

The Global Alliance for Improved Nutrition (GAIN)

BRAND GUIDELINES



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FOREWORD



Dear colleagues,

When communicating the important work that GAIN does to improve consumption of nutritious and safe food for all and reduce malnutrition worldwide, it is important to have a common approach and convey consistent messages to our various stakeholders.

These brand guidelines will make an important contribution to doing that in a clear, effective and professional manner. It will help make sure that our ideas and messages have the best possible chance of being heard, understood and acted upon by everyone, including people outside the nutrition or development sectors.

A clear GAIN brand can help us achieve our goal to end malnutrition. If we all understand and communicate the GAIN brand consistently, our combined efforts as ambassadors of GAIN will result in strong and growing support for the work we do.

These guidelines are relevant to all of us: some apply to everyday tasks, some will be relevant and helpful to the professionals and consultants in our different countries and programmes who write and design materials for us.

I would like to thank the Communications and Legal Teams for their work in producing these guidelines, and all of you who participated in the work to develop the new GAIN tagline.

I look forward to seeing the results as we apply these guidelines to all our new materials and work.

Kind regards,

Lawrence Haddad

Lawrence Haddad
Executive Director



Dear colleagues and partners,

We are pleased to share with you these new GAIN Brand Guidelines, which were developed in consultation with various colleagues across the organisation, and approved at the Annual Programme Review Meeting held in Geneva in October 2018. This document is intended to help and guide you when communicating “who we are” and “what we do” to our external audiences.

Our brand strategy builds on simple messages that explain the complex problems of malnutrition. It suggests possible ways forward, as well as GAIN’s solutions to these global challenges. The people we seek to serve are at the centre of our communications: all of our programmes aim to bring about change in the food system that benefits them and their families, so that they can have access to better food and enjoy healthier lives.

The different elements contained in these Brand Guidelines have been developed thinking about a variety of audiences and contexts around the world. Therefore, it should be easy to adapt messages and design elements to your specific country context or programme. To support the implementation of our brand strategy, we have designed simple templates that you can use when communicating our work to our external audiences.

Going forward, we should all follow these guidelines and use the available templates, whether at the headquarters, in the representative offices or in country offices. By doing this, we will ensure to communicate globally with one voice, one that reflects our strategy and our collective effort to end malnutrition worldwide.

If you have questions related to any element included in these guidelines, please do not hesitate to contact the Communications Department in Geneva at communications@gainhealth.org or +41 22 749 18 50.

Best regards,

A handwritten signature in dark ink, appearing to read 'N. Perroud'.

Nathalie Perroud
Head of Communications



01

INTRODUCTION

DEFINITION OF "BRAND"

"Brand" is our story, our core purpose, and our promise to the external world. It is our reputation, what lives in the mind of our stakeholders.

Brand strategy builds on a vision, is aligned with business strategy, emerges from a company/organisation's values and culture, and reflects an in-depth understanding of the customer/stakeholder needs and perceptions. Brand strategy defines positioning, differentiation, the "competitive advantage", and a unique value proposition.

WHY BRANDING ?

GAIN has a powerful story to tell and a mission to accomplish. Branding can help us tell our story better and have a better impact on our audiences.

A clear, consistent, and strong brand will help us grow and prosper.



OUR BRAND STRATEGY

To have an impact on a wide audience, it is important that we communicate not only the problems we are trying to solve, but also the solutions we propose. This means that our messages need to include a problem statement related to malnutrition and an explanation of what we are doing to solve that specific problem.

The photos we use should portray the people we seek to serve through our programmes, as well as the complexity of the food system we are trying to change, and what we consider as “nutritious food” – foods that contribute to a healthy diet.

Positive messages showing how people can improve their diets and how the food system needs to change to deliver more nutritious food to all people are encouraged.

We believe that this brand strategy will help GAIN to make a difference and bring about change for communities, consumers, governments and businesses.





02

BRAND IDENTITY

VISION AND MISSION

GAIN is driven by a vision of a **world without malnutrition**, in which all people have access to and consume nutritious and safe food.

GAIN's mission is to advance nutrition outcomes by improving the consumption of **nutritious and safe food for all people**, especially the most vulnerable to malnutrition.



Content: when communicating with external audiences, our powerful vision and mission can help in explaining the exact problem we are trying to solve. Please refer to these whenever needed.

WHO WE ARE

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition.

Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people, especially the most vulnerable.



Content: the text above is a short and concise description of who we are and what we do. For consistency, please use this description in your communications.

CORE VALUES



TEAMWORK

We work as a team, as “ONE GAIN”, we support each other, are respectful, open and inclusive.



INNOVATION

We strive to constantly innovate, develop new approaches and bring new creative ideas forward.



PASSION

We want to make a difference and have an impact to reduce malnutrition worldwide.



EXCELLENCE

We aim for excellence and constantly challenge ourselves to deliver the best results.



Content: our core values are represented with icons, keywords and very simple descriptions. For consistency, please use these wordings when referencing these items.

Graphics: for the icons, you can choose any secondary colour from the colour palette (see page 19). Please use the same colour for all icons on the same page.

Typography: keywords should be in red bordeaux.

Icons available on :

- **Flaticon:** www.flaticon.com. All icons can be downloaded for free from this website. Contact the Communications Team to get the login details.
- **The Noun Project:** www.thenounproject.com. All icons are available for free in black and white only. To download icons in colours, you have to subscribe to a paid plan or purchase the icons.

03

VISUAL IDENTITY



GAIN NAME AND LOGO

The objective of the following guidelines is to:

- Set out a policy on the conditions of the use of the GAIN name and logo that allows the GAIN name and logo to be used widely enough to ensure visibility for GAIN and its work.
- Minimise the risk that the GAIN name and logo appear on documents and products that do not reflect the GAIN policy or in a way that is inconsistent with the correct logo design and presentation.

OLD LOGO

One grain is in a different colour.



NEW LOGO

In the new logo, all grains are of the same colour.



GAIN NAME

We are officially registered as “The Global Alliance for Improved Nutrition”, abbreviated as GAIN. The “GAIN” acronym should always be written with capital letters.

The working language at GAIN is English.

The GAIN name should not be translated into other languages.

Examples of unacceptable use of the GAIN name :

- ~~the global alliance for improved nutrition~~ → lowercase is not acceptable.
- ~~GAIN health~~ → our official name is GAIN – The Global Alliance for Improved Nutrition, not “GAIN health”.
- ~~Alliance globale pour une meilleure nutrition~~ → the GAIN name should not be translated into other languages.

GAIN LOGO



The GAIN logo consists of three elements:

- The bowl of grain.
- The acronym "GAIN".
- The words "Global Alliance for Improved Nutrition".

In general, all three elements should be presented as a unit. The GAIN logo should always be displayed in such a way as to ensure that the words "Global Alliance for Improved Nutrition" are legible. In exceptional circumstances - where space is restricted, for example on the spine of a book - the bowl of grain and the acronym "GAIN" can be used without fully spelling out the name of the Foundation.

COLOURS

Wherever possible, the GAIN logo should be presented in colour on a white background. It is acceptable for the logo to be reversed out on a coloured background and for the logo to appear in white. The GAIN logo can appear in black only on a black and white document. No other colour should be used for the GAIN logo.

The GAIN logo is available in English only. It should not be translated into other languages.



Standard version: the GAIN logo in colour should be used on a white background whenever possible.



Negative version: the white logo can be used on a bordeaux background.



Black and white version: the black logo can be used on black and white documents only.

PRINT COLOURS

Four-colour process:

C: 0
M: 100
Y: 63
K: 29

Two-colour process:

BORDEAUX
PANTONE 201

WEB COLOURS

Screen:

R: 178
G: 9
B: 51

Hex code:

#b20933

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.



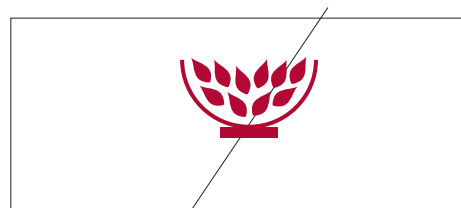
Do not change colours.



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.

PERMISSION TO USE THE GAIN NAME AND LOGO

The GAIN name and logo are part of the Foundation's intellectual property and are a registered trademark. This means that they may not be used without the express permission of the GAIN Communications Department or Strategic Management Team. In addition, the Foundation can stop its unauthorised or illegal use.

The use of the GAIN logo is encouraged in the context of GAIN-funded projects and partnerships, and where GAIN is contributing financially or technically to a meeting, event or publication. Requests for the use of the GAIN name and logo should be sent to the GAIN Communications Team at communications@gainhealth.org.

Written permission will be required for any use of the GAIN name and logo. Requests for permission will need to be accompanied by a prototype showing the proposed usage and permission will be given for that specific usage only.

All use of the GAIN name and logo is strictly subject to GAIN's Standard Terms and Conditions of use as outlined in GAIN's grant agreements or licenses of use.

The GAIN name and logo are not authorised on any packaging of fortified food products, supplements or therapeutic foods distributed in countries. GAIN supports sustainable solutions that aim to go beyond the period of GAIN's funding, hence the use of the GAIN logo on packaging is not appropriate, is unlikely to be helpful for consumers, and may be confusing. It is also recommended to avoid displaying the GAIN name and logo on machinery that is funded or donated by GAIN.

USE OF THE GAIN LOGO NEXT TO OTHER LOGOS

Where the GAIN logo is used alongside other logos, it should be presented with sufficient prominence to reflect the contribution that GAIN has made, either financial or technical, to the product in question, or the project being reported. This means that the logos are of comparable size and placed in a similar position.

COLOUR PALETTE

PRIMARY COLOURS

Bordeaux and white are our primary colours. The white became a primary colour within our palette in order to have more white spaces on backgrounds and reduce “noise”.



BORDEAUX PANTONE 201
CMYK: 0-100-63-29
RGB: 178-9-51
HEX: #b20933



WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #ffffff

SECONDARY COLOURS

These should be used as additional colours for text boxes, infographics, charts, maps, icons, etc. Secondary colours can also be used as backgrounds.



PANTONE 7501C
CMYK: 13-16-30-0
RGB: 228-212-186
HEX: #d9c89e



PANTONE 4665C
CMYK: 27-38-54-0
RGB: 197-161-124
HEX: #c6a27d



PANTONE 7C
CMYK: 0-0-0-37
RGB: 183-184-184
HEX: #b9b8b8



PANTONE 427C
CMYK: 18-13-15-0
RGB: 216-216-214
HEX: #d9d8d7

CO-BRANDING COLOURS

For all communication materials produced in collaboration with our partners, such as reports and publications, we have developed a set of colours that you can choose from. You can propose the colour of your choice to your partner. Please use only one colour in the same publication.

If the selected colour does not fit well with the main GAIN logo (red bordeaux), please use the white version of the logo.



PANTONE 7489
CMYK: 59-28-65-0
RGB: 122-154-111
HEX: #7c9a6f



PANTONE P 83-7
CMYK: 42-100-0-10
RGB: 151-21-119
HEX: #971577



PANTONE 144
CMYK: 0-50-100-0
RGB: 243-146-0
HEX: #f39200



PANTONE 2123
CMYK: 70-50-0-0
RGB: 92-121-187
HEX: #5c79bb



BLACK PANTONE 6C
CMYK: 50-40-40-100
RGB: 0-0-0
HEX: #1d1d1b



WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #ffffff

For your publication, you can choose one of these colours and associate it with black and white. In general, the background should be white and the text should be black, except for keywords and titles, which should be in the selected colour.

TYPOGRAPHY

KEY MESSAGES – Book Antiqua (Bold)

Improving people's diets
to reduce malnutrition.

Abcdefghijklmnopqrstuvwxyz
0123456789@&?!*

TEXT



Black

KEYWORDS



Bordeaux

BACKGROUND



White



Book Antiqua should be used for **key messages only** and **always in Bold**. You can highlight keywords in bordeaux for greater impact. This font is available on all Microsoft programmes (Word, Excel, PowerPoint, etc).

TITLES – Avenir Black (or Arial Bold)

Uppercase:

THE MARKETPLACE RWANDA

Lowercase:

**The Marketplace Rwanda:
improving environments for
availability of poultry products
to low-income consumers**

SUBTITLES – Avenir Black (or Arial Bold)

Uppercase:

THE MARKETPLACE RWANDA

Lowercase:

**The Marketplace Rwanda: improving
environments for availability of poultry
products to low-income consumers**

TEXT – Avenir Book (or Arial)

Lorem ipsum dolor sit amet, ad his vidit facilisis, veri probatus petentium vim at. Alii dolorem singulis at mei. Interesset interpretaris ut mei, pro vidit harum maluisset te.



Titles and **subtitles**: use uppercase for short titles (less than 50 characters including spaces). If more than 50 characters, use lowercase.

Colours: the text should generally be black on a white background. The red bordeaux is used to highlight keywords in key messages and titles only.

Fonts: for titles and subtitles we use **Avenir Black** and for normal text we use **Avenir Book**. Both fonts can be downloaded from the web on PCs. If you can't download these fonts, please use **Arial Bold** for titles and subtitles, and regular Arial for normal text.

Style: please do not "justify" text. All texts should be aligned to the left.

TYPOGRAPHY SUMMARY

	TITLES	SUBTITLES	TEXT
Preferred font	Avenir Black	Avenir Black	Avenir Book
Alternative font	Arial Bold	Arial Bold	Arial Regular
Uppercase vs. Sentence case	<u>UPPERCASE</u> : Short titles (less than 50 characters) <u>Sentence case</u> : Long titles (more than 50 characters)	<u>UPPERCASE</u> : Short subtitles (less than 50 characters) <u>Sentence case</u> : Long subtitles (more than 50 characters)	<u>UPPERCASE</u> : Never <u>Sentence case</u> : Always (only capitalise the first letter of a sentence)
Colours	Black or red bordeaux	Black or red bordeaux	Black only
Size ratio suggestions	14	10	10
	17	12	12
	21	15	15
	31	22	22
	40	28	28

PHOTOGRAPHY

Photography is a critical part of GAIN's visual identity. Images are a powerful tool to tell our story and to convey key messages about our work.

Photos must always be respectful of the people we seek to serve and portray them with dignity. Images should portray the reality of the person being photographed.

Before taking photos of the people we serve through our programmes and projects, it is important to always ask for their consent, unless it is a large group of people in the distance. It is also necessary to ask for written consent. We have prepared a "Consent form", which is available on the GAIN Intranet (my.gainhealth.org). This form requires that each person being photographed gives consent for a specific material to be used in GAIN's communications. If a person does not feel comfortable in front of a camera, ask the person the permission to take a photo where s/he can't be identified. If someone explicitly expresses his/her unwillingness to be photographed, avoid taking photos of that person.



COVER

Photos used on the main cover of a publication should be high-quality images portraying the people we seek to serve, the food we consider as “nutritious” or different aspects of the food system we are trying to change.



EDITORIAL

Editorial photos are used to accompany news or tell individual stories. The photo should enhance the story being told. Human interest stories should relate to the people we serve through our programmes and projects.



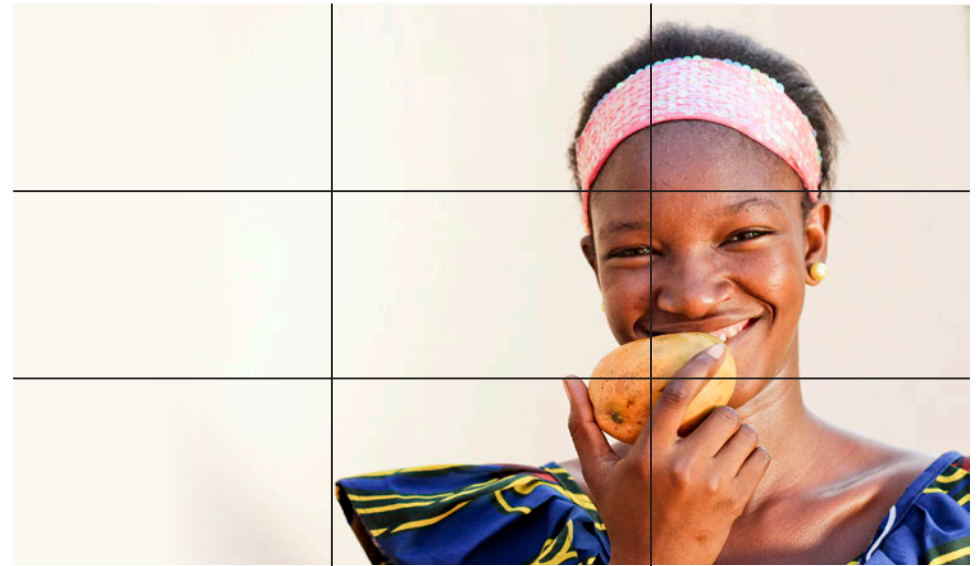
PORTRAITS

Portraits are a great option for cover photos. These images should convey a positive message. Use photos of happy people, if possible eating nutritious food, so that the link to our mission is clear.

Photo subjects should be either on the left or on the right of the frame, to respect the “rule of thirds”. This rule is a basic principle in photography by which important parts of an image are placed at the intersection of four different lines.

The theory is that if you place points of interest in the intersections or along the lines your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally.

If we respect this rule, there is also enough space to add titles on a cover page or - in other communication materials - short and compelling messages. There should be a good contrast between people’s faces in the foreground and the background, which should generally be plain or blurred. Avoid distracting elements and, if possible, use light colours in the background.



FOOD

Since the GAIN strategy focuses on making nutritious food more desirable, available and affordable, the use of images displaying nutritious food are encouraged. Food can be adapted to a country-specific context. For example, if you are producing a publication about India, images of dhal or okra will be preferred, while if you are publishing a report about biofortification in Mozambique, beans would be a better option. Use a white background whenever possible to avoid “noise” and make the nutritious food stand out.



CREDITS

Photos, both in print and online formats, should be credited as follows:

[Copyright symbol] GAIN/[name and surname of the photographer]

Example:





04

LANGUAGE AND STYLE

ENGLISH STYLE

In all our communication materials - such as reports, brochures and other publications, as well as on websites and social media – we use British English.

If you need to write a proposal or report for a US donor, or if you are producing a publication in collaboration with another organisation which uses a different style, you can use American English, provided that you use it consistently within the same document.

TITLES

For titles, please use "Sentence case" instead of "Title Case". Sentence case is when you only capitalise the first letter of the first word in a heading. Proper nouns are in capital letters.

Example:

- **Preferred:** "New partnership between the Global Alliance for Improved Nutrition (GAIN) and HarvestPlus seeks to expand access to biofortified crops to one billion people."
- **To be avoided:** "New Partnership Between the Global Alliance for Improved Nutrition (GAIN) and HarvestPlus Seeks to Expand Access to Biofortified Crops to One Billion People."

If you are writing for an external journal whose editorial style requires Title Case, you can use it, provided that you use it consistently within the same document.

JARGON

In order to reach a wide range of stakeholders, messages need to be simple, memorable, and accessible.

We should be careful in using technical terms or terms that are very specific to our sector when targeting a wide audience: not everyone is a nutrition/development/health expert. We want our messages to be understood by everyone.

Example of a sentence which is fine when used internally, but can be challenging for external audiences:
"Strengthen the enabling environment for designing, implementing, and scaling up effective programmes."

MESSAGES

Our key messages need to be:

- **Clear:** it should be easy to understand the messages we want to convey.
- **Consistent:** we should communicate with the same messages across different parts of the organisation.
- **Credible:** we must "walk the talk". What we say is accurate, and we can prove it with facts.
- **Concise:** a sentence should contain no unnecessary words.





05

LOOK AND FEEL

PROBLEM STATEMENT



1 in 3 people
worldwide are
malnourished.



Content: the critical problem of malnutrition is explained here with simple words and in a very concise manner. This problem statement can be replaced by other statements that illustrate the complex problem of malnutrition or related issues. Statements must be short, snappy, and easy to understand. Avoid jargon as much as possible.

Graphics: it is important that the icons complement and enhance the problem statement.

Typography: for these key messages, please use Book Antiqua Bold. Use the red bordeaux to highlight keywords.

THE GAIN PROMISE

We aim to make healthier food choices more **desirable**, more **available**, and more **affordable**.



Content: with clear, concise and compelling words, explain what GAIN is doing to solve the problem statement.

Graphics: the photo used should reinforce the message we want to convey. White backgrounds contribute to making important elements stand out.

Typography: use Book Antiqua Bold for key messages. The red bordeaux should be used to highlight keywords.

Increase consumer demand for nutritious and safe food.

DESIRABILITY



Content: short and snappy sentences should be used to describe what GAIN does.

Graphics: use close-up images of happy people to enhance the positive message. Photo subjects should be either on the left or on the right, to allow text on the opposite side.

Style: use one of the secondary colours in the colour palette as backgrounds of text boxes.



**Increase availability
of nutritious and
safe food.**

AVAILABILITY



**Fresh fruits and
vegetables are
unaffordable for
large parts of the
world.**

AFFORDABILITY

TAGLINE

The tagline is a short and snappy phrase that captures the essence, personality, positioning of the organisation, and distinguishes it from other organisations/companies.

The best taglines are “deceptively simple, meaningful and memorable, and have a long life”.

The GAIN tagline is “**Better nutrition. For all.**” and can be used as follows:

Communities in general	Better nutrition. For all.	#BetterNutrition4All
Better Diets for Children	Better nutrition. For children.	#ChildrenNutrition
Babies	Better nutrition. For babies.	#BabyNutrition
Breastfeeding mothers	Better nutrition. For breastfeeding mothers.	#MaternalNutrition
Adolescent Nutrition	Better nutrition. For adolescents.	#AdolescentNutrition
Workforce Nutrition	Better nutrition. For workers and farmers.	#WorkforceNutrition
Urban Governance for Nutrition	Better nutrition. For cities.	#UrbanNutrition
Making Markets Work	Better nutrition. Through markets.	#MakingMarketsWork
Reducing Post-harvest Loss	Better nutrition. For all.	#NoFoodLoss
Food Fortification	Better nutrition. For all.	#FutureFortified
Nutritious Foods Financing	Better nutrition. For all.	#InvestInNutrition
Marketplace for Nutritious Food	Better nutrition. For all.	#Marketplace4Nutrition
Mozambique	Better nutrition. For Mozambique.	#BetterNutrition4Moz
India	Better nutrition. For India.	#BetterNutrition4India

Other variations of the tagline or new hashtags should be approved by the Communications Department before they can be used, unless it is another GAIN country.

**Better nutrition.
For **all**.**



06

APPLICATION



TAGLINE

The font of the tagline changes according to its use. Please follow these guidelines:

	Font 1st Part (Better nutrition.)	Font 2nd Part (For all.)	Application
Tagline by itself	Book Antiqua Bold, black.	Book Antiqua Bold: "For" in black and "all" in red bordeaux.	Better nutrition. For all.
Tagline related to programmes	Book Antiqua Bold, black.	Avenir Black, uppercase and red bordeaux. The size is smaller than the first part.	Better nutrition. FOR CHILDREN.
Tagline in stationery	Avenir Black, all uppercase and red bordeaux.	Avenir Black, all uppercase and red bordeaux.	BETTER NUTRITION. FOR ALL.

GAIN'S BROCHURES



1. Titles in Avenir Black (or Arial Bold).
2. Subtitles in Avenir Black (or Arial Bold).
3. Regular text is in Avenir Book (or Arial Regular).
4. Short and compelling messages are in Book Antiqua Bold, sentence case. Keywords are in bordeaux.
5. The hashtag should be in Avenir Black.
6. Use high-quality images that portray the people we seek to serve. Images should fill the page.

CO-BRANDING BROCHURES



1. Titles in Avenir Black (or Arial Bold).
2. Subtitles in Avenir Black (or Arial Bold), in the selected co-branding colour.
3. Regular text is in Avenir Book (or Arial Regular).
4. Short and compelling messages are in Book Antiqua Bold, sentence case. Keywords are in red bordeaux.
5. Partner logos should be at bottom of the publication in similar sizes. Please double check with partners the order of appearance of the logos.
6. Use high-quality images that portray the people we seek to serve. Images should fill the page.

POSTERS



1. Use Book Antiqua Bold in the first part of the tagline.
2. Adapt the second part of the tagline to the target group of the programme/country. Use Avenir Black, red bordeaux, and capital letters.
3. Describe the problem statement with concise words. Highlight keywords in red bordeaux.
4. Image that represents either the problem or a possible solution. Use pictures of food on a white background.
5. High-quality image of the communities we serve at country level or through programmes.
6. Message explaining what GAIN is doing to tackle the problem mentioned in the first poster. Keywords in red bordeaux.
7. The hashtag and the GAIN logo are either at the bottom or top of the posters.

POSTERS

Better nutrition.

FOR ALL.

1/3 OF THE FOOD
PRODUCED IN THE
WORLD **GETS LOST**
BETWEEN THE FARM
AND THE FORK.



#NoFoodLoss

 **gain**
Global Alliance for
Improved Nutrition



#NoFoodLoss

 **gain**
Global Alliance for
Improved Nutrition

We work to minimise food loss, so that **nutritious foods** reach our tables.

#NoFoodLoss

 **gain**
Global Alliance for
Improved Nutrition

POSTERS

Better nutrition.

FOR CITIES.

BY 2030, 6 OUT OF 10 PEOPLE WILL LIVE IN CITIES.

HOW WILL CITIES CONTINUE TO PROVIDE ACCESS TO NUTRITIOUS FOODS FOR ALL?



#UrbanNutrition

 **gain**
Global Alliance for Improved Nutrition



#UrbanNutrition

 **gain**
Global Alliance for Improved Nutrition

We are working with **cities** to increase the consumption of nutritious foods, now and for the **future.**

#UrbanNutrition

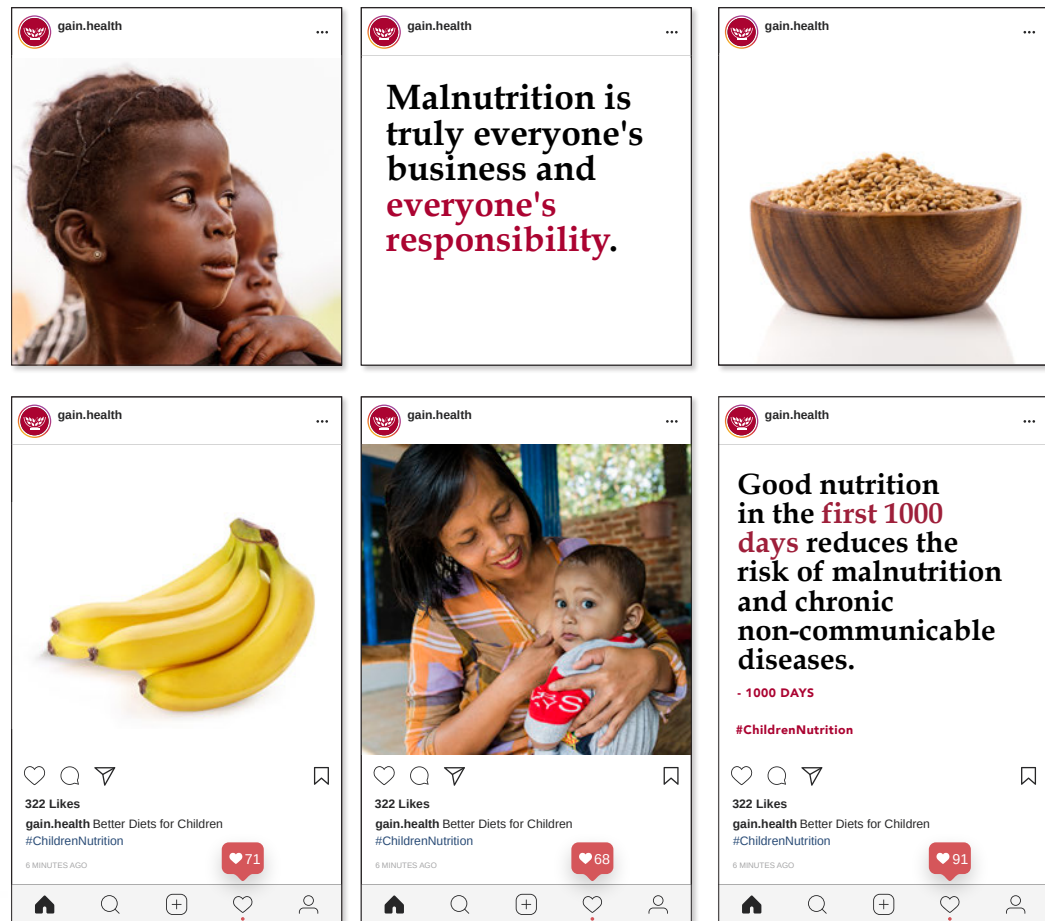
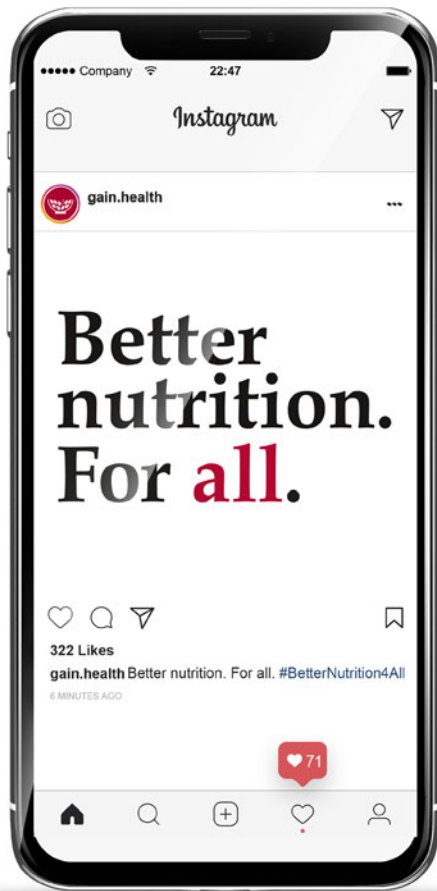
 **gain**
Global Alliance for Improved Nutrition

ROLL-UPS



1. First part of the tagline in Book Antiqua Bold, lowercase.
2. Second part of the tagline adapted to the target group of the programme/country. Use Avenir Black in red bordeaux, uppercase.
3. Image of nutritious foods or of the people we serve through our programmes.
4. Hashtag of the programme/country at the top or bottom left of the roll-up.
5. Logo at the top or bottom right of the roll-up.

INSTAGRAM



On our Instagram account, we will use three main elements:

- Close-up pictures of the people/communities we serve.
- Images of nutritious food on a white background.
- Compelling messages on a white background.

MAP



Where we work

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

STATIONERY

Business cards



NATHALIE PERROUD
Head of Communications

Rue de Varembe 7
1202 Geneva
Switzerland
www.gainhealth.org

Email: nperroud@gainhealth.org
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Phone: +41 22 749 18 45
Mobile: +41 79 886 90 37



ARIJIT CHAKRABARTY
Senior Project Manager
Better Diets for Children

D-2, Commercial Tower, The Edenpark Hotel
(Qutab Hotel), Qutab Institutional Area
Shaheed Jeet Singh Marg
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Phone: +91 11 431 475 750

Letterheads



Mrs Smith
123 Main Street Unit 21
New York City, NY 10001
United States of America

Dear Mrs Smith,

Apername des in nihicil luptam sitatquos non comnissi aliquas inci quam suntis nus sequi si corem se nis debit licte labori valoris nosse volores nis doluptia con repre ressendi dolum dus voluptam quae omnis sitasi dolupist offictotam, quia aut acca-temquiam qui ut quisciendam exerem faccum cus modiciatur?

Mi, nonsernat lic te corem qui unt quibusdam qui recta voluptae volo ea di beruntibus dolorem everum fugit, utatem nihitae ped quati que magnam et ommolup taturia dendunt iorrori berum rendaniet plabo. Nam destibusto omnimus ea dest eligenis sit et et pe sa dolupta sitatis evelique maio. Udit id ut alitaqui omni repro beatiis atem que neturer iberspedi ne lacesed minusani quatus doluptat aspeles edigenisin propriaeptur as volenimporem utem aut enecte et voles et quodi ommodis ipsa vendita tianto corpus eum imi, nobisqui quatiis sitat alia debis disit esequidelit, utem rectincto beatiscis experunt arit, sent ex erum es.

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Sincerely,

Lawrence Haddad

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GAIN, Rue Varembe 7, PO Box 55, CH-1211 Geneva 20, Switzerland, T. +41 22 749 18 50, www.gainhealth.org



Envelopes



John Doe
123 Main Street Unit 21
New York City, NY 10001
United States of America

Notebooks



Compliment slips



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Folders



07

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