

# GPOC BRAND GUIDELINES

A visual and verbal system for neutrality,  
understanding and practical peacebuilding.

**CREATE SPACE FOR UNDERSTANDING.  
FIND THE OPENING.  
MOVE PEACE FORWARD.**

**PEOPLE. IDEAS. DIALOGUE. ACTION.**



GLOBAL PEACE  
OFFENSIVE CENTER

## BRAND CORE

# ONE CENTER. ONE METHOD.

### POSITIONING

**GPOC is a neutral global center for understanding, dialogue and proactive peacebuilding, bringing diverse perspectives and disciplines together to explore practical pathways toward peace.**

## GPO

The peacebuilding framework: strategic de-escalation, trust-building and enhanced dialogue across cultural, scientific, educational, economic and environmental diplomacy.

## GPOC

The institutional home: research, dialogue, partnerships, programs and activities that advance the Global Peace Offensive framework.

### FOUR BRAND PILLARS

#### NEUTRALITY

Credible space for inquiry and engagement.

#### UNDERSTANDING

Listen deeply. See the whole system.

#### DIALOGUE

Keep perspectives in meaningful conversation.

#### PRACTICAL PEACEBUILDING

Translate insight into openings for peace.

# PEOPLE. IDEAS. DIALOGUE. ACTION.

## BRAND BEHAVIOR

# HOW WE SHOW UP.

### ● LEAD WITH CURIOSITY

Ask before concluding. Explore before prescribing.

### ● LISTEN FOR UNDERSTANDING

Seek the histories, fears, aspirations and realities beneath positions.

### ● MAKE ROOM FOR DIFFERENCE

Create conditions where thoughtful disagreement can deepen understanding.

### ● DISTINGUISH EVIDENCE + PERSPECTIVE

Bring clarity to fact, interpretation, experience and opinion.

### ● FIND POSITIVE PIVOT POINTS

Look for credible openings where constructive movement becomes possible.

### ● CONNECT DIALOGUE TO ACTION

Help promising ideas become relationships, experiments and practical pathways.

## VOICE

**CALM**  
**HUMAN**

**CURIOUS**  
**HOPEFUL**

**PRECISE**  
**GLOBAL**

# FROM TENSION TO POSSIBILITY.

GPOC turns complex conflict into a disciplined search for openings. The framework combines systems thinking, positive pivot points, peer learning and practical de-escalation.



## HUMAN SECURITY

Peace is shaped by political, economic, social, environmental and human realities. GPOC keeps people and their lived conditions in view.

## RECIPROCITY

Constructive gestures can create room for constructive responses. Progress may begin with small, credible steps that alter the dynamics of confrontation.

**UNDERSTANDING CREATES ROOM FOR POSSIBILITY.**

## VISUAL SYSTEM

# ROOM CREATES AUTHORITY.



GLOBAL PEACE  
OFFENSIVE CENTER

### MASTER LOGO

Use approved master artwork. Preserve the emblem, original proportions and the two-line wordmark: GLOBAL PEACE / OFFENSIVE CENTER.



### EMBLEM

Use at small scale, in social avatars and where the full wordmark is already established.

## COLOR

#EFEFEEB

PRIMARY FIELD

#01376B

FOUNDATION BLUE

#0562AB

DIALOGUE BLUE

## TYPOGRAPHY

# IMPACT BOLD

Display type: questions, section openers and short high-impact statements.

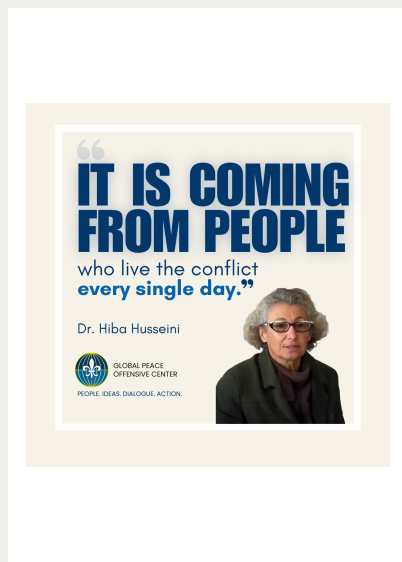
## Glacial Indifference

Supporting type: body copy, captions, names, attribution and calls to action.

### WHITE FRAME

Use generous margins and visible breathing room. Space is part of the identity.

# REAL PEOPLE. REAL IDEAS. REAL DIALOGUE.



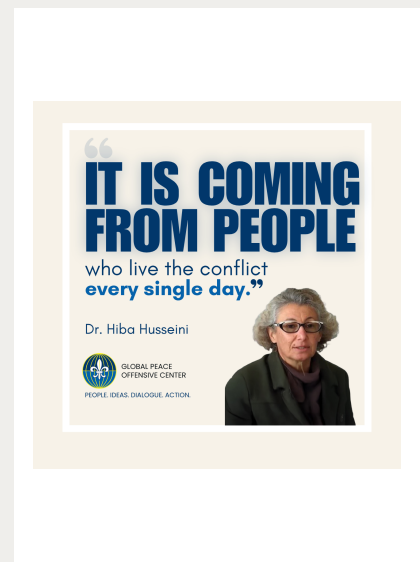
## PEOPLE

Rights-cleared portraits and candid moments that preserve dignity and context.



## IDEAS

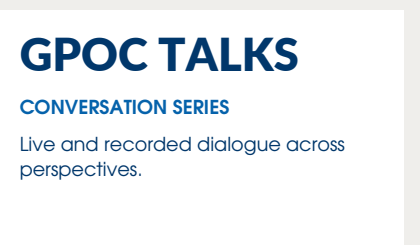
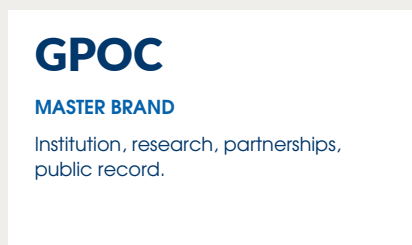
Use disciplined editorial concepts to make complex questions clear and memorable.



## DIALOGUE

Use authentic voices, active listening and restrained editorial framing to make conversation visible.

### BRAND ARCHITECTURE



### PUBLISHING TEST

Does it deepen understanding, invite inquiry, feel calm and credible, and open a path forward?