



## **Corporate Identity Guide**



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# Introduction

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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

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### Color Associations:



- 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.



## Logo Appearance & Size

Glnl 's full color logo should be placed on white background only, and should not appear 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 10mm horizontally, and 15mm vertically around it to give it room to breathe, and to prevent any other object from intruding on its visual impact.

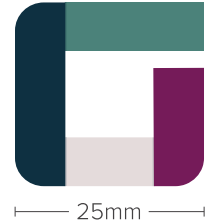


**\*\* The logo should be sent in vector format (.eps) or (.pdf) to our partners & events organizers.**



## Icon Appearance & Size

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

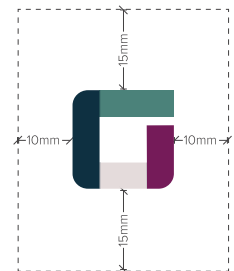


In cases where the icon needs to appear on a limited background, the minimum size allowed is to not be less than 15mm.



## Clear Space

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



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



## Logo Variations



Visual Element: White Logo  
Background: Black



Visual Element: White Logo  
Background: **Tyrian Purple**



- K: 100%.
- K: 90 %.
- K: 15 %.

**B&W Version**



- 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**





## Primary Colors

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



CMYK: C52 M100 Y34 K23  
RGB: R119 G0 B88  
HEX: #0A3142



CMYK: C95 M71 Y51 K50  
RGB: R11 G49 B66  
HEX: #770058



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



## Incorrect Logo Usage



No Rotation



No Color Alteration



No Border



No Shadow



No Horizontal Distortion



No Vertical Distortion



No Font Adjustments



No Colored Background



No logo re-creation

## Incorrect Icon Usage



No Rotation



No Color Alteration



No Border



No Shadow



No Horizontal Distortion



No Vertical Distortion



No Colored Background



No logo re-creation



# 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 (AlnA)®



Certified Innovation Associate (CInA)®



Certified Future Shaping Professional (CFSP)®



Certified Strategic Futuring Executive (CSFE)®



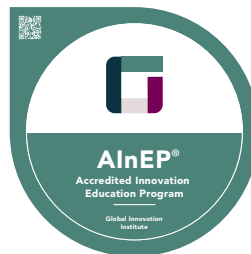
# Gini Badges



Accredited Accelerator Programs (AAP)<sup>®</sup>



Accredited Business Incubator Programs (ABI)<sup>®</sup>



Accredited Innovation Education Program (AlnEP)<sup>®</sup>



Accredited Innovation Lab (AlnL)<sup>®</sup>



Certified Government Innovative Organization (CGInO)<sup>®</sup>



Certified Innovative Organization (CInOrg)<sup>®</sup>



Innovation Endorsement (InE)<sup>®</sup>



Certified Innovative University (CInU)<sup>®</sup>



Certified Innovative Growth Venture (CInGV)<sup>®</sup>



Accredited Innovation Training Program (AlnTP)<sup>®</sup>



Certified Future Shaping Organization (CFSOrg)<sup>®</sup>



# GInI Badges



Authorized Training & Assessment Provider (ATAP)®



Authorized Training Provider (ATP)®



Authorized University Provider (AUP)®



## Corporate Typefaces

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### Hind Madurai

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

### Alternate typefaces:

### Helvetica

Helvetica Regular.  
Helvetica Bold.



# Corporate Stationery



## Cover Letter and Letterhead





# Corporate Stationery



logo size  
8.2mm width  
2.3mm height

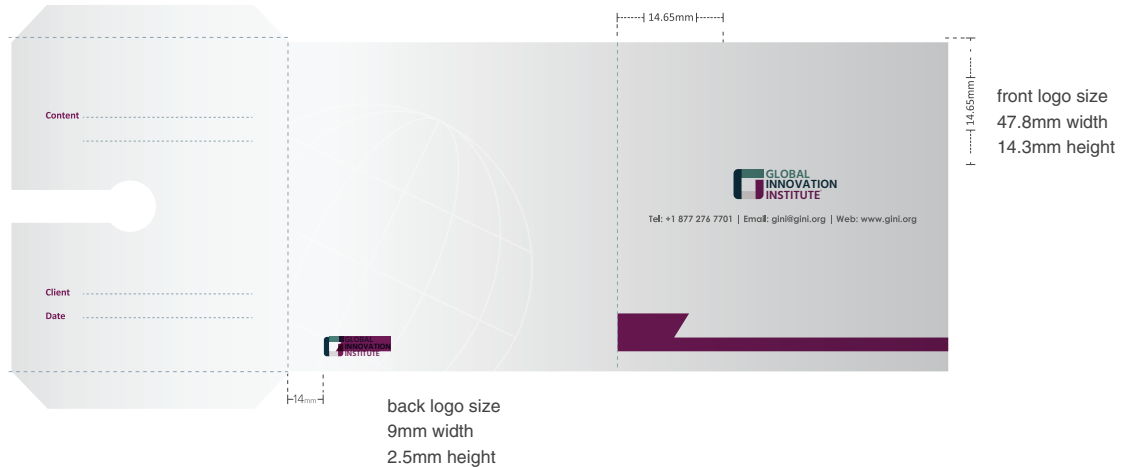


logo size  
17.4mm width  
5.3mm height

Large Envelope, Small Envelope, and Business Card.



# Corporate Stationary



## CD Cover and Label.



## Corporate Stationary

CERTIFICATE



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)®**



Chair, Board of Directors:

Executive Director: *Ashley Mills*

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.

Employee Name

Employee Title

GInI - Global Innovation Institute  
Grand Rapids, MI49503USA  
[www.gini.org](http://www.gini.org)



Employee Name

Employee Title

GInI - Global Innovation Institute  
Grand Rapids, MI49503 USA  
[www.gini.org](http://www.gini.org)



Helvetica Neue  
Bold  
12pt

Helvetica Neue  
Regular  
11pt

Helvetica Neue  
Regular  
11pt



## Trademark and Copyright Information

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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 Provider (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

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- 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

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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.



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