BRAND GUIDELINES

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

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

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.

BRAND COLORS
* Use white marks against dark backgrounds or imagery when there’s sufficient contrast.

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.

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