



GOAL

BRAND BOOK

Why we're different - and how we should tell our unique story.



What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.

Nelson Mandela, 1918 - 2013



WELCOME TO GOAL'S BRAND BOOK

The GOAL Brand Book introduces GOAL's new brand story and platform, '**That's What GOALies Do**'. This underlines our commitment to empowering vulnerable communities worldwide, on their journey from crisis to resilience.

To ensure this message is heard and understood, consistency across all our communications is essential. The GOAL Brand Book therefore explains how GOAL's brand story and strategic focus should be told through thoughtful and highly impactful words and strong visual identity.

MACRO TO MICRO: HOW THIS BOOK IS STRUCTURED

The GOAL Brand Book begins by looking at the **big picture**: who GOAL is and what makes it special. From there, it focuses on how this has been **translated into a brand story** to ensure all our communications remain consistent. We then explain **how to express this story** verbally and visually. Finally, specific **technical information** on the use of the logo, colours, fonts and photography is provided.

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INTRODUCTION

OUR VISION

GOAL believes in a world where poverty no longer exists, where vulnerable communities are resilient, where barriers to wellbeing are removed and where everyone has equal rights and opportunities.

OUR MISSION

GOAL works with the most vulnerable communities to help them respond to and recover from humanitarian crises, and to assist them in building transcendent solutions to mitigate poverty and vulnerability.

OUR VALUES



HUMANITARIANISM:

We believe in the essential dignity and respect of all human beings and in serving, supporting and advocating on behalf of marginalised people and those affected by poverty, crises and exclusion.



COURAGE:

We believe in standing with the communities we serve, listening, and taking the necessary risks, appropriately assessed, in order to respond effectively to people's needs.



INCLUSIVENESS:

We listen and believe in the power of collaboration to effect change in people's lives. We are welcoming and embrace diversity. We are committed to a culture of inclusion, cooperation and offer respect for everybody in our words and actions.



PARTNERSHIP:

We believe that GOAL's work is optimised when we work in partnership with communities, local civil society partners, peers, governments, donors and both the public and private sectors.



TRANSPARENCY & ACCOUNTABILITY:

Our actions and relationships with our stakeholders are characterised by honesty and openness in all our dealings. We hold ourselves and each other accountable and to operate to the highest professional and ethical standards.

ABOUT GOAL

GOAL is an international humanitarian response agency dedicated to saving and transforming the lives of vulnerable communities facing crises around the world. Since the aid agency was founded in 1977 by sports journalist, John O'Shea, GOAL has responded to almost every major humanitarian crisis.

Responding to the needs of people affected by humanitarian crisis across the world has been at GOAL's core since its foundation. GOAL stands with the world's most vulnerable communities to assist them overcome crises and supports them on the journey, from crisis, through recovery, to longer term resilience.

Many organisations do comparable work in similar places. But it is the resilience, determination and GRIT of GOALies that marks GOAL out as different. This is why we place GOALies at the heart of our brand story...





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A UNIQUE BRAND

GOALies: INSPIRING OUR BRAND PLATFORM

Nurses, engineers, health experts, humanitarian responders, accountants, drivers and countless other professionals serve as GOALies.

When crises and disasters strike, when conflict forces people to flee their homes and when climate change brings drought, floods and hunger, GOALies respond, rebuild and deliver lifesaving aid. They work under the toughest conditions, sometimes in the remotest of locations, to save and transform lives.

Why? Because...

THAT'S WHAT GOALies DO

This simple statement is a platform and strapline that supports endless stories of dedication and hard work...



WHAT MAKES GOAL DIFFERENT?

GOAL must differentiate itself not by 'what' work it does but by 'how' it does it.

This 'how' is GRIT: Guts, Resilience, Initiative and Tenacity.

GRIT is the essence of GOAL and the driving force of GOALies.

GRIT is demonstrated on a daily basis on the front lines in the countries where GOAL works. And it's enabled by supporters who donate, run a GOAL Mile at Christmas, join our youth Global Citizenship programme, advocate in their local community, school or business and support GOAL in countless other ways.



GOALies, GRIT AND CRISIS TO RESILIENCE

Global humanitarian crises are growing in number, size, and complexity.

In our interconnected world, shocks in one place can affect the entire globe, worsening crises and triggering conflict.

GOAL remains committed to highly impactful work and envisions a world without poverty and where there are resilient communities, equal rights, and opportunities for all. We strive to move vulnerable populations beyond crises by enhancing local capacities and fostering resilience.

The GRIT brand story raises awareness of GOAL's Crisis to Resilience strategy, emphasizing our role as a preferred partner in the humanitarian sector. This approach is also central to our GRIT brand platform and will be integrated into marketing and communications materials to showcase our impact and broader programmatic strategies.

This diagram explains the target audiences for the GRIT brand platform and the Crisis to Resilience strategy, in tandem with promoting GOALies in Action.

GRIT Target Audiences

- Public (consumers)
- Corporate sector
- Volunteers
- Supporters and Public

Crisis to Resilience Target Audiences

- Institutional donors
- Partners
- Academic and Research
- INGO Peers
- Staff



GOALies Target Audiences

- The focus on 'GOALies in Action' enables us to promote our operations in difficult environments doing sophisticated, impactful work in our internal and external communications materials. It allows us to tell the human stories of our teams in the field.
- Recruitment opportunities in GOAL.

THE GRIT TEST

GRIT differentiates GOAL. So always ask following question about every piece of communication issued by GOAL: **does it convey any, or all, of the four GRIT themes:**

GRIT

GUTS
RESILIENCE
INIITIATIVE
TENACITY



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OUR COMMUNICATION FUNDAMENTALS

CREATING A STRUCTURE FOR OUR STORY

'Our 'brand house' provides the architecture for telling this story at every communications touch point (when we speak by phone on behalf of GOAL, when we write an external email or when we produce any design piece). Our brand story should be distinctive across all communications in many and varied ways.

GOAL BRAND HOUSE

VISION

GOAL believes in a world where poverty no longer exists, where vulnerable communities are resilient, where barriers to wellbeing are removed and where everyone has equal rights and opportunities.

MISSION

GOAL works with the most vulnerable communities to help them respond to and recover from humanitarian crises, and to assist them in building transcendent solutions to mitigate poverty and vulnerability.

VALUES

HUMANITARIANISM - COURAGE - PARTNERSHIP
TRANSPARENCY & ACCOUNTABILITY -
INCLUSIVENESS

TONE OF VOICE

DIRECT
AUTHORITATIVE
COMPASSIONATE
TOUGH
BRAVE

BRAND IDEA

GRIT
GUTS
RESILIENCE
INITIATIVE
TENACITY

BRAND PERSONALITY

COURAGEOUS
DETERMINATION
SMART
PASSIONATE
TOUGH

BRINGING THE BRAND TO LIFE

Every time we talk about GOAL and its work, we should consistently frame our messaging around our brand platform *'That's what GOALies do'*. We do this by using proof points that demonstrate GRIT, for example:

WITHIN HOURS OF THE EARTHQUAKE, TEAMS WERE ON THE GROUND ASSISTING AFFECTED COMMUNITIES AND DELIVERING LIFE-SAVING AID.

THAT'S WHAT GOALies DO

NARRATIVE OR STATEMENT

KEY PROPOSITION

WHAT WE WANT TO ACHIEVE THROUGH OUR COMMUNICATIONS





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BRAND EXPRESSION

BRAND PERSONALITY

GOAL's brand personality is shaped by GOALies' GRIT in helping those most in need. This should shine through every time someone engages with GOAL, whether online, offline or in person.

HOW OUR PERSONALITY SHOULD BE EXPRESSED

Of course, not every communication will express each of the GRIT characteristics. Depending on the context, some may be emphasised more than others.

For example, an impact story to our public donors could emphasise the bravery and compassion of GOALies. On the other hand, a press release may feature facts and figures that illustrate past successful humanitarian responses.



BRAVE COMMITTED
SMART RESILIENT
DETERMINED **GRIT**



TONE OF VOICE

Imagine someone with all the GRIT characteristics described so far. How would they speak?

It stands to reason that their voice would be *confident, positive, clear, direct* and *strong*. GOAL's voice should also be *compassionate* without becoming overwhelmingly emotional. At the same time, it should never be hectoring or patronise those we support.

GOAL works in emergency situations. This means a *sense of urgency* should also colour our language, when appropriate. Very often we must clearly and explicitly say that people urgently need help.

Speaking in this way will convey GRIT, reflect our commitment and express a real sense of determination.

USING IMPACTFUL WORDS AND IMAGES

Communicating GOAL's new brand story effectively means thinking like a journalist...

THE SIMPLEST WORDS

In the same spirit, clear and direct language is our most effective tool when talking about GOAL's responses to life-threatening crises.

Whenever we speak to donors, academic language or abstract concepts should never be used. Elsewhere, this should only be used if absolutely necessary. Some examples of the type of words and phrases to avoid are listed on the right.

EXAMPLES OF ABSTRACT/ACADEMIC LANGUAGE:

~~'Modalities'~~ ~~'Continuum'~~
~~'Interventions'~~ ~~'Leverage'~~
~~'Spirals of negative, coping behaviours'~~ ~~'Conflict affected, contexts'~~

USING IMPACTFUL WORDS AND IMAGES

Communicating GOAL's new brand story effectively means thinking like a journalist...

THE CLEAREST PICTURES

If we select images as a journalist would, we will opt for authentic images that tell powerful stories. Where possible, these should show GOALies supporting vulnerable communities as they overcome immense challenges. Pictures like these, rather than posted profiles or group shots, will immerse readers and viewers in the reality of GOAL's work.



PHOTOGRAPHY

Rather than hindering creativity, observing these three key points when taking and using photographs help ensure the consistency of our message and protect the dignity of our beneficiaries:

● 1: TELL A HUMAN STORY

When taking photos, it's vital to convey the seriousness of a situation and/or the effectiveness of GOAL's response.

This can be achieved by using human-centred images and videos which show communities, individuals and GOALies. While close-up images of individuals and groups are more effective than wide-framed contextual shots, a combination of the two often works best.

As described on page 10, we are defined and differentiated by 'GRIT'. This means photos and videos should contrast challenging conditions and stark situations with GOALies' determination and humanity.

● 2: SHOW WHAT WE DO

Our brand platform says '**That's What GOALies Do**'. To support this, images and videos should always be action-oriented and, where possible, show GOALies working to support vulnerable communities.

● 3: USE CREATIVITY TO REVEAL TRUTHS

Capturing a good image sometimes requires looking beyond the obvious. Look for colours, expressions, details and, above all, a story behind the image.

● 4: BE REAL AND POSITIVE, WHENEVER POSSIBLE

Instead of highlighting hopelessness or passivity in a crisis, focus on the positivity of GOAL's response. Show the bravery, determination, commitment and humanity that drives us.





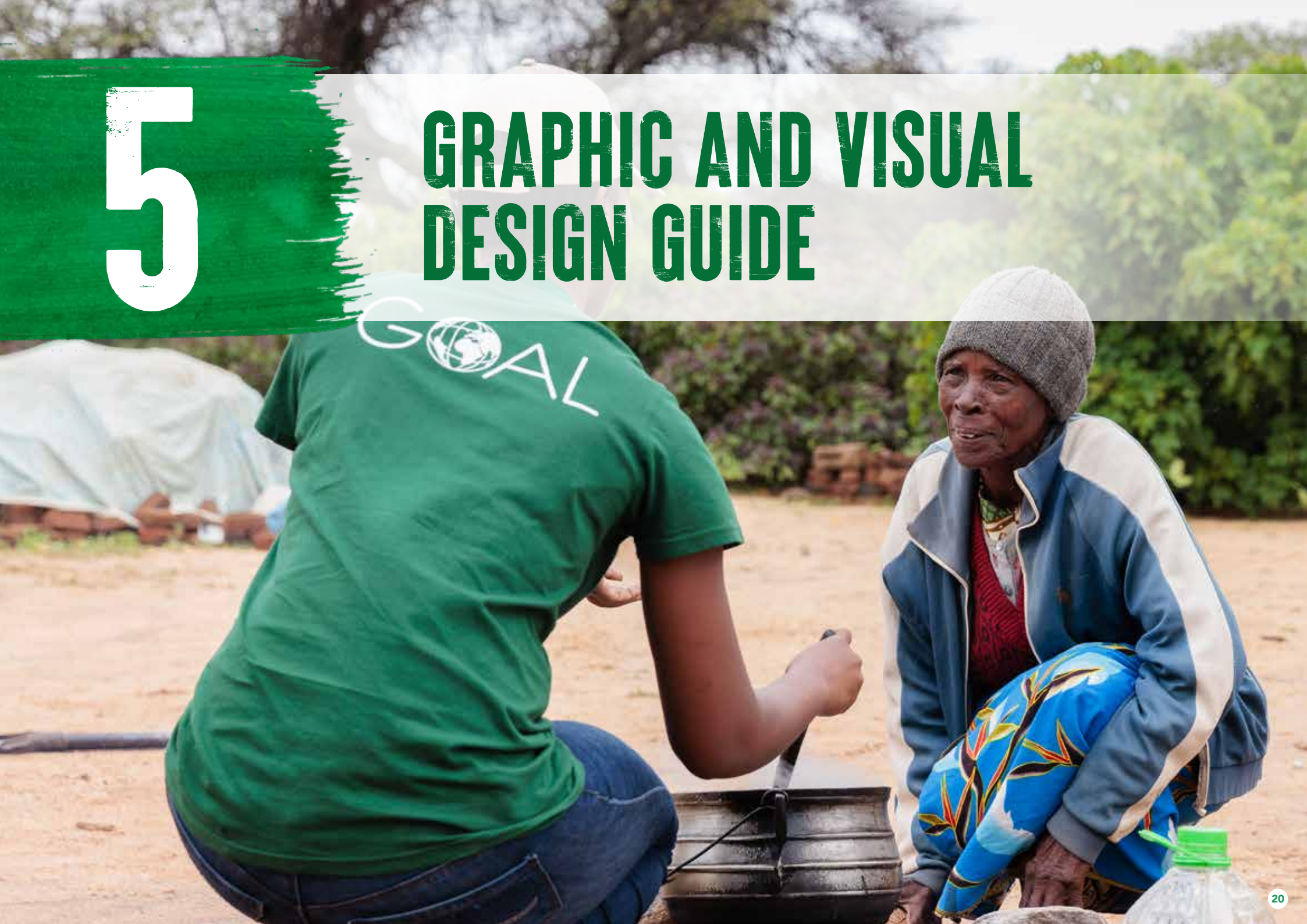
CREATING IMAGES & FOOTAGE

By following the guidelines below, you can help produce content that GOAL can then use widely.

- Use the highest resolution offered by your equipment to capture images and video. If the camera supports RAW format, use this as it allows for more editing options in post-processing.
- Images and video should always be captured in colour, not in black and white.
- Avoid altering images in post-processing by taking out or adding people or objects.
- Avoid major alterations of contrast and colour saturation on images and video footage.
- Always preserve and share a folder containing unaltered photos and uncut video.
- Don't share images embedded inside presentations (e.g. Powerpoint) or text files (e.g. Microsoft Word) as these software packages often compress images and degrade their quality.
- When recording video using mobile phones, always hold the device in landscape mode.

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GRAPHIC AND VISUAL DESIGN GUIDE



OUR MAIN LOGO



The GOAL logo is simple, recognisable and universal. The letter 'O' is represented by the global image that symbolises GOAL's global presence and vision. This variation will continue to be used across various field-focused assets, donor visibility materials, and internal white paper documentation. The primary colour used for the GOAL logo is 'GOAL Dark Green'. For colour specifications, see page 31.

OUR GRIT LOGO



When communications materials need to convey a GRIT message, the standard GOAL should be combined with the brushstroke as shown. The following page explains when it's appropriate to use this version of the logo and when the main logo is more appropriate.

LOGO DO'S

Use of the main logo or the GRIT logo should be decided on a case-by-case basis. Here are examples of when it could be used and also when its use isn't justified.



Do bleed the GRIT logo off the edge of the page or image like the examples shown here.



Do use the main GOAL logo when the GRIT logo isn't suitable. For example, when artwork can't go to the edge or if there is too much brush stroke on a page.

LOGO DON'TS

The easiest way to use the GOAL logo correctly is to acquire the files from our webpage, Sharepoint page or directly from the GOAL Communications Team. These files have been approved and should work well for both digital and print purposes.



Do not recreate the GOAL logo using different typefaces or symbols, no matter how close they may resemble the original.



Do not skew, rotate or distort the GOAL logo or rearrange letters vertically.



Do not apply gradients, outer glow or drop shadow effects to the GOAL logo.



Do not apply non-brand colours to the GOAL logo. It should be used in GOAL Dark Green or in white.

DIMENSIONS AND SPACE

When using the GOAL logo, it is important to use dimensions that are appropriate and do not devalue the logo. Some minimum specifications are set out below.

Minimum Print Width: 30mm

Minimum Screen Size: 150px



30mm

150px

Minimum Print Width: 45mm

Minimum Screen Size: 190px



45mm

190px

Minimum Print Width: 20mm

Minimum Screen Width: 50px



20mm

50px

Giving our logo enough breathing space is similarly important. We suggest leaving half the height of the globe above and below the logo and half the width of the globe to either side of the logo. This space is already embedded in original logo files and in the boxed white on green version of the logo.



Safe space when using the GOAL Globe mark is one quarter of the globe height above and below the logo and one quarter of the globe width either side of the mark.



THE BRUSH STROKE

This is the full GOAL brushstroke whose file name is **GOAL BRUSHSTROKE 2022.psd**. You are free to stretch and distort it to fit the environment in which it appears; however, you must always ensure it retains the look of a brushstroke.

Whenever possible, remind readers: **'THAT'S WHAT GOALies DO'**

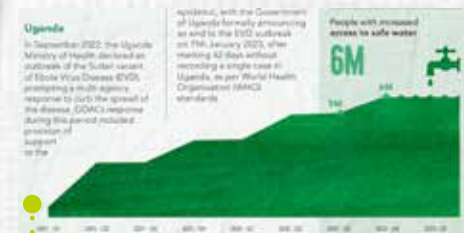
To reinforce the GRIT branding, combine the brushstroke with the line 'THAT'S WHAT GOALies DO' wherever possible - but do so sparingly so that the line and image keep their impact.

GOAL's new GRIT-led brand story has inspired a fresh way of presenting our logo.

This features an iconic green brushstroke effect that confidently represents our unwavering determination to step up in any crisis, no matter the scale. As such, it will be used in marketing materials and activities, plus internal communications including presentations, reports and digital resources.



To make it appear more authentic, the brushstroke is usually bled off the edge of a page/screen.



The brushstroke can also be used creatively, for example, to make graphs more impactful.

THAT'S WHAT GOALies DO

USING THE BRUSH STROKE

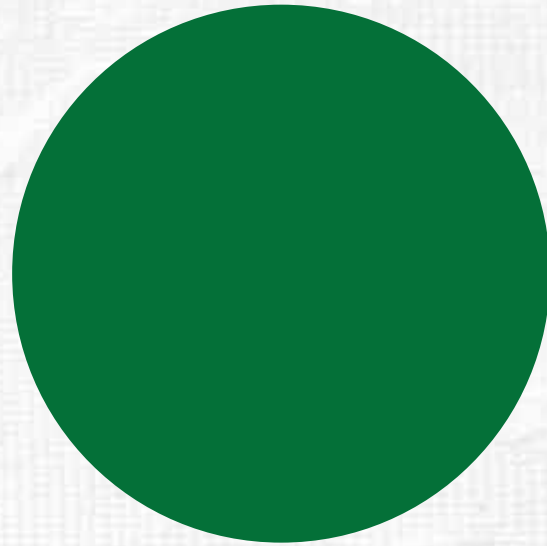


GOAL

Here are some examples of when the brushstroke can be used to highlight GRIT headlines and messaging.

Generally, these messages are capitalised but if capitals are used, be careful to keep the message short.

PRIMARY COLOURS



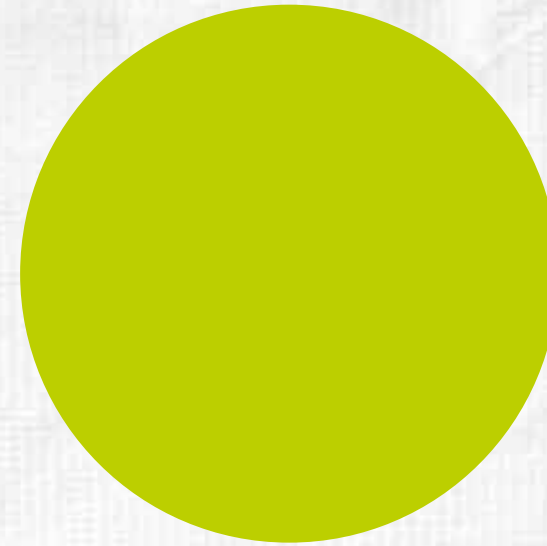
GOAL DARK GREEN

CMYK: C:89 M:30 Y:95 K:19

RGB: R:8 G: 120 B: 56

HEX: #087038

Pantone Solid Coated 349 C



GOAL LIGHT GREEN

CMYK: C:35 M:00 Y:100 K:0

RGB: R:166 G: 206 B: 56

HEX: #A6CE38

Pantone Solid Coated 375 C



GOAL RED - USED SPARINGLY FOR URGENT APPEALS

CMYK: C:0 M:92 Y:89 K:0

RGB: R:255 G: 24 B: 14

HEX: #FF180E

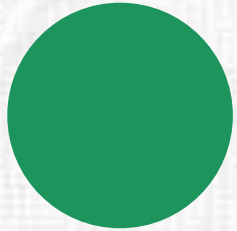
Pantone Solid Coated Bright Red C

SUPPORTING COLOURS

Our selection of supporting colours are here to provide additional choice for print and online design and to complement the primary colour selection. Some of them have a specific purpose and we use them with intent and care.

GOAL Green 1

CMYK: C:81 M:16 Y:78 K:2
RGB: R:31 G: 146 B: 87
HEX: #1e9256



GOAL Green 2

CMYK: C:71 M:0 Y:67 K:0
RGB: R:69 G: 177 B: 115
HEX: #44b073



Three additional tones of GOAL Green provide depth in designs and are most often used as background colours but also as text colours for subheadings and highlights.

GOAL Green 3

CMYK: C:22 M:0 Y:22 K:0
RGB: R:211 G: 231 B: 211
HEX: #d2e7d3



GOAL Yellow

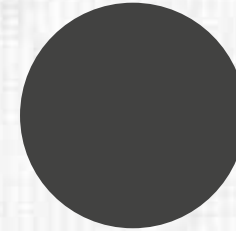
CMYK: C:0 M:21 Y:92 K:0
RGB: R:255 G: 204 B: 0
HEX: #ffcc00



GOAL Yellow is a positive and energising colour that we primarily use on designs relating to our Development Education work but also as a highlight tone on infographics and materials created for our social media platforms.

GOAL Dark Grey

CMYK: C:0 M:0 Y:0 K:88
RGB: R:67 G: 67 B: 69
HEX: #434345



GOAL Dark Grey is the colour we primarily use for text in our designs. It is also sometimes used for backgrounds in combination with GOAL Red or GOAL Light Green.

GOAL Soft Grey

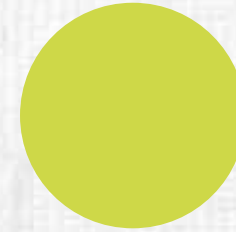
CMYK: C:0 M:0 Y:0 K:15
RGB: R:227 G: 228 B: 228
HEX: #e2e3e4



GOAL Soft Grey is a neutral colour we use for backgrounds, presentations and print materials.

GOAL Light Green 2

CMYK: C:27 M:0 Y:82 K:0
RGB: R:206 G: 215 B: 72
HEX: #ced747



Two additional tones of GOAL Light Green provide depth in designs and are most often used as background colours but also as text colours for subheadings and highlights.

GOAL Light Green 3

CMYK: C:18 M:0 Y:56 K:0
RGB: R:225 G: 232 B: 131
HEX: #e1e88b



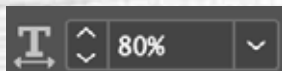
TYPOGRAPHY

BRIXTON_WOOD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

The typeface for the Project and Value Based Headlines is *Brixton_Wood*.

The typeface for the main strapline - **THAT'S WHAT GOALies DO** is built using *Brixton_Wood*, however the letters 'ies' are *DCC Ash* in lower case and with the horizontal scale set to 80% to keep it in line with the letter width of *Brixton_Wood*.



**BRAVING THE COLD
TO HELP OTHERS
BRAVE CRISIS.**

THAT'S WHAT GOALies DO

DCC ASH

abcdefghijklm
nopqrstuvwxyz
0123456789

TYPOGRAPHY

GOAL's main typeface is **Avenir Next Pro** designed by Linotype Foundry. We use the bold font for headings and highlighted text and regular and italic fonts for body text both in print and online.

**Avenir Next
LT Pro Bold**

Avenir Next
LT Pro Regular

*Avenir Next
LT Pro Italic*

GOAL's handwritten font is **Caveat**. It is only to be used very sparingly in places such as letterheads when words need to be highlighted.

Caveat Bold

Caveat Regular

LAYOUT FOR REPORTS

Layouts for reports and official documents should adhere as closely as possible to the styles described below.



PAGE LAYOUT

Pages should be laid out clearly with a hierarchy of type. Style sheets should be created to ensure all headers, subheaders, body text, bullets etc match throughout the document.



Where possible, try to bring the page to life. This can be achieved by featuring a quote in a coloured box, adding a splash of colour with photos, introducing a light background colour and possibly calling out stories on what looks like a piece of paper lying on the page.

LAYOUT FOR REPORTS

LARGE IMAGES

We love our photos. So where possible, try to display a few of them as full page, integrating the text cleverly with the photograph but ensuring it is still readable. This will often mean manipulating the photo (e.g. cropping) to make it work on the page.



SMALL IMAGES

Small images should look like printed photos by adding a thin white border and a light drop shadow. On some occasions, it's nice to tilt and overlap the photos as a way of adding life to the page.



LAYOUT FOR REPORTS

INFOGRAPHICS

Infographics should be clear, well-spaced and use the brand colours.





ANY QUESTIONS?

If you have any questions about GOAL or any aspects of its visual or verbal identity, please contact:

Email: communications@goal.ie