

Good Neighbors Brand Guidelines



**Empoderamos personas,
transformamos comunidades.**

CI Guidelines

Horizontal Type Combined with Field Country

This is the horizontal type combined with the name of a field country. The typeface of Noto Sans Regular and left alignment should be used for the names of support countries, regional offices, and field countries. The size is adjustable in accordance with the following guidelines. When applied to a design, the original can be expanded/reduced in direct proportion and the clear space and minimum size guidelines should be observed. However, you are not allowed to display the names of field countries and projects at the same time. **(For the English type combined with the name of a field country, only the file officially produced and distributed by the headquarters can be used.)** For your own addition of your field country to the logo, you must consult with the relevant department in our headquarters.



Minimum size



Don't



CI Guidelines

Vertical Type Combined with Field Country

This is the vertical type combined with the name of support countries, regional offices, and field countries. The size is adjustable in accordance with the following guidelines. When applied to a design, the original can be expanded/reduced in direct proportion and the clear space and minimum size guidelines should be observed. The vertical type combined with the name of a field country is only available when it is impossible to use the horizontal one due to the lack of a horizontal margin or the excess of a vertical margin. Like the horizontal one, the vertical type cannot display the names of field countries and projects at the same time.



Minimum size



Don't



01 CI Guidelines

English Vertical Type

This is the English vertical type. When applied to a design, the original can be expanded/reduced in direct proportion and the clear space and minimum size guidelines should be observed. Please note, the English vertical type is only available when it is impossible to use the horizontal ones due to the lack of a horizontal margin or the excess of a vertical margin.



Minimum size



01 Motif Concept

Inviting Line, the under bar of our CI, is an important symbolic element. It contains the message of "inviting you to share." When applied, it can be expanded/reduced according to the proportion of the original one. An under bar applied in the same proportion to the original ensures consistency. The under bar expresses warmth and trustworthiness by supporting the slogan or an image from the bottom.

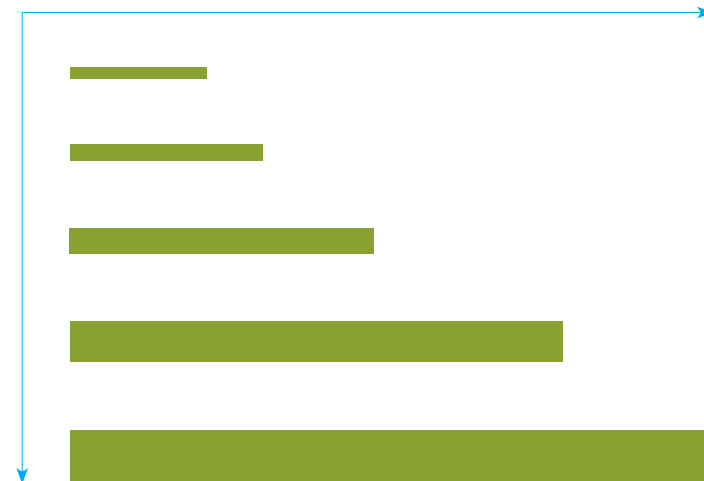


Ex.

Good Change for the World



Motif Extension



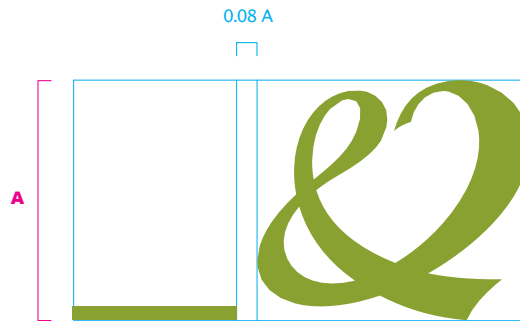
02 Symbol

Usage of Symbol

In principle, it is prohibited to separate the symbol from our CI logo. However, exceptions are allowed for the following matters after consulting with the relevant department in our headquarters. When applied to a design, the original can be expanded/reduced in direct proportion. For a promotional structure, only the olive green color is available.

1. For a promotional structure

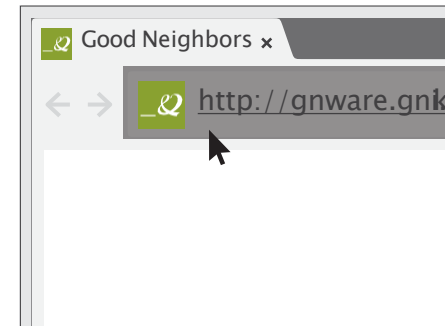
2. For a web icon appearing on the address bar



Ex-1



Ex-2



05 Color

Color Background B

White is the main background color for our CI. However, other colors can be used in accordance with the following guidelines as long as the image of our CI is expressed well. When the CI logo is applied to imagery, you should consider readability and meet the following guidelines.

Dark image background



Bright image background



Color

Color Background A

White is the main background color for our CI. However, other colors can be used in accordance with the following guidelines as long as the image of our CI is expressed well. Special printing, such as gold or silver hot stamping, Pantone 877c (silver color), embossed, or debossed printing, is allowed regardless of background colors. If you need consultation, contact the relevant department in our headquarters.



*In principle, a white logo is used for a black background, but exceptions are allowed for signatures, videos, and banners.



*Use white for a dark background (grey 40% or darker).



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Typography

We recommend using the typography suggested in these guidelines because a consistent design of a typography reinforces our image.

*Noto Sans used in these guidelines is available free of charge. **You can download the typography from the folder here: Groupware-GN Data-Administrative Guidance and Manual-CI.**

Noto Sans

Regular

ABCDEFGHIJKLMNMSabcdefghijklmnopqrs123456789@%&

Regular Italic

ABCDEFGHIJKLMNMSabcdefghijklmnopqrs123456789@%&

Bold

ABCDEFGHIJKLMNMSabcdefghijklmnopqrs123456789@%&

Bold Italic

ABCDEFGHIJKLMNMSabcdefghijklmnopqrs123456789@%&

05 Color

Our main colors are GN Green and GN Dark Brown as used in our CI. GN Green, olive green, is a crucial color that conveys our values. It is frequently used for promotional items and applications. Sub colors are only used when additional colors are required for PPT, publications, etc. as design elements. If you are not sure about the usage, you must contact the relevant department in our headquarters.

Main Color

Main colors are our signature colors. You must observe the following Pantone chip numbers and CMYK when you produce publications, promotional materials or items. Colors may appear different depending on paper quality, printing methods, ink concentration, but it is important to make sure to convey a consistent image by expressing a best possible color. (You can get most colors matched to our main colors by submitting our existing promotional samples to printing businesses.)

GN Green

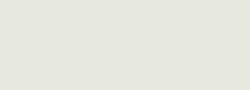



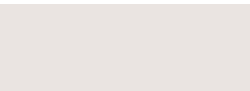



Pantone 377 C
DIC 362
#89A230
C:42 M:10 Y:100 K:17

GN Dark Brown

Pantone Warm Gray 11 C
DIC 524
#685A55
C:0 M:15 Y:17 K:72





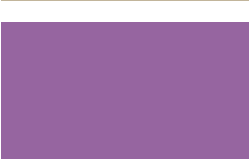
Main Color Mono Spectrum

The main color mono spectrum should be considered when pale background colors or colors in the same spectrum of the main colors are needed after the main colors are used first. Try to avoid using colors from the different tones of the main colors and maintain the tone and manner similar with the main colors.

	C:5, M:2, Y:8, K:3 #E9EADE
	C:12, M:3, Y:25, K:10 #D5DAB4
	C:45, M:10, Y:100, K:30 #718B29
	C:50, M:20, Y:100, K:45 #556A1F
	C:0, M:2, Y:2, K:8 #57585A
	C:0, M:5, Y:6, K:22 #CDC4BF
	C:0, M:11, Y:13, K:54 #8B7F79
	C:0, M:20, Y:25, K:80 #57463D

Sub Color

Sub colors are used for emphasis. It is recommended for the inner sections of brochures, PPT documents, or infographics when colors other than the main ones are needed. Sub colors are not allowed to be used for the cover, the full page, or the background of creative works. Sub colors are only available when main colors are used first and then an additional emphasis is required.

	GN Orange #F16521 C:0 M:75 Y:100 K:0
	GN Skyblue #5DC6CF C:58 M:0 Y:30 K:0
	GN Yellow #FFD55B C:0 M:20 Y:80 K:0
	GN Beige #C2B49A C:25 M:25 Y:40 K:0
	GN Purple #9A5F9B C:46 M:70 Y:8 K:0

Our Projects



Education & Protection



Water & Sanitation



Health



Income Generation



Community Partnership & Network Building



Advocacy



Emergency Relief



Volunteering

Our Projects



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Water & Sanitation



Health



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**Good Neighbors
Guatemala**

Cooperativas
CICOMHZA, RL - Cooperativa Integral de Comercialización Productores de Huevos
Ubicación: La Fragua, Zacapa



**Good Neighbors
Guatemala**

Cooperativas:
Kiaq'a Noxti' - Cooperativa de Tintes y Productos Naturales
Ubicación: Sololá



Good Neighbors
Guatemala

Cooperativas
Yojsamaj RL - Cooperativa Integral de Producción de Productos Lácteos
Ubicación: Patzicía, Chimaltenango





Elementos

