

IDEA

Inclusive Development
+ Equitable Assistance

LOGO AND STYLE GUIDE

Version 1 | 2024

Logo

Use color version whenever possible. Logo should appear in its entirety and can be used with or without the tagline. The Logomark can be used on its own for various purposes: as an icon for social media or on merchandise.

digital (RGB)



acronym



print (CMYK)



logomark



Digital vs. Print

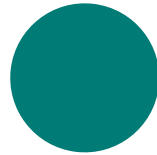
Usage

Use black for when color is not supported and reverse type (all white) on dark but not busy backgrounds
Logo should not appear smaller than 1" wide with acronym to ensure readability
When cobranding with USAID and EDC logo, make the same size and ensure enough clear space around each logo



Color

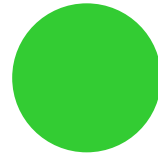
PRIMARY COLOR PALETTE



#00817C

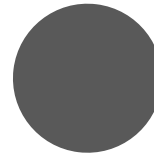
Digital (hex#)
Print coated (CMYK)
Print uncoated (CMYK)
Business Cards, ex.

100c, 0m, 46y, 30k
100c, 0m, 48y, 10k



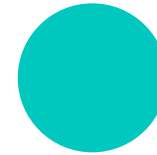
#33CC33

73c, 0m, 100y, 0k
60c, 0m, 85y, 0k



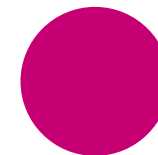
#595959

63c, 55m, 54y, 28k



#00C8BE

69c, 0m, 34y, 28k



#c60072

0c, 100m, 34y, 28k

TINTS



#5ed455



#81dc76



#a8e79f



#cbf1c5



#eafae8



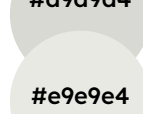
#6d6d68



#959590



#b5b5b0



#d9d9d4



#e9e9e4



#008e8a



#00C8BE



#71d8d2



#ade7e3



#def5f5



#ee3a95



#ef61aa



#f190c3



#f5bcdb

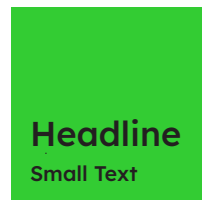


#fbe4f0

ACCESSIBILITY



Headline
Small Text



Headline
Small Text



Headline
Headline
Small Text



Headline
Small Text



Headline
Small Text



Headline
Small Text



Headline
Small Text



Headline
Small Text

passes small and large text color on white background

Fonts

The fonts were chosen for their accessibility.

Arial, is a sans-serif font that was designed with accessibility in mind. It is also compatible with accessibility readers and screen magnifiers
<https://blog.hubspot.com/website/accessibility-fonts>

Lexend, a font with high contrast, was created to significantly improve reading-proficiency.
<https://design.google/library/lexend-readability>

FONT: ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Use Arial for body copy, for Word docs and PPT presentations
Arial Italic, Arial Bold, Arial Bold Italic

FONT: LEXEND MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Use Lexend to add variety among multiple document headings
Can be used for headings, type with emphasis, quotes

Lexend Bold, Lexend Black

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Thank you

Prepared by the EDC Digital Design Group