

WELCOME

This quick style guide will help you maintain the Goodwill brand and elevate the work and impact we create together. By caring for our brand, we communicate the message “The good we do is because of you.”

SHAREPOINT

You may download templates and assets from Sharepoint. If you plan on designing your own materials, it is important to thoroughly review our online style guide.

ONLINE STYLE GUIDE

Find more information and access to approved templates at style.goodwillnwc.org

OUR LOGO

The **Goodwill logo** is the cornerstone of our organization’s visual identity. In order to ensure brand integrity and strength, consistent use of the logo is essential on all materials.

- 1 The color of the **Smiling G** and regional logo should be Goodwill blue, black, Goodwill blue and black, or white.
- 2 To give the Goodwill identity “room to breathe,” the Smiling G should appear surrounded by ample space.
- 3 The Smiling G appears to the right of the type in our regional logo. Ample space must surround the logo.
- 4 Acceptable and unacceptable treatments of our logo

1

2

3

4



Quick Style Guide

COLORS

Our color palette is reliable, clean, and straightforward. The dark blue, trustworthy and stable, is balanced by the vitality of a vibrant green. A brighter blue is used to lighten the overall feel of our materials. Green and warm gray can be used secondarily.



Pantone 294

C100 M68 Y7 K28
R5 G57 B108
Hex #05396C



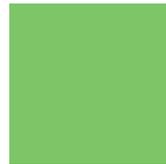
Black

C0 M0 Y0 K100
R0 G0 B0
Hex #000000



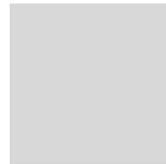
Bright Blue

C98 M76 Y7 K1
R10 G82 B156
Hex #0A529C



Green

C61 M0 Y91 K0
R129 G189 B97
Hex #80BB5F



Gray

C14 M11 Y11 K0
R216 G216 B216
Hex #D8D8D8

TYPOGRAPHY

The primary typeface for the Goodwill Industries of Northwest North Carolina brand is Open Sans. A variety of font weights are available to create layouts for print and digital applications. Type should be legible and readable, and have a clear hierarchy using a predictable heading structure.

Extra Bold

Page Header

Regular

Story Header

Extrabold, All Caps

SECTION

Bold

SUBHEAD

PHOTOGRAPHY

Photography and video should focus on our people and the positive impact they have on our community. All of our photography and video should reflect that we are a mission-driven organization transforming lives through the power of work.