



Campaign Graphics

GlobalGiving Recommended Best Practices

Photo: The Nyaka AIDS Orphans Project

Table of Contents

The Campaign Logo

- **Logo colors**
Full version | Light version
- **Logo lockups**
Horizontal version | Stacked version

Helpful Design Tips

- **Images**
- **Color**
- **Simplicity**

Campaign Graphics In Action

What is the purpose of the campaign toolkit?

The campaign toolkit provides all the basic visual elements for a campaign so that you can customize the graphics and images you're planning to share with your community with a consistent, professional design.



the
campaign logo

Logo colors

We always publish a **full-color** or primary version of the campaign logo.

When appropriate, we also include a **light-color** or secondary version of the campaign logo. This works well with darker backgrounds.

full-color version

little**x**little

light-color version

little**x**little

Logo colors

Full-color version

- **Do** use the full-color version over light backgrounds that are not competing with the colors in the logo.
- **Do not** use the full-color version over dark backgrounds and images with a busy background. Always make sure the logo has a good contrast with the background.



littlexlittle



littlexlittle

Logo colors

Light-color version

- **Do** use the light version of the logo over dark backgrounds or images that may have a busy background.
- **Do not** use the light version over light backgrounds as it lacks contrast and visually disappears.



Logo lockups

For some campaigns, we'll also include two different logo lockup options - usually a **horizontal** and **stacked** version.

These are different lockups provide flexibility for layout.

horizontal lockup



stacked lockup



Logo lockups

Horizontal version

- **Do** use the horizontal version in a horizontally wide clean space that does not interfere with the visual focus of the background image.
- **Do not** use the horizontal version in a narrow space, as this can create cluttered images.



Logo lockups

Stacked version

- **Do** use the stacked version in a narrow, square space, making sure it has clean space around it. This will help you avoid cluttered images.
- **Do not** use the stacked version in a horizontally wide or short space as this makes the logo hard to read and creates undesired negative space.





helpful
design tips

How to select images

Relatable images

Use photographs to make your content more human and relatable, showing your community in positive and dignified way.

High resolution

Select high quality images that will improve your chances to engage your audiences (and their scrolling thumbs).

Clear focus

Avoid covering faces with the campaign logo or any additional text.

Want to know more? Check out our [Community Photo Standards](#)

What about color?

Please keep in mind, each campaign has its own color palette.

If you're adding another color, make sure that the color palette of your graphics doesn't have more than 3 colors and that your colors compliment the colors in the logo.

Keep it simple. Be mindful of spaces.

- Don't be afraid to leave blank, white/clear space in your design, this will help you avoid cluttered images.
- Don't add lots of effects like drop shadows, glows, etc. or you'll quickly end up with a bloated and hard-to-read image.

A group of approximately ten young women are riding bicycles in a line on a dirt road. They are wearing light-colored, possibly white or light blue, short-sleeved shirts and dark pants or skirts. The background shows a rural setting with trees and utility poles. The entire image is overlaid with a semi-transparent green filter. The text "great partner" is in a smaller, white, sans-serif font, and "campaign graphics" is in a larger, bold, white, sans-serif font, both positioned in the lower right area of the image.

great partner
campaign graphics

Campaign Graphics In Action

 **Warren Te Brugge**
@warrentedd

Follow

'Each of us Bergnek ladies want a chance to be successful, we learned we have lots of potential. Help us to help some more girls, please.' #GirlFund
#InternationalWomensDay ♀
bit.ly/2EWnPVm



Unsilenced Voices @unsilencevoices · Mar 3

Donate to Unsilenced Voices' #GlobalGiving campaign and help us earn a slot in the @GlobalGiving #GirlFund, which means we'll receive extra financial support and be able to help more women and girls!

#PressforProgress #IWD2019 ♀ #InternationalWomensDay

ow.ly/oNNv50m8SdQ



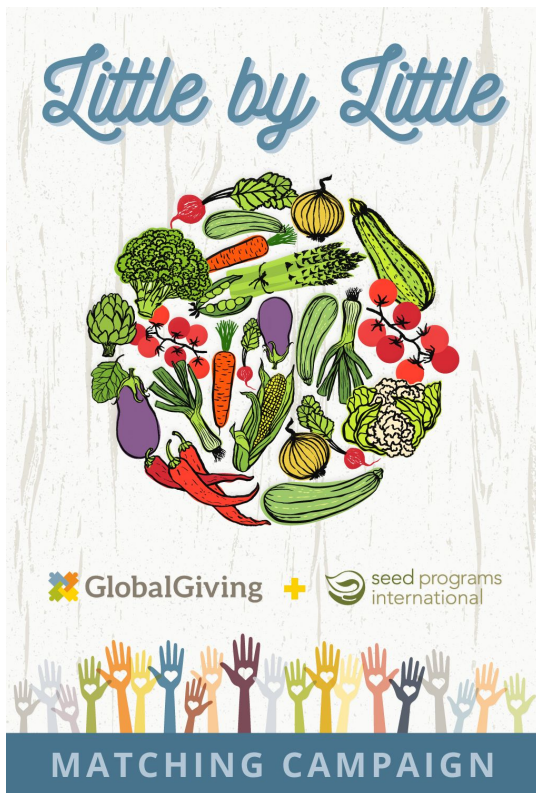
Fondo Gpe Musalem AC @FondoGpeMusalem · Mar 1

¡Cambiemos las cifras!, ¿Estás de acuerdo en hacer valer el derecho a la educación de las mujeres? #Dona la cantidad que desees a nuestro proyecto: goto.gg/36907, Say Yes to Women's Education of Oaxaca, Mexico. #TuDonativoCambiaSuVida, #GirlFund.

 Translate Tweet



Campaign Graphics In Action



Real Medicine Foundation @RealMedicine · 24h ✓
Little by little everything adds up. Help us continue providing free health services to 10,000 villagers in Nepal!

While funds remain, @GlobalGiving is matching eligible donations up to \$50 at 50%.

Donate here: globalgiving.org/projects/provi...

#LittlebyLittle #EveryLittleHelps



Campaign Graphics In Action

Turning Point Trust @tptrust · Nov 27

We're celebrating #GivingTuesdayKibra today by sharing #givingstories from our community.

"I live next to the mosque and share lunch with the children after they finish madarasa. They line up outside my house" Duboi

#GivingTuesdayKe #GivingTuesday



OI Pejeta @OIPejeta · Nov 26


It's just one day until #GivingTuesday, which means if you donate to our new campaign we stand a chance to win matching funds from @GlobalGiving! It starts at midnight tonight (EST) - read ahead here: bit.ly/2FwaTrk




Campaign Graphics In Action

GlobalGiving

*This is a special appeal from **Fondo Mexicano para la Conservación de la Naturaleza, A.C.** to you and other supporters on behalf of their **Help Save 3 Endangered Grassland Species in Mexico** project on GlobalGiving.*



PAWS + CLAWS
¡ESTO SE VA A PONER SALVAJE!

 GlobalGiving | **MAYO 22**

Dear Donorfirst,

Tomorrow is Biological Diversity Day and GlobalGiving's Paws + Claws campaign is celebrating animal-themed projects by matching **donations up to \$500 at 30%**.

That means that any donation you make to our project on May 22 will have more impact than it normally would!

(Español)

Mañana es Día de la Biodiversidad, y GlobalGiving va a igualar en un 30% cualquier donativo a proyectos con temática de animales con su campaña Paws + Claws.

LAST @WIDECAST1 · 1h

Let's help #seaturtles in Pacuare! Our Paws + Claws Campaign starts TODAY RIGHT NOW! All donations up to \$500 will be matched at 30%, so your giving is amplified. Click on the link to support us buff.ly/2X9dWL2

#donate #GlobalGiving #PawsandClaws #Caribbean #CostaRica



PAWS + CLAWS
IT'S GETTING WILD OVER HERE!

GlobalGiving | **MAY 22** | 9:00 a.m. - 11:59 p.m. ET

A group of smiling children, likely of South Asian descent, are shown from the chest up. They are all wearing white shirts. Several of the children have their hands raised in front of them, with fingers spread, as if they are participating in a group activity or cheering. The background is slightly blurred, showing more children and what appears to be an outdoor setting.

Questions?

projecthelp@globalgiving.org