### Using the power2give.org logo and brand
Organizations that have projects on power2give.org are encouraged to use the power2give.org brand in marketing their projects on the site.

Projects that receive funding through power2give.org are not required to include the power2give.org brand in follow-up communication regarding the project.

If you have any questions regarding the usage of the logo and brand, please contact the power2give.org team at charlotte@power2give.org.

### Logo Colors
The logo colors are inspired by the colors that surround life, arts and culture.

PMS 376    C 50 / M 0 / Y 100 / K 0
R 141 / G 198 / B 63

PMS 279    C 68 / M 34 / Y 0 / K 0
R 80 / G 145 / B 205

PMS 277    C 27 / M 7 / Y 0 / K 0
R 181 / G 213 / B 240

PMS 258    C 43 / M 76 / Y 0 / K 0
R 155 / G 91 / B 165

PMS 425    C 0 / M 0 / Y 0 / K 77
R 95 / G 96 / B 98

PMS 188    C 0 / M 97 / Y 100 / K 50
R 139 / G 14 / B 4

## Approved Fonts

The power2give.org fonts are all from the Futura sans serif family to juxtapose the whimsical/organic look of the identity.  When being used on the web, an approved substitute is the Arial family of typefaces.

FUTURA LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

ARIAL (FOR WEB USE ONLY)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz
0123456789

FUTURA BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

FUTURA MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

FUTURA BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

The Mayayo font should be use sparingly in special cases (e.g., headlines on large billboards, posters, or places where the graphic nature of this font can echo the spirit of the Power2Give program).

mayayo black

abcdefghijklmn
opqrstuvwxyz
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

## Main Identity
The power2give.org main identity consists of a variety of brushstrokes in a variety of colors that imply the vast amount of arts and culture within the community.  When possible, the below color version should always be considered first for most applications.

## PRIMARY IDENTITY





Black and gray versions are to be used if no other options are available.

## Spacing

It is best to keep as much space as possible around the power2give.org identity when in use.  However, the minimum space allowed for the identity is equivalent to the height of the "2" within the logo.

## Prohibited Uses

Below are examples of how NOT to use the power2give.org identity.  These apply to all approved identity variations that are found in the Graphics & Images file.  If any uses come into question, please contact the power2give.org staff.



**DO NOT** REARRANGE OR CHANGE THE LOGO COLORS



**DO NOT** PLACE LOGO OVER COLORED BACKGROUNDS



**DO NOT** RESIZE OR DISTORT THE LOGOMARK OR LOGOTYPE



**DO NOT** ALTER OR DISTORT THE LOGO



**DO NOT** ENCLOSE WITHIN OTHER SHAPES



**DO NOT** ENCLOSE TAGLINE WITHIN OTHER SHAPES

## Written Communication

In written communication, power2give should always be written in all lowercase, including when used to start a sentence:

power2give

In all written communication, power2give should initially be written in all lowercase with .org attached:

power2give.org

power2give may be referred to as p2g.  In order to do so, p2g should appear in parenthesis following the initial use of power2give.org:

power2give.org (p2g)


## Brand Tagline

The official brand tagline that may appear as part of the power2give.org logo is, "Bringing Passion and Creativity Together."

Additional, more descriptive language that may be used in printed materials is:

Find projects that interest you.
Give.
Bring arts and culture to life.


## Approved Boilerplate

When explaining power2give.org to the public, the approved boilerplate is:

power2give.org connects you to specific arts and cultural projects in need of funding. Non-profit organizations post projects, and you search the site to find those that interest you.  You can give a gift, share the project with your friends and bring the project to life.