



The Goodwill Industries "Smiling G" logo is the most recognizable visual incarnation of the Goodwill brand. It is the one symbol that unites Goodwill organizations worldwide under a common mission. By joining efforts to create one cohesive look, we further strengthen the Goodwill brand and promote the mission to our audiences.

Logo Color Requirements

Color is an important aesthetic factor when communicating the Goodwill brand. Consistent use of our "Goodwill Blue" is essential for identifying the trademark. The preferred color of the corporate logo is the positive two-color version, which uses PANTONE 294 (also referred to as PMS 294) and Black.

Four options are available for trademark reproduction purposes:

Two-color use:
Black with PANTONE 294



One-color use:
Black



Alternative one-color use:
PANTONE 294

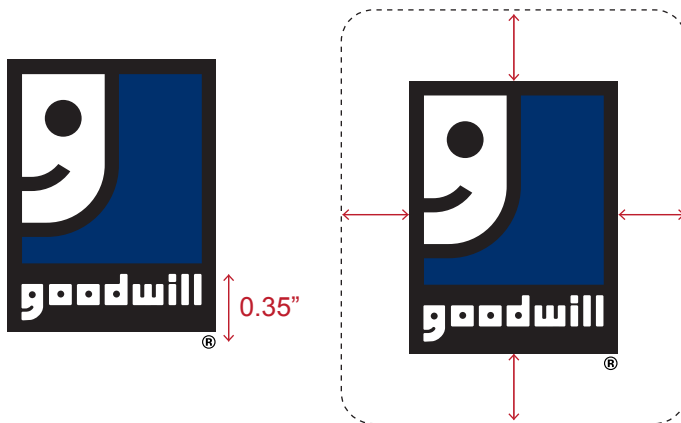


Reverse white on
solid background



Spacing Requirements

To give the Goodwill identity "room to breathe," the Smiling G should appear surrounded by ample space, with the trademark symbol falling in the lower right corner. Trademark proportions must remain constant in all reproductions. The space surrounding the trademark should be proportionately equal to the height of the bottom bar (see diagram below). This is the minimum distance allowable between the trademark and other graphic elements such as typography, photography and illustration.



Size Requirements

In order to maintain quality reproduction and legibility of the logo and its elements, the size of the logo should not be smaller than 0.25" wide. There is no limit for enlarging the Goodwill logo as long as it remains proportionate.



Our Logotype

The logotype clearly defines and highlights the word "Goodwill" by using Helvetica Neue Black Extended. The Smiling G logo is placed to the right of the text and a line separates the official title of our company, with Garamond as the secondary font. Please refer to the visual examples below when recreating the logotype.

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Four options are available for trademark reproduction purposes:

Two-color use: Black with PANTONE 294



Alternative one-color use: PANTONE 294



One-color use: Black



Reverse white on solid background



Spacing Requirements

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Size Requirements

In order to maintain quality reproduction and legibility of the logotype and its elements, the size should not be smaller than 1.75" wide. There is no limit for enlarging the Goodwill logotype as long as it remains proportionate.