

The Givemotion Brand

We love our current logo for our brand, Givemotion, however need to rebrand away from the name **Givemotion**. That said, we would like to keep in line with this ribbon theme for our new brand, Purposeful.



The Purposeful Brand

While we are open to all inspirational ideas for our new logo, one direction we do want to pursue is to leverage the concept of a cause ribbon, however stylise it so it is contemporary, unique and doesn't confuse people that it is just another cause ribbon (as per the next slide).

We are potentially thinking to rotate the ribbon so it looks like a P (for purposeful) and cut out the ends (like the Givemotion ribbon). The below is a rough idea of what we are thinking. But we don't want pink, but to keep inline with the existing Givemotion colour pallet.





The **Orange ribbon** is the symbol for kidney cancer awareness. The orange ribbon is also a symbol of [leukemia](#), [ADHD](#) and [self injury awareness](#).
[Kidney cancer information](#)



The **Periwinkle ribbon** color signifies stomach cancer awareness, [pulmonary hypertension](#), and [eating disorders](#).
[Stomach cancer information](#)



The **Blue awareness ribbon** is a symbol for prostate cancer as well as [Hydranencephaly](#), and child abuse awareness.
[Prostate cancer information](#)



A **Gold ribbon** signifies childhood cancer awareness and includes cancers such as the types of leukemia
[Childhood cancers](#)



Violet ribbon is the sign for Hodgkin's Disease or Lymphoma a malignancy starting in the lymphatic tissues.
[Hodgkin's Disease](#)



The **Silver awareness ribbon** denotes ovarian cancer (Australia) which can take four different forms.
[Ovarian cancer](#)



The **Purple ribbon** is awareness for [Pancreatic cancer](#), [Sarcoidosis](#), [cystic fibrosis](#), [Fibromyalgia](#), [Lupus](#), and [alzheimer's disease](#).



The **Pink ribbon** denotes breast cancer awareness. A cancer formed in the tissues of the breast.
[Breast cancer](#)



The **Gray awareness ribbon** is for brain cancer, [asthma](#), and [diabetes awareness](#).
[Brain cancer](#)



The **Pink and Blue** colored awareness ribbon is associated with inflammatory breast cancer.
[Inflammatory Breast Cancer](#)



The **Jade Ribbon** awareness is for hepatitis B and liver cancer in Asia and Pacific communities.
[Liver Cancer](#)



The **Teal Ribbon** awareness stands for agoraphobia, [anxiety disorders](#) and ovarian cancer.
[Agoraphobia](#)



The **Red Ribbon** awareness ribbon was created by the New York Visual AIDS Artists Caucus in 1991
[HIV and Aids](#)



The **Green Awareness ribbon** is the symbol for organ transplantation and [Lyme Disease](#)



The **Puzzle Awareness ribbon** is for awareness of [Autism](#), a development disorder with impaired social communication



The **White awareness ribbon** stands for [Multiple Hereditary Exostoses](#) a rare condition when exostoses develop on bones.



The **Blue Purple ribbon** denotes childhood or pediatric stroke and [rheumatoid arthritis](#) awareness.



The **Cloud Colored Ribbon** denotes awareness for the childhood condition [Congenital Diaphragmatic Hernia](#)



The **Pearl awareness ribbon** is the color designated for [lung cancer](#) awareness.



The **Yellow awareness ribbon** denotes suicide awareness and [Endometriosis](#) Awareness