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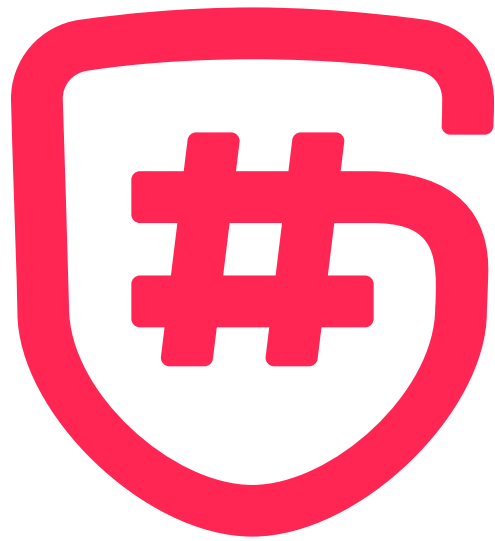
Goodworld is more than an idea, a brand or a company. Goodworld is a movement to realize a better world tomorrow by taking action today. Our donors, nonprofits, employees and investors all believe that together we can create a better world by using technology to power the next generation of giving.
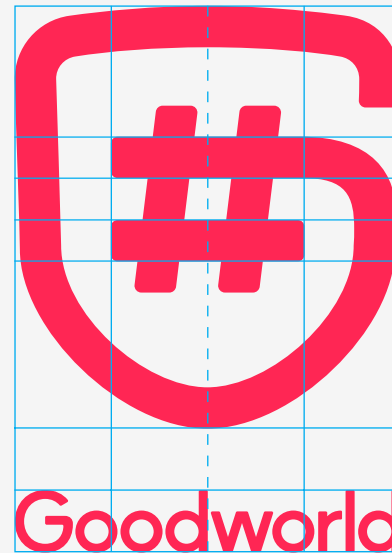
Goodworld

Goodworld

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#G Icon

Custom typography

The Goodworld #G symbol is never used without the typography with the exception of social avatars.

The goodworld brandmarks must be applied clearly and consistently at all times.
This page provides examples of incorrect usage that should be avoided.

The same rules apply to both the logo and the horizontal logo.

The Goodworld #G symbol is never used without the typography with the exception of social avatars.

Do not color incorrectly

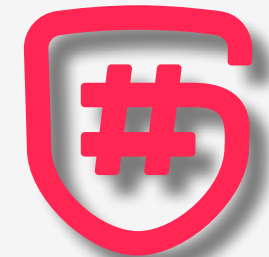Do not apply rotation or transformation

Do not reconfigure

Do not use incorrect typography

Do not fil with photography or use as a cropping device

Do not apply effects

Headline Type
Gordita Medium

The era of grass roots philanthropy has arrived. A rising tide of good will, made possible by technology. Where human spirit makes meaningful impact.

Body Copy
Gordita Regular.

With a click, the well wisher becomes a supporter. The cause becomes a movement. This is the time for change made real. Where believers scream one million times louder than doubters. A time where compassion stands together, fierce, proud and united. We are a global force for good. The instant mechanism for enduring legacy. We are Goodworld.

H1 80/80px Bold

H2 44/60px Medium

H3 28/40px Bold

P1 22/40px Regular nullam quis risus eget urna mollis ornare vel eu leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

H4 14/28PX BLACK CAPS

P2 16/24px Regular nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

P3 14/22px Medium nullam id dolor id nibh ultricies.

Ag

Gordita

10

Goodworld

Brand Colors

PMS 192
C0 M100 Y65 K0
R255 G38 B84
#FF2654

Primary Color

PMS 208
C15 M100 Y37 K45
R122 G0 B51
#7A0033

PMS 2768
C100 M91 Y38 K46
R0 G29 B76
#001D4C

PMS 2175
C100 M56 Y0 K0
R0 G81 B255
#0051FF

Secondary Palette

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

PMS Cool Grey 1
(60%)
C0 M0 Y0 K10
R229 G 232 B 232
#E5E8E8

PMS Cool Grey 6
C0 M0 Y0 K34
R166 G168 B171
#A6A8AB

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Supporting Palette

PMS 1575
C0 M62 86 Y0 K0
R255 G121 B26
#FFA068

PMS Process Yellow
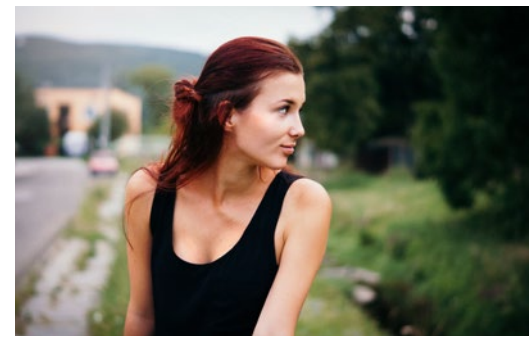C0 M0 Y100 K0
R255 G225 B0
#ffe100

PMS 2256
C65 M0 Y75 K0
R50 G217 B115
#32D872

#FFA068
50%

#FFE100
50%

#32D872
50%

Extended Palette

– Goodworld photography must always be full and rich
  in color, without any filters or effects.
– Moments of genuine human connection are preferred.
– Photographs should inspire and engage,
  without shocking or disturbing.

Donate now

Donate now

Jason Shafton
Chief Product Officer

jason@goodworld.me
650 539-4444
1133 15th St NW
Washington
DC 20005 USA
goodworld.me

Thank you

Goodworld