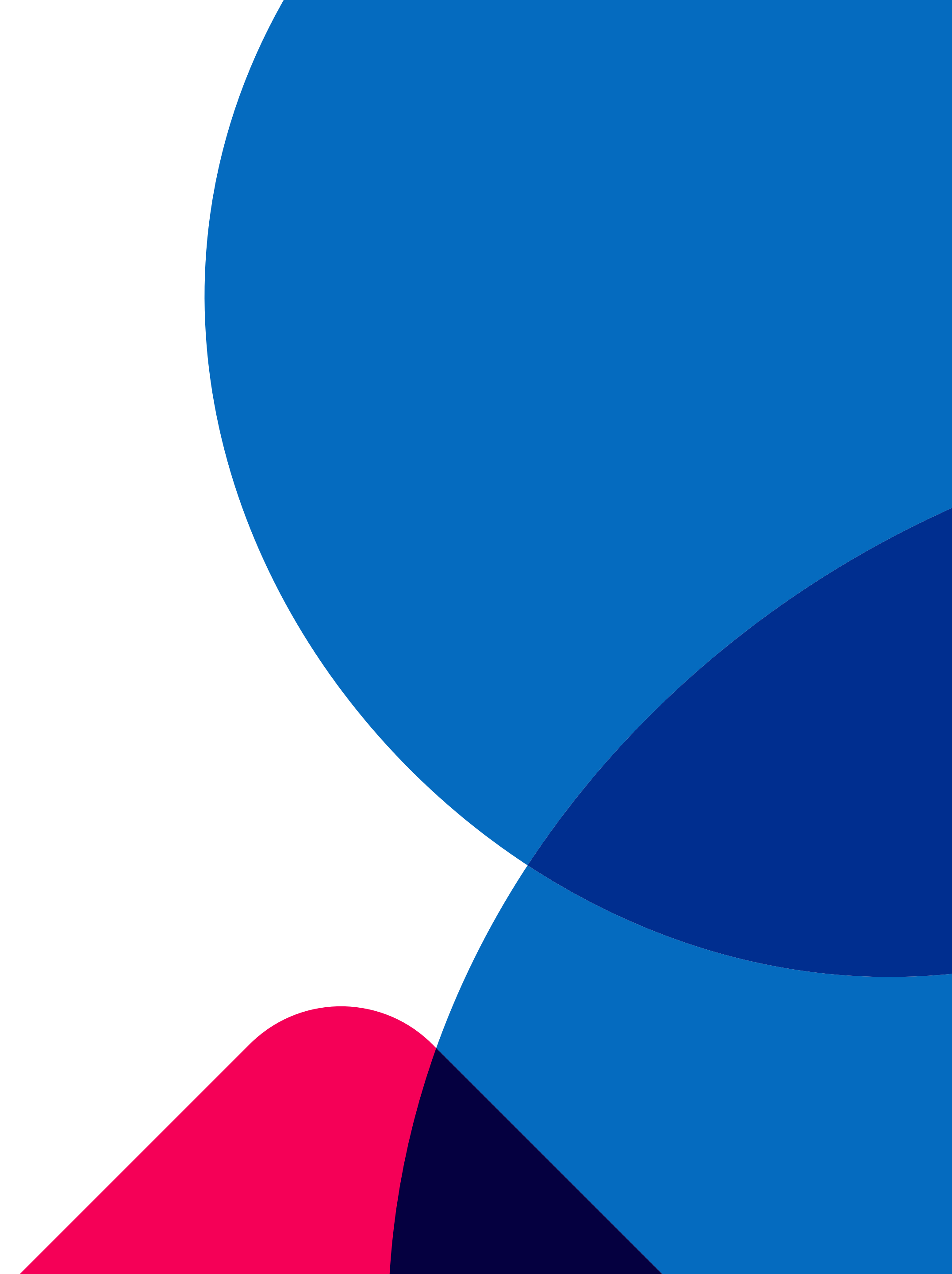# donorbox

helping you help others

2022

Brand Guide

The purpose of our brand guide is to help ensure our brand is communicated correctly and presented consistently to our audience. By strictly adhering to our brand guidelines, we can promote our recognizable brand identity to stand out from competitors, and remain memorable in the minds of consumers.

01.

Defining Our Brand

02.

Brand Persona

03.

Design Elements

04.

Brand Imagery

$6,814
RAISED

267
DONATIONS

$20,000
GOAL

01.

Defining Our Brand

In this section, we outline the building blocks of the Donorbox brand including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in the world.

Our Purpose is to empower nonprofits with the tools they need to help others, so that together we can **create a better tomorrow.**

To date, we've helped **50 000+ nonprofits** raise over **$1Billion** in over 90 countries. Our customers range from founders and executives on nonprofit boards, to nonprofit consultants, agencies and web developers.

Our **Mission**

Overall as a company:

Help nonprofits create a meaningful connection with supporters worldwide. Elevate our customers' journey, experience and success. Increase philanthropy and giving on a global scale. Empower nonprofits to grow more effectively and successfully. Inspire transparency in the way nonprofits showcase their impact. Excel at everything we do, so that no one can ignore us.

In relation to customers:

To provide an affordable, easy-to-use software solution to nonprofits, enabling quick and easy fundraising, while also developing meaningful connections with supporters. In doing so we further create a satisfying customer experience with the added assurance that they will be taken care of at every point of their journey.

In relation to donors:

To create a seamless, secure donation experience making giving to their favorite cause simple, fast, fulfilling and easily repeated. Empowering them with the tools they need to mobilize their personal networks to fundraise alongside their favorite nonprofits.

In relation to marketing:

To create and strategically deliver content that inspires, informs and empowers nonprofits for success in their mission. We aim to add value to nonprofits at every step of their journey, on every one of our brand touchpoints.

In relation to corporate partnerships:

To form meaningful and impactful relationships with corporate entities that serve those in need.

Our **Vision**

Of the future. A 'just cause' we give ourselves to:

We imagine a world where nonprofits and supporters can easily connect meaningfully and bring positive change together. A world where philanthropy is accessible to people from all walks of life.

Of who we want to be:

To be the top-of-mind preferred platform for nonprofits to connect with their supporters in a powerful and meaningful way, to help others and change lives.
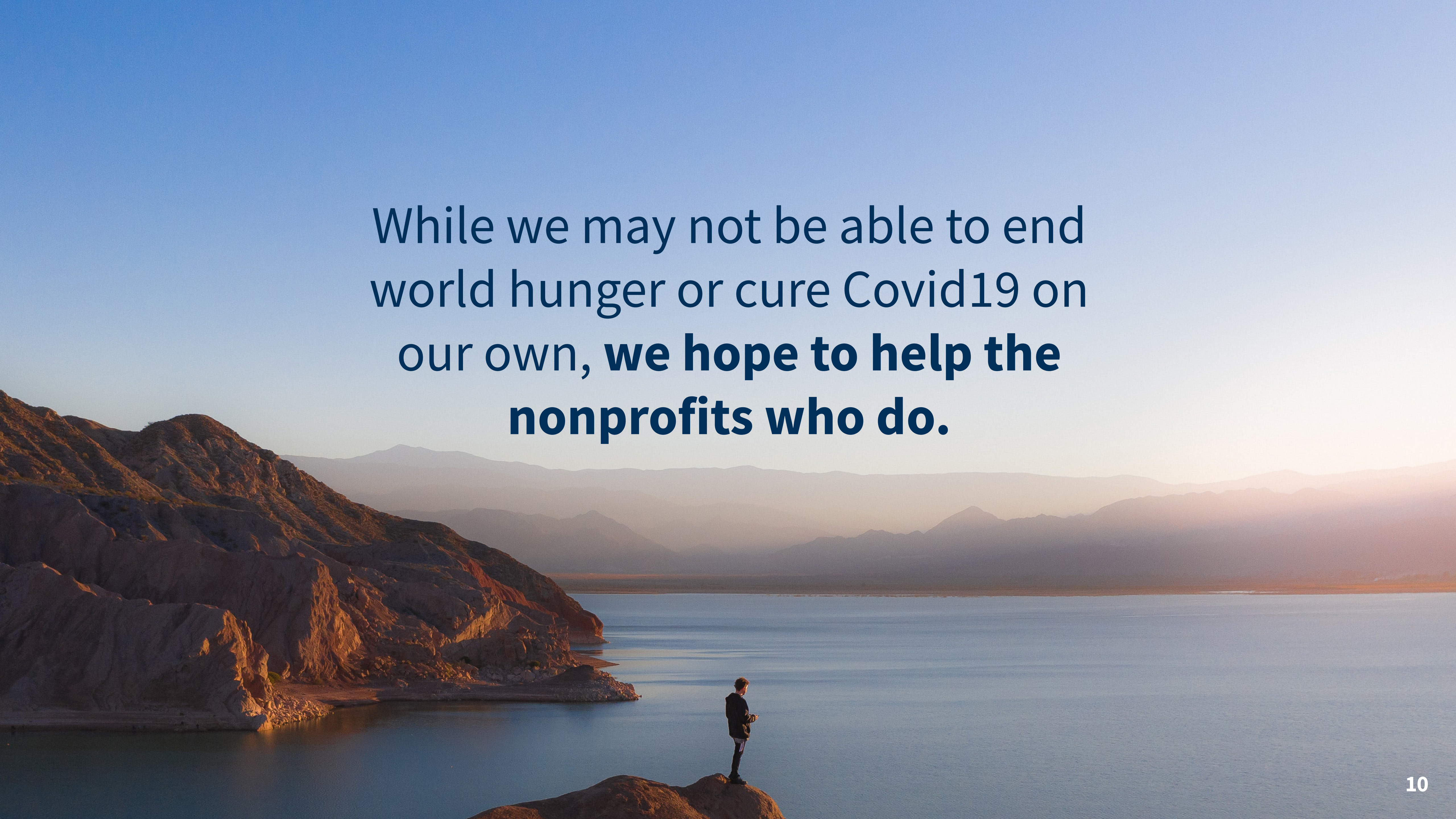
The **Need**

The saying **"money goes where you cannot"** is fundamental to our process. Empowering nonprofit organizations' fundraising capacity transforms every donation into the change agent it was meant to be, supporting common social impact goals in places we cannot go.

Donorbox shortens the distance between givers and receivers, making tomorrow a better place.

While we may not be able to end world hunger or cure Covid19 on our own, **we hope to help the nonprofits who do.**

Brand **Positioning**

Our statement:

For nonprofits who want a cost-effective way to increase donations, Donorbox provides a foolproof fundraising solution by combining intuitive and robust software with the lowest fees in the industry.

Our promise:

Donorbox helps you help others by equipping you with the tools you need to win the fight for growth and sustainability in your nonprofit.

Core **Values**

Core values support our company's vision, shape its culture and impact our business strategy.

They help us establish purpose, improve team cohesion and create a sense of commitment in our workplace.

💙 Excellence

Create your best work and be proud of it

🧡 Support

Be ready to help and encourage others

💛 Transparency

Communicate openly and transparently

💙 Honor

Treat everyone with equal honor, respect, and patience

💙 Empathy

Remember the millions of lives we're impacting

💗 Humility

Stay humble and open-minded

Voice & Tone

We're **confident**, never **vain**

We're **inspiring**, never **intrusive**

We're **consistent**, never **confusing**

We're **personal**, never **pushy**

We're **passionate**, never **passive**

Most importantly we're **always** there to go the extra mile, **helping you help others**

02.

Brand Persona

A brand persona is a literal depiction of a brand as a person, giving a face to the abstract characteristics, values, and voice that businesses cultivate.

Brand **Persona**

A brand archetype is a way of presenting a brand as a persona, thus making it more recognizable and relatable for consumers.

The idea comes from the psychological theories of Carl Jung, a 20th-century Swiss psychiatrist, and psychoanalyst. He believed that people have one dominant trait that leads to typical behavioral patterns, desires, values, and motivations.

Jung compared the personalities of different people and he theorized that there are twelve foundational personality types. Human beings are multi-dimensional and very rarely fall into a single personality type, but usually a small variety of them.. We evolve and adapt, but in doing so always stay true to the essence of who we are. The same is true for our brand's personality.

Brand **Archetype**

Highlighted in blue are the archetypes that best describe our **Brand Persona:**

Maverick (Liberation)

Magician (Power)

Hero (Mastery)

Lover (Intimacy)

Jester (Joy)

Everyman (Belonging)

Caregiver (Service)

Ruler (Control)

Creator (Innovation)

Innocent (Safety)

Sage (Understanding)

Explorer (Freedom)

Here is a closer look at the archetypes that express who we are along with some examples of **how we would express our Brand Persona in our messaging**

Maverick (Liberation)

Desire: Revolution
Goal: Disruption
Strategy: Shake things up and do things differently

Messaging Examples:

"We stand with you"

"We'll do what it takes to make sure you have the tech you need to further your mission"

"We fight for the empowerment of nonprofits big and small"

Caregiver (Service)

Desire: Care, protect and nurture
Goal: Helping Others
Strategy: Serve the needs of others with empathy and action

Messaging Examples:

"Helping you help others"

"We understand that fundraising in these tough times can be difficult…"

"We're here for you and your mission"

"We have your back"

Creator (Innovation)

Desire: Create the perfect product/service
Goal: Innovation
Strategy: Use creativity to solve problems

Messaging Examples:

"We push the boundaries of technology to create innovative fundraising solutions…"

"We create user-friendly fundraising tools that remove the complexities of digital fundraising"

"We make fundraising simple through our robust donation platform"

Sage (Understanding)

Desire: Find the Truth
Goal: Understanding
Strategy: Seek information and knowledge

Messaging Examples:

"For more helpful tips and strategies, subscribe…"

"Did you know"

"Today we'd like to share these…"

"We found these helpful_____that we thought you'd love"

Basic **Human Needs**

There are 6 basic human needs that we all need fulfilled. Based on our personality and the life we've lived, we crave some more than others. Highlighted in magenta are the basic human needs that both us and our nonprofits crave the most:

Certainty

Variety

Significance

Love/Connection

Growth

Contribution

Basic **Human Needs**

Donorbox fulfills the need for **certainty** in the lives of nonprofits by empowering them with the tools to receive precious recurring donations that bring stability to the life of their mission.

By giving nonprofits access to free resources, freely hosted crowdfunding and fundraising pages, as well as Peer-to-peer fundraising tools, nonprofits can easily share their mission with the world. This awareness fulfills their need for **significance.**

We constantly host webinars, podcasts, as well as create useful content to help nonprofits in their capacity building and mission **growth.**

Nonprofits dedicate their lives to the service of others. By supporting them in many areas of their nonprofit journey we help fulfill their need to **contribute** to the world around them.

03.

Design Elements

In this section, we outline best practices for the use of Donorbox brand assets and offer useful examples.
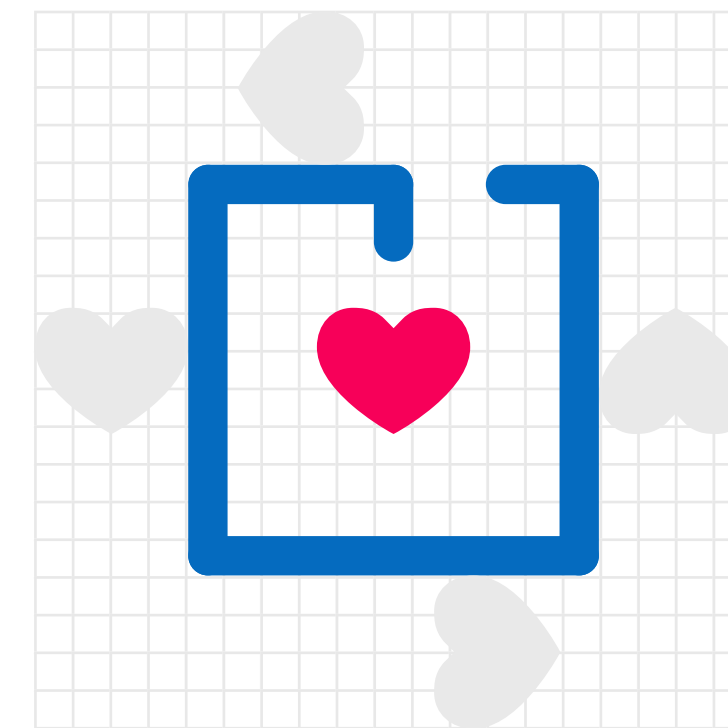
The **Donorbox**

Our Donorbox is composed of two simple shapes and two primary colors. Our symbol is legible in most sizes.

This simple, yet effective mark symbolizes how we have heart at the core of everything we do.
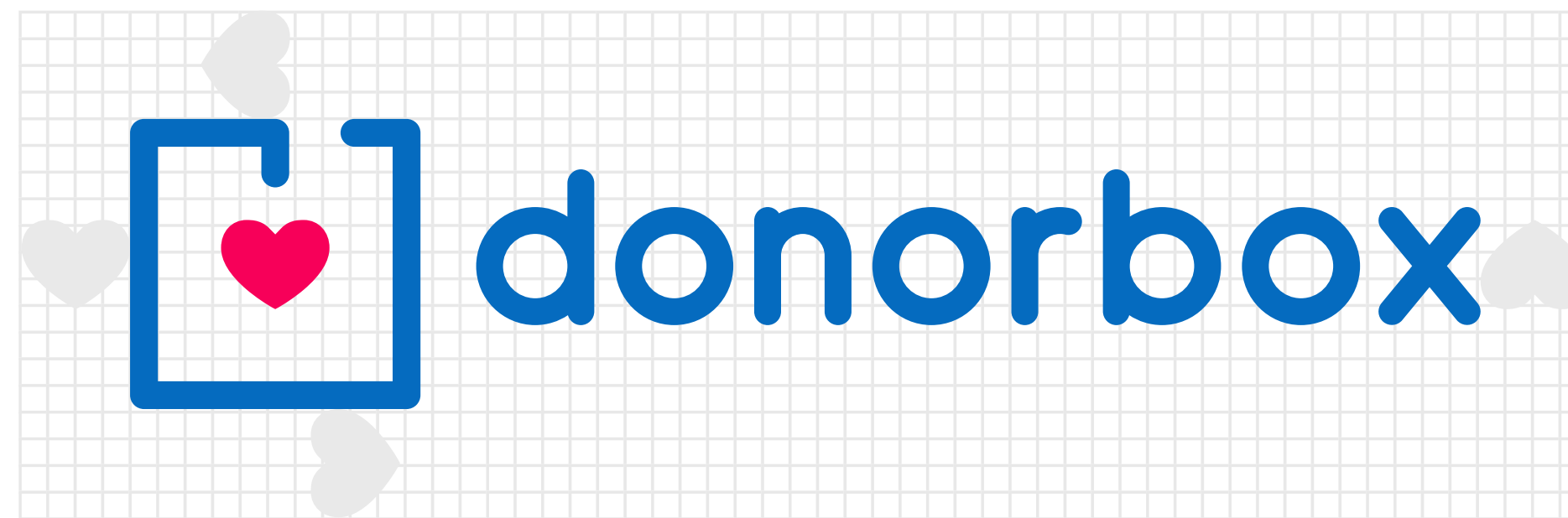
Our **Logo**

Our logo is composed of our donorbox and a logotype set in a custom font.

This is our primary logo and should be used in all instances.

A distance equal to the donorbox heart surrounding the logo should never be invaded.

Always use the logo files provided. Do not re-create.

Our **Logo**

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px and 90px wide.

The small logo mark should be used at a size between 15px and 20px tall.

Do not use our logo in a size smaller than 70px by 15px

Maximum sizing for small use logo

90px by 20px

Minimum sizing for small use logo

70px by 15px
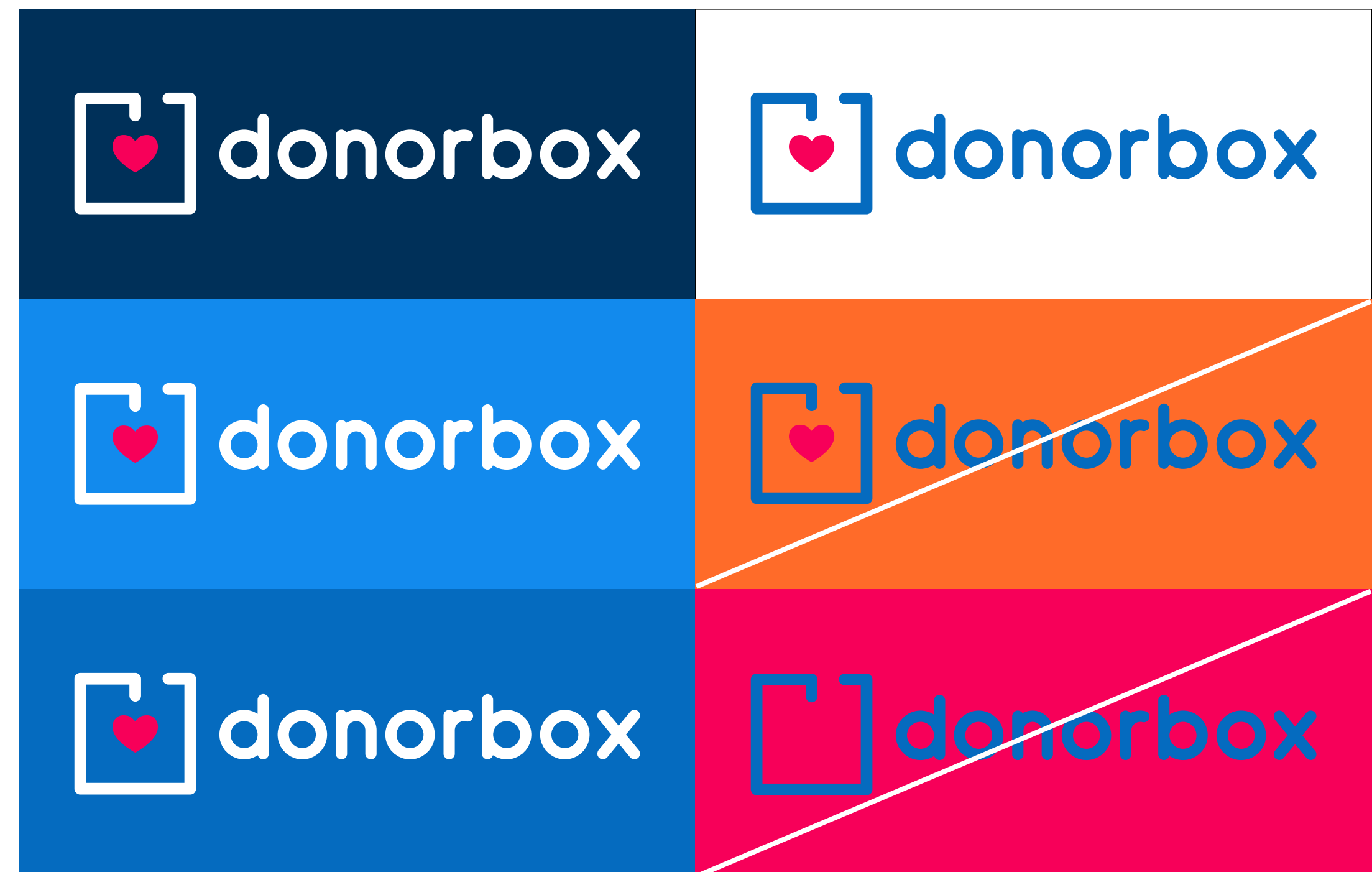
Our **Logo**

For use on backgrounds logo options should be chosen based on which color contrasts the background most.

Our cobalt logo can be placed over white.

The white logo can be placed over navy, cyan and cobalt.

Logos should never be placed over pink or orange backgrounds.

Logo **Misuse**

Do not crop
the logo

Do not distort
the logo

Do not change
the opacity

Do not use extreme drop
shadow or any other effects

Do not rotate any
partof the logo

Do not recreate using
any other type face

Do not use
different colors

Do not outline
the logotype

Do not change the size or
position of the donorbox

Logo with **Tagline**

Our tagline logo should only be used in large sizes so the tagline is always legible.

Where this logo can be used:

- Heading or ending presentations.

- Visuals where there is minimum text to compete with.

- Video and email designs.

- Gifs and animations.

Color
Palette

Use these colors in any layout or collateral design.

Proportions are shown on the right, most prominant being at the top and least at the bottom.

Cobalt	Cyan	Navy
#056BBF 100% TINT	#128AED 100% TINT	#003059 100% TINT

Secondary Color

Tertiary Colors

Magenta	Orange	Yellow
#F70059 100% TINT	#FF6B29 100% TINT	#FCB81A 100% TINT

Background Colors

Black	Grey	White
#000000 90% TINT	#000000 10% TINT	#FFFFFF 100% TINT

Color
Combo

All examples shown on the right pass our contrast standards.

Proportions are shown on the right as to how they should be used.

White on Cyan

White on Magenta

White on Black

White on Navy

White on Orange

Navy on Grey

White on Cobalt

Navy on Yellow

Navy on White

Typography

Headings

Donorbox headlines are set in Source Sans Pro Bold,semibold and regular. When using Source Sans Pro to create headings on embedded or printed collateral for Donorbox, always typeset it with optical kerning and sentence case.

Body

Typeset all body text in Source Sans Pro,regular. When using Source Sans Pro to set text on collateral, always typeset it with optical kerning and set in sentence case.

Note: Do not set in all caps or all lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*!$%&@?

Light	The quick brown fox jumps over the lazy dog
Light Italic	*The quick brown fox jumps over the lazy dog*
Regular	The quick brown fox jumps over the lazy dog
Italic	*The quick brown fox jumps over the lazy dog*
Semibold	**The quick brown fox jumps over the lazy dog**
Semibold Italic	***The quick brown fox jumps over the lazy dog***
Bold	**The quick brown fox jumps over the lazy dog**
Bold Italic	***The quick brown fox jumps over the lazy dog***

Type **Specimen**

Want to raise more funds?

Give your donors a seamless experience

Simple, conversion-optimized multistep donation

Performance and reliability you can count on

Performance and reliability you can count on Create fast donation forms with an efficient and easy-to-use platform. Our fast form builder allows you to spend little time in creating a complete donation form, conversion-optimized to increase donations. Customize donation form features and evaluate them visually. Creating a donationform has never been quicker! Donorbox is PCI compliant.

We tokenize all card and bank details and don't store any data. We also comply with the SCA requirement of European PSD2 regulations.With Stripe's Radar fraud detection system and our own anti-fraud measures, we protect your campaign against scammers and fraud.With our advanced anti-fraud system, we protect your campaign against card testers and other scams. Organizations.

And, we support 11 different languages so you can adapt your donation form to your audience and speak to your donors effectively!

DONATE NOW

A donation platform for all nonprofit organizations. From churches to political organizations, we support all your nonprofit fundraising needs.

Ronald John Pillay
Director of Brand Communications

Primary **Lockup**

The primary lockup is used for external- facing entities that represent an extension of the Donorbox master brand. These are programs, products, events and groups with the highest potential for external visibility to promote brand recognition.

We lock up the donorbox logo on the LHS of the title title. The entity title is typeset in Source Sans Pro, Bold. The entity title should be in Navy and the logo should be in it's original color combination

On a dark background the
whole logo must be in white

Secondary **Lockup**

The partnership lockup is used for communication around approved Donorbox partnerships. We lock up the Donorbox logo with a partner logo, placing the Donorbox logo either to the left or on top of the partner's logo.

We add clear space between the logos equal to the size of the donorbox, and divide this space in half by a vertical line. Both logos should feel of equal size. Partner logos should always be aligned to the optical baseline of the Donorbox logo type.

We also kindly ask that you adhere to the following:

Do not pair the donorbox with partner logos.
Do not use the Donorbox name or marks as part of your own.
Do not use Donorbox in any advertising without our approval.
Do not use Donorbox assets or similar words/marks.

Choose amount 🔒 ● ○ ○ ○ ○ →

Call to action message for your campaign

| One time | Weekly | ♥ Monthly | Quarterly |

US Dollars (USD) ⌄

| $ 10 | $ 50 | $ 100 |
| $ 200 | $ 300 | $ 300 |

$

Designation

Choose one ⌄

☐ Dedicate my donation in honor or in memory of someone

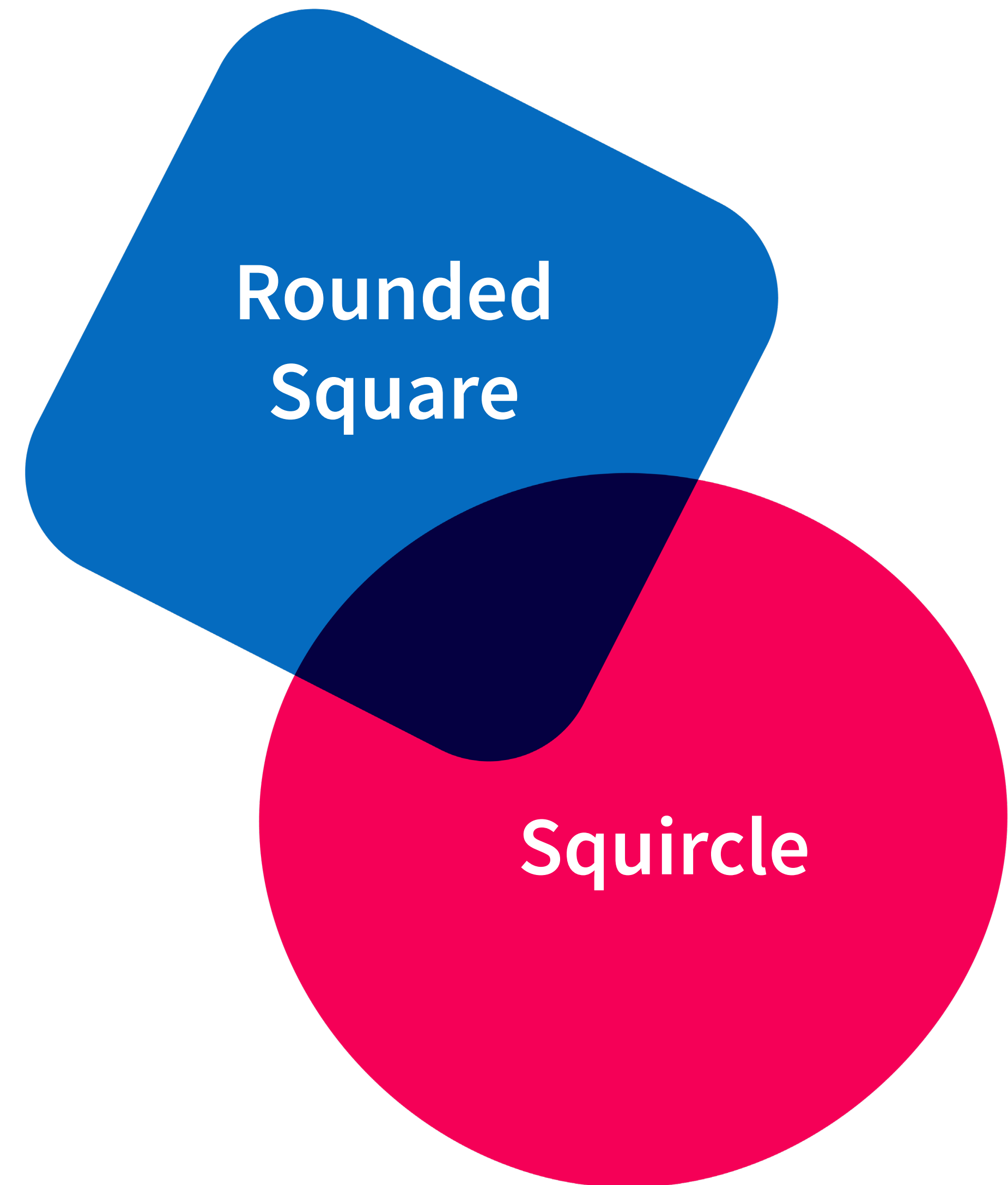☐ Write us a comment

Next →

Powered by DonorBox

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Brand **shapes**

These are used in layouts and collateral to add interest and depth to a visual. They help to highlight important areas of a design as well as segregate busy layouts.
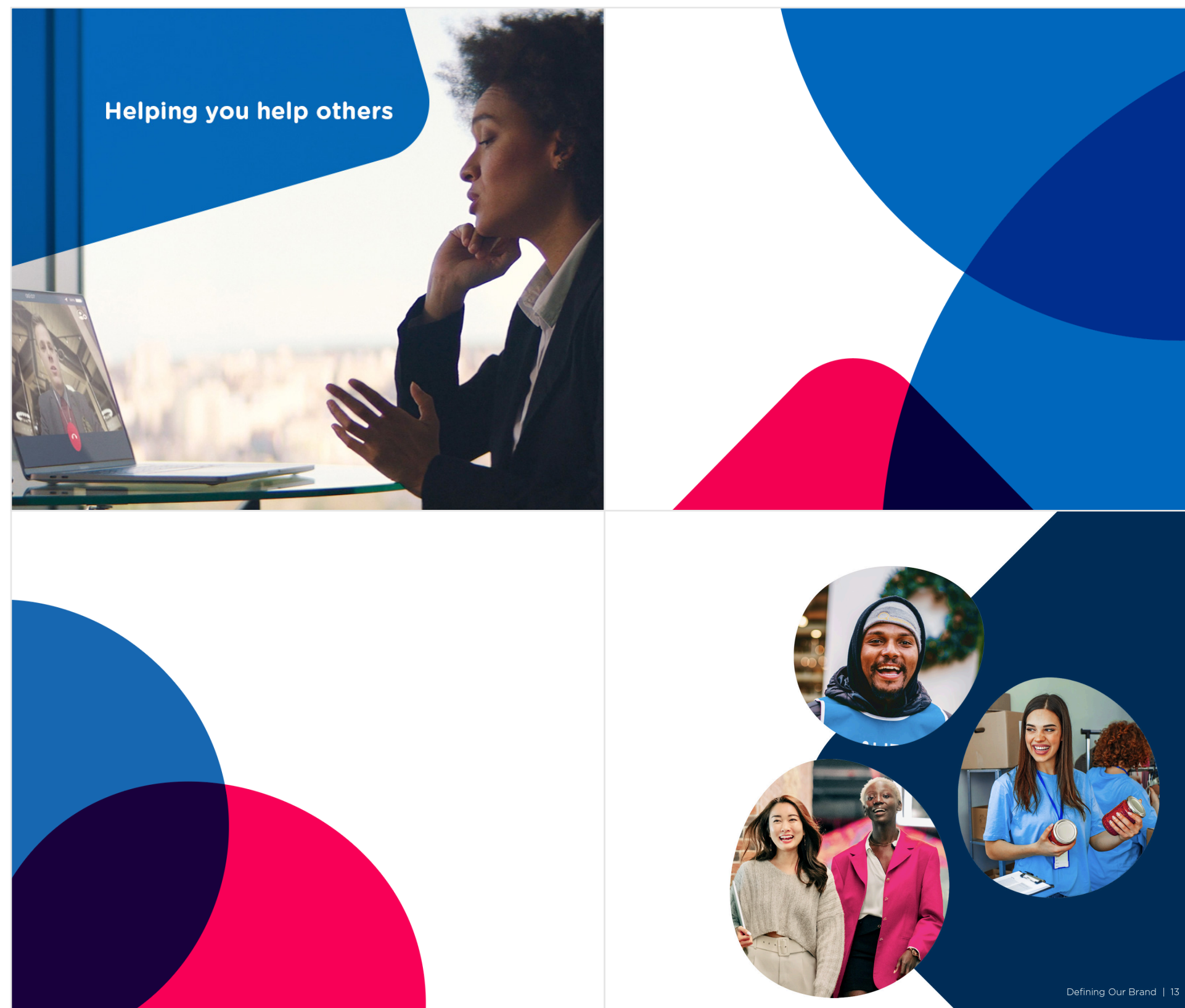
We use them in large sizes and often only partially on the page. The rounded square at 750 by 750px has rounded corners of 100px and should always remain proportionate.

For when shapes intersect, the top object should always have transparency set to 100% multiply.

Rounded Square

Squircle

Brand **shapes**

How to use :

Helping you help others

Defining Our Brand | 13

Misuse :

Choose the Right Plan For Your Mission

Brand **gradients**

Gradients make objects stand out by adding a new dimension to the design and adding realism to the object. In simple terms, gradients add depth.

Our gradients are comprised of different shapes in our brand colors blended out - this allows our gradients to be fully customizable to the project.
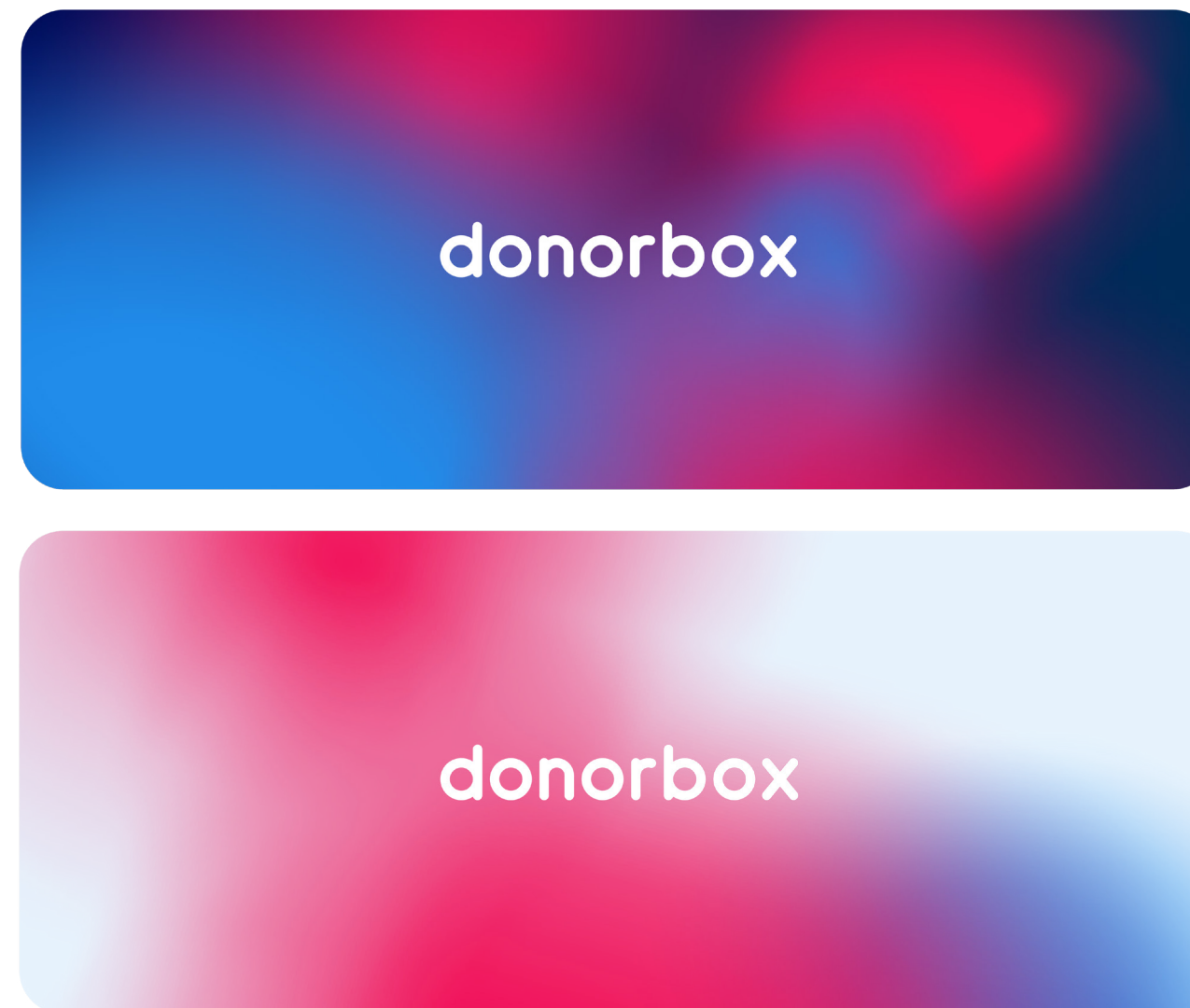
How to use **gradients**

Within our brandshapes:

On backgrounds :

Within images and video:

Presentations

We find presentation uniformity through 2 things,our **brand shapes and brand colors.**

Grey/White background:
Shapes transparency can be set to multiply, 100% opacity.
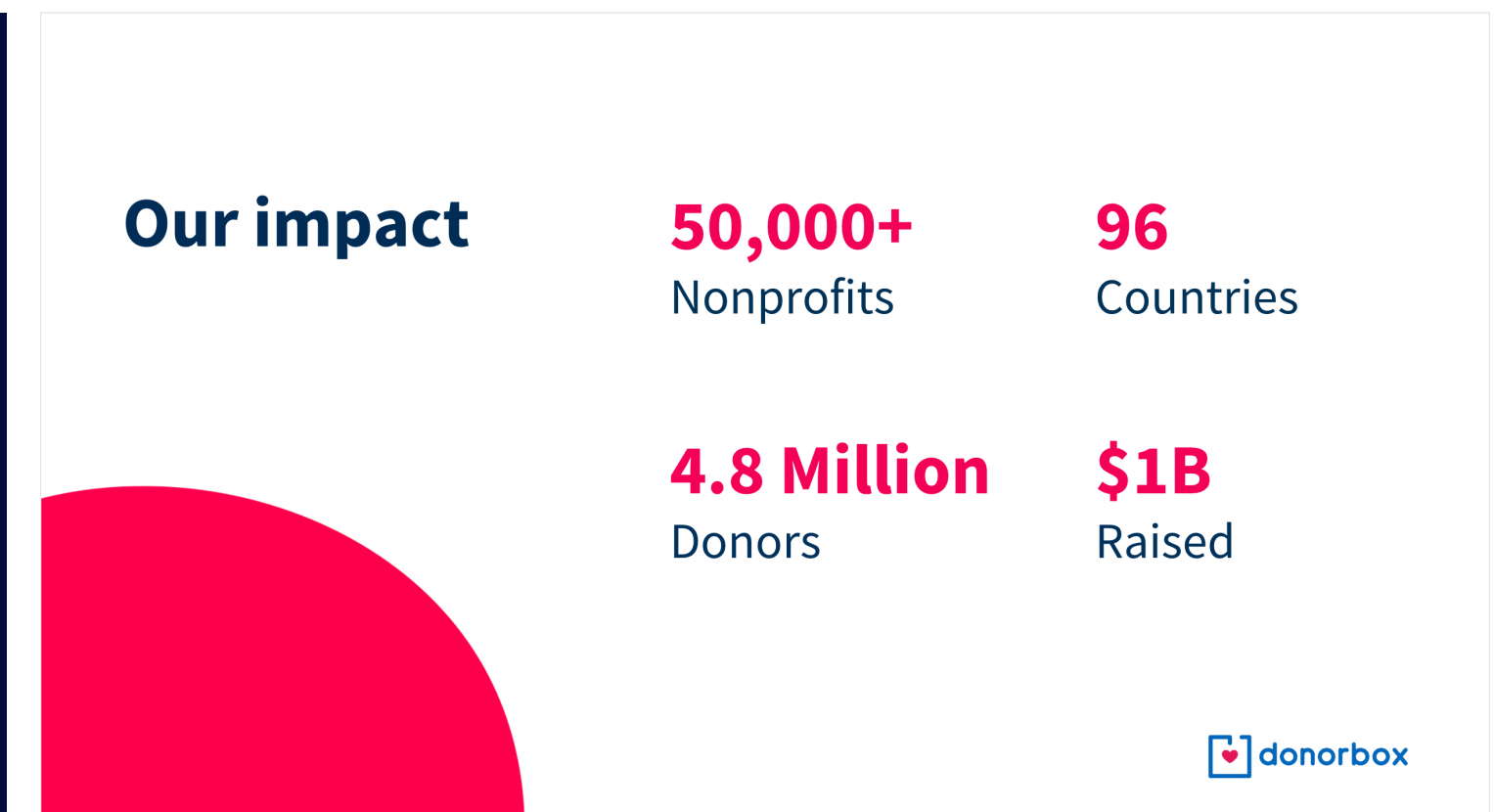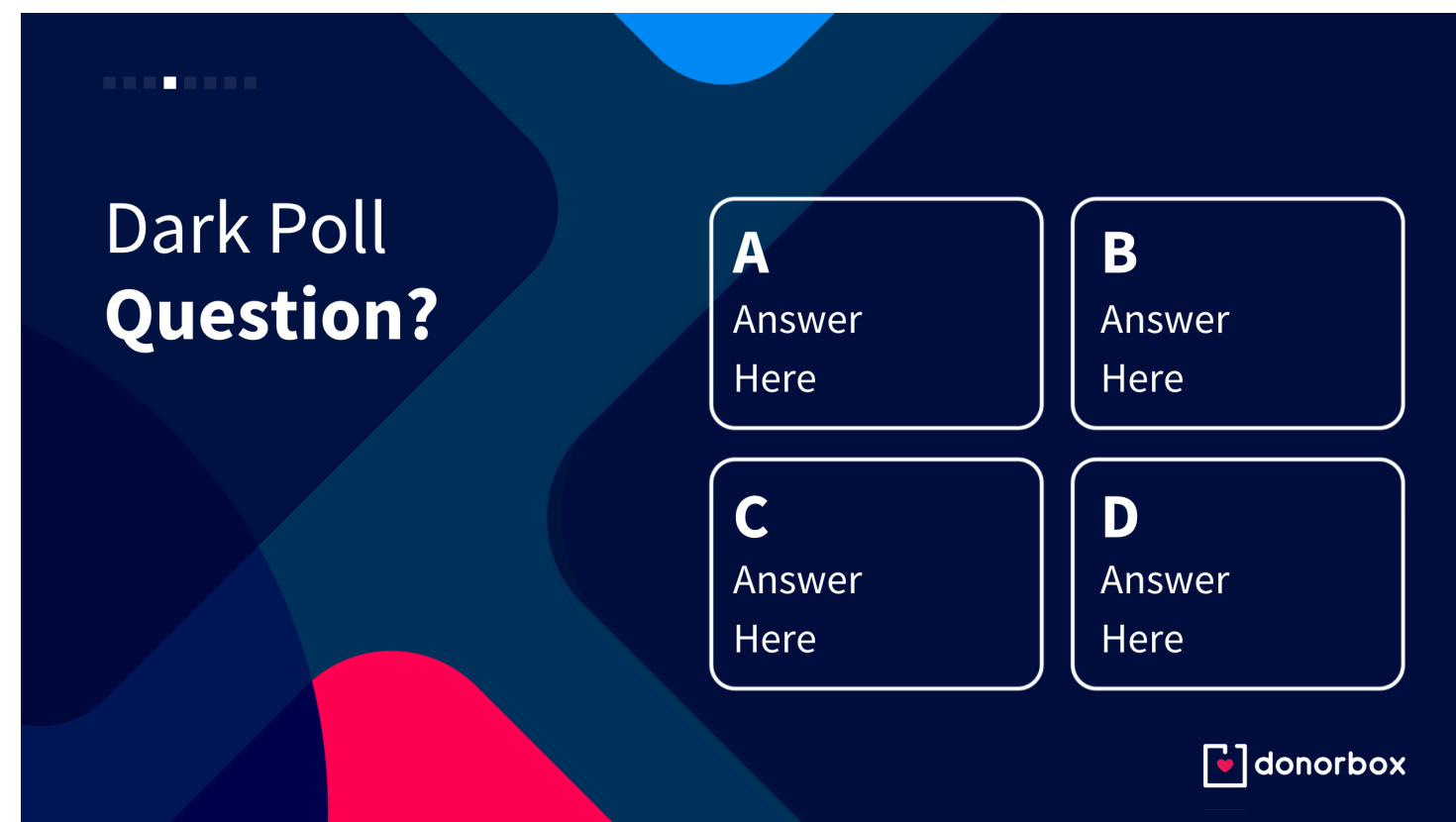
Black/Navy background:
Shapes transparency can be set to normal, 100% opacity.

White shapes:
Can be used to back information transparency, should always be set to normal,100% opacity.

Imagery:
We use imagery in a rounded square or squircle shape in color or black and white.

Blog **Thumbnails**

Layout
We follow unique layouts for our blog thumbnails, they can all be adjusted to fit the content but should follow more or less the same design.

Shapes
Depending on the chosen background, our brand shapes will either be set to normal or multiply at 100%

Text
The Copy is set in White, Source sans pro and varies in weight and size. We make scanning the content easy by bolding out the key information.

Size
The artboard should be
1167 × 657 pixels

Beginners guide
Google Ad Grants

donorbox

Creating and selling **fundraising event tickets**

donorbox

Fundraising Scripts
All You Need to Know

donorbox

04.

Brand Imagery

Brand imagery is the visual representation of your brand's core messaging. It's the result of all the elements that consumers associate with your brand

Photography

Our photography direction is always emotive, inspirational, relative and of high quality. We use both stock and client images. Always portraying authentic and genuine emotion with personable avatars.

Still life: Demonstrates the Donorbox personality.

Light: A range from natural and vibrant to dark with pops of colourful light .

Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger)

With color grading we find consistency in: Vibrancy and adding in a brand color to the image where possibleMaintaining good contrast but brightening up theblack sections into a dark charcoal. This can usually be achieved by adjusting the black output levels from 0 to 10.

If consistency is still not achieved images can be used in black and white as long as they followthe same contrast standards.

Introducing
UI elements

When introducing UI elements to photography it needs to look realistic and add to the visual, not take away from it.

The UI elements can be both 3D or 2D elements used in a 3D persepctive.

donorbox

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