



Global Child
ADVOCATES

Brand and Style Guide

2023

LOGOS (English)



Main Logo
Full Color



Main Logo
White on Clear - For use over photos

Square Logo - Teal



Square Logo - White on Clear



Square Logo - Full Color



Square Logo - Midnight Blue



LOGOS (Thai)



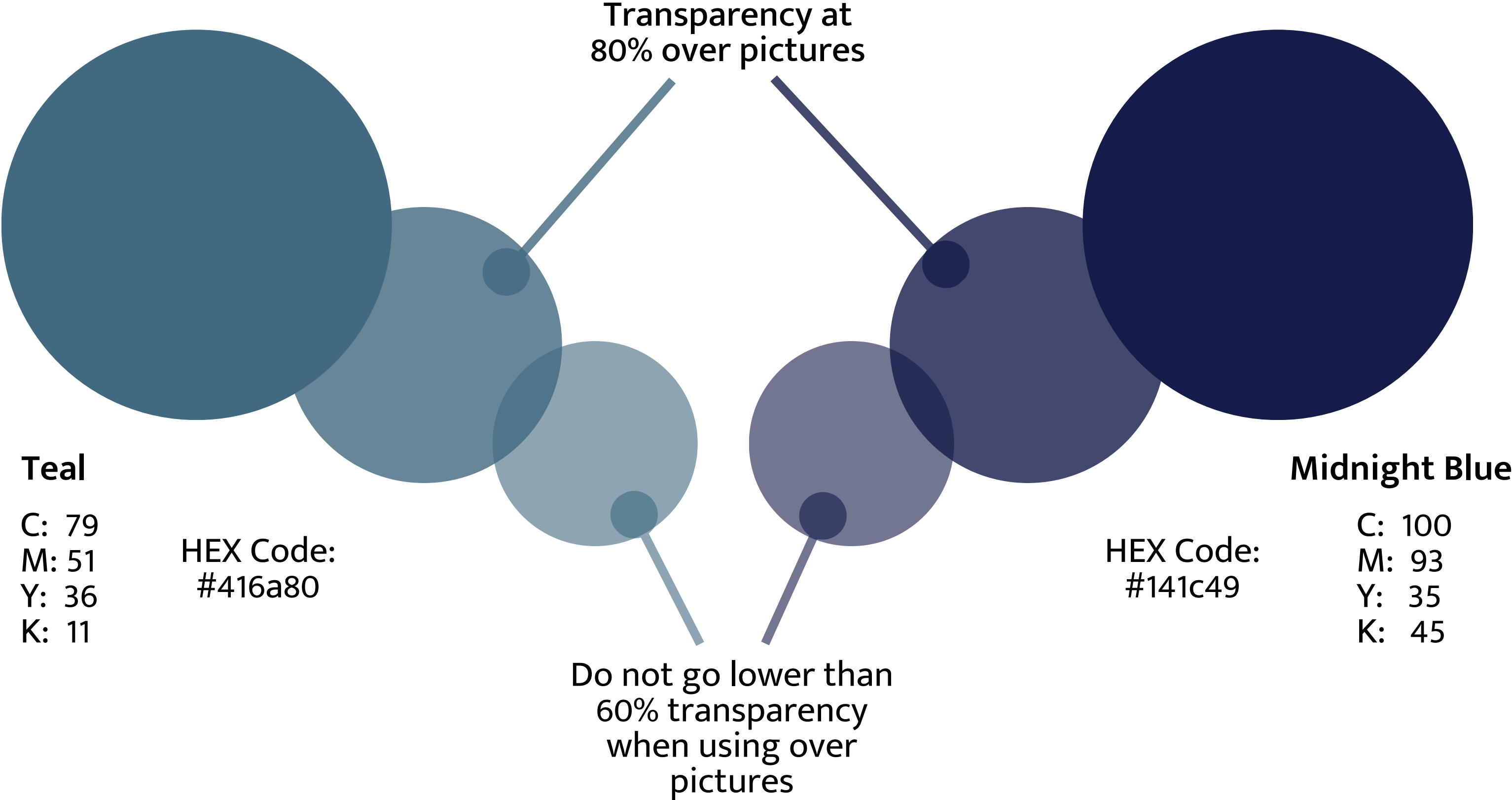
มูลนิธิเปี่ยมเมตตา
Global Child ADVOCATES

Square Thai Logo - Full Color



Main Thai Logo - Full Color

COLORS



Do's

Leave an equal amount of white space around the entire logo away from other graphic elements



Place logo in a corner or centered



You can use the favicon by itself on a picture if 'Global Child Advocates' is included in text



Lock the image 'ratio' and resize graphic from the corner



Don'ts



Place logo on photo which interferes with visibility



Place color logo on white over photo



Adjust the color



Don't cover faces with logo



Tilt or slant



Crop disproportionately



Resize disproportionately



TYPOGRAPHY



Global Child
ADVOCATES

Avenir Black
AVENIR ROMAN

Logo and document font

Avenir Black
Avenir Roman

(Not available in Canva)

Use fonts below for Canva:

Mukta Vaani Bold
Mukta Vaani
Ek Mukta

Featured Text, Alternative

Raleway
Raleway

Cursive Option

Satisfy

WHO WE ARE - GCA

SHORT

Global Child Advocates strengthens the layers of protection around children to prevent abuse, trafficking, and orphanhood and empowers through education and advocacy.

MEDIUM

GCA is a a team of dedicated child protection specialists who equip and empower safe families for children in order to prevent human trafficking and orphanhood. Our mission is to strengthen the layers of protection around children to prevent abuse, trafficking, and orphanhood and empowers through education and advocacy.

LONG

GCA is a a team of dedicated child protection specialists who equip and empower safe families for children in order to prevent human trafficking and orphanhood. GCA transforms vulnerable communities which are susceptible to increased risk of orphanhood and human trafficking into safe places for children to thrive and grow in families. Because of our work, local child protection systems are designed, built or reformed to robustly respond to the threats and vulnerabilities that children face. GCA's programs empower families to be resilient to challenges and alternative families are strengthened, so families are providing the best child protection available to children. Through advocacy, GCA's body of work is communicated consistently and excellently to shift the global perspective towards caring for orphaned and vulnerable children within families.

GCA's mission is to strengthen the layers of protection around children to prevent abuse, trafficking, and orphanhood and empowers through education and advocacy.

LOGO (SOJOURN STUDIO)

SOJOURN
studio

Main Logo - Full Color (Black)

SOJOURN
studio

Main Logo - White

WHO WE ARE - SOJOURN STUDIO

SHORT

Crafting Impact. Empowering Her. Styling for Hope.

MEDIUM

Sojourn Studio handcrafts beauty to rewrite her story and lift her community. Artisans gain skills and a supportive community which elevates her ability to earn dignified income which brings light into the lives of an artisan, her family, and her customer.

LONG

Crafting Impact - Since 2017, Sojourn Studio has been handcrafting beauty to rewrite her story and lift her community. With clay as a starting point, artisans form each porcelain piece, paint every metallic stroke, and meticulously assemble each delicate design. Pieces are uniquely accented with kiln-fired 22k gold or sterling silver luster and finished with 14k gold-filled or sterling silver findings.

Empowering Her - Sojourn Studio empowers young women and moms on the Thailand-Myanmar border through dignified work. Artisans gain skills and a supportive community which elevates her ability to reach her full potential. Women earn fair wages, educational scholarships, savings funds, health benefits, and maternity care.

Styling for Hope - Sojourn Studio brings light into the lives of an artisan, her family, and her customer. With every new design mastered, artisans grow in confidence and vision for a brighter future. Beyond creating beautiful fashion for each customer, women are gaining agency over their lives and the lives of their children. Sojourn Studio is changing the narrative for every woman employed.

Important Facts about Sojourn Studio

Sojourn Studio launched in 2017 as a social enterprise of Global Child Advocates, U.S. 501(c)(3) nonprofit (EIN #26-3666515) and a registered Thai foundation.

Sojourn Studio is a non-residential program that combines employment with personal development for young women from marginalized communities.

"Sojourn" was chosen to convey that we are all on a journey. We believe in dignified work and the positive impact of a community of comrades who band together and support one another in the journey. Jesus' life and His sacrifice is our motivation and our guide. We do not force our beliefs on each other and we all show respect to one another.

At Sojourn Studio, we focus on forward motion and progress. We've intentionally chosen to identify our artisans by face and name and they sign each of their jewelry cards. While many of our artisans have come from situations of trauma, abuse, or trafficking, we ask that you do not label them by these experiences. Please respect their privacy and honor them by not placing these terms specifically on our group or on any individual artisan in Sojourn Studio.

Our artisans are ethnically from Myanmar and live on the Thailand side of the border. Artisans receive a fair hourly wage, in addition to funds specifically designated for savings and ongoing educational costs.

STYLE GUIDE

In all our written communications and media for Global Child Advocates and Sojourn Studio, we strive for a hopeful, informative and positive tone. We are friendly without being overly familiar or joking. We say things in as few words as possible. We never judge or malign anyone for gender, sexual orientation, faith, religion, ethnic group or assign motives or thoughts to people in our community. We highlight the competency and capacity of our locally-led staff to lead and direct their own community. We live in community with the people we serve and we will never identify them in a way that is reductive or un-Christlike. We speak openly about how and why we do this work because of our faith in Jesus Christ.

Tone

- Confident
- Trustworthy
- Christ-centered
- Best practice
- Relatable
- Professional
- Clear, concise

Always

- Re-check spelling and grammar
- Depict children within their protective system
- Add GCA logo to photos with only one child
- Follow GCA's Media Policy when posting sensitive subjects and blur faces, when appropriate

Avoid

- Sarcasm
- Over familiarity
- Writing in the first person - I, me, my
- Judgment, blame, or assumptions when it comes to any individuals or why a problem exists

STYLE GUIDE (Terms)

Migrant

We use IOM's definition of migrant -- "Any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of (1) the person's legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is."

Myanmar/Burma

We use Myanmar to describe the country formerly known as Burma. We use "Burmese" to describe people from Myanmar or more specifically identify their ethnic group (ie: Chin, Karen).

Orphan/orphaned

A child can be "orphaned" but should not be identified as an "orphan."

Parenting

We do not make judgments on parenting in our community. We may state facts, but not assign blame or guess why a parent makes a decision.

Poor/poverty

We describe people as "living in poverty" and do not identify them as "poor." People are not solely defined by their circumstances.

STYLE GUIDE

Prostitute

We will not identify someone as a prostitute.

Refugee

We use the UN definition of refugee -- "Someone who has been forced to flee his or her country because of persecution, war or violence. A refugee has a well-founded fear of persecution for reasons of race, religion, nationality, political opinion or membership in a particular social group."

Rescue/save

GCA does not "rescue" or "save" children or families, we advocate with, for, and on behalf of children and families

Trafficking

We use the UN's definition of trafficking -- "The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation."