



# BRAND GUIDELINES



# GAIN NAME AND LOGO

The objective of the following guidelines is to:

- Set out a policy on the conditions of the use of the GAIN name and logo that allows the GAIN name and logo to be used widely enough to ensure visibility for GAIN and its work.
- Minimise the risk that the GAIN name and logo appear on documents and products that do not reflect the GAIN policy or in a way that is inconsistent with the correct logo design and presentation.

## OLD LOGO

One grain is in a different colour.



## NEW LOGO

In the new logo, all grains are of the same colour.



## GAIN LOGO



The GAIN logo consists of three elements:

- The bowl of grain.
- The acronym "GAIN".
- The words "Global Alliance for Improved Nutrition".

In general, all three elements should be presented as a unit. The GAIN logo should always be displayed in such a way as to ensure that the words "Global Alliance for Improved Nutrition" are legible. In exceptional circumstances - where space is restricted, for example on the spine of a book - the bowl of grain and the acronym "GAIN" can be used without fully spelling out the name of the Foundation.

## GAIN NAME

We are officially registered as “The Global Alliance for Improved Nutrition”, abbreviated as GAIN. The “GAIN” acronym should always be written with capital letters.

The working language at GAIN is English.

The GAIN name should not be translated into other languages.

Examples of unacceptable use of the GAIN name :

- ~~the global alliance for improved nutrition~~ → lowercase is not acceptable.
- ~~GAIN health~~ → our official name is GAIN – The Global Alliance for Improved Nutrition, not “GAIN health”.
- ~~Alliance globale pour une meilleure nutrition~~ → the GAIN name should not be translated into other languages.

## COLOURS

Wherever possible, the GAIN logo should be presented in colour on a white background. It is acceptable for the logo to be reversed out on a coloured background and for the logo to appear in white. The GAIN logo can appear in black only on a black and white document. No other colour should be used for the GAIN logo.

The GAIN logo is available in English only. It should not be translated into other languages.



**Standard version:** the GAIN logo in colour should be used on a white background whenever possible.



**Negative version:** the white logo can be used on a bordeaux background.



**Black and white version:** the black logo can be used on black and white documents only.

## PRINT COLOURS

### Four-colour process:

C: 0  
M: 100  
Y: 63  
K: 29

### Two-colour process:

BORDEAUX  
PANTONE 201

## WEB COLOURS

### Screen:

R: 178  
G: 9  
B: 51

### Hex code:

#b20933

Never change proportions, colours, typefaces or language of the logotype. Examples of unacceptable use of the GAIN logo:



Do not use black on a coloured background.



Do not use weak contrast.



Do not change proportions.



Do not change colours.



Do not change typeface.



Do not translate "Global Alliance for Improved Nutrition".



The bowl should not be separated from the rest of the logo, especially on official documents.



Do not use a blurred, low resolution logo.

# Colour palette

# COLOUR PALETTE

## PRIMARY

In general, the background should be white and the text should be black, except for keywords and titles, which should be in red or secondary colours.



### GAIN RED

C0 M100 Y63 K29

R178 G9 B51

HEX #B20933

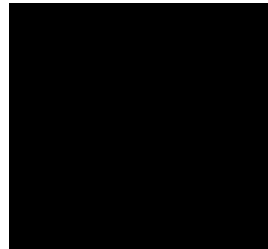


### WHITE

C0 M0 Y0 K0

R255 G255 B255

HEX #FFFFFF

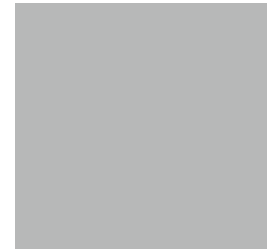


### BLACK

C50 M40 Y40 K100

R0 G0 B0

HEX #1D1D1D



### GREY

C0 M0 Y0 K37

R183 G184 B184

HEX #B9B8B8



# COLOUR PALETTE

## SECONDARY

These should be used as additional colours for text boxes, infographics, charts, maps, icons, etc. Secondary colours can also be used occasionally as backgrounds.



### YELLOW

C0 M15 Y95 K0  
R255 G216 B13  
HEX #FFD80D



### LIGHT ORANGE

C0 M35 Y96 K1  
R253 G165 B9  
HEX #FDA509



### DEEP ORANGE

C0 M52 Y87 K0  
R255 G123 B34  
HEX #FF7B22



### LIGHT GREEN

C23 M0 Y52 K38  
R122 G158 B76  
HEX #7A9E4C



### DEEP GREEN

C77 M0 Y100 K56  
R25 G111 B0  
HEX #196F00

## FOR DIGITAL USE AND BACKGROUND ONLY

These should be used solely for digital communications and backgrounds with overlaid black text.



### LIGHT YELLOW

C2 M5 Y45 K0  
R253 G236 B165  
HEX #FDECA5



### LIGHT GREEN

C31 M10 Y40 K0  
R162 G206 B170  
HEX #COCEAA

# Typography

# TYPOGRAPHY

## LOGO

Poppins Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The logo wordmark has been designed based on the Poppins Medium font. The letterforms have each been customised manually to create the perfect balance required for the GAIN brand.

Poppins should **NOT** be used in any other way other than in the logo and sub-line.

**Please note:** GAIN uses British-English spelling for all communications

## PRINT & DIGITAL FONT

**MONTERRAT BOLD (all caps) -  
Headings and emphasis**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Montserrat Regular - Body copy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Montserrat Medium Italic - Quotes*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Montserrat is for use on digital applications, such as Word letters, PowerPoint presentations and emails as well as in designed communications.

Montserrat is available for download [here](#).

If Montserrat is not available, the default font would be Avenir.



# Thank you

## ANY QUESTIONS?

Contact Aisling Crabbe  
[acrabbe@gainhealth.org](mailto:acrabbe@gainhealth.org)  
for any questions regarding  
the use of this visual identity.