

## Goodwill Columbus Quick brand guide

This document is designed to highlight the visual and messaging elements we use to represent Goodwill Columbus. As you share our message of mission and impact, please follow these guidelines to ensure continuity and strengthen the brand's recognition and credibility.

### Who we are

#### Our vision

All individuals are embraced as valued and dignified members of our community.

#### Our mission

Transforming the lives of individuals through pathways to independence and the power of work.



### Brand personality

Goodwill Columbus is approachable, helpful, and optimistic. We are a true partner, working alongside people in our community to help them get what they need to move their lives forward.

#### Key phrases

**The power of work**

**Opportunity for all**

**We're here to help**

**Let's do good**

### What we do

**Provide  
jobs**

**Offer free  
job training**

**Support  
sustainability**

**Empower  
individuals**

## Color palette

### Empower

#### Blue

PANTONE 286  
C100 M83 Y11 K2  
R25 G72 B143  
#19488f

### Opportunity

#### Blue

PANTONE 305  
C55 M0 Y10 K0  
R97 G200 B232  
#61CAE0

### Impact

#### Red

PANTONE 178  
C0 M80 Y58 K0  
R255 G89 B90  
#FF595A

### Hope

#### Orange

PANTONE 150  
C0 M35 Y73 K0  
R255 G178 B89  
#FFB259

### Growth

#### Green

PANTONE 367  
C41 M0 Y82 K0  
R162 G212 B94  
#A2D45E

## Typography

# Now

Now Thin  
Now Light  
Now Regular  
Now Medium  
**Now Bold**  
**Now Black**

## Logo versions and usage rules

The different versions of our logo were designed to allow for flexibility in different formats while maintaining consistency.

### Primary (horizontal)

For placement in desktop website headers and large print materials

### Secondary (vertical)

For placement in situations where the primary logo isn't suitable due to space restrictions

### Smiling G Trademark

For placement in situations where neither primary nor secondary logo variations work (e.g. a website's favicon, social media avatar, website footer, or profile image)

