GIVING GAP/

About Our Brand Identity

Giving Gap worked with product design agency, Work & Co to help us refresh our visual, verbal and photography direction. The inspiration and ideas behind the new brand identity are described below.

A bolder brand, reflecting our refreshed ambition

Our commitment to meaningfully expand the share of overall giving going to Black-founded organizations has led us — one year after launch — to strengthen and further commit to our strategic goals. We aim to not only support today, but also have a lasting impact on the communities in which we live. So, in order to better reflect our bold goals and the energy of the people we represent, we're evolving our brand design.

Logo

Our new logo is set in a bold weight of our brand typeface, Halyard, designed by legendary Black type designer Joshua Darden. Building on the strength of the knock on effect from a single tip of a domino, we modified our domino mark to a single toppled line. This signals the power of a single individual or organization to initiate cascading change.

Colors

We're expanding our palette to include a brighter spectrum of colors. Our core brand color will continue to be a bold red, and we've added a vibrant array of pinks, purples, and blues. Each new color is a cascading step in value, creating a spectrum that complements our dynamic line patterns.

Typeface

Our brand typeface remains what it has been since our organization's inception: Halyard Display. We've evolved how we use the typeface, however, by employing a heavier weight of Halyard for more expressive typography. This bolder typographic approach gives greater emphasis to all of our messaging, whether a personal pledge, a campaign announcement, or call to action.

- ## Dynamic Patterns

    We're introducing a series of cascading line patterns, and using them to symbolize the knock-on effects of giving. Each line pattern represents a different type of unifying movement: a toppling effect, a ripple pattern, or a growing momentum.

New storytelling, to expand and energize our community

As we publicly share our new goals, we hope donors feel empowered and part of a larger community. We're introducing new storytelling to spotlight individual Black-founded organizations — showcasing the diversity of these organizations across a range of causes from education to environment and civil rights — to better visualize existing gaps in giving, help people connect with their passions, and ultimately, to encourage people to act.

- ## Photography

    We added a new, documentary photography style that allows us to spotlight founders, organizations, and their impact. Our photography style is centered on people, so we can tell stories that feel more real and authentic.

- ## Data visualization

    Data is central to closing the giving gap, so we have a new data visualization style for our storytelling. Visualizing statistics, data, or goals helps demonstrate change over time, and motivates our community to act.

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