

The Cairn Project

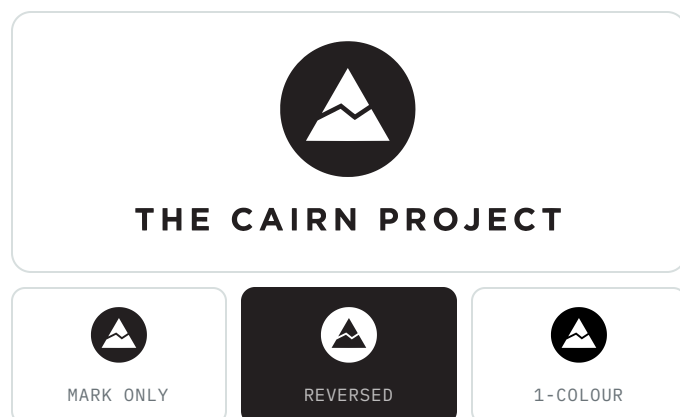
An initiative of the GEA Alliance — women turning human-powered adventure into fundraising and storytelling that gets girls outside. The most kinetic voice in the family.

CODIFIED AUG 2026
2016 GUIDE · LIVE SITE
· BOARD PACK P5

A reconciliation, not an invention. Colour comes from the 2016 identity, still in daily use on the live site and unchanged. Type is what the site runs today. **Coral and Ochre are sampled from the commissioned hero illustration** — the warm accents the board pack gestured at, measured from the artwork itself.

LOGO

BADGE + WORDMARK



True vector (SVG), paths outlined — no font needed to set the logo.

THE MARK & USAGE

- **The badge:** a circle with a **knockout** peak — a summit silhouette cut by a zigzag ridge. On light grounds the circle is solid and the peak shows the background through. Never extract the peak from its circle.
- **Clear space:** one badge-diameter all around. **Min size:** badge legible to ~28 px; below that use the badge alone.
- ✓ Basalt on light · white on dark or over photography · black for 1-colour print.
- ✗ Don't recolour per use, stretch the wordmark, or re-typeset it from a substitute font.

FAMILY LOCKUP

PLACE, DON'T REBUILD



Lockup · gap · **petrol rule #35535A** · gap · **A GEA ALLIANCE INITIATIVE** in IBM Plex Mono. The same committed construction as Summit Scholarship's.

Board default: omit on legacy-funder comms where the relationship belongs to the initiative.

COLOR

2016 · LIVE SITE · ARTWORK

CORE

Basalt
#231F20
Text · dark ground

Glacier
#BADADC
Every CTA

Pine
#154F42
All headings

Ash
#E5E3E3
Panels

ACCENT — FROM THE HERO ARTWORK

Coral
#CA7565
Warm accent

Meadow
#84AB3F
Names, links

Ochre
#C99545
Second warm

SUPPORT

Lichen
#5E7C7E
Muted teal

Slate
#4D4D4D
Muted text

Light Lichen
#7DA1A4
Borders

Glacier is the brand's tell — pill CTAs only, never a flood. Coral and Ochre are illustration accents, not UI. Light Lichen sits a shade off GEA's light petrol #7FA1A8 — the family thread.

TYPOGRAPHY

UBUNTU = UFL · REST OFL

H1-H3 — UBUNTU CONDENSED 600 · PINE

Get Out. Give Back.

BODY — DM SANS REGULAR · 16/1.6 · BASALT

Trailblazers are women who turn their passion for adventure into a force for good.

BUTTON — UBUNTU 400 · 14PX · LETTERSPACING .2EM · PILL 30PX

BECOME A TRAILBLAZER >

CAPTION / DATA — IBM PLEX MONO · LICHEN

\$300,000 SINCE 2016