

PRIMARY MARK

Common use: official correspondence, announcements, and press releases.



HORIZONTAL MARK

Common use: website headers, letterheads, newsletters, and any vertically restrictive spaces.



* Use white marks against dark backgrounds or imagery when there's sufficient contrast.

SUB MARK

Common use: social media, flyers, merchandise, etc.



APP ICON

App Name: IVolunteerNow



WORD MARK

The first two letters 'I' and 'V' are always **capitalized and written together** without exception.

IVolunteer International

IVolunteer

@IVOLUNTEERINT

IVOL

~~iVolunteer~~ ~~I-Volunteer~~ ~~I Volunteer~~ ~~Ivoluteer~~

IVolunteer International, Inc.

MISSION

Connecting volunteers to volunteer projects in real-time in their local communities worldwide.

PURPOSE

To create a culture of global contribution through volunteerism by inspiring individuals to volunteer for causes they care about, whenever they are free.

VISION

Creating 7 billion volunteers.

WEBSITE

www.ivint.org

ESTABLISHED SINCE

November 2017

LOCATION

Savannah, Georgia, U.S.A.

TAX-EXEMPT STATUS

501(c)3 tech-nonprofit

EIN

82-0931979

ASSOCIATIONS

1. Civil Society Associated with UN Department of Global Communications
2. Member, FastForward Tech-Nonprofit
3. Platinum Seal for Transparency, Guidestar
4. Top-Rated Nonprofit, GreatNonprofits
5. Member, Volunteer Groups Alliance

BRAND COLORS

IVOL Red
HEX #D60021
RGB 214, 0, 33
CMYK 0, 100, 85, 16

White
HEX #FFFFFF

IVOL Mint
HEX #CFEFEE

IVOL L/Pink
HEX #FFF0F2

IVOL D/Pink
HEX #D52D47

IVOL Black
HEX #313131
RGB 49, 49, 49
CMYK 0, 0, 0, 81

IVOL Gray
HEX #808080

TYPOGRAPHY

Using the Exo2 font family, refer to the following hierarchy as a typesetting guide.

EYEBROW EXO2 MEDIUM

Header Exo2 Bold

Subheader Exo2 SemiBold

Lorem Ipsum is simply dummy text of the printing and typesetting industry. It has survived not only five centuries, but also the leap into electronic typesetting. This body copy was typeset in Exo2 Regular.

Footnotes and/or Citation Exo2 Italic

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