Brand Identity

[BRAND STRATEGY BRIDGING GAPS]

OUR BRAND DRIVERS

Optimistic
Empowering
Approachable
Simple (to do good)
Hopeful
Trustworthy
Transparent

[LOGO DERIVATION]



Viewed horizontally, the "Bridging Gaps" symbol represents our **unique donation model**, our core element:
A **never-ending donation cycle** where microloans consistently circulate within the vulnerable communities.

Viewed vertically, it also represents **the letter G**, which ...

[PRIMARY LOGO]

... **serves as a bridge** and literally **closes the gap** between the two words

BRIDGING GAPS

[SECONDARY LOGO]

BRIDGING GAPS

[LOGO ICON]



Download or pick Logo from here:

...

[PRIMARY LOGO]



[SECONDARY LOGO]



[LOGO ICON]



Download Logo files

Do’s Color-Combinations

...



Dont’s Color-Combinations

...



[COLOR DERIVATION]

In shaping the color palette for Bridging Gaps, we drew inspiration from the two countries that we are operating in: **Uganda and Brazil.** Our selected palette radiates a **vibrant, lively and authentic spirit**, embodying the essence of these countries, their people and nature.

Check the **next page** for the **possible color combinations** and make sure to always use the **correct color code.** This document contains all of the colors so you can start creating right within.

[BRAZIL AND UGANDA]





Optimistic Yellow
Hex: #CFFF6A
RGB: R 207 G 255 B 106
CMYK: C 19% M 0% Y 58% K 0%

Empowering Orange
Hex: #FF3D00
RGB: R 255 G 61 B 0
CMYK: C 0% M 76% Y 100% K 0%



Approachable Rosé
Hex: #F1C8C5
RGB: R 241 G 200 B 197
CMYK: C 0% M 16% Y 17% K 5%



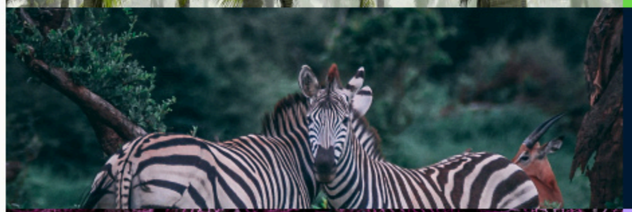
Simple Beige (dark)
Hex: #E7E3D8
RGB: R 231 G 227 B 216
CMYK: C 0% M 2% Y 6% K 9%

Simple Beige (light)
Hex: #F2F1EE
RGB: R 242 G 241 B 238
CMYK: C 0% M 0% Y 2% K 5%



Hopeful Green
Hex: #44C619
RGB: R 68 G 198 B 25
CMYK: C 51% M 0% Y 68% K 22%

Hopeful Green (dark)
Hex: #44C619
RGB: R 68 G 198 B 25
CMYK: C 51% M 0% Y 68% K 22%



Trustworthy Indigo
Hex: #041C32
RGB: R 4 G 28 B 50
CMYK: C 18% M 9% Y 0% K 80%



Transparent Lilac
Hex: #A87FFF
RGB: R 168 G 127 B 255
CMYK: C 34% M 50% Y 0% K 0%

Transparent Lilac (dark)
Hex: #A87FFF
RGB: R 168 G 127 B 255
CMYK: C 34% M 50% Y 0% K 0%

Do’s Color-Combinations

...

The Color Combination of dark green on light beige as a background is great!

Instead of light beige on dark green use warm off white instead for contrast.

The Color Combination of dark green on energetic yellow is awesome!

Just like the other way round, dark green on energetic yellow!

The Color Combination of dark green on light purple as a background is great!

The Color Combination of dark green on light green as a background is great!

The Color Combination of dark green on warm pink as a background is great!

For a short headline the use of red on warm pink is also an option!

The Color Combination of yellow on dark purple is also an option!

Dont’s Color-Combinations

...

The Color Combination of dark green on light beige as a background is great!

Instead of light beige on dark green use warm off white instead for contrast.

The Color Combination of dark green on energetic yellow is awesome!

Just like the other way round, dark green on energetic yellow!

The Color Combination of dark green on light purple as a background is great!

The Color Combination of dark green on light green as a background is great!

The Color Combination of dark green on warm pink as a background is great!

For a short headline the use of red on warm pink is also an option!

[TYPEFACES]

Figtree

[Primary Typeface for Bridging Gaps]

Figtree is the Primary Typeface for Bridging Gaps, it should be mainly used in Regular, Medium or Bold, if you want to highlight something. It can be used for headlines and bodytext and should mainly be used in upper- and lowercase.

TRUSTWORTHY | PROFESSIONAL | CONTEMPORARY

Download Figtree



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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P22 Mackinac Pro

[Secondary Typeface for Bridging Gaps]

P22 Mackinac Pro is a beautiful typeface that gives the Bridging Gaps Branding an overall approachable and friendly character. It should be used for headlines or subheadlines only and never be set in uppercase. It should always be set in bold.

PLAYFUL | HUMAN | INVITING | OPTIMISTIC

Download Mackinac



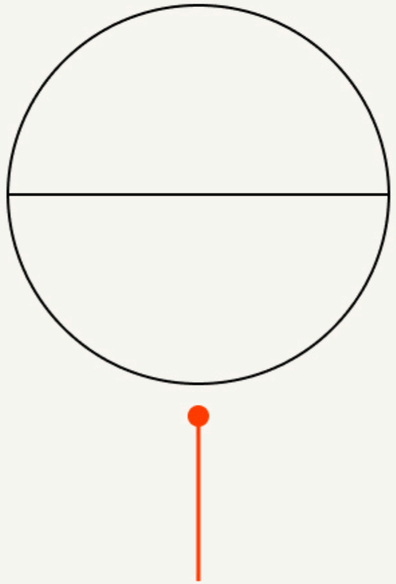
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[THE BRAND PATTERN]

REPRESENTING THE COLLABORATION BETWEEN THE GLOBAL NORTH (DONORS) AND SOUTH (MICROLOAN RECIPIENTS):



Two half circles represent the global north and south

Download Pattern

[ILLUSTRATIONEN]

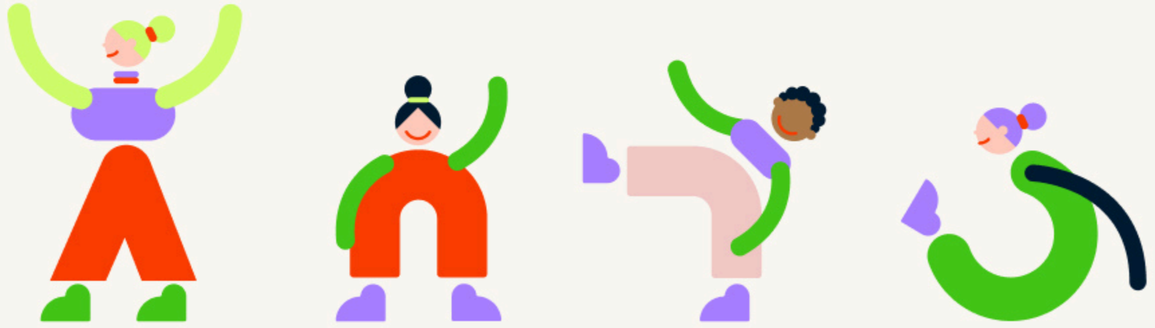
A MODULAR “BUILDING BLOCK” SYSTEM

Download Illustrations









To explain what Bridging Gaps does and how it works, we developed **a flexible and recognizable illustration system** based on **simple geometric shapes,** inspired by the **division** of the world into the **global North and South.**

These shapes can be put together like a **“Bauklotzsatz”** representing **the essence of “Briding Gaps”: to built something** out of **different components** (entrepreneurship workshop and training) **to create something new** (new businesses).

[ILLUSTRATIONEN]

A MODULAR “BUILDING BLOCK” SYSTEM

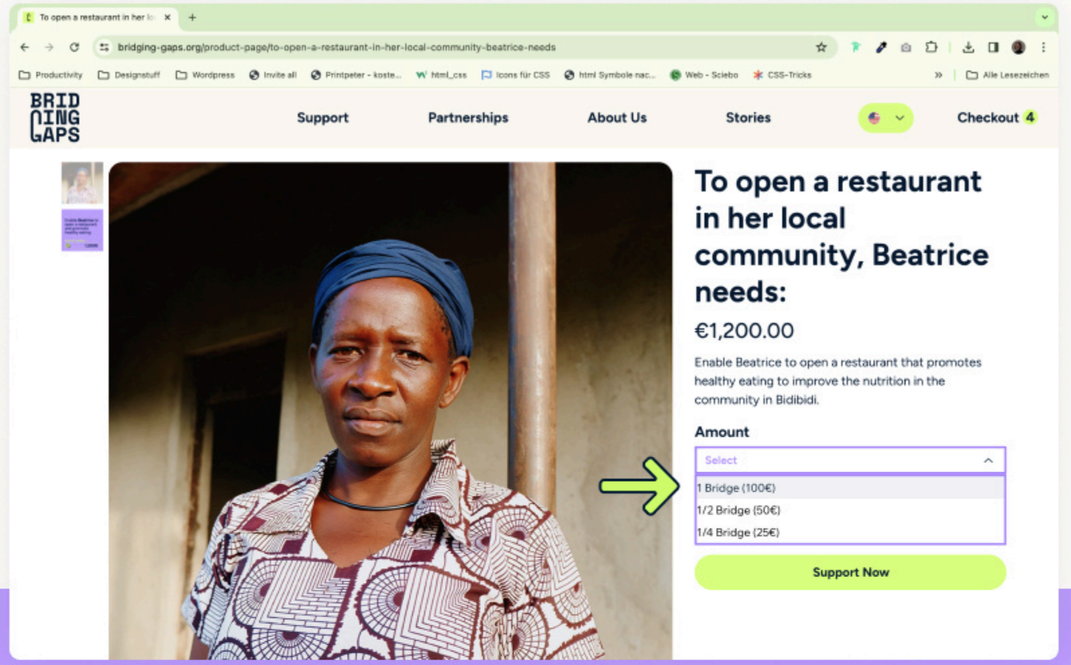


[ILLUSTRATIONEN]

A MODULAR “BUILDING BLOCK” SYSTEM



FORGET NFTs, WE INTRODUCED "BRIDG€S"



1 Bridge (100€)



½ Bridge (50€)



¼ Bridge (25€)



To underline the mission of the brand, which is building bridges between supporters from the Global North to help entrepreneurs from the Global South to build their businesses, we introduced our very own currency: Bridg€s

This cycle should be used when explaining the Bridging Gaps donation model.

Donations

Individuals and companies from the Global North donate to Bridging Gaps.

Donors have the opportunity to find out more about the individual projects and people on the website

Matchmaking

On our website, donors can pick a country, a topic, an entrepreneur or a workshop.

Successful Funding

The donation is transformed into a microloan in the local community.

Social Business Launch

The local entrepreneur in the Global South starts their business supported by the microloan. Each business has a social component to further support the local communities.

Mentorship and Coaching

The entrepreneurs are paired with a local mentor and receive long-term support from local non-profits to ensure a high success rate for the new businesses.

Paying it Forward

Once the entrepreneur has saved enough money to repay the microloan, it is directed to the next person in the samecommunity. This way, the money stays in the same country and supports the local economy.

Entrepreneurship Training

Bridging Gaps organized frequent entrepreneurship trainings with both microloan recipients and interested future entrepreneurs to establish their business and financial plans.

Community Loan Groups

In each local community, several community loan groups are established. These consist of entrepreneurs and microloan recipients. The microloans are paid forward within these groups. Once all group members have received their loan, additional community members can be added to the group. This creates a positive ripple effect and establishes new financial structures locally.

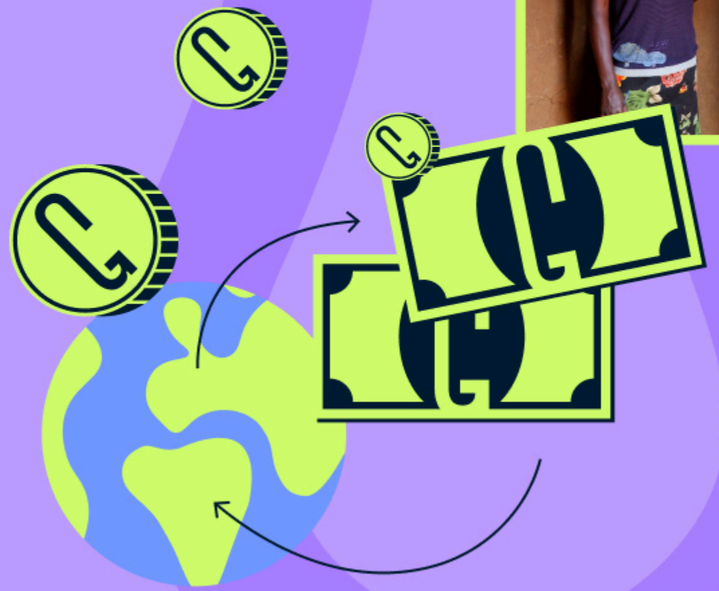
This cycle should be used when explaining the Social Impact of Bridging Gaps

[BRIDGING GAPS' SOCIAL IMPACT]

AMITO'S STORY

Your Donation

You select an entrepreneur to support via our website and donate to fund their business.



Once your donation reaches the local community, it is transformed into a microloan and given to a new entrepreneur.

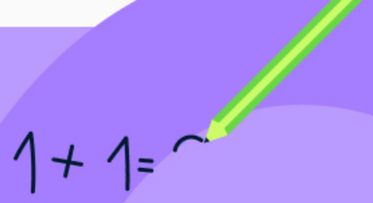




After joining our entrepreneurship training and receiving her microloan, Amito opened her social business, a flourishing retail shop, in Bidibidi.

Fun fact: The picture shows the same house one week after receiving the loan

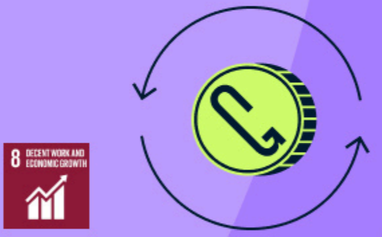
The long-term Impact:



1. Because of her thriving business, Amito's children can go to school instead of having to support the family.



2. Because of the social nature of her business, Amito has a positive impact on her larger community, as she donates parts of her products to families in need.



3. Because of our Pay-It-Forward model, Amito pays the loan to the next entrepreneur in her community, who can then start their business.



4. As part of the Bridging Gaps community, Amito becomes a mentor for other female entrepreneurs, empowering and inspiring more women leaders in Bidibidi.





VISUALS

The visual content for Bridging Gaps in Uganda is captured by Malish James, refugee and Co-Founder of Bridging Gaps. These images and videos embody an authenticity and vibrancy that we cherish and didn't want to alter in the slightest.
Malish honed his photography skills through his participation in the UN WFP Storytellers initiative, where he also crossed paths with Janina, Bridging Gaps founder and CEO, for the first time.







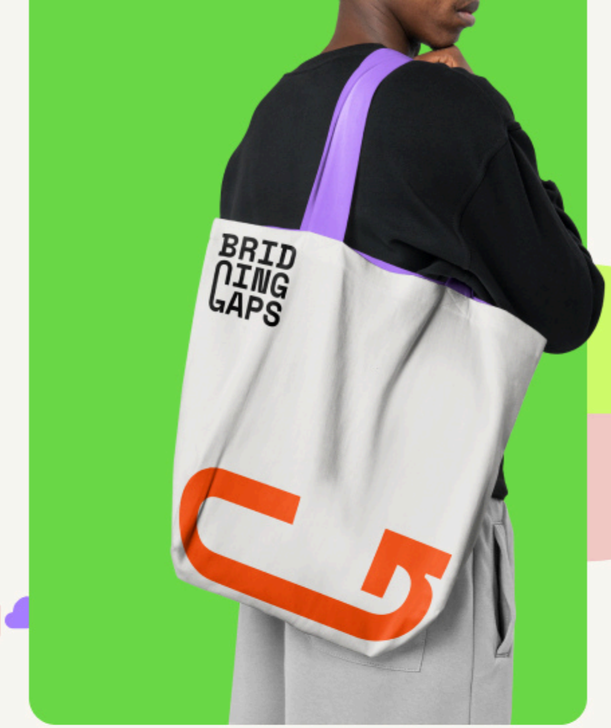




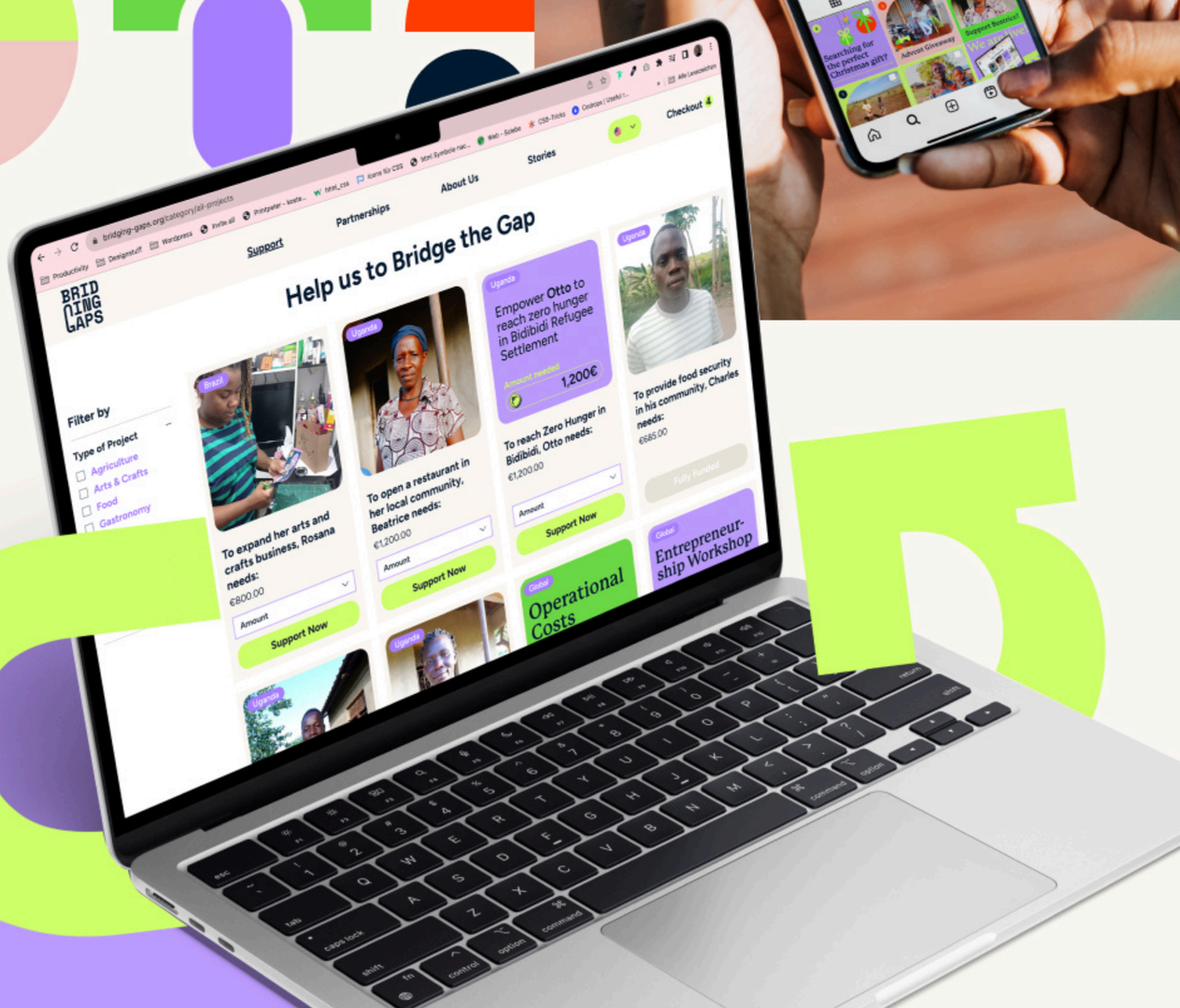




BRIDGING GAPS











Microloans,
Maximum Impact