



# Style and Brand Guidelines

April 2014

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# Welcome

Kiva's mission is to connect people through lending to alleviate poverty. To accomplish our goal, we work with a diverse set of organizations from Fortune 500 companies and small businesses to microfinance institutions located in over seventy different countries, and over a million individual supporters. As this group grows, it's essential that Kiva's brand assets such as logos or color schemes are presented in a consistent manner which properly reflect our values and spirit.

This document provides a set of standards and guidelines for the proper usage of Kiva's logo and color palette, as well as the language and visual imagery that surrounds them.

# Logo Usage

Primary Logo



Color Spec



Black Only



Reverse



Minimum clear space



Proper alignment



Logo with tagline stacked



Logo with tagline horizontal



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## Preferred colorways

We realize that there are exceptions to every rule, and occasionally our logo will be needed for uses that go beyond our standard color palette. In these circumstances, please try your best to follow the spirit of the logo guidelines on the previous page. And as always, feel free to consult the design team with any questions you have.

Logo on white/light backgrounds



Logo on colored/dark backgrounds



Single Kiva green



Don't swap Kiva greens



No mixing colors that aren't Kiva greens



# Unacceptable Usage

Outdated color guideline



Note enough contrast



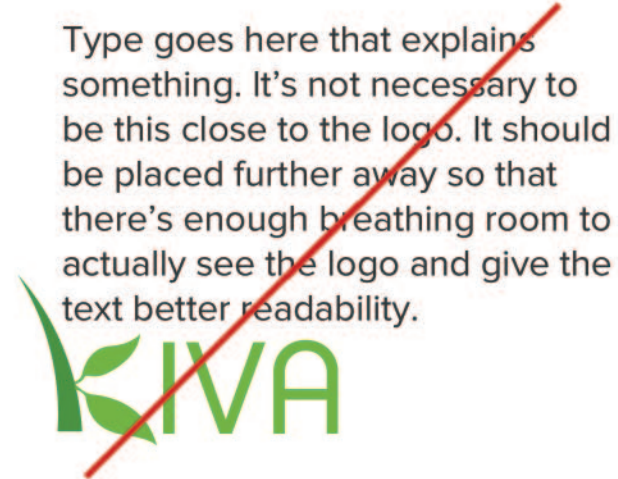
Not enough contrast



Not enough clear space



Not enough clear space



Outdated style



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# Color Palette

There are two specific shades of green that represent the Kiva brand. In order to create a memorable experience across web, print, schwag and other promotional materials please only use these two colors when creating physical or digital products.



**74b446**

RGB: 116 180 70  
CMYK: 57 0 100 0  
Pantone 368 C



**4b9123**

RGB: 75 145 35  
CMYK: 56 0 100 27  
Pantone 370 C

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# Imagery

Kiva imagery should aim to connect lenders to people they can support by providing a window into the lives of borrowers, the places where Kiva works and macro problems we are focused on solving. Broadly, images should be simple, authentic and inspirational.

Please keep the following guidelines in mind when selecting photos to use in conjunction with the Kiva logo or other marketing materials:

- Borrowers should always be represented as empowered and portrayed with dignity.
- Kiva lenders are interested in the lives and stories of the people they support. While borrowers can be portrayed with a simple portrait, photos that also include additional details about the work they're engaged in are preferred (be it a farmer with their crops or a store owner in front of their market) as they can significantly improve the narrative.
- Photos should be selected that are in focus and have engaged in rules of quality photography, including shallow depth-of-field, the rule of thirds (keeping primary subjects off-center), and sufficient lighting.
- Illustrations or typographical treatments should be used to illustrate larger macro such as loan sectors or the impact of Kiva loans.
- When using typography with images, ensure the text is fully legible.
- Editing (Photoshopping) a photo in order to improve the image's aesthetic is acceptable. This may include adjusting colors, sharpening and/or cloning a benign element (such as the background in order to extend it). It is unacceptable to edit a photo in order to create a false impression such as portraying an event or situation that did not occur.
- Whenever possible, give credit to the photographer.



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## Imagery Continued – Correct Examples

These types of photos are desirable for Kiva's use.

Portrait



Action



Loan use



Environment/Culture



Simple background



Intimate details





## Imagery Continued – Incorrect Examples

These may be good photos, but they're not useful for our purposes.

Busy background



Non-borrowers



Modified (Photoshopped)



Impoverished, not empowered



Poor quality (overly grainy)



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# Language Usage

Kiva's voice is simple, clean and cogent, but friendly. When writing about your involvement with Kiva, we would ask that you would keep consistent with this voice as much as possible.

When referring to Kiva, always use "Kiva", and not "KIVA" or "kiva.org", unless referring specially to the web property.

As a supporter of Kiva, please use language similar to "We support Kiva." Do not use the terms "endorse", "sponsor" or "partnership" when referring to your support of Kiva.

When writing it is important to remember that lending and donating on Kiva are two distinctly different actions that are often confused.

- When you or your company choose to support loans to borrowers on Kiva, these are loans and not donations. Please refer to any loan funds as "loans." Do not refer to your lending as "giving" or making "donations." We also suggest that you link to your company's public lender page or lending team page (if applicable) so that you can share your company's lending with your clients, customers, etc.
- If you or your company instead choose to make donations to help fund Kiva's operating expenses and cover the cost of running Kiva, this support is in the form of donations and you can refer to your support as "donations."

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## Language Continued

A few other things to keep in mind:

- When writing about Kiva borrowers we ask that you would uphold respect for these individuals. Please do not refer to them as “your borrower” or “our borrowers.” Borrowers are also “empowered” and “enabled” -- not “aided”, “needy”, “struggling” or “in need.”
- While Kiva lenders make loans at 0% interest, most of the loans on Kiva are not interest-free, as our Field Partners charge interest to borrowers in order to help support their operations. For this reason we ask that you would not refer to Kiva loans being interest-free.
- Kiva is also not a direct lending platform, but instead we partner with microfinance institutions and other social businesses around the world to facilitate loans on the ground to borrowers. For this reason, when referring to Kiva, please do not refer to Kiva’s platform as being “direct” or “P2P.”

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# Embodying the Kiva Spirit

At Kiva we envision a world where all people – even in the most remote corners of the globe – hold the power to create opportunity. As we work toward this reality, it is important that Kiva and our supporters represent every borrower with respect and dignity. We believe that people have a generous side of their nature and this generosity is most strongly expressed toward people they understand. Because the stories you tell and the photos you share about Kiva help build a foundation of understanding, we ask that you embody the spirit of Kiva when working with our organization. Please take care in work you produce, as it truly can make a positive impact on the world around you.

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# Contact

For more information or questions about styles or guidelines, please contact [design@kiva.org](mailto:design@kiva.org).