

GEA Alliance

The parent nonprofit and connective tissue of the family — institutional, durable, the quiet center. Initiatives (The Cairn Project, Summit Scholarship) carry the adventure energy; GEA carries credibility.

APPROVED BY BOARD
JUNE 2026
501(C)(3) · EIN 87-2236254

LOGO

WORDMARK — NO SYMBOL

GEA ALLIANCE

ALLIANCE FOR GENDER EQUITY IN OUTDOOR
ADVENTURE

**GEA
ALLIANCE**
PRIMARY

**GEA
ALLIANCE**
REVERSED

**GEA
ALLIANCE**
1-COLOR / PRINT

CONSTRUCTION & USAGE

- **The wordmark is the mark.** "GEA" in Archivo ExtraBold, "ALLIANCE" in Archivo Medium, same size, single line — with the petrol rule beneath. Deliberately no symbol.
- **Clear space:** keep the cap-height of "G" clear on all sides. **Min width:** ~1 in / 120 px and still legible.
- ✓ Reproduce in graphite, black, or white. Keep it near-monochrome.
- ✗ Don't add an icon/symbol, condense the type, recolor the wordmark, or set "ALLIANCE" heavier than "GEA".

FAMILY LOCKUP

Initiative line: under an initiative's mark, add the standardized line **"A GEA ALLIANCE INITIATIVE"** (IBM Plex Mono, caps, letterspaced, muted). Identical construction for both The Cairn Project and Summit Scholarship. Omit on legacy-funder communications where the relationship belongs to the initiative.

COLOR — THE CONNECTIVE PALETTE



Graphite

#2E3338 · rgb(46,51,56)
Primary text



Petrol

#35535A · rgb(53,83,90)
Accent — small doses only



Light Petrol

#7FA1A8 · rgb(127,161,168)
Decorative / secondary



Limestone

#EDF0F0 · rgb(237,240,240)
Panels / fills



Black

#000000
Print



White

#FFFFFF
Base

Dosage rule: predominantly graphite / white / limestone. Petrol sits between The Cairn Project's teal and Summit Scholarship's slate — use it sparingly, as the thread that signals "one family."

TYPOGRAPHY

GOOGLE FONTS · LICENSE-CLEAN

DISPLAY / H1 — ARCHIVO BOLD · TITLE CASE · NORMAL WIDTH

Impact report

BODY — SOURCE SANS 3 REGULAR

Shared governance and stewardship for both initiatives, in clean, legible prose.

FINE PRINT — SOURCE SANS 3 ITALIC

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Same Archivo + Source Sans 3 foundation as Summit Scholarship — one font ecosystem. GEA stays normal-width title case; never condensed, never the Caveat script.