better impact

Brand Guidelines | 2025

Visual Identity

Logo

The Better Impact logo embodies the heart of volunteerism by putting individuals at its core. The icon is crafted from geometric shapes that seamlessly come together to form a person with their hand raised, symbolizing engagement and action, while subtly incorporating the shape of the letter ‘b’. The typography is clean, modern, and approachable, perfectly complementing the icon to create a harmonious and balanced logo lockup.





Logo Usage

To maintain the integrity of the Better Impact logo, please follow these usage guidelines:

Dark Backgrounds: Use the logo variations displayed on the Emerald background shapes provided.

Light Backgrounds: Use the logo variations shown on the Cream background shapes provided.

Primary Logo: Always prioritize the use of the primary logo for consistency.

Icon Logo: Reserve the icon logo for specific applications such as merchandise, wayfinding, or other secondary branding elements.

Clear Space: Ensure sufficient clear space around the logo by referring to the clear space grid provided.

Prohibited Alterations: Do not re-color, rotate, add effects, or modify the logo in any way not explicitly outlined in this brand guide.



Color

The Better Impact brand colors reflect the energetic and passionate personality of the brand.

The primary colors—Sky, Emerald, and Cornflower—evoke a sense of technology and innovation, reinforcing the company's association with software and digital solutions. Emerald and Cream serve as high-contrast colors that add depth and warmth to the palette, offering a softer alternative to stark black or white.

Secondary colors, such as Raspberry and Marigold, introduce a playful touch, carefully used in a thoughtful, intentional manner to complement the overall color scheme without overwhelming it.

Sky

★ PRIMARY COLOR

CMYK: 19, 0, 5, 0
RGB: 186, 17, 95
PANTONE: 290C
HEX: #C9EEF2

Emerald

★ PRIMARY COLOR

CMYK: 83, 58, 65, 60
RGB: 24, 51, 49
PANTONE: 5535C
HEX: #183331

Cornflower

★ PRIMARY COLOR

CMYK: 46, 9, 17, 0
RGB: 136, 193, 204
PANTONE: 549C
HEX: #88C1CC

Raspberry

CMYK: 18, 100, 72, 7
RGB: 191, 31, 66
PANTONE: 7636C
HEX: #BF1F42

Marigold

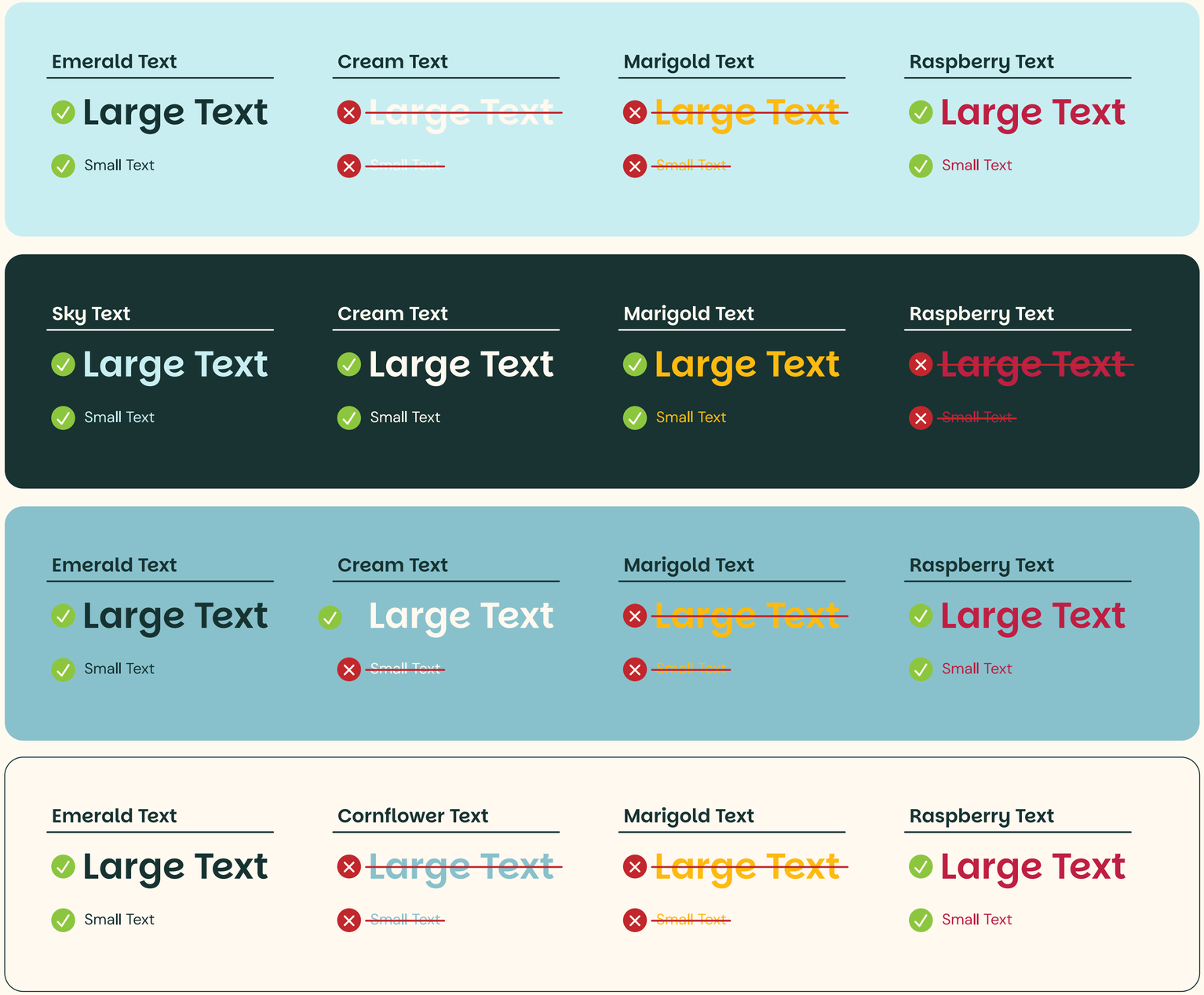
CMYK: 0, 30, 99, 0
RGB: 255, 186, 16
PANTONE: 1235C
HEX: #FFBA10

Cream

CMYK: 0, 2, 4, 0
RGB: 255, 249, 240
PANTONE: N/A
HEX: #FFF9F0

Color Usage

To ensure that the Better Impact brand complies with the WCAG 2.1 AA color contrast standards, please follow the guidelines outlined here.



Typography

The typography of the Better Impact brand is designed to reinforce brand recognition and complement the logo’s visual identity.

Parkinsans Semibold is used for headlines, offering a dynamic and engaging presence that captures attention. DM Sans, chosen for its clean and legible design, is used for body copy, ensuring clarity and readability across all platforms.

Parkinsans Semibold- Google Fonts
ABCDEFGHIJKLMNKPQRSTUVWXYZ
abcdefghijklmnopqrstuv
1234567890!@#$%&()

DM Sans Regular- Google Fonts
ABCDEFGHIJKLMNKPQRSTUVWXYZ
abcdefghijklmnopqrstuv
1234567890!@#$%&()

We Understand What Matters Most

Our team understands the needs of volunteer leaders because we’ve been them. That’s why we’re dedicated to improving the volunteering process and the daily lives of those who help sustain it.

MEET THE TEAM

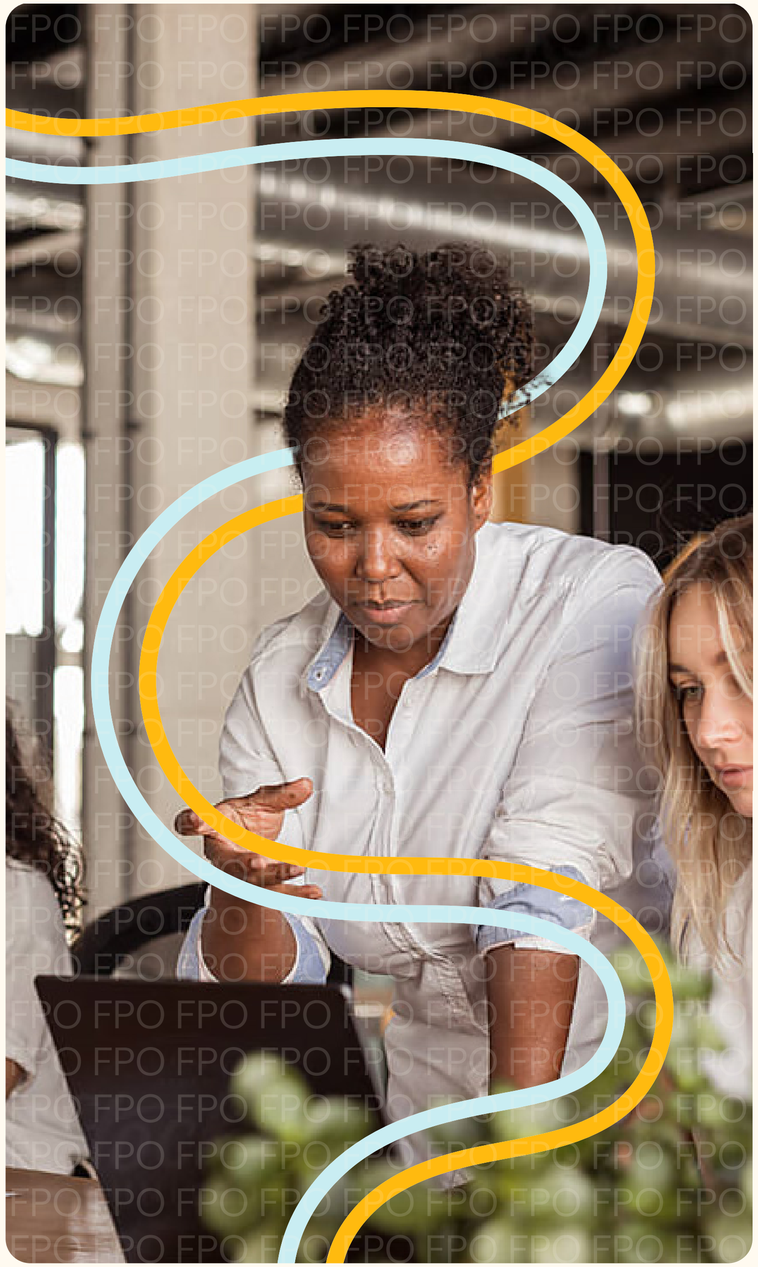
Photography

The Better Impact brand photography captures the heart of volunteerism by showcasing both the volunteer managers and the meaningful impact of their work.

The imagery focuses on leaders in action, individuals engaged in volunteer activities, and the technology that powers these efforts.

Photography should maintain a consistent style with warm, natural lighting to evoke an authentic, approachable feel. Avoid artificial lighting or harsh color edits that could detract from the organic tone.

Subjects should be photographed in candid, real-life moments, without posing or direct interaction with the camera, to maintain an honest and genuine portrayal of the volunteer experience.



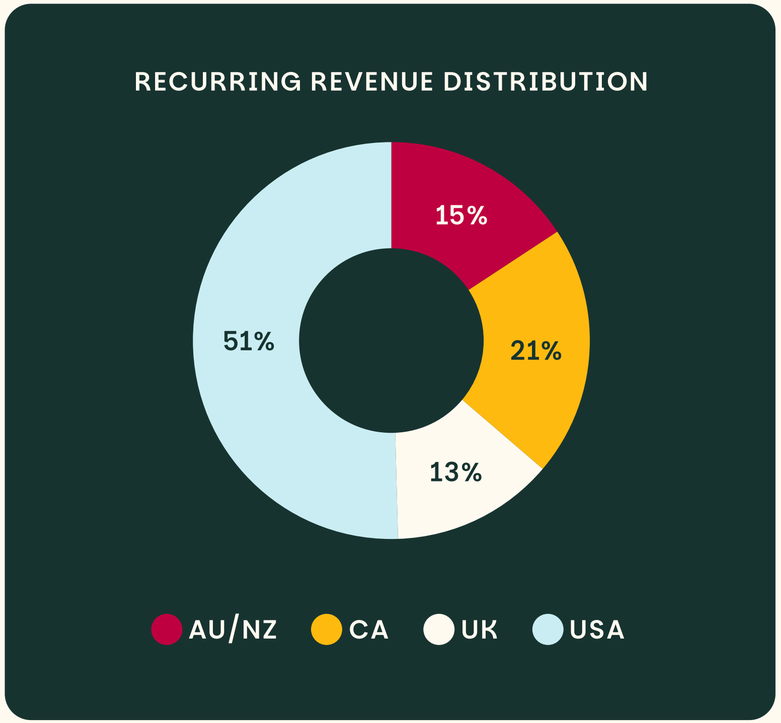


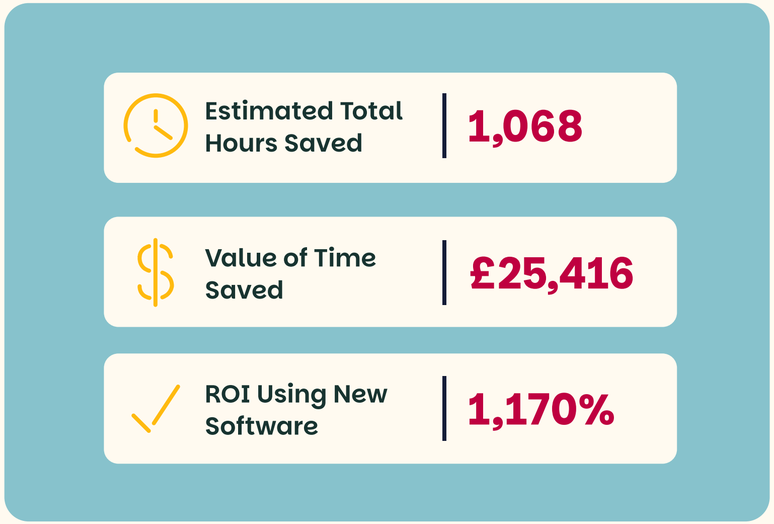
Graphic Elements

The primary graphic element of the Better Impact brand is the pathway line graphic, illustrated to the right. This double-line graphic symbolizes the shared journey of Better Impact employees, many of whom have followed a similar path to the volunteer leaders they now support. The pathway graphic complements the brand's fluid and energetic design, reinforcing the connection between people and purpose.

Color is a key element in integrating software and UI design into the brand identity, as demonstrated in the examples to the right. This consistent use of color enhances the digital and technological aspects of the brand while maintaining visual harmony.







Verbal Identity

Voice

When speaking as the Better Impact brand, use first person plural “we” or “our” to speak personally to your audience and inspire relatability. Avoid using third person perspective, as it adds a degree of separation between yourselves and your customers. When speaking to your audience, address them personably with second person “you”.

Tone

Is

RELATABLE	We understand the needs of volunteer leaders because we've been them.
SUPPORTIVE	We provide the tools to help you prove your value.
KNOWLEDGABLE	We've seen firsthand what works and what doesn't.
PASSIONATE	We don't just believe in the power of volunteering, we champion it.
INNOVATIVE	We continue to anticipate your needs and provide smart solutions.

Is Not

PANDERING	We've walked miles in your shoes, and vow to deliver the crucial support you need.
OVERBEARING	There's not a moment where we stop thinking about your mission.
OMNISCIENT	We already know the best solution to any volunteer management problem.
OVERZEALOUS	We'll make volunteer management so easy, it'll feel miraculous.
OPPORTUNISTIC	We know you're struggling. Only we can help.

Positioning Statement

Volunteer leaders are a key component to the volunteering process. We understand their needs, and bring efficiency to their roles by providing them with volunteer management software that eliminates hassle and saves time. We maximize the impact of volunteerism by transforming how these leaders work, creating a better impact on the world.

Brand Templates




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better impact

To whom it may concern,

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Warm Regards,
Better Impact

betterimpact.com **(123)-456-7890** **Minneapolis, MN**

better impact

1234 Anything Goes Dr.
Minneapolis, MN 55408

better impact

Clark Kent
HEAD OF OPERATIONS

(123)-456-7890
clark@betterimpcat.com

better impact

Presentation Title Goes Here

Subheading or presenter name goes here

02.05.25

Today's Agenda

1. Volunteer Impact
2. Donor Impact
3. Client Impact
4. Member Impact
5. About Us
6. Resources



2

Section One:

Volunteer Management

3

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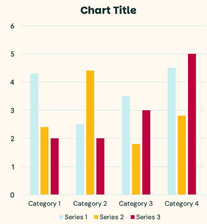
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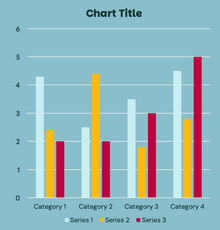
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Improvement of at least

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