Brand Guidelines

Copyright The Life You Can Save 2026

LOGOS	02
COLORS	07
TYPOGRAPHY	15
VISUALS	17
WEB ELEMENTS	24
APPLICATIONS	30

The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Incorrect Use

A sun sits above.

Below it, a stylized heart opens upward.
Look closer and the space between
becomes a turning page
the book that started the movement.

Three ideas. One gesture. Open enough to
hold meaning, specific enough to be ours.

Clear space

The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Incorrect Use

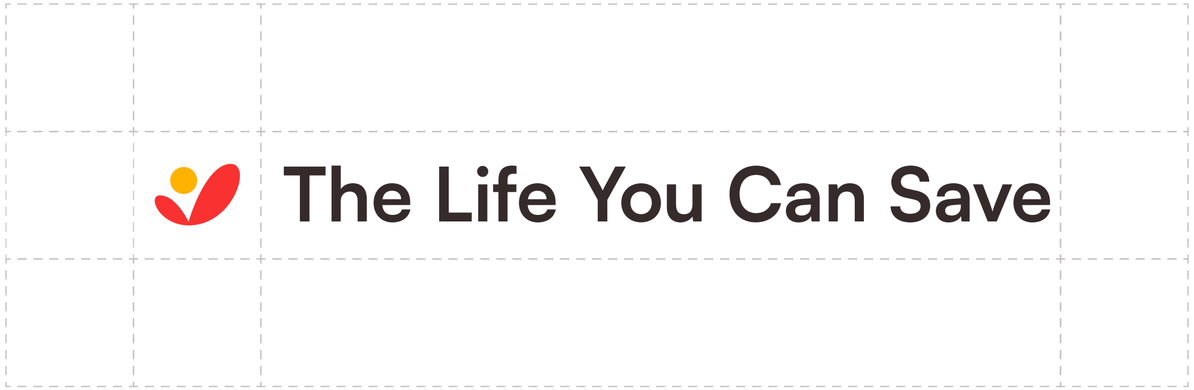
Primary

The full name held without compromise.

Symbol and wordmark lock together in three configurations, each shifting the relationship between mark and name.

Our primary logo uses a horizontal layout, with the icon to the left and the wordmark to the right.

Ensure there is sufficient clear space around it.



Clear space

The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Incorrect Use

Secondary

The Stamp Symbol over name on a single axis. Compact form for square formats, favicons and endorsement.

The Signature A wider mark for navigation bars and partnership lockups where vertical space is tight.

Ensure there is sufficient clear space around it.

The Stamp

The Life
You Can Save

Signature

The Life
You Can Save

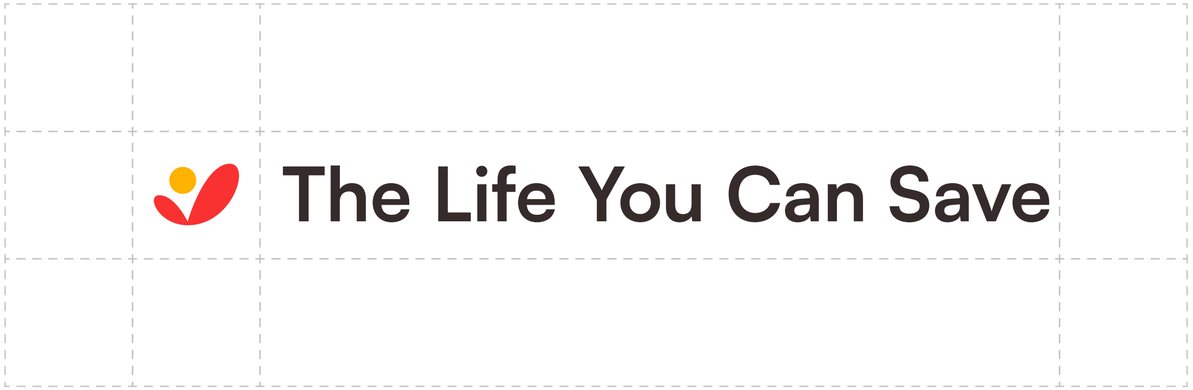
The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Incorrect Use

Usage notes

We typically have two different color treatments for our logo depending on a where it's being used.

Avoid placing the logo over red or yellow backgrounds.

Clear space



Clear space

The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Incorrect Use

Incorrect usages

Logo

The Life You Can Save

Don’t overstep the logo

The Life You Can Save

Do not stretch the logo horizontally or vertically

The Life You Can Save

Don’t skew

The Life You Can Save

Do not stretch the logo horizontally or vertically

The Life You Can Save

Don’t change the colors of the symbol or the wordmark

The Life You Can Save

Don’t change the colors of the symbol or the wordmark

The Life You Can Save

Don’t change the colors of the symbol or the wordmark

The Life You Can Save

Don’t step on the symbol

The Symbol
Primary Logosymbol
Secondary Logosymbol
Usage
Avatars & Partnerships

Avatars & Partnerships

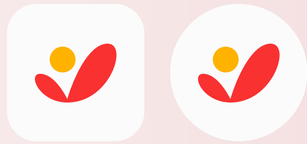
The symbol stands alone or sits inside a circle or square the containers built for the channels: profile pictures, app icons, social avatars.

For partnerships: Symbol + & (Sentient Light) + partner logo. Equal space, equal weight, marks unchanged.

See partnership application in slide 32

Partnerships

Avatars



Primary

Secondary

Black
and white

Core Palette
Expanded Palette
Brand Architecture
Services

Symbol colors

Red carries the legacy. Yellow carries the idea. A warm, vibrant palette holding the optimism at the core of the brand.

Primary Red

FA3131
RGB(250, 49, 49)
CMYK(0%, 80%, 80%, 2%)

Accent color

FFB300
RGB(255, 179, 0)
CMYK(0%, 30%, 100%, 0%)

Core Palette
Expanded Palette
Brand Architecture
Services

Core colors usage

We use a core palette of red, yellow, dark, and white.

Red should be reserved for the symbol and nothing else, keeping it distinct and instantly recognizable.

Yellow is our accent color, used to highlight or draw attention to an element.

Dark is the main color for all typographic use, from headlines to body copy.

For backgrounds and large color areas, stick to Primary Bone (E9DED7) though see the extended color palette for details and exceptions.

Primary Red

FA3131
RGB(250, 49, 49)
CMYK(0%, 80%, 80%, 2%)

Accent color

FFB300
RGB(255, 179, 0)
CMYK(0%, 30%, 100%, 0%)

Primary Dark

362C2C
RGB(54, 44, 44)
CMYK(0%, 19%, 19%, 79%)

Surface white

FBFBFB
RGB(251, 251, 251)
CMYK(0%, 0%, 0%, 2%)

Surface
Primary Bone

E9DED7
RGB(233, 222, 215)
CMYK(0%, 5%, 8%, 9%)

Core Palette
Expanded Palette
Brand Architecture
Services

Expanded color palette

A wider palette where every signature logo takes on its own sector color — warm oranges, deep greens, bold blues, rich purples. Yellow is the constant that runs through them all, articulating the set and tying each signature back to one brand.

Livelihood
#E36527
RGB(227, 101, 39)
CMYK(0%, 56%, 83%, 11%)

Health
#2B9159
RGB(43, 145, 89)
CMYK(70%, 0%, 39%, 43%)

Education
#2E5BE6
RGB(46, 91, 230)
CMYK(80%, 60%, 0%, 10%)

Women&Girls
#9B44B0
RGB(155, 68, 176)
CMYK(12%, 61%, 0%, 31%)

Advisory
#CF6530
RGB(207, 101, 48)
CMYK(0%, 51%, 77%, 19%)

Core Palette
Expanded Palette
Brand Architecture
Services

Expanded color palette

For large surfaces, each sector color is used as a soft gradient rather than a solid fill.

The mix is the same across all of them: the sector color at low opacity, fading into white (FBFBFB).

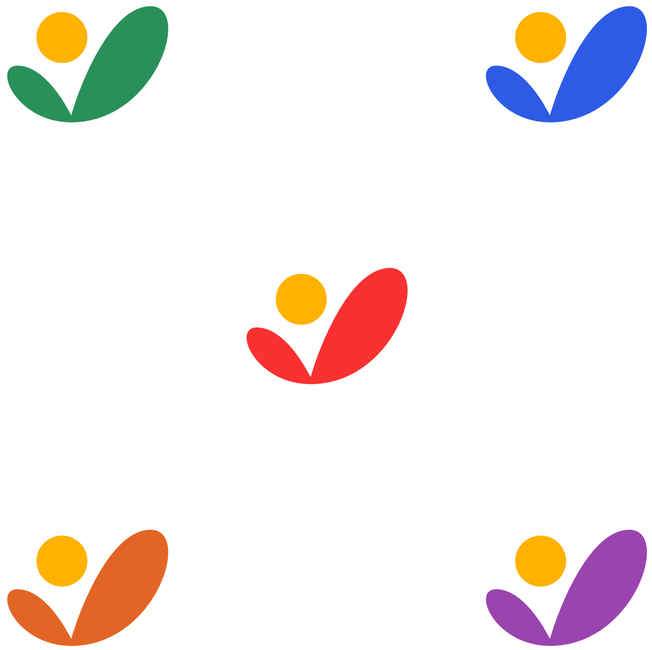
This keeps backgrounds light and consistent while still signaling each sector the color is present, but never overwhelms the content that sits on top.

Core Palette
Expanded Palette
Brand Architecture
Services

One mark, one family

The organization operates across four pillars. Health. Education. Livelihoods. Women and Girls. To differentiate them without breaking from the master mark, each pillar is assigned its own color.

The yellow dot is the sun. The promise of a new day carried into every pillar. It appears above each mark, unchanged.



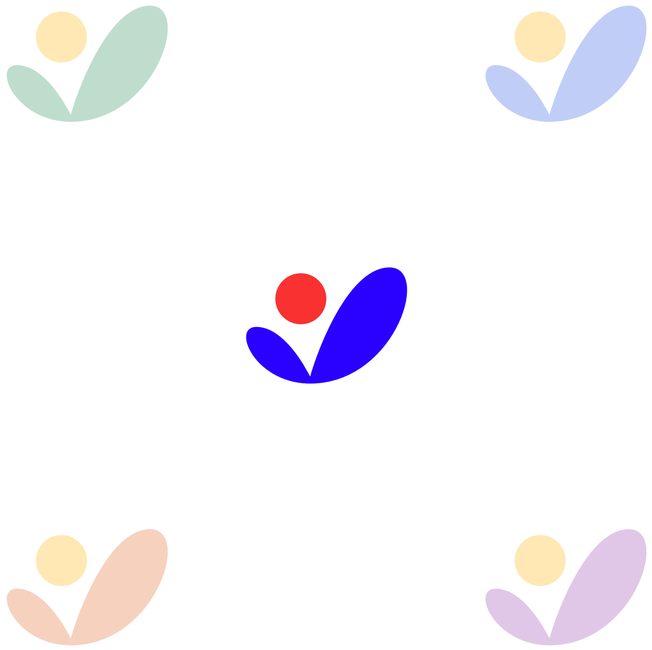
Core Palette
Expanded Palette
Brand Architecture
Services

Services

Advisory is a service, not a pillar. The yellow sun belongs to the programs.

Here, the red from the master mark takes its place. The heart's own color moves up, signaling a different relationship to the organization.

The palette still provides room for future services to sit alongside Advisory without competing with the four pillars.



Core Palette
Expanded Palette
Brand Architecture
Services

Brand Architecture

Each pillar locks up with three consistent elements: its color, the mark in that color, and the pillar name set in Sentient serif. The mark leads, the color follows.

Advisory sits below the four pillars. Same structure, different signal. The red dot replaces the yellow, drawn from the heart of the master mark.

The Life You Can Save
Health

The Life You Can Save
Education

The Life You Can Save
Women & Girls

The Life You Can Save
Livelihoods

The Life You Can Save
Advisory

Core Palette
Expanded Palette
Brand Architecture
Services

Brand Architecture

The stamp version. Symbol over name, centered on a single axis, recolored for each pillar. The yellow dot is shared across all four. One family, read at a glance.

Advisory follows the same logic. The dot shifts to red, enough to separate a service from a program without breaking the system.

The Life
You Can Save
Health

The Life
You Can Save
Livelihoods

The Life
You Can Save
Education

The Life
You Can Save
Advisory

The Life
You Can Save
Women & Girls

Typefaces
Usage

TYPOGRAPHY

For all our wordmarks we use Satoshi Bold

Satoshi Bold

The Life You Can Save

For our pillar logosymbols we pair Satoshi Medium's clean, geometric sans with Sentient light serif to create a clear typographic hierarchy — the sans keeps the master wordmark neutral and modern, while the serif lets each pillar name stand apart with warmth and distinction.

Satoshi Medium

The Life You Can Save
Health

Sentient light

Both fonts are free to use — Satoshi via Fontshare, Sentient Light

Sources: Fontshare — Satoshi, Fontshare – Sentient Light

TYPOGRAPHY

While text sizes and line heights can be adjusted to best suit usage, the following general guidelines should be observed to ensure overall visual brand consistency.

EYEBROW HEADINGS	Eyebrow headings use Plus Jakarta Sans Bold, in all caps with tracking set to 12%. Set in Primary Dark #362C2C.
Headings	Primary Headings or H1 tags use Plus Jakarta Sans Bold, Plus Jakarta Sans Bold. Tracking set to -3% Set in Primary Dark #362C2C.
Sub-Headings	Sub-Headings or H2 (or smaller) tags use Instrument Sans Bold, with tracking set to 0% in Primary Dark #362C2C.
At The Life You Can Save, we make smart giving simple by recommending charities that save lives and improve well-being where each dollar goes the furthest.	Body copy uses Instrument Sans Regular, and Instrument Sans Bold for emphasis, with tracking set to 0% in Primary Dark #362C2C.
Supporting text where additional context or disclaimers need to be provided to support claims.	Supporting text uses Instrument Sans Regular, set to 0% Primary Dark. Noticeably smaller than bodycopy but never below 8pt.

Brand Language
Iconography
Content Styles
Data Visualisation

Brand language

The arc is built from the base curve of the stylized heart. Extracted from the mark, it becomes a framing device across the entire visual system.

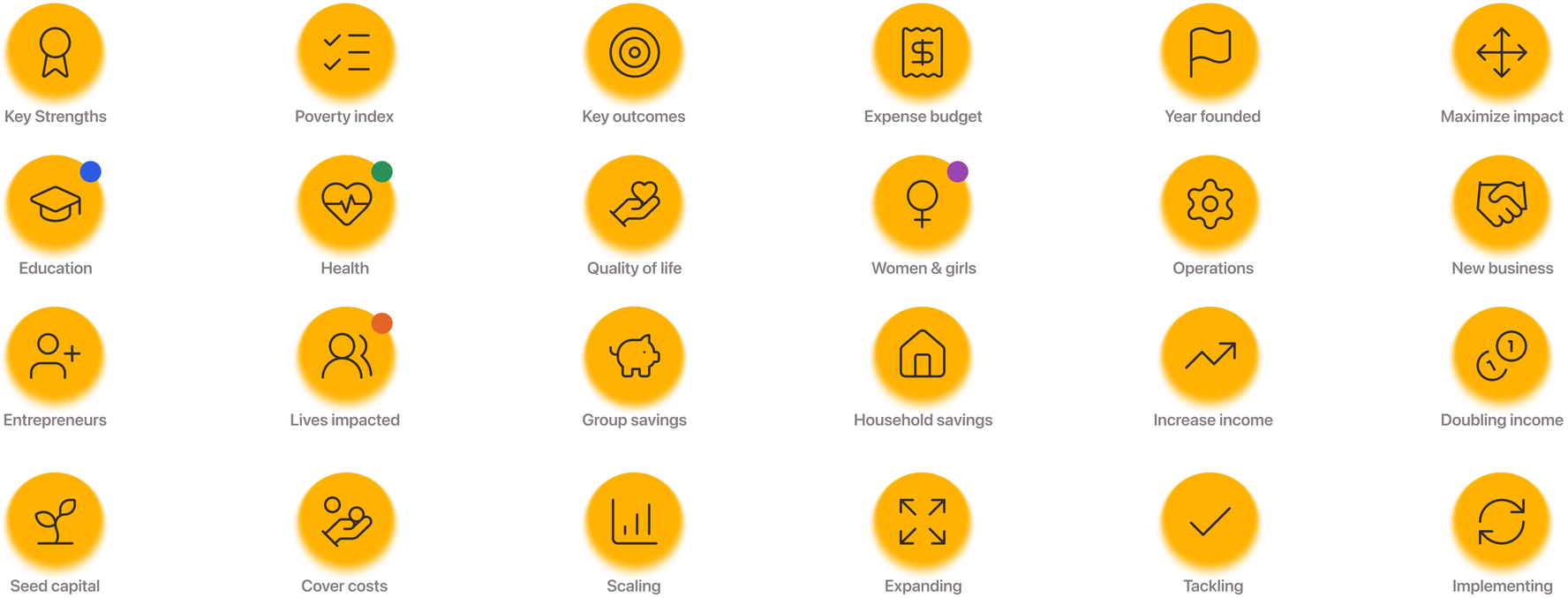
Applied to photography, it gives every image the same geometric container.

The shape is always traceable back to the mark. Alongside the sun, it forms the second core element of the brand language.

The Arc Construction

The Arc Aplication

Brand Language
Iconography
Content Styles
Data Visualisation



Iconography

One line style — 24-unit grid, 2 px stroke, rounded caps — ink on the yellow disc, from the open-source Lucide set. Optional pillar tag: add a pillar-coloured dot (Health green · Education blue · Livelihood orange · Women & girls purple) when the icon sits in pillar content.

Line icon set based on Lucide (ISC licence), recoloured to brand ink #362C2C.

Brand Language
Iconography
Content Styles
Data Visualisation

Content Styles

For numbered lists, we use the sun from the logo to mark each point. The sun carries a subtle blur along its bottom edge for distinction. When a numbered list appears on a page belonging to a specific pillar, the sun takes on that pillar's accent color.

NUMBERED

How a charity is recommended

1. Identify high-impact cause areas
2. Source rigorous evidence and charity data
3. Vet cost-effectiveness and transparency
4. Recommend thoroughly vetted organisations
5. Track outcomes and report annually

Brand Language
Iconography
Content Styles
Data Visualisation

Content Styles

For bulleted lists we follow the same logic: the sun from the logo serves as the bullet marker for each point, with a subtle blur along its bottom edge for distinction. When the list appears on a page belonging to a specific pillar, the sun takes on that pillar's accent color.

BULLETED

What we look for

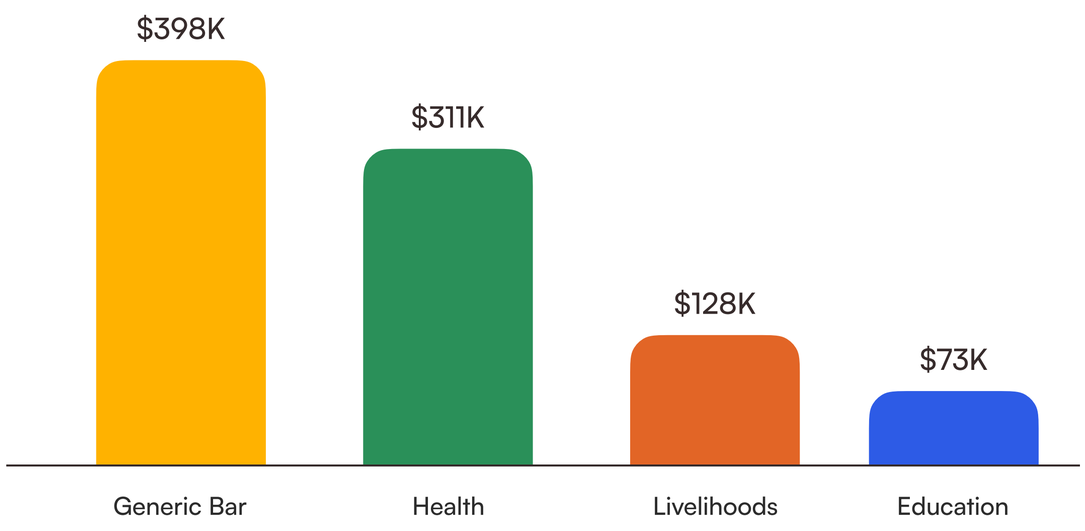
- Evidence-backed interventions
- Strong, proven cost-effectiveness
- Transparent financials and reporting
- Room for more funding
- Ethical, accountable leadership

Brand Language
Iconography
Content Styles
Data Visualisation

Content Styles

Magnitude across categories. Bars are coloured by pillar identity and always direct-labelled — never colour alone.

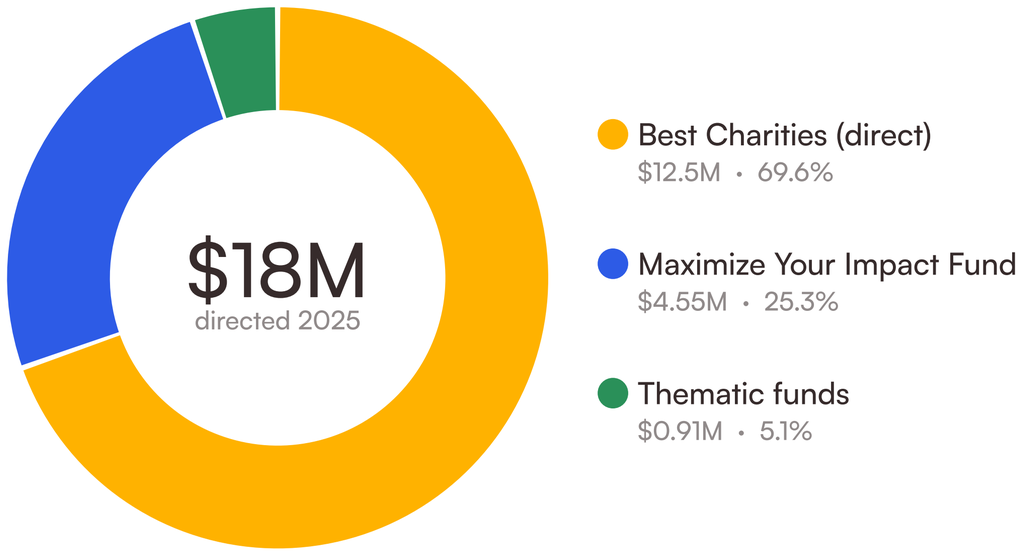
Single-series or non-pillar bars use yellow (#FFB300). The top corners carry a corner radius — 20% standard, 60% for iOS.



Brand Language
Iconography
Content Styles
Data Visualisation

Pie chart

Composition of a whole. Reserve for a few slices; always pair with a labelled legend and values.



Brand Language
Iconography
Content Styles
Data Visualisation

Stats Callouts

The number leads, a pillar accent identifies it, and a short label frames it. Each card carries a smudged version of the sun — its blurred edge suggesting a human imprint.

When the number isn't tied to a pillar, the sun uses yellow (#FFB300). Callouts are built as cards with a gentle undershadow.

$20M

24
recommended charities

87K
families supported

285,237
girls enrolled in school

21M
bed nets distributed

33M
people reached across programmes

Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

Tags, badges & pills

Compact labels for identity and state. Pillar tags use a soft pillar-colour fill; status badges signal where something stands; filter pills toggle a view, with the active pill filled solid.

Counts and notifications use the red dot, and yellow for "new".

PILLAR TAGS

Health · Livelihoods · Education · Women & Girls · Advisory

STATUS BADGES

Recommended · New · Alumni · Matched

FILTER PILLS

All · Health · Education · Livelihoods

COUNT & NOTIFICATION

3 · 12 new

Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

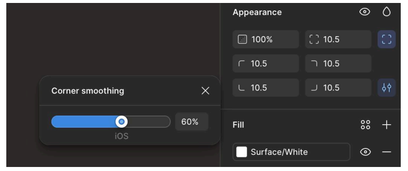
Donate CTA's	All other buttons links	Pillar Links	Form Submits
DONATE NOW	MORE INFORMATION	ASK SMARTADVISOR	SUBMIT
DONATE NOW	MORE INFORMATION MORE INFORMATION	ASK SMARTADVISOR	SUBMIT
DONATE NOW	MORE INFORMATION	ASK SMARTADVISOR	SUBMIT

Buttons are shown across our three background surfaces:

White, Linen #E9DED7 and Primary Dark #362C2C. Donate CTAs keep Accent #FFB300 on every background so the primary action stays consistent.

Secondary buttons invert — Primary Dark on light surfaces, white on dark. On Linen a tertiary style is also available: a white fill with a Primary Dark stroke, for lower-emphasis actions or when a secondary button already sits nearby.

Pillar links hold their service color on light backgrounds and switch to a white button with colored type on dark. Form submits use an outlined style, with the stroke matching the surrounding text color.



Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

TEXT FIELD

Default — you@example.org

Focus — orlando|

Filled — orlando@tlycs.org

Disabled — you@example.org

TEXTAREA

Tell us why you give...

SELECT / DROPDOWN

Health

CHECKBOX

Off | On | Disabled

RADIO

Off | Selected | Disabled

TOGGLE

Off | On

SLIDER

$100

Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

ERROR

Email address

orlando@

Please enter a valid email address.

SUCCESS

Email address

orlando@tlycs.org

Looks good — you're all set.

HELPER TEXT

Email address

you@example.org

We'll never share your address.

Something went wrong
Please check the highlighted fields above and try again.

Donation received
Thank you — your $100 gift is on its way to vetted charities.

Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

LIVE MATCH CAMPAIGN

DONATE NOW

Maximize Your Impact Fund

$1.24M

raised of $2.5M goal — every gift matched 1:1

62% to goal

6 days left

$1.24M	$620K	2,847	1:1
Raised	Matched	Donors	Match

LIVE MATCH

$1.24M

of $2.5M · matched 1:1

2,847 donors · 6 days left

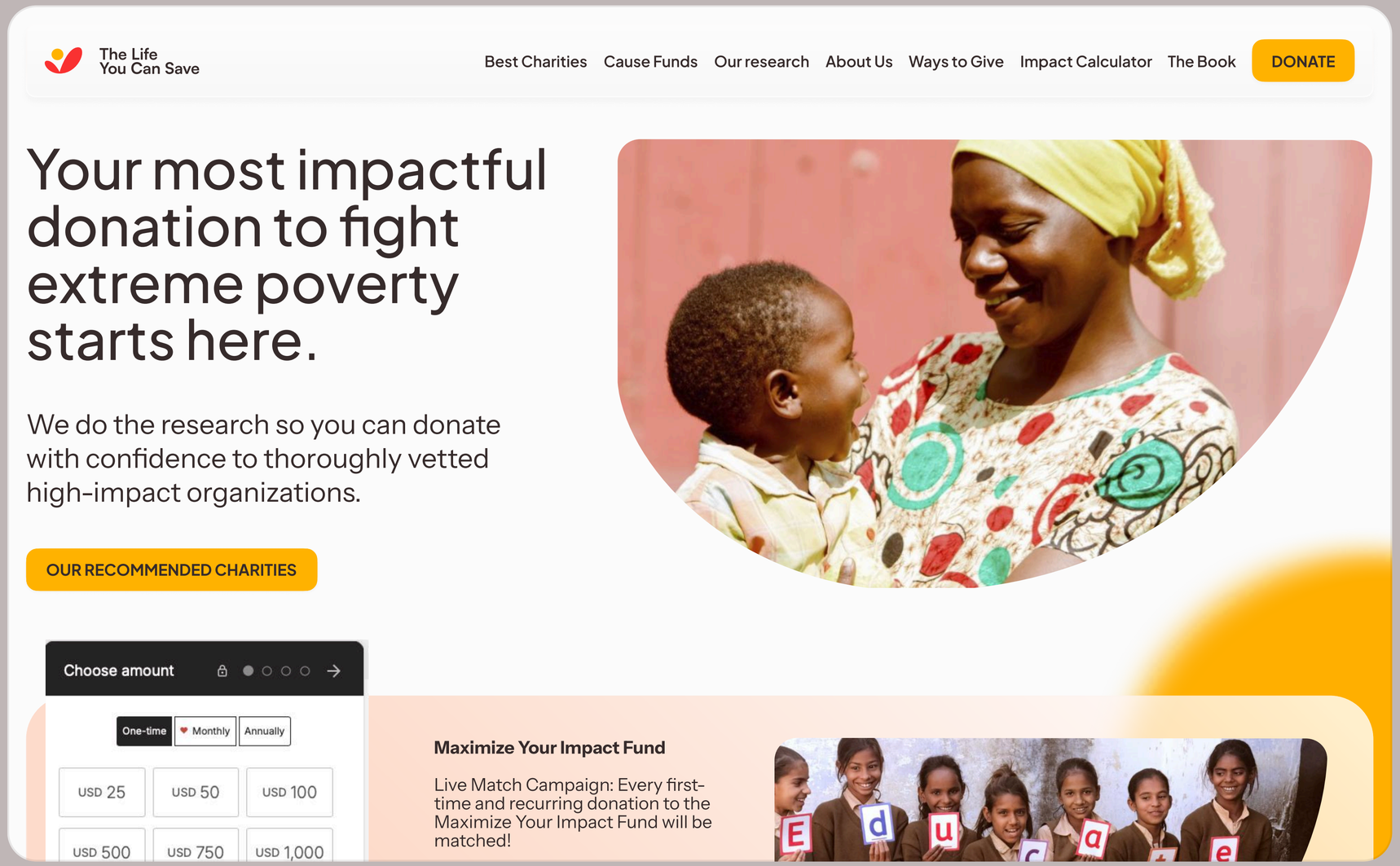
DONATE NOW

A live campaign element for match funding: progress toward the goal, the amount doubled, and one clear call to give. The yellow fill tracks progress; the red "live" dot signals an active campaign.

Tags & Badges
CTA's
Form Inputs
Validation
Match Tracker
Tables

Fund	Raised	People reached	Headline impact
Maximize Your Impact	$4.55M	4.4M	44,131 DALYs averted
Women & Girls Fund	$398K	~2,000	1,780 DALYs averted
Health Fund	$311K	578,696	7,458 DALYs averted
Lifelihoods	$128K	21,212	647 DALYs averted
Education Fund	$73K	6,131	3,247 LAYS delivered

Applications
Homepage



Applications
Social Layouts

The Life
You Can Save
Livelihoods

CONTINUE →

"In the past, we did not know what to do for children, when we hear this information on radio and TV, it gives us knowledge. Hearing this kind of information motivates us to be very attentive to children"- **Mji Mwema. Tanzania**

CONTINUE →

The Life
You Can Save
Health

Sector Report
2026-2028

Applications
Social Layouts

The Life
You Can Save
Women & Girls

Meet Soniya, a young girl from a remote village in Uttar Pradesh who had to leave school after grade 5 to help at home. But she never stopped dreaming of becoming a teacher.

CONTINUE →

&

The Life
You Can Save
Advisory

Born in Melbourne, Australia in 1946, philosopher and bioethicist Peter Singer has spent five decades contributing to the fields of applied ethics, animal liberation and global poverty.

Applications
Wallpapers