

give hope studios™

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Matthew 5:16 (NIV)

"Let your light shine before others, that they may see your good deeds and glorify your Father in heaven."

OUR MISSION

We are rebels *with a purpose.*

We don't follow trends—*we set them.*

Our mission: *to create work that hits hard and sparks hope.*

We are *builders of a better world.*

INNOVATION

*Always seek fresh ideas and
push creative boundaries.*

MASTERY

*Strive for excellence and
continuously hone your craft.*

AUTHENTICITY

Stay true to your creative vision and values.

THINK OUTSIDE THE BOX

Push boundaries and explore new ideas.

EMBRACE EXPERIMENTATION

Be open to risk-taking and unconventional thinking.

STAY CURIOUS

Constantly seek new inspiration and learning opportunities.

STRIVE FOR QUALITY

Deliver exceptional work that exceeds expectations.

ATTENTION TO DETAIL

Small details create a big impact.

MASTER YOUR CRAFT

Commit to ongoing skill development and expertise.

BE HONEST & TRANSPARENT

Clear communication builds trust.

STAY TRUE TO YOUR VOICE

Express creativity with authenticity.

OWN YOUR WORK

Take responsibility and accountability for every project.

GROWTH

*Embrace change, evolve,
and never stop learning.*

LOVE WHAT YOU DO

Passion fuels great creative work.

CREATE WITH MEANING

Design and storytelling should have purpose.

INSPIRE & BE INSPIRED

Motivate others with your vision and work.

IMPACT

*Create meaningful work that
resonates and inspires.*

DARE TO BE DIFFERENT

Challenge norms and redefine creative standards.

MAKE AN IMPACT

Create work that leaves a lasting impression.

LEAD, DON'T FOLLOW

Be a trendsetter, not a trend chaser.

NIMBLENESS

*Stay adaptable, flexible,
and ready for new challenges.*

EVOLVE WITH CHANGE

Embrace new technologies, trends, and challenges.

BE OPEN-MINDED

Welcome diverse perspectives and fresh ideas.

NEVER STOP LEARNING

Stay ahead of the curve with continuous growth.

EMPOWERMENT

Encourage collaboration and lift each other up.

KEEP IT FUN

Creativity thrives in an enjoyable environment.

CELEBRATE WINS

Recognize achievements, big and small.

ENCOURAGE HUMOR

A little laughter goes a long way in the creative process.

TAGLINE

"Creating to Empower, *Inspiring to Give Hope*"

encapsulates the mission and vision of Give Hope Studios by highlighting two key objectives:

CREATING TO EMPOWER:

This emphasizes the studio's focus on using creativity as a tool to uplift and empower others, particularly creators. It suggests that through innovative projects, tools, and support, the studio enables creators to reach their full potential.

INSPIRING TO GIVE HOPE:

This conveys the ultimate goal of the studio's work: to inspire hope in the world. It highlights the belief that creativity can be a powerful force for positivity, healing, and change, impacting lives in meaningful ways.

Together, the tagline suggests that the studio's creative efforts are not just about making art or content but are deeply rooted in a mission to empower individuals and spread hope globally.

BRAND OVERVIEW

MISSION STATEMENT

We are creative rebels. We don't follow trends—we set them. Our mission: to create work that hits hard, sparks hope, and leaves the world better. No fluff. No fear. Just raw creativity.

VISION STATEMENT

To create with purpose, challenge the status quo, and leave the world brighter than we found it. We believe creativity isn't just for entertainment—it's for impact.

BRAND VALUES I.M.A.G.I.N.E

PRIMARY

give hope studios™

give hope studios™

give hope studios™

MARK

ghs ghs ghs

STACKED

**give
hope
studios™**

give
hope
studios™

**give
hope
studios™**

DIGITAL

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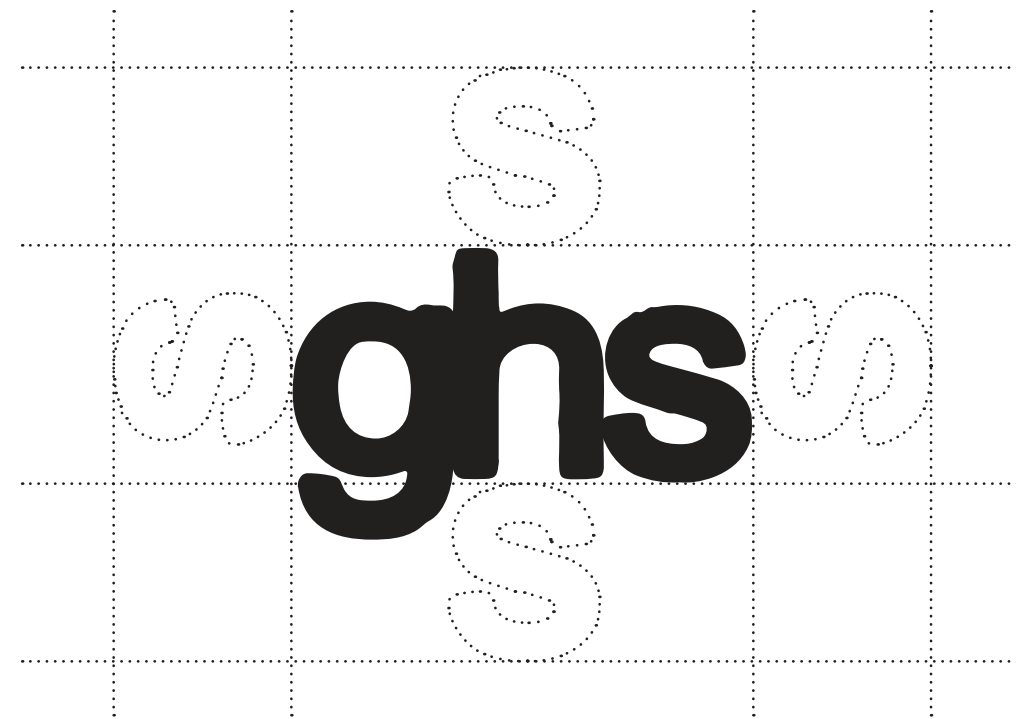
The Primary or Horizontal Logo should be utilized in digital applications except in cases where fit is problematic. This should be evaluated on a case-by-case basis.

IN PRINT

**give
hope
studios™**

Stacked Logo should be utilized in print applications except in cases where fit is problematic. This should be evaluated on a case-by-case basis.

CLEAR SPACE



When placing a logo, clear space the size of one 's' should be left surrounding all GHS logos in any given direction.

LOGO PLACEMENT DO'S

give hope studios™



All GHS logos should be placed on backgrounds with high contrast to maintain visibility.

Choose the appropriate logo color on a case-by-case basis depending on placement.

LOGO PLACEMENT DON'TS



All GHS logos should be filled with color.

DO NOT outline.



Logo should never be stretched in any direction for any reason.



GHS logos should remain horizontal or vertical.

DO NOT tilt.



Dropshadows should not be used with any version of the GHS logo.



DO NOT skew any version of the GHS logo for any reason.



All versions of the GHS logo are complete. Do not add to the logo.



The GHS logo should stand alone.

DO NOT place any version of the logo into a shape.

WHITE

#FFFFFF

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

DOVE GRAY

#cbcac9

R: 203
G: 202
B: 201

C: 20
M: 16
Y: 17
K: 0

GHS BLACK

#221F20

R: 34
G: 31
B: 32

C: 70
M: 67
Y: 64
K: 74

ORANGE PEEL

#eb9c5c

R: 235
G: 156
B: 92

C: 4
M: 44
Y: 71
K: 0

Akzidenz-Grotesk Pro Extended

TYPOGRAPHY

Palatino

Our Vision

Akzidenz-Grotesk Pro

To create with purpose, challenge the status quo, and leave the world brighter than we found it. We believe creativity isn't just for entertainment—it's for impact.

BRAND VOICE + MESSAGING

GHS tone is bold, raw, rebellious, *and fueled by hope.*

Every word should feel punchy, no-nonsense, and purpose-driven.
If it doesn't hit hard and make people feel something, it's not Give Hope Studios.

Bold + *Fearless*

No fluff, *no playing it safe.*

Say things directly, powerfully,
and with conviction.

Example: "We tell stories that hit hard,
spark hope, *and shift culture.*"

Raw + *Authentic*

Speak from the gut,
with real emotion and impact.

No overcomplicated jargon
—*keep it real, human, and sharp.*

Example: "Honest stories. Unfiltered creativity.
Nothing fake, ever."

Hopeful + *Visionary*

Even though you're raw and fearless,
hope is the heart of our message.

**Show that your work isn't just
about disruption**—it's about
creating something better.

Example: "Creativity isn't just for art.
It's for change, for hope, for impact."

Rebellious, *but with Purpose*

Challenge the status quo
not just to be different
—*but to make a difference.*

You're not just rebels
—*you're builders of a better world.*

Example: "We don't follow trends.
We build movements."

WE ARE:

- Straightforward
- Neighborly
- Visionary
- Humble
- Bold
- Raw
- Accessible
- Authentic
- Warm
- Fun
- Hopeful
- Inclusive
- Fearless
- Encouraging
- Inspirational

WE ARE NOT:

- Cheeky
- Self-Important
- Intellectual
- Bookish
- Dry
- Harsh
- Impressive
- Hip
- Divisive
- Impulsive
- Disparaging
- Fearful
- Cliquey
- Loud
- Exciting

IMAGERY GUIDELINES

- We focus on people and what is important to them.
- Nothing provocative or obscene. Our goal is to use imagery that conveys a feeling of hopefulness.
- The imagery that we use is of the highest caliber because our team is comprised of professionals of the highest caliber.
- Our standards are high. There is room for interpretation of these standards when it is called for, and serves a purpose.

IMAGERY DO'S + DON'TS

- We use imagery created by the GHS team whenever possible.
- We do not create or use provocative, gruesome or obscene imagery.
- We use our best judgement to choose photos and imagery that convey hopefulness, and help to cast vision.
- We do not use images obtained through illegal means, because we understand the value of the creative process.
- We understand that imagery is art, and is subjective to differing opinions - we use our best judgement and remain flexible.
- We do not use imagery that creates fear or division for any reason.

SOCIAL TONE

- This begins with Social Media and extends to all areas of GHS language

BRANDING USAGE

- The GHS Branding is meant to be used as a launching point for creativity. Every element has been crafted to guide but not stunt vision. Use with your best judgement.
- There is room for interpretation when it is called for - make decisions with purpose.

BRANDING UPDATES

- As GHS Branding is in use it will naturally evolve to include elements based on learning and experimentation. After time these evolutions may be adopted as official GHS Branding to be evaluated on a case-by-case basis.
- Official changes and additions to GHS Branding will receive final approval from Mikkel Aranas.

2025 INTERNAL GOALS

- Have the foundation of the GHS brand in place.
- Create an utilize an ecosystem to take on multiple clients seamlessly (Monday.com / Slack / Website)

2025 EXTERNAL GOALS

- Build the GHS ecosystem - outside social media.
- Have 5-10 clients on a yearly retainer basis.
- Create programming at GHS to add value to people and their brands. (workshops, evets, etc...)
- Be less transactional and more community driven.