



Brand Guidelines



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1 OUR BELIEF

Everyone in the world should have access to nutritious, safe, and affordable food. Malnutrition is not a result of food scarcity alone, but systemic failure across supply, access, policy, and awareness. And GAIN's vision and mission is to make healthier diets available, affordable and accessible for all, especially the most vulnerable.

2 OUR STORY

GAIN was launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Since then, it has grown into a trusted global player, working with governments, businesses, and civil society to transform food systems.

3 OUR STRENGTHS

We excel in fostering public-private partnerships that scale impactful solutions. Our expertise extends to shaping effective nutrition policy and advocacy, driven by evidence-based innovation within food systems. We've built strong brand recognition in global health and nutrition, underpinned by robust local implementation across more than 10 countries and strong government relationships.

4 OUR UNIQUE SELLING PROPOSITION

What sets us apart is our role as a trusted convener, bringing together diverse stakeholders – including governments, the private sector, and NGOs. We're decidedly action-oriented, focusing on scalable solutions rather than just academic research. A key element of our approach is youth engagement and innovation, exemplified by initiatives like Act4Food. Crucially, we apply a systems thinking approach to nutrition, understanding the interconnectedness of all elements for comprehensive impact.



5 OUR AUDIENCE

Our work is aimed at a diverse range of stakeholders. We engage directly with governments and policymakers to influence systemic change, and we collaborate closely with donors and development partners to secure crucial resources. We also target private sector actors within the food and agriculture industries, alongside vital civil society organisations. Furthermore, we actively involve youth and community leaders, recognising their pivotal role in driving change, and reach out to the media and global influencers to amplify our message and impact.

6 OUR BEHAVIOUR

In our approach, we are bold and innovative, consistently tackling complex nutrition challenges head-on. We are deeply collaborative and respectful of all sectors and voices involved. Our work is always transparent and rigorously grounded in science, ensuring credibility and impact. Furthermore, we are keenly culturally aware and locally led, ensuring our initiatives are relevant and effective within diverse communities.

7 OUR PROMISE

We work so that everyone, everywhere, especially the most vulnerable, can access and consume safe, nutritious food – for a healthier, more equitable world.

8 OUR TONE OF VOICE

GAIN's tone of voice reflects who we are: bold in purpose, human in focus, grounded in evidence, and motivated by hope. Here are tone examples to guide our writing and storytelling across all platforms.



OUR TONE OF VOICE (CONT'D)

Building a strong brand and securing a unique market position is largely a matter of perception. It's about communicating with a consistent and recognisable voice that evokes the desired image of our company across all divisions, departments, and customer touchpoints.

Our tone of voice, therefore, forms the very foundation for all our branding and corporate communication. This isn't intended as an exhaustive, word-for-word answer book, but rather as a source of inspiration and a series of useful rules of thumb.

Note!

GAIN uses British English as the standard for all written communications. This ensures consistency across our materials and aligns with our global identity. Change the words, not the voice.

Key conventions include

- Spelling: Use '-ise' instead of '-ize' (e.g. realise, organise, recognise).
- Vowel usage: Retain the letter 'u' in words like favour, colour, neighbour, and honour.
- Date format: Use the day-month-year format (e.g. 11 June 2025).
- Time format: Prefer the 24-hour clock (e.g. 13:30 rather than 1:30 PM).

GAIN Global Brand Boilerplate

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle human suffering caused by malnutrition. In {COUNTRY}, we work with governments, businesses, and civil society to transform food systems so that they deliver more nutritious food for all, especially the most vulnerable. GAIN's mission is to advance nutrition outcomes by improving the consumption of safe and nutritious food.

HOPEFUL AND MOTIVATING

Nutrition is the 'super-investment' that keeps on giving for people, society, and the planet. It's as essential and obvious as sending a child to school.

HUMAN AND EMPATHETIC

Women in particular bear the heaviest burden of malnutrition, mostly for social and societal reasons. They usually eat last and least.

BOLD AND URGENT

If we don't get nutrition right early on in life, we essentially build our societies on quicksand, with predictable and disastrous consequences.

EVIDENCE-DRIVEN AND CREDIBLE

£1 invested in nutrition generates £16 in wealth, according to the 2014 Global Nutrition Report. In some countries, that return is as high as 53 to 1.



VISUAL IDENTITY

We have crafted a collection of unique design elements that establish a distinct visual identity and tone of voice for the Global Alliance for Improved Nutrition (GAIN).

OVERVIEW

OUR VISUAL ELEMENTS

LOGO



COLOURS

PRIMARY PALETTE



SECONDARY PALETTE



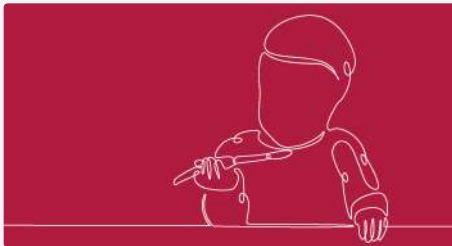
FOR DIGITAL USE ONLY



IMAGERY



SQUIGGLY LINES



OVERVIEW - KEY PRINCIPLES

HOW WE USE OUR DESIGN ELEMENTS

Logo

- Positioned at the top left and given enough breathing space in its exclusion zone



Typography

- Headline set in the Montserrat Bold typeface, upper case.
- Other type set in the Montserrat typeface in sentence case.

DID YOU KNOW?

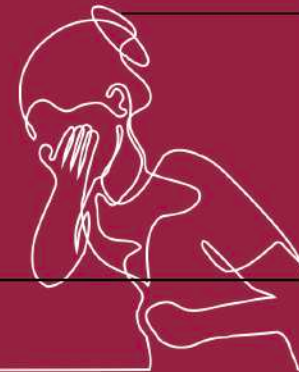
Unsafe food causes
600 million illnesses
every year.

At GAIN, we use science and evidence
to make food safer for everyone.

Here's a look at our work →

Squiggly line

- The visual representation breaks the visual monotony by making the design dynamic.
- The squiggly line balances the text on the left side of the graphic, creating a more harmonious and appealing composition.



Colour

- Red gradient background adds depth and warmth.
- Our primary palette is red and white, with a touch of black and grey.



COLOUR PALETTE

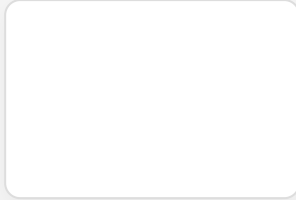
PRIMARY



GAIN RED

C0 M78 Y31 K43
R152 G16 B58

HEX #98103A



WHITE

C0 M0 Y0 K0
R255 G255 B255

HEX #FFFFFF



BLACK

C50 M40 Y40 K100
R29 G29 B27

HEX #1D1D1B



GREY

C0 M0 Y0 K37
R183 G184 B184

HEX #B9B8B8

In general, the background should be a lighter colour and the text should be black, except for keywords and titles, which should be in GAIN Red (#98103A) or secondary colours.

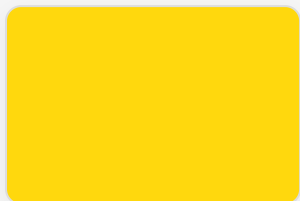
EXAMPLE

SECTION HEADING IN GAIN RED

Body copy stays in black on a white background. **Keywords** and callouts can pick up GAIN Red or a secondary accent colour to draw the eye, without breaking the black-on-white foundation.

COLOUR PALETTE

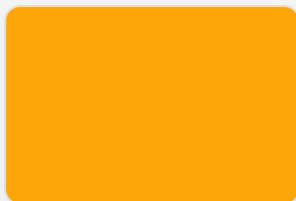
SECONDARY



YELLOW

C0 M15 Y95 K0
R255 G216 B13

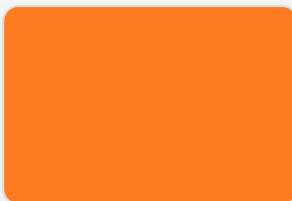
HEX #FFD80D



LIGHT ORANGE

C0 M35 Y96 K1
R253 G165 B9

HEX #FDA509



DEEP ORANGE

C0 M52 Y87 K0
R255 G123 B34

HEX #FF7B22



LIGHT GREEN

C23 M0 Y52 K38
R122 G158 B76

HEX #7A9E4C

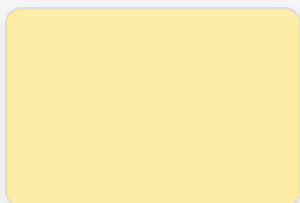


DEEP GREEN

C77 M0 Y100 K56
R25 G111 B0

HEX #196F00

FOR DIGITAL USE AND BACKGROUND ONLY



LIGHT YELLOW

C2 M5 Y45 K0
R253 G236 B165

HEX #FDECA5



LIGHT GREEN

C31 M10 Y40 K0
R192 G206 B170

HEX #C0CEAA



DARK GREEN

C91 M0 Y17 K60
R9 G101 B84

HEX #096554

Secondary colours should be used solely for digital communications and backgrounds with overlaid black text. They may also be used for text boxes, infographics, charts, maps, and icons. Secondary colours can occasionally be used as backgrounds.

FONT

PRIMARY FONT

MONTERRAT

Aa Bb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!"#\$%&/'()=? 0123456789

MONTERRAT BOLD / HEADINGS - USE ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MONTERRAT REGULAR / BODY COPY

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MONTERRAT MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT

AVENIR

This font is only used where our primary font Montserrat is not available, e.g. in PowerPoint and e-mails.

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!"#\$%&/'()=? 0123456789

AVENIR BLACK / HEADINGS - USE ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR BOOK / BODY COPY

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR MEDIUM OBLIQUE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOGO



LOGO OVERVIEW

Our logo is an important asset. As our signature, it must appear on all our internal and external communication material.

Note!

To ensure optimal legibility, the primary logo must never be reproduced at a width smaller than 30mm (or 83px).

LOGO COLOUR USE

Our logo is mainly used in the primary red or white.



WHITE ON GAIN RED



GAIN RED ON WHITE

LOGO EXCLUSION ZONE

To maximize its visual impact, our logo requires an exclusion zone.

This zone is defined by the width of the logo symbol (x) and must be maintained as the minimum clear space between the logo and all other elements or edges of the format.

Note!

While the exclusion zone defines the minimum clear space, allowing more room around the logo will always enhance its prominence and visual impact. The minimum distance should only be applied when space is significantly limited.



RESTRICTIONS

Never change proportions, colours, typefaces or language of the logotype. Examples of unacceptable use of the GAIN logo.



Do not use black on a coloured background.



Do not use weak contrast.



Do not change proportions.



Do not change colours.



Do not change typeface.



Do not translate
"Global Alliance for Improved Nutrition".



The bowl should not be separated
from the rest of the logo, especially
on official documents.



Do not use a blurred,
low resolution logo.

LOGO POSITIONING

Our logo looks best when it's aligned to the left or right of the media it's displayed on.

Note!

Centre aligning the logo causes the media to appear unbalanced and should be avoided.

✓ Top right



✗ Centre top



✓ Bottom right



✗ Centre bottom



CO-BRANDING

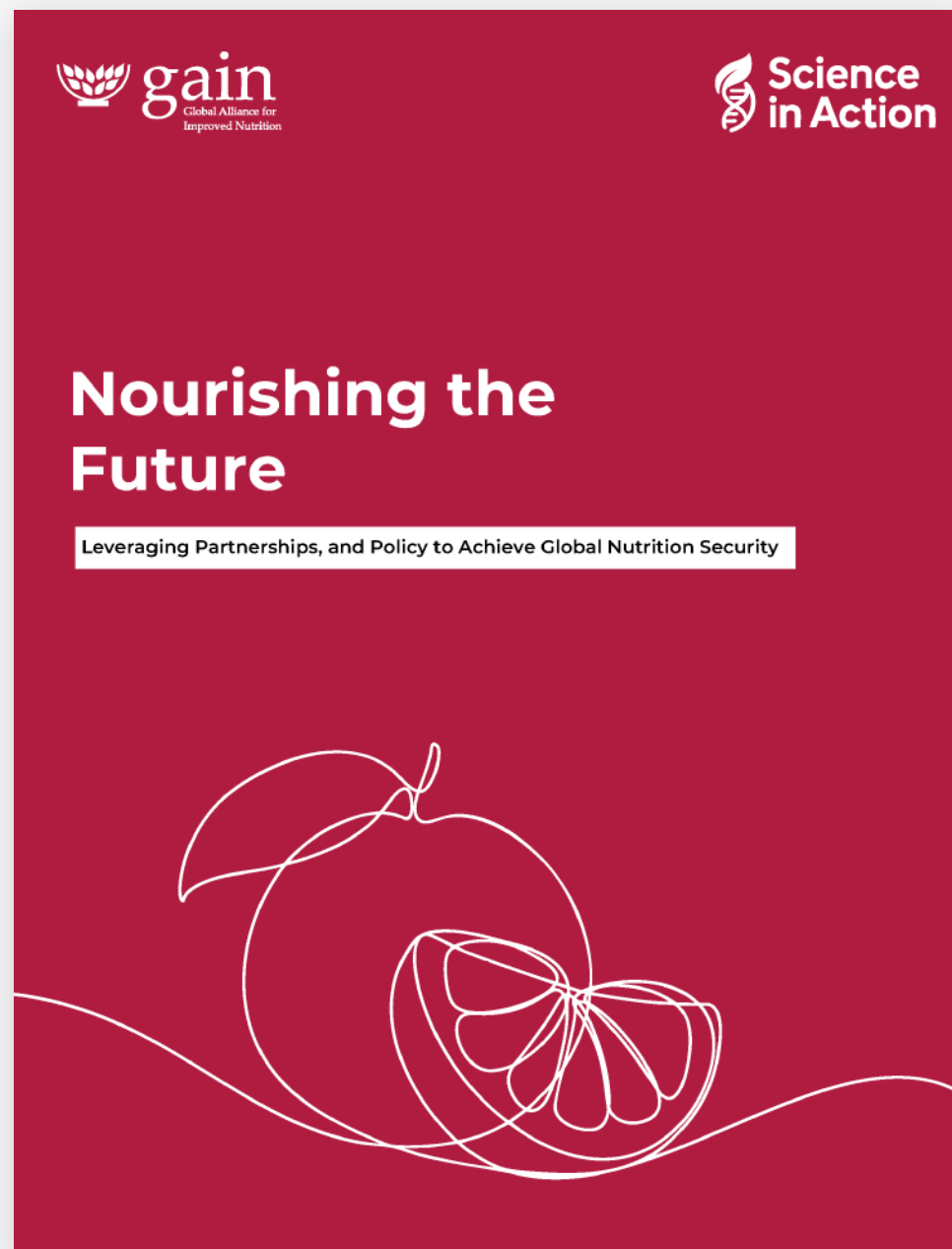
WHEN GAIN LEADS THE PARTNERSHIP

When GAIN leads a partnership, we'll apply our visual identity to all materials in one of the following ways:

- GAIN's logo should come first.
- Our logo should always be the same size as a partner's logo, never smaller.

Note!

The rule requiring our logo to appear first does not apply when co-branding with government entities. If the government mandates that their logo take precedence, the GAIN logo should follow accordingly.



USE OF OUR LOGO ON PARTNER MATERIALS

When a partner leads a collaboration, their visual identity will be used on materials. Please share our logo guidelines to ensure the GAIN logo is placed correctly and remains clear and legible.

Note!

Both the partner and GAIN logos should appear with equal visibility and importance.



Nourishing the Future

Leveraging Partnerships, and Policy to Achieve Global Nutrition Security



CO-BRANDING POLICY

When creating co-branded materials, here are a few critical things to keep in mind:

- 1** Set out a clear policy on the conditions under which the GAIN name and logo may be used, ensuring sufficient visibility for GAIN and its work while protecting GAIN's independence, integrity, and reputation.
- 2** Minimise the risk that the GAIN name and logo appear on documents, products, platforms, events, or communications that do not reflect GAIN's mission, policies, values, or Principles of Engagement - particularly where other organisations or companies may raise reputational, nutrition, conflict of interest, or policy concerns.
- 3** Prevent the use of the GAIN name and logo in ways that could imply endorsement, sponsorship, formal partnership, approval, or institutional association where this has not been explicitly reviewed and authorised.

IMAGERY GUIDELINES

OUR PHOTOGRAPHY STYLE

GAIN's imagery captures real people, real places, and real impact. Our photographs should feel authentic, warm, and dignified - never staged or exploitative. All photography must reflect the diversity of the communities we serve across the world.

What We Show

- People in their natural environment - markets, farms, communities
- Candid, unposed moments that convey genuine emotion
- Diverse representation across gender, age, ethnicity, and geography
- Healthy, nutritious food in context - being grown, prepared, or shared
- Human dignity at all times, even when portraying hardship
- Sharp, well-lit images with strong composition
- Local context - backgrounds that tell a story about place

What We Avoid

- Poverty-tourism imagery that demeans or dehumanises subjects
- Overly staged or corporate-looking stock photography
- Images that reinforce stereotypes about regions or communities
- Low-resolution, blurry, or poorly lit photographs
- Images where the subject has not given consent
- Heavily filtered or stylised photography inconsistent with our palette
- Images that focus on suffering without context or agency

Consent & Rights

All individuals photographed on behalf of GAIN must have provided [informed consent](#). When photographing children or vulnerable groups, parental or guardian consent is mandatory. Images must be stored and used in accordance with GAIN's [data protection](#) and [safeguarding policies](#). Contact the Communications team to access the approved image library before sourcing external photography.



AI-Generated Imagery

AI-Generated Images of People Are Not Permitted

This applies to all GAIN communications - internal and external - across all platforms and formats.

Photorealistic depictions | Illustrated portraits | Any human figure as subject or focal point

Why This Matters

GAIN's work is rooted in real communities and real human stories. Authentic photography of the people we work with reflects our core values of transparency, dignity, and respect. AI-generated people risk misrepresenting communities, perpetuating stereotypes, and undermining the trust we have built with partners and beneficiaries over decades.

Graphics & Icons - Abstract graphics, icons, and data visualisations that use GAIN's approved colour palette.

Infographics - Charts, maps, diagrams, and infographic elements to support data communication.

Line Drawings - Illustrative line drawings consistent with GAIN's squiggly line style - no human subjects as focal points.

Background Textures - Abstract patterns or textures used as backgrounds or design accents.

-
- Generated graphics must use GAIN's approved primary or secondary colour palette.
 - All AI-assisted assets must be reviewed by the Communications team before use.
 - Do not use AI tools to replicate or closely approximate real photographs of GAIN's work or people.
 - Disclose the use of AI generation internally when submitting assets for approval.
 - Do not use AI to generate imagery for donor-facing reports without explicit sign-off.
 - Mention in the caption or footnote that the image is AI generated, every time it is used.

BRAND IN ACTION

APPLICATIONS & REFERENCE EXAMPLES (1/2)



VIDEO STILL / THUMBNAIL

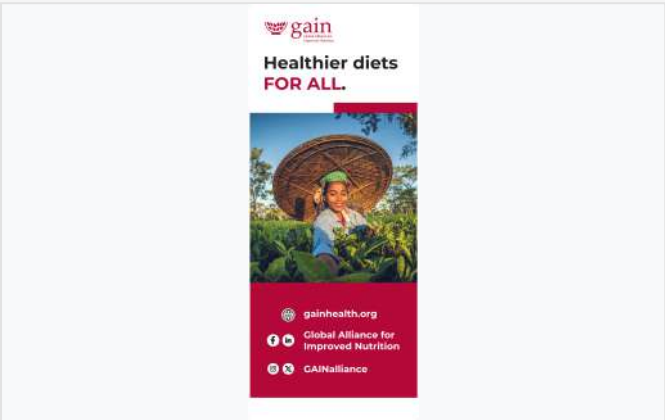
16:9, logo corner mark + lower-third caption



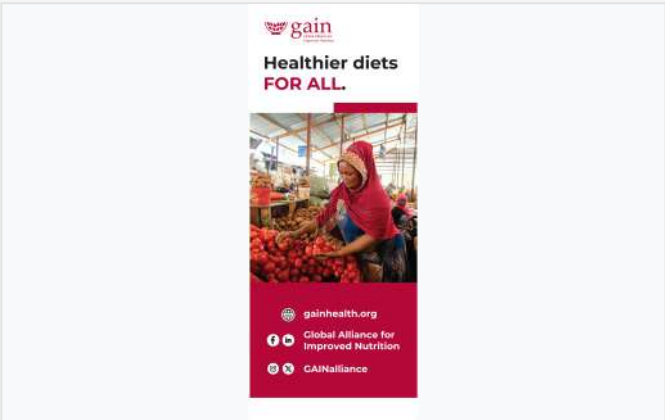
TEXT



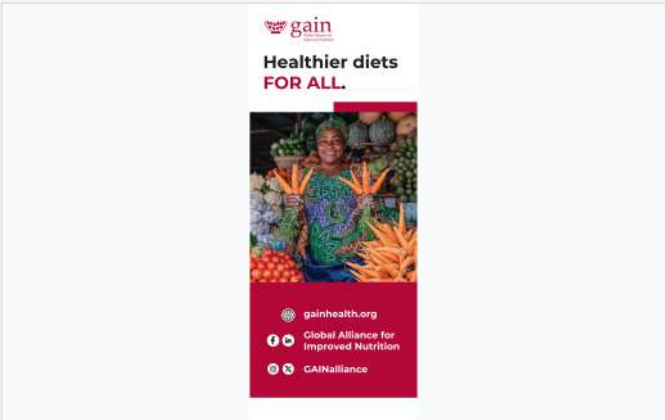
LETTERHEAD



BANNER1



BANNER2



BANNER3

BRAND ASSETS & DOWNLOADS

FONTS

Montserrat (primary)

 [Access Resource](#)

Avenir (secondary)

Not distributed separately - use Montserrat wherever possible

LOGO & COLOUR

Logo pack (PNG / SVG / EPS-AI)

 [Access Resource](#)

TEMPLATES

PowerPoint template

 [Access Resource](#)

Letterheads

 [Access Resource](#)

Email signature

 [Access Resource](#)

BACKGROUNDS & IMAGERY

Teams / Zoom virtual background

 [Access Resource](#)

Approved photo library (DAM)

 [Access Resource](#)

NEED SOMETHING ELSE?

For anything not listed here - bespoke templates, additional formats, or help applying the brand to a new material - contact the Communications team before producing new assets.

OUR BRAND PORTFOLIO

This page catalogues examples of GAIN's sub-brands, campaigns, platforms, alliances, and projects as a logo showcase.

CONSUMER-FACING BRANDS

Locally branded campaigns that build everyday demand for nutritious diets.



Foodfiti



Fitfood

CAMPAIGNS

Initiatives and summits advancing specific advocacy goals.



Future Fortified



Act4Food

PLATFORMS & KNOWLEDGE HUBS

Facilities and resources that connect funders, businesses, and evidence to action.



Nutritious Foods Financing Facility (N3F)



Zero Hunger Pledge



Nutrition Connect

ALLIANCES & NETWORKS

Multi-stakeholder coalitions GAIN convenes or co-leads.



Workforce Nutrition Alliance



Food Culture Alliance

DATA & EVIDENCE INITIATIVES

Tools and datasets underpinning GAIN's policy and programme work.



Food Systems Countdown



Food Systems Dashboard

KEY PROJECTS

Flagship country and regional programmes delivering GAIN's mission on the ground.



CASCADE



Deliver Nigeria



Nutrition Futures Initiative