GLOBAL INNOVATION INSTITUTE®

Corporate Identity Guide

Contents

Introduction

As GInI's trademarks are an important business asset, GInI remains steadfast in its efforts to **protect them.**

GInI employees, members, volunteers, communities, Authorized Providers, certification holders, licensees, and other third parties can help in these efforts by using these marks properly and by **providing appropriate attribution.**

The following trademark usage guidelines apply to all parties using GInI marks. Individuals and organizations operating under special license with GInI should follow the special trademark guidelines provided to them, pursuant to their respective agreements, which may contain certain exceptions.

Logo Design

Color Associations:

GLOBAL INNOVATION INSTITUTE®

- **Tyrian purple represents royalty and wealth.**

- **Navy represents sophistication and authority.**

- **Green signifies nature and vitality.**

Core Elements:

GInI's logo consists of two parts: symbol (graphic element) and text.

Symbol: The GInI logo is a registered trademark with the United States Patent & Trademark Office

(USPTO). The globe symbol represents represents that GInI is the world's leading professional

certification, accreditation, and membership association in the field of innovation.

GInI does this through its globally recognized standards, tools, publications, resources,

professional development courses, certifications, applied research, and networking opportunities.

Global Innovation Institute:

Uses a simple, elegant font, giving a sleek look to the overall logo.

04

GInI 's full color logo should be placed on white background only, and should not apper smaller than 25mm in width to ensure clarity and visibility.

In cases where the logo needs to appear on a limited background, the minimum size allowed is to not be less than 15mm.

Clear Space

The logo should have a minimum clear space 10mmhorizontally, and 15mm vertically around it to give it room to breathe, and to preventyan other object from intruding on its visual impact.

GLOBAL INNOVATION INSTITUTE

25mm

GLOBAL INNOVATION INSTITUTE

15mm

15mm

10mm | **GLOBAL INNOVATION INSTITUTE®** | 10mm

15mm

** The logo should be sent in vector format (.eps) or (.pdf) to our partners & events organizers.

Icon Appearance & Size

GInI's full color Icon should be placed on white background only, and should not apper smaller than 25mm in width to ensure clarity and visibility.

25mm

In cases where the icon needs to appear on a limited background, the minimum size allowed is to not be less than 15mm.

15mm

Clear Space

The icon should have a minimum clear space 10mm horizontally, and 15mm vertically around it to give it room to breath, and to prevent any other object from intruding on its visual impact.
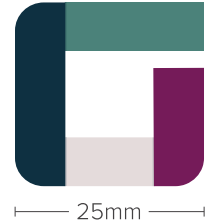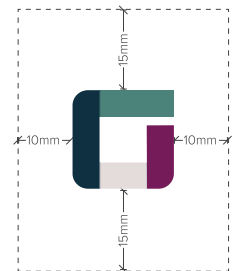
15mm
10mm   10mm
15mm

** The logo should be sent in vector format (.eps) or (.pdf) to our partners & events organizers.

GLOBAL INNOVATION INSTITUTE

Visual Element: White Logo
Background: Black

GLOBAL INNOVATION INSTITUTE

Visual Element: White Logo
Background: Tyrian Purple

GLOBAL INNOVATION INSTITUTE

● K: 100%.
● K: 90 %.
● K: 15 %.

B&W Version

GLOBAL INNOVATION INSTITUTE

● K: 90 %.
● K: 15 %.
○ K: 00 %.

Greyscale Version

Icon Variations

Visual Element: White Icon
Background: Black

Visual Element: White Logo
Background: Tyrian Purple

● K: 100%.
○ K: 15 %.
○ K: 00 %.

B&W Version

● K: 90 %.
○ K: 15 %.
○ K: 00 %.

Greyscale Version

GLOBAL
INNOVATION
INSTITUTE®

CMYK: C10 M11 Y9 K0
RGB: R227 G219 B219
HEX: #E3DBDB

CMYK: C52 M100 Y34 K23
RGB: R119 G0 B88
HEX: #770058

CMYK: C95 M71 Y51 K50
RGB: R11 G49 B66
HEX: #0B3142

CMYK: C73 M33 Y53 K9
RGB: R75 G130 B121
HEX: #4B8279

No Rotation

No Color Alteration

No Border

No Shadow

No Horizontal Distortion

No Vertical Distortion

No Font Adjustments

No Colored Background

No logo re-ceation

No Rotation

No Color Alteration

No Border

No Shadow

No Horizontal Distortion

No Vertical Distortion

No Colored Background

No logo re-ceation

GInI Badges

Certified Innovation
Professional (CInP)®

Certified Design Thinking
Professional (CDTP)®

Certified Innovation
Strategist (CInS)®

**Authorized Growth
Venture Assessor (AGVA)®**

Certified Chief Innovation
Officer (CCInO)®

**Authorized Innovation
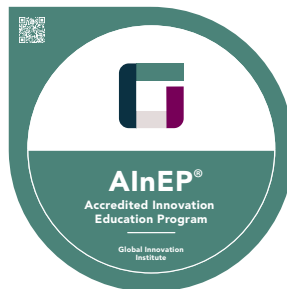Assessor (AInA)®**

**Certified Innovation
Associate (CInA)®**

AAP®
Accredited Accelerator Program
Global Innovation Institute

Accredited Accelerator
Programs (AAP)®

ABI®
Accredited Business Incubator
Global Innovation Institute

Accredited Business
Incubators (ABI)

AInEP®
Accredited Innovation Education Program
Global Innovation Institute

Accredited Innovation
Education Program (AInEP)®

AInL®
Accredited Innovation Lab
Global Innovation Institute

Accredited Innovation
Lab (AInL)®

CGInO®
Certified Government Innovative Organization
Global Innovation Institute

Certified Goverment
Innovative Organization (CGInO)®

CInOrg®
Certified Innovative Organization
Global Innovation Institute

Certified Innovative
Organization (CInOrg)®

InE®
Innovation Endorsement
Global Innovation Institute

Innovation Endorsement
(InE)®

GInI Badges

Authorized Training &
Assessment Provider (ATAP)®

Authorized Training
Provider (ATP)®

Authorized University
Provider (AUP)®

Hind Madurai

Hind Madurai Light
Hind Madurai Regular
Hind Madurai Medium
Hind Madurai SemiBold
Hind Madurai Bold

Alternate typefaces:

Helvetica

Helvetica Regular.
Helvetica Bold.

GLOBAL
INNOVATION
INSTITUTE

14.7 mm

13.7 mm

Tel: +1.877 276 7701 | Email: gini@gini.org | Web: www.gini.org

13.7 mm

Tel: +1 877 276 7701 | Email: gini@gini.org | Web: www.gini.org

logo size
53.83mm width
15.95mm height

Cover Letter and Letterhead

GLOBAL INNOVATION INSTITUTE

32mm

15.5mm

88mm

88mm

logo size
8.2mm width
2.3mm height
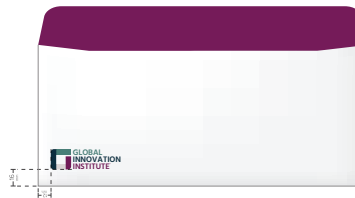
logo size
17.4mm width
5.3mm height

Large Envelope, Small Envelope, and Business Card.

Content

Client

Date

14.65mm

14.65mm

front logo size
47.8mm width
14.3mm height

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INSTITUTE**

Tel: +1 877 276 7701 | Email: gini@gini.org | Web: www.gini.org

**GLOBAL
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INSTITUTE**

14mm

back logo size
9mm width
2.5mm height

**GLOBAL
INNOVATION
INSTITUTE**

Tel: +1 877 276 7701 | Email: gini@gini.org | Web: www.gini.org

**GLOBAL
INNOVATION
INSTITUTE**

logo size
14.3mm width
4.3mm height
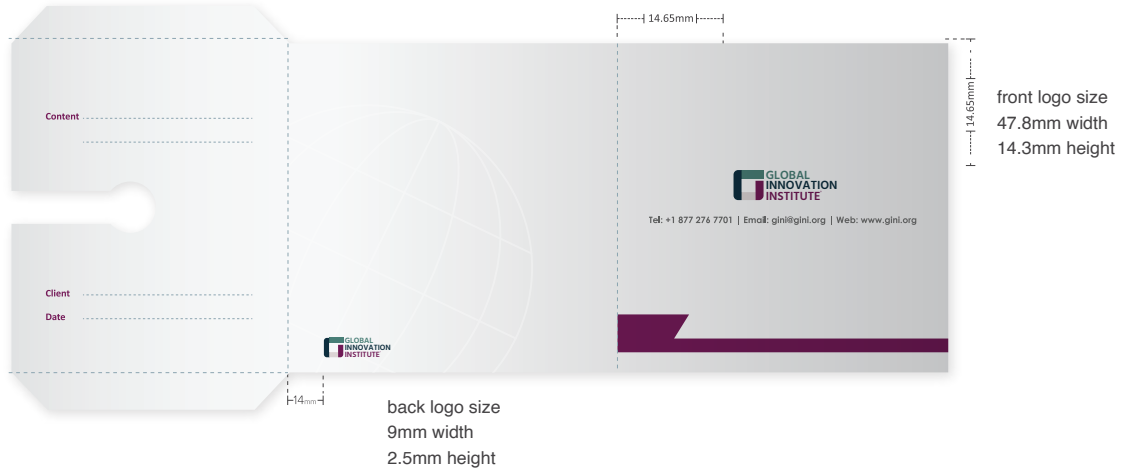
CD Cover and Label.

CERTIFICATE

GLOBAL INNOVATION INSTITUTE

This is to certify that

John Doe

having met with distinction the high standards of education, achievement, and demonstrated knowledge established by Global Innovation Institute is hereby formally certified by Global Innovation Institute as a

Certified Design Thinking Professional (CDTP)®

CDTP®
Certified Design
Thinking Professional

Global Innovation
Institute

Chair, Board of Directors:

Executive Director: *Anthony Miller*

Certificate Number: Issued On: Expires On:

logo size
28.7mm width
8.7mm height

English font: Century Gothic

Certificate Template, Event ID Card and Event Pin.

GInI e-signature should appear as below in all employee e-mail communications.

Emloyee Name
Emloyee Title

GInI - Global Innovation Institute
Grand Rapids, MI49503 USA
www.gini.org

**GLOBAL
INNOVATION
INSTITUTE®**

Helvetica Neue
Bold
12pt

Helvetica Neue
Regular
11pt

Emloyee Name
Emloyee Title

GInI - Global Innovation Institute
Grand Rapids, MI49503 USA
www.gini.org

**GLOBAL
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INSTITUTE®**

Helvetica Neue
Regular
11pt

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Trademark and Copyright Information

The following are copyrights of Global Innovation Holding, registered in the United States and other countries:

- Global Innovation Institute (GInI)®.
- GInI Applied Innovation Master Book® (AInMB)®.
- Authorized Innovation Providor (AInP)®.
- Authorized Training Provider (ATP)®.
- Authorized Innovation Assessor (AInA)®.
- Certified Innovation Professional (CInP)®.
- Certified Design Thinking Professional (CDTP)®.
- Certified Innovation Strategist (CInS)®.
- Certified Chief Innovation Officer (CCInO)®.
- Certified Innovative Organization (CInOrg)®.
- Accredited Innovation Labs (AInL)®.
- Accredited Business Incubators (ABI)®.
- Accredited Accelerator Programs (AAP)®.
- Accredited Innovation Training Programs (AInTP)®.
- Innovation Endorsement (InE)®.

Trademark and Copyright Information

The following exam content and outlines of each certificate are copyrighted by Global Innovation Holding, registered in the United States and other countries:

- GInI Applied Innovation Master Book® (AInMB)®.

- Certified Innovation Professional (CInP)®.

- Certified Design Thinking Professional (CDTP)®.

- Certified Innovation Strategist (CInS)®.

- Certified Chief Innovation Officer (CCInO)®.

- Authorized Innovation Assessor (AInA)®.

- Certified Innovative Organization (CInOrg)®.

- Accredited Innovation Labs (AInL)®.

- Accredited Business Incubators (ABI)®.

- Accredited Accelerator Programs (AAP)®.

- Accredited Innovation Training Programs (AInTP)®.

- Innovation Endorsement (InE)®.

Trademark and Copyright Information

The following are trademarks of Global Innovation Holding:

- GInI Enterprise Innovation Architecture (EInA)

- GInI Innovation Strategy Cycle (InSC)

- GInI Strategic Innovation Roadmap (SInR)

- GInI Strategic Innovation Compass (SInC)

- GInI Innovation Management System (InMS)

- GInI Business Model Innovation Framework (BMInF)

- GInI Business Model Canvas (BMC)

- GInI Human-Centered Design Hierarchy (HCDH)

- GInI Customer Experience Journey Map (CXJM)

The trademarks and names of other companies and products mentioned in connection with these properties are the property of their respective owners.