

GFIC BRAND IDENTITY AT A GLANCE

These are the foundations of the Global Fellows in Courage brand identity — logo suite, color palette, typography, and tone of voice. We value consistency across every channel, so our story reads as one, wherever it's told.

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WHO WE ARE

Global Fellows in Courage (GFIC) is a 6-month virtual accelerator program designed for social entrepreneurs aged 25-35 who are advancing human rights and gender equity around the world.

The mission of the fellowship program is to help emerging leaders drive bold and courageous social change, improve their effectiveness, and advance their missions throughout the world.

[globalfic.com](#)

LOGO SUITE

PRIMARY LOGO

Always use the full logo.

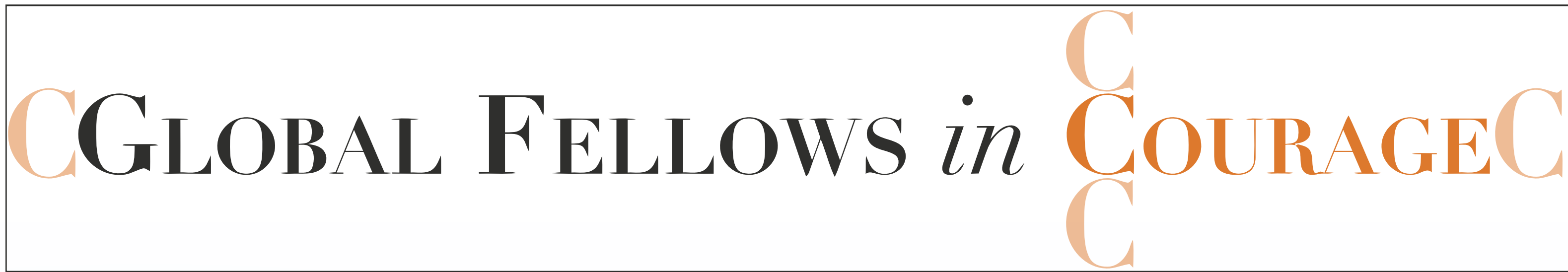
This is the version people should always see when representing Global Fellows in Courage. Use it for website headers, letterhead, presentation title slides, printed materials, and signage. Make sure it always has enough space to breathe.

GLOBAL FELLOWS *in* COURAGE



CLEAR SPACE:

Leave space equal to the height of the "C" on all sides. Don't let text, images, or edges crowd the logo.



MARK (THE GFIC MONOGRAM)

Use only as a secondary, supporting brand element — never on its own in place of the full logo.

Our compact mark, used wherever the full wordmark won't fit or would compete with other content. This is the version to reach for on social avatars, favicons, watermarks on photos, presentation footers, or as a small sign-off in the corner of a slide or document.



↓ [Click to Download Logos](#)



COLOR

PRIMARY

These five colors form the core of the GFIC identity. GFIC Orange and Dark Grey should appear most often — in logos, headlines, and calls to action. White and blues support them as backgrounds and accents.

GFIC ORANGE #DD792D RGB 221, 121, 45 CMYK 0, 45, 80, 13	DARK GREY #2F2F2E RGB 47, 47, 46 CMYK 0, 0, 2, 82	WHITE #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0	LIGHT BLUE #D1EDFF RGB 209, 237, 255 CMYK 18, 7, 0, 0	BLUE #3170AA RGB 49, 112, 170 CMYK 71, 34, 0, 33	IVORY #F6EFE6 RGB 246, 239, 230 CMYK 0, 3, 6, 4	CREAM #FFEFD1 RGB 255, 239, 209 CMYK 0, 6, 18, 0	LIGHT PINK #F2D3E8 RGB 242, 211, 232 CMYK 0, 13, 4, 5
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SECONDARY

A wider set of tones for graphs, illustrations, tags, or backgrounds where the primary palette needs a lift. Use sparingly, and never in place of GFIC Orange or Dark Grey.

TYPOGRAPHY

Didot

Used for headlines, titles, Fellow names, pull quotes. Regular, with Italic for emphasis, often set in ALL CAPS for section headings. **Color:** Dark Grey preferred; Orange used sparingly for a single accented word.

Avenir

Used for body copy, captions, labels. Regular for text, Medium/Bold for subheads. **Color:** Dark Grey on light backgrounds, White on dark/photo backgrounds, Orange or Blue for accents.

tone of voice

We sound like a steady ally, speaking with respect and conviction.

Courageous & Dignified

We speak plainly about hard truths, like rising authoritarianism, funding cuts, and risk, without dramatizing or softening them. We lead with people, not pity. Fellows are described by what they've built and led.

Hopeful

Urgency is paired with belief: we name the problem, then show the person already solving it.

Personal

First-person voices (Fellows, Founder) carry as much weight as data. Quotes and numbers sit side by side.

PRESENTATIONS & SLIDES

Use our GFIC template whenever you're building slides on behalf of GFIC. Make a copy in Google Slides, then build out your content from there.

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