- ♥ Implementation

# Photography - Do's



✓ Do's

Inclusive and well prepared photo



✓ Do's

Have some space to crop the object



✓ Do's

Focus and good lighting will be appreciated



✓ Do's

Use high resolution and colorful images



✓ Do's

Use stock photo of Asian people



✓ Do's

Crop photo to focus on the object, not their surroundings

# Photography - Dont's



**✗ Dont's**

Over zoom self potrait and cut off limbs at the joint



**✗ Dont's**

Covered the face with mask



**✗ Dont's**

Give your subject a bad haircut



**✗ Dont's**

Blurred images



**✗ Dont's**

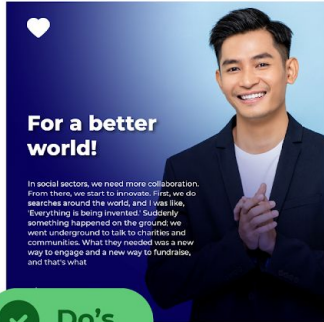
Use zoom out photo for cut-off photo style



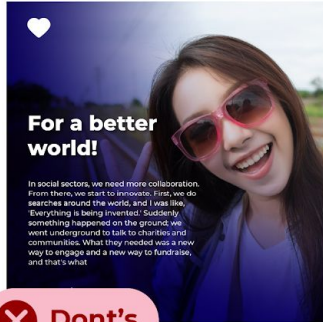
**✗ Dont's**

Use under exposure or over exposure photo

# Photography - Implementations



✔ Do's



✘ Dont's



✔ Do's



✘ Dont's



✔ Do's



✘ Dont's



# DESIGN EXAMPLE



# Design Example



Do's



Do's



Do's



Dont's



Dont's



Dont's

Use Campaign.com identity such as the Campaign Blue color, fonts, illustration and mascot Champ to use in partner's poster.

Don't use only partner's brand identity, because there is no feel of Campaign.com's Identity.

ASSET **LINK**





## Asset Link

Logo

[Download here!](#)

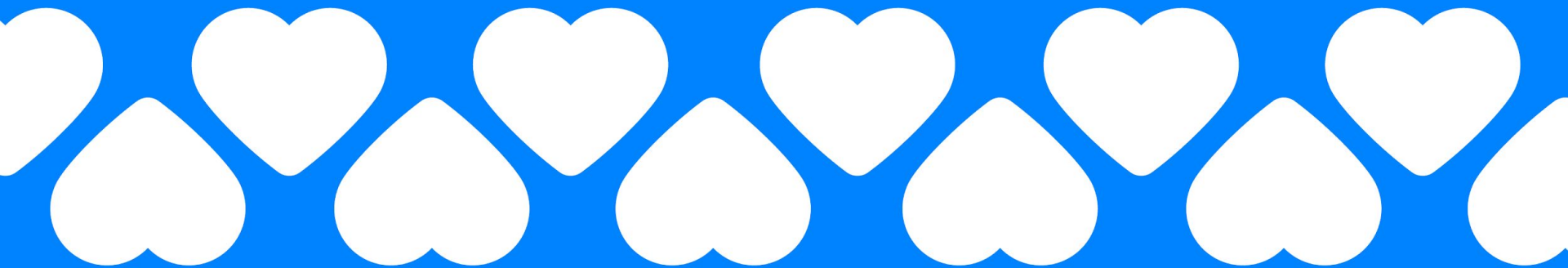
Champ

[Download here!](#)

Supergraphic

[Download here!](#)

Do not use our assets without permission



**campaign  
design**