



**Brand Book**  
September, 2016



**Welcome to Goodworld**

**“Remember that the  
happiest people are not  
those getting more, but  
those giving more.”**

—H. Jackson Brown Jr.

## Introduction

**Goodworld is more than an idea, a brand or a company. Goodworld is a movement to realize a better world tomorrow by taking action today. Our donors, nonprofits, employees and investors all believe that together we can create a better world by using technology to power the next generation of giving.**

This brand guide serves two purposes:

- To give meaning to the words and imagery that we use to tell the Goodworld story
- To unify everyone who joins us with a common identity and voice





## **Brand Promise**

**Goodworld enables you to give instantly, straight from the heart.**

**Our brand promise is about empowering a generation of givers to realize their potential and fuel the change they want to see.**

**This is what gets us up every morning. This is what we believe in.**

**We will create a better world, a good world, by delivering on this promise.**

## Our Brandmark

**Goodworld is a unified global force for good. Our brandmark features a shield with a hash symbol within, subtly reminiscent of a G. The shield is a symbol of what we stand for and stand behind. It represents the power of change from a small gesture, and the safety and security it will bring to the lives of many.**

---

Brandmark



Goodworld



---

Typography

**#donate**

Gordita Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPS

TUVWXYZ 1234567890

Gordita Medium

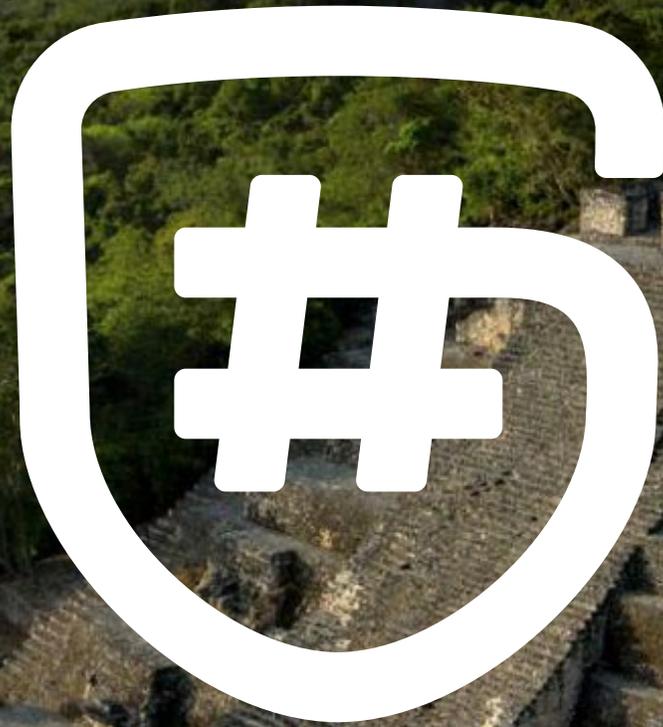
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPS

TUVWXYZ 1234567890

Gordita Regular

---



Goodworld

# Goodworld makes giving simple, secure and viral with hashtag-powered payments for good.

Squarely positioned at the corner of philanthropy and social media, our brand lives in the here and now of interconnected conversation and concern for the world.

While our audience varies from nonprofits, to donors, to brands, our position remains consistent and pure: we are here to make it easy to give, easy to share and to inspire as many people as possible.

## Brand Pillars

These pillars are the reason Goodworld will become the global force for good, where every comment, tweet and click builds a culture of generosity.



### Philanthropy-for-All

Goodworld empowers everyone to give easily, everyday.



### Hashtag Fueled Action

Goodworld drives real change by transforming the hashtag from a static phrase to a way to pay for anything and ignite positive impact.



### The Giving Economy

Goodworld is the heartbeat of a new financial paradigm that makes giving part of everything we do and every dollar we spend.



### Beautifully Simple

Goodworld gets out of the way with an easy, frictionless experience designed with purpose.



### Force for Good

Goodworld and its users, nonprofits, employees and investors make the world better.



### We are Social

Goodworld inhabits the digital spaces where people already communicate, share and discover.



### Giving is Good for You

Goodworld helps anyone unlock their generosity to bring good health, happiness and meaning to their life.

## Brand Voice

**Good/Fun/  
Friendly/  
Transformative/  
Impactful/  
Passionate/  
Approachable/  
Open/Honest/  
Caring**

When we speak as Goodworld, how do we sound? In everything we say and do, we must embody the promise, purpose and pillars that make Goodworld what it is. Every communication should further unify and elaborate on this voice. The language we use should reinforce the promise of instant giving, straight from the heart.



## Brand Manifesto

We believe in the power of community.

We're turning your posts on social networks into acts of social good. We're changing your passive hashtags into active giving. We're putting your money where your mouth is. We're giving you the power to give back from your desk, your couch, your laptop, your phone — from anywhere.

No longer a slacktivist, you are a hashtag-activist. A giver of unlimited potential. Giving because it feels good, giving because it's good for you, just giving because it's good. You are the force for good now.

We believe philanthropy is for everyone. We believe that giving should be easy. We believe in the power of people and technology.

Together, we are a force for unlimited good. We can create a good world— for everyone.

**We are Goodworld.**

# Brand Platform

## Promise

**Goodworld enables  
you to give instantly,  
straight from the heart.**

## Positioning

**Goodworld makes giving  
simple, secure and viral  
with hashtag-powered  
payments for good.**

## Voice

**Good/Fun/Friendly  
Transformative/Impactful  
Passionate/Approachable  
Open/Honest/Caring**

## Pillars

---

### Philanthropy-for-All

Goodworld empowers everyone to give easily, everyday.

### We are Social

Goodworld inhabits the digital spaces where people already communicate, share and discover.

### Hashtag Fueled Action

Goodworld drives real change by transforming the hashtag from a static phrase to a way to pay for anything and ignite positive impact.

### The Giving Economy

Goodworld is the heartbeat of a new financial paradigm that makes giving part of everything we do and every dollar we spend.

### Beautifully Simple

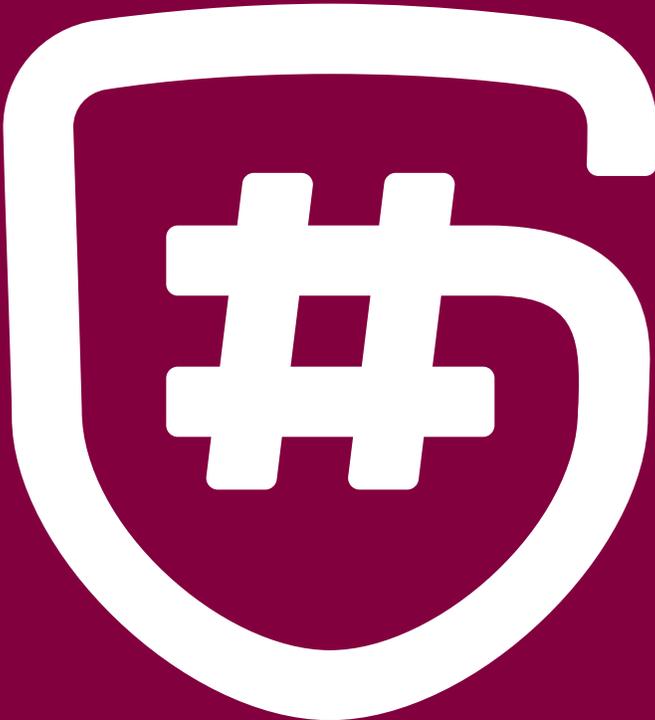
Goodworld gets out of the way with an easy, frictionless experience designed with purpose.

### Giving is Good for You

Goodworld helps anyone unlock their generosity to bring good health, happiness and meaning to their life.

### Force for Good

Goodworld and its users, nonprofits, employees and investors make the world better.



Goodworld

Parent Brand

**Current Offerings**

(Sub-brand)

**#donate**

**Donate Button**

**Credit**

[www.goodworld.me](http://www.goodworld.me)