Galvanize USA & Galvanize Action

BRAND + STYLE GUIDE

Galvanize USA

Galvanize Action

VERSION 1.3 · AUGUST 2024

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Galvanize USA

TOGETHER, WE CAN BUILD AN AMERICA THAT WORKS FOR ALL OF US.

Galvanize USA is a nonpartisan organization that conducts research and issue education, and brings women in rural, small-town, and suburban America together to learn, share ideas, support each other, and use their civic power to build an America that works for everyone.

Galvanize ACTION

WE MOVE MODERATE WHITE WOMEN TO RELIABLY VOTE FOR PROGRESS.

Galvanize Action is the only national organization focused exclusively on shifting the votes of moderate white women toward progress through long-term engagement and a research-backed approach. We identify, reach, and move women in battleground states to reliably vote for progress.

Galvanize USA

galvanizeusa.org

facebook.com/GalvanizeUSA

@galvanize_usa

galvanize-usa

Galvanize ACTION

galvanizeaction.org

facebook.com/GalvanizeAction

@galvanize_action

galvanize-action

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OUR BRANDS

The Galvanize USA brand is playful, warm, and colorful.

The Galvanize Action brand is bright, clean, and active.

Our brands share a color palette, but Galvanize USA uses blue and pink as its most dominant colors and Galvanize Action uses blue and teal as its most dominant colors.

Yellow is used in moderation and gray is used sparingly for accents, lines, charts, or labels.

RGB should be used for digital projects and CMYK should be used for print.

See page 25 for color accessibility guidelines.

Teal

RGB	87, 175, 175
CMYK	50, 0, 0, 31
HEX	# 57afaf

Blue

RGB	27, 41, 93
CMYK	71, 56, 0, 64
HEX	# 1b295d

Pink

RGB	196, 45, 92
CMYK	0, 77, 53, 23
HEX	# c42d5c

Dominant Galvanize Action Colors

Dominant Galvanize USA Colors

Cream

RGB	255, 245, 219
CMYK	0, 4, 14, 0
HEX	# fff5db

Yellow

RGB	237, 183, 59
CMYK	0, 23, 75, 7
HEX	# edb73b

White

RGB	255, 255, 255
CMYK	0, 0, 0, 0
HEX	# ffffff

Gray

RGB	171, 171, 171
CMYK	0, 0, 0, 33
HEX	# ababab

This extended palette can be used when variations are needed on the core colors, for example when making charts and graphs.

The darker version of each palette color, should be used very sparingly and only in cases where extra contrast is required.

The red and blue below can be used for partisan designations.

e22c26
Republican Red

008bd1
Democrat Blue

RGB	187, 191, 206	141, 148, 174	95, 105, 142	19, 29, 65
CMYK	9, 7, 0, 19	19, 15, 0, 32	33, 26, 0, 44	71,55,0,75
HEX	# bbbfce	# 8d94ae	# 5f698e	# 131d41
RGB	205, 231, 231	171, 215, 215	137, 199, 199	70, 140, 140
CMYK	11, 0, 0, 9	20, 0, 0, 16	31, 0, 0, 22	50, 0, 0, 45
HEX	# cde7e7	# abd7d7	# 89c7c7	# 468c8c
RGB	237,192,206	226, 150, 174	214, 108, 142	157, 36, 74
CMYK	0, 19, 13, 7	0, 34, 23, 11	0, 50, 34, 16	0, 77, 53, 38
HEX	# edc0ce	# e296ae	# d66c8e	# 9d244a
RGB	250, 233, 196	246, 219, 157	242, 205, 118	213, 165, 53
CMYK	0, 7, 22 ,2	0, 11, 36, 4	0, 15, 51, 5	0, 23, 75, 16
HEX	# fae9c4	# f6db9d	# f2cd76	# d5a535

These are our logos. Whenever possible, use the primary logo.

In instances where the primary logo will be compromised or hard to read, use one of the secondary logos.

Only use the limited use logo (our logo in all black) for materials that will not be printed in color.

The preferred sized for our logos in print is 2” wide. Never use the logo at smaller than 1.25” wide.

2” (preferred)

1.25” (minimum)

Primary Logos

Secondary Logos

Limited Use Logo

The same colors apply for the Galvanize Action logo as well: blue, cream, or white for secondary; black for limited use

It is important that the Galvanize USA and Galvanize Action logos are always displayed in a consistent and recognizable manner. Never alter the logos.

These examples show some possible incorrect ways to use our logo.

Always leave enough (at least .25”) clear space or “breathing room” around the logo in relation to other objects, text, or the edge of the page.

.25 minimum on all sides

Do not change color.

Do not rotate.

Do not distort.

Do not tint.

Do not add a shadow.

Do not use low resolution.

Do not use the two logos together at different sizes.

Do not overlap or touch other objects.

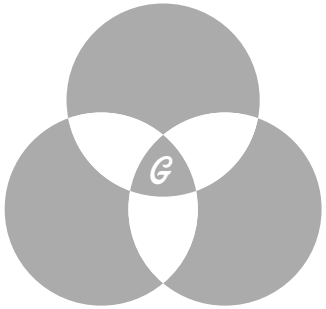
Do not use versions that are not fully transparent or that do not contrast with the background. Logos may be used over colored backgrounds with proper contrast. *See page 25 for color contrast guidelines.*

Our tagline may be used alongside our logo. If a secondary or limited use logo is used, the tagline should be adjusted to match the color.

Together, we can build an America that works for **all of us.**

The circle version of each logo is used as our profile image on our social media accounts.

A captial “G” in Palmer Script Aged can also be used on its own as a shorthand for Galvanize USA or Galvanize Action, such as in a diagram.



Logos with taglines

Together, we can build an America that works for **all of us.**

We move moderate white women to reliably **vote for progress.**

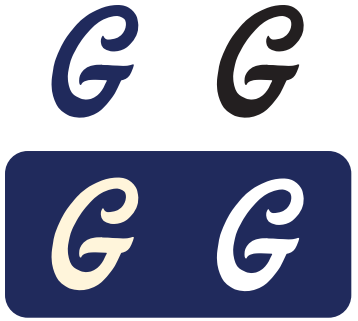
Together, we can build an America that works for **all of us.**

We move moderate white women to reliably **vote for progress.**

Variations

Galvanize USA

Galvanize Action



Nunito Sans is our main text font.

We use it in four weights and their corresponding italics. Use no smaller than 8 pt.

Nunito Sans Regular

Nunito Sans SemiBold

Nunito Sans Bold

Nunito Sans ExtraBold

It is used in all-caps for headers, titles, and labels.

Vinyl is our secondary font used for headers and larger text. We use it only in all-caps, never lower case. Use no smaller than 20 pt.

Palmer Script is used primarily for Galvanize USA. It is used only for accents, generally within large-size text in the Vinyl Font. Use no smaller than 16 pt.

Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 . ! ? , ; : - – —

[ ] { } ( ) ‘ “ ” • | / \ < > * & # % $ ^ + =

Vinyl

ABCDEFGHIJKLMNOPQR

STUVWXYZ 01234567890

. ! ? , ; : - – – [ ] { } ( ) ‘ “ ” • | / \ < > * & # % $ ^ + =

Palmer Script

ABCDEFGHIJKLMNOPQRST

UVWXYZ abcdefghijklmnopqrstuvwxyz

*01234567890 . ! ? , ; : – ( ) * & % $ + =*

This is an example of how our fonts should be used in relation to each other.

Vinyl should always be the biggest font on the page. Palmer Script may be substituted for accent words within this.

For smaller headers, use Nunito Sans in all-caps in either Bold or ExtraBold at a size 1-2 pts larger than the surrounding body text.

Body text should be in Nunito Sans Regular (or SemiBold in call-out boxes or when body text is in white or cream). Use Nunito Sans Bold or ExtraBold to bring attention to pieces of body text, in either the same color or an accent color.

ICIUM *es* ATURI VEL IUM

Ceatur sum de quid quatiam et qui seque consere iciminctat que non ratior mo to doluptius **nam ium eni unt** lit officiaes nonsequo mos amet magniet laut perfero eum que non porunt, si nit iliqui que non et quatur rehent, santibeatem quo

LOR MOLUTA DOLORIA PREPERNAM

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Web Alternatives

Nunito Sans is widely available, but when our other fonts are not available the following fonts may be substituted.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Barlow Semi Condensed Bold in place of Vinyl

abcdefghijklmnopqrstuvwxyz

Cookie in place of Palmer Script

VISUAL ELEMENTS

These are our basic brand shapes. They can be used in any of our brand colors, and filled or used as just an outline.

Use them as holding shapes for text or images, to deliniate space, or to draw attention to elements on a page.

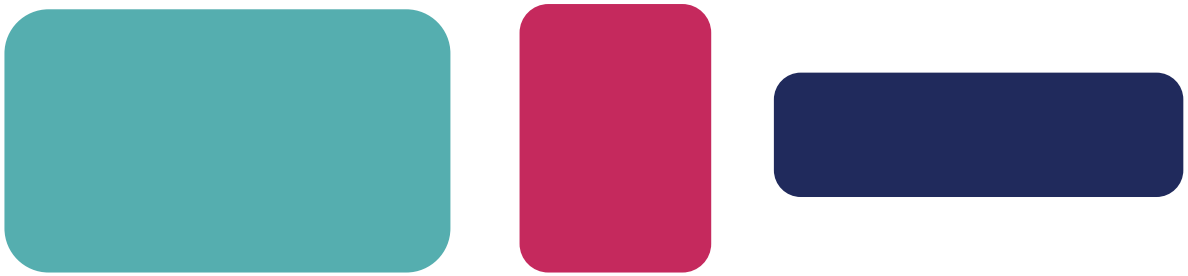
The most common shape in our brand is the rectangle with corners rounded. This can come in any size or aspect ratio, but always be sure the corners are rounded the same amount and at at a gentle medium angle.

not round enough

too round

Arrows and lines are also an important part of our brand. Use arrows to bullet lists or bring attention to text. Use lines with dots on top to highlight or arrange important information. Use plain vertical and horizontal lines to break up space.

Rounded rectangle

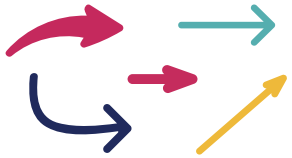


Other shapes

only used for Galvanize Action

Arrows and lines

- On et, aute voluptati sum quis sequiam
- Ese latioreped qui omnia cum fuga.
- Quias maximusda a



Rio esecatiur, nis es de sus erest, ni reperum el ea doluptae

The photos we use should look like the women we work with and the people and places they love. When choosing photos of people, we aim to show the full diversity found in this group of women. We prefer real photos over stock photos, and candid photos over posed photos.

Semi-opaque overlays can be used to add variety or when superimposing text on images.

- For Galvanize Action, choose photos that show women voting or expressing civic empowerment.
- For Galvanize USA, choose photos that show women spending time with one another, their families, and their community.
- Avoid photos that include offensive or frightening content such as hate symbols.
- Make sure we have permission to use all photos we post or publish. *See page 21 for photo attribution guidance.*
- Don't post or publish photos of children's faces unless you have permission.

While we lean heavily on photography for visual elements, illustration is also used at times. Both brands favor bright, simple, 2-D imagery made of clean shapes and lines—sometimes with a touch of retro aesthetic or distressed texture.

Photography examples

Illustration examples

Best practices when designing a chart, graph, or map:

① Text should be in blue, cream, or white depending on the background. Use Arial when Nunito Sans is not available.

② Gridlines should be grey.

③ Clearly label X and/or Y axes when needed. Keep increments consistent and use round numbers where possible.

④ Use flat colors and simple shapes—never 3-D.

⑤ Call out important data with clear, prominent labels and/or pops of color.

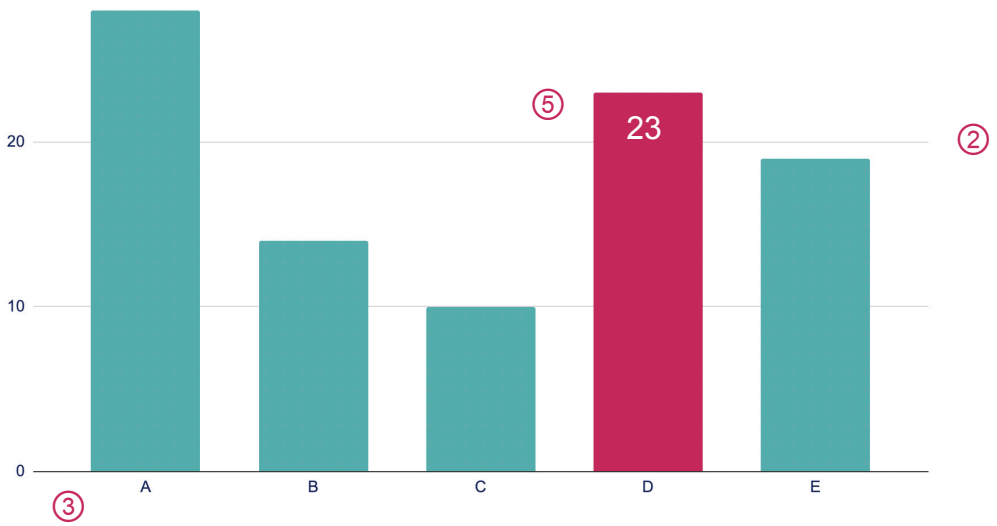
⑥ When applicable, use navy or cream for "control" and teal for "treatment."

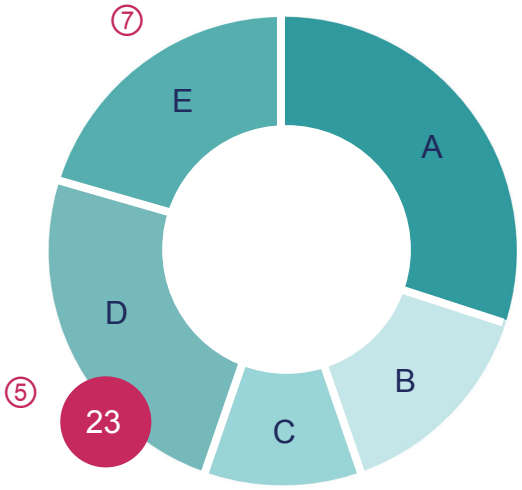
⑦ Refer to our extended palette (page 6) for color variations.

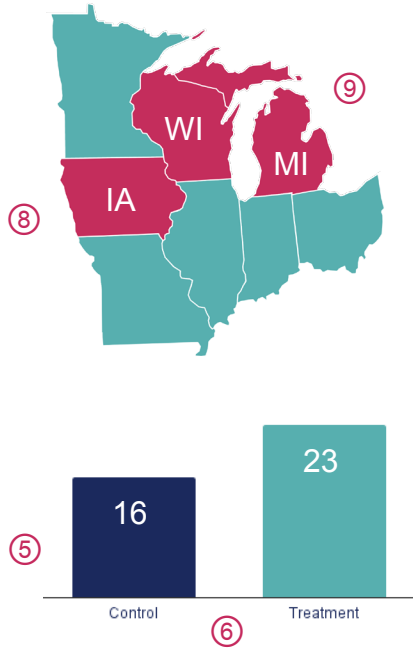
⑧ Space between segments on a chart should match the background color.

⑨ For maps, label the states in question when it feels important, but rarely do all states need to be labeled.

Overall, keep labels and gridlines to a minimum—only include what is most essential to convey your information.

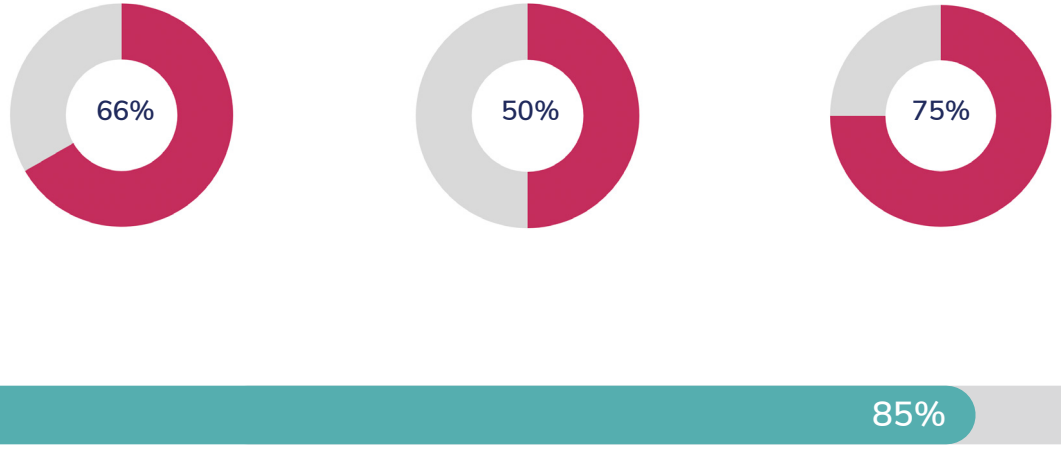


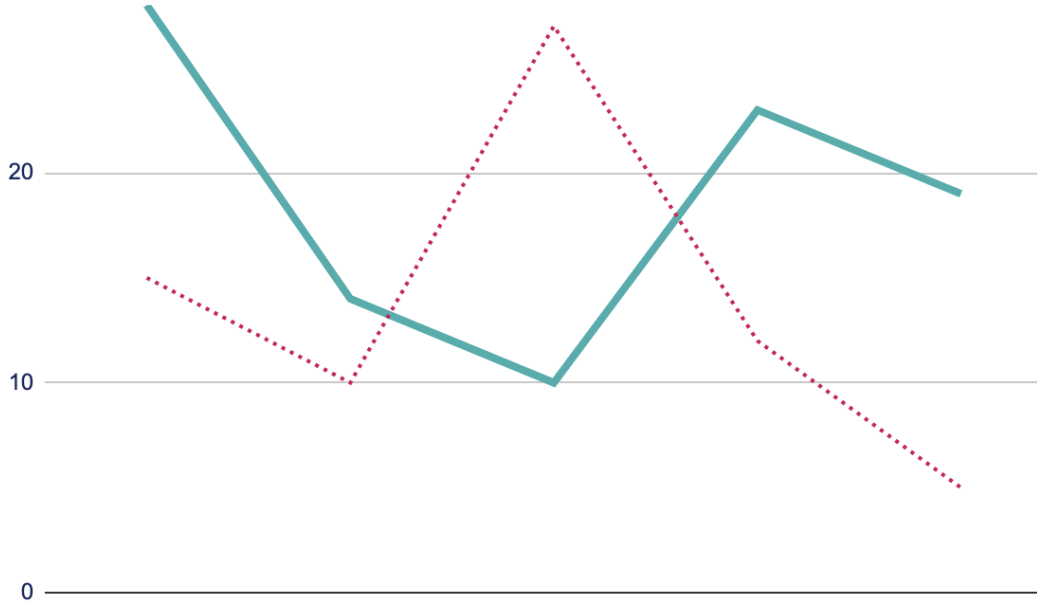


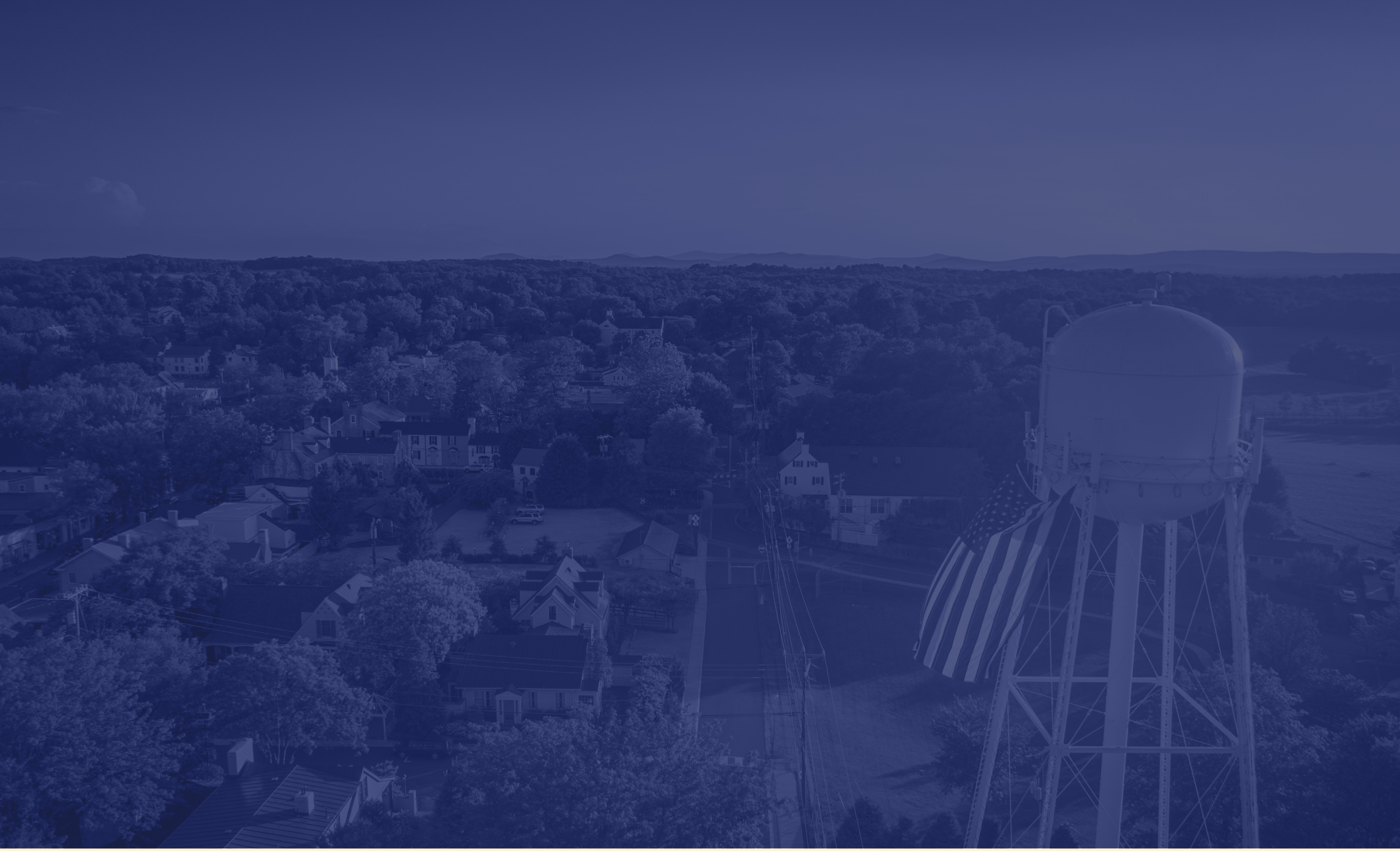


Whenever possible, consider ways to further simplify the data visualizations.

Play around with the use of legends versus labeling directly on the chart, and opt for whichever makes the chart's meaning and information more reader-friendly.







Galvanize USA

Galvanize ACTION

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