Global Partnership
for Sustainable
Development Data

Brand guidelines

Introduction

This guide introduces the brand design principles for the Global Partnership for Sustainable Development Data (Global Partnership).

The examples shown here will help you create on-brand, engaging communications. To be effective, the principles must be applied in a clear and consistent way. Every single item of communication that the Global Partnership produces – from printed matter to digital outputs – can help to reach our audience by properly reflecting our brand.

If you need guidance that is not provided here, or you have suggestions about how these guidelines can be improved, please contact Amy Leach, Communications Manager, (aleach@data4sdgs.org) or info@data4sdgs.org.

The logo

Logo concept

The Global Partnership logo consists of the symbol and wordmark. It alludes to the mutually reinforcing effect of partnerships. The shape shows the momentum generated by coming together, with the spiral representing the catalyzing effect of collaboration in sparking new ideas, action, and change.

The symbol can be used on its own for social media avatars and other applications, such as favicons or pins.

Logo colors

The logo appears in four color variations that are provided in the official asset pack: color (dark), color (light), black, and white. Please follow the guidance below for correct usage.

Color

The color logo is the primary logo and should be used whenever possible. There is a version each for light and dark backgrounds.

Dark

Light

White

The white logo can be used over photography, which provides sufficient contrast, or over a dark background when color reproduction is not possible.

Black

The black logo should only be used on light background colors and when color reproduction is not possible.

How to use the logo

The logo can be used at a wide range of sizes. It looks best when it's given the space to stand out and is used at a clear and legible size. Please follow the parameters below for clarity and sizing.

Exclusion zone

To maintain the integrity of our logo, an exclusion zone should remain clear of graphic elements, such a text or imagery.

The exclusion zone is defined by the twice the diameter of the circle within the logo, and is built into all files included in the asset pack.

Exclusion zone

Minimum size

To ensure optimum legibility, our logo should not be reproduced any smaller than the minimum size shown here.

35 mm
132 pixels

What not to do

Do not alter the logo artwork in any way, and only use it in the colors specified in these guidelines. This means no changes or tweaks to color, proportions, or typeface. Do not rearrange any elements within the logo. Avoid placing the logo on top of low-contrast or busy backgrounds.

Always use the high-resolution, original logo files supplied in the asset pack. Do not screenshot and paste the logo, to avoid degrading it in quality.

Do not change the colors in the logo.

Do not change the proportions of the logo.

Do not change the typeface.

Do not rearrange elements in the logo.

Do not place the logo on top of low-contrast or jarring backgrounds.

Do not place the logo on top of busy backgrounds.

Co-branding

The placement of partner logos alongside the Global Partnership logo should respect the exclusion zone rules. Individual logos should be sized to a similar height and vertically centered. This guidance accommodates a range of differently sized logos and maintains a visual balance to the set of logos as a whole.

Partner logo spacing

Example: Sub-brands

Example: External partners

Colors

Primary palette

The primary brand color palette consists of five lead colors and two support colors (black and white). The correct color values for our brand palette are specified below for consistency. Please see the sections on Combining primary colors, Tints, Text color accessibility, Gradients, and Helix symbol and color for further information on the use of the brand color palette.
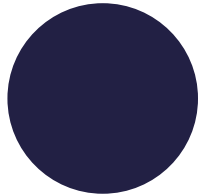
Indigo
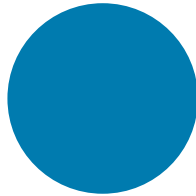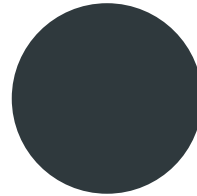RGB 34 / 32 / 68
HEX #222044
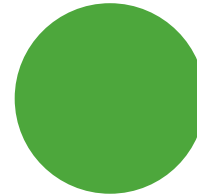CMYK 99 / 96 / 40 / 44

Blue
RGB 0 / 123 / 175
HEX #007BAF
CMYK 86 / 41 / 15 / 0

Charcoal
RGB 47 / 57 / 61
HEX #2F393D
CMYK 76 / 59 / 53 / 59

Green
RGB 77 / 167 / 60
HEX #4DA73C
CMYK 72 / 6 / 96 / 0
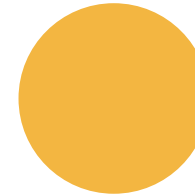
Yellow
RGB 243 / 182 / 65
HEX #F3B641
CMYK 4 / 30 / 86 / 0
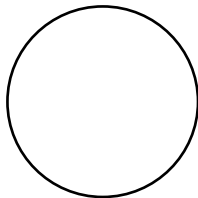
White
RGB 255 / 255 / 255
HEX #FFFFFF
CMYK 0 / 0 / 0 / 0
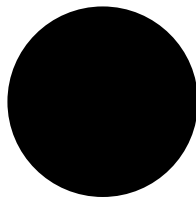
Black
RGB 0 / 0 / 0
HEX #000000
CMYK 0 / 0 / 0 / 100

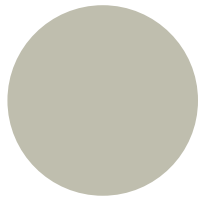For text only.

Secondary palette

The secondary color palette should be used to support the primary color palette, or to create a distinct tone for special projects and initiatives. For more information on how to use the secondary palette, please see Combining secondary colors, Tints, Text color accessibility, Gradients, and Helix symbol and color.
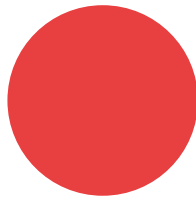
Stone
RGB 191/190/174
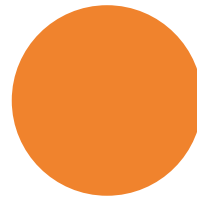HEX #BFBEAE
CMYK 28/20/32/3

Coral
RGB 232/63/64
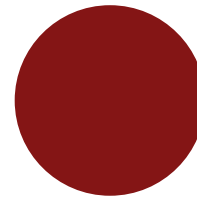HEX #E83F40
CMYK 0/86/71/0
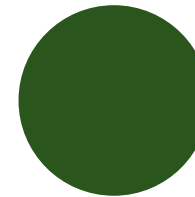
Orange
RGB 240/130/45
HEX #F0822D
CMYK 0/58/87/0

Burgundy
RGB 132/21/21
HEX #841515
CMYK 0/97/80/54

Moss
RGB 42/86/30
HEX #2A561E
CMYK 76/25/100/54

Tints

Tints of the primary and secondary colors can be used to create contrast when combining colors, or to simplify a single-color output. Tints should always play a supportive role (as a background or to color in shapes and data visualizations), and should never be used for text or as the lead color in any publication or output.

Primary palette

	Indigo	Blue	Charcoal	Green	Yellow
100%	HEX #222044	HEX #007BAF	HEX #2F393D	HEX #4DA73C	HEX #F3B641
75% tint	HEX #585872	HEX #409CC3	HEX #636A6D	HEX #79BD6D	HEX #F6C870
50% tint	HEX #9090A1	HEX #80BDD7	HEX #979C9E	HEX #A6D39E	HEX #F9DAA0
25% tint	HEX #C7C7D0	HEX #BFDEEB	HEX #CBCDCE	HEX #D2E9CE	HEX #FCEDCF
10% tint	HEX #E9E9EC	HEX #E5F2F7	HEX #EAEBEC	HEX #EDF6EC	HEX #FEF8EC

Secondary palette

	Stone	Coral	Orange	Burgundy	Moss
100%	HEX #BFBEAE	HEX #E83F40	HEX #F0822D	HEX #841515	HEX #2A561E
75% tint	HEX #CFCEC2	HEX #EE6F70	HEX #F4A261	HEX #A24F4F	HEX #5F8056
50% tint	HEX #DFDED6	HEX #F49FA0	HEX #F8C196	HEX #C18A8A	HEX #95AA8E
25% tint	HEX #EFEFEB	HEX #F9CFCF	HEX #FBE0CA	HEX #E0C4C4	HEX #CAD5C7
10% tint	HEX #F9F8F7	HEX #FDECEC	HEX #FEF3EA	HEX #F3E8E8	HEX #EAEEE8

Combining primary colors

Please find below examples of how to order and combine the primary palette colors successfully.

Lead color

Indigo

Blue

Charcoal

Green

Yellow

Combining secondary colors

Please find below examples of how to order and combine the secondary palette colors successfully.

Lead color

Stone

Coral

Orange

Burgundy

Moss

Text color accessibility

Our messaging must always be clear, legible, and accessible to everyone. The text and background color combinations shown here have achieved the required AA accessibility rating.

Primary palette

Secondary palette

Background color

	Indigo	Blue	Charcoal	Green	Yellow	Stone	Orange	Burgundy	Moss

+
orange tints

+
yellow tints

+
stone tints

Accessibility and tints

As a general rule, the above color combinations that show a darker text color on a lighter background color (for example, indigo text on yellow, stone or orange background) will achieve the AA accessibility test if a lighter tint of the same background color is used.

It is best practice to check any color combinations not shown here and/or involving tints with an online color accessibility tool, such as Color Contrast Checker. Only use combinations that pass the "AA Normal" rating.

Gradients

Color gradients should be used sparingly and only in data visualizations or large printed outputs, such as banners. On this page you'll see examples of gradients that align with our brand messaging and tone.

Primary palette

Indigo – blue

Indigo – stone

Charcoal – green

Green – moss

Yellow – coral

Secondary palette

Stone – white

Coral – burgundy

Orange – yellow

Burgundy – orange

Moss – stone

Gradient settings

Gradients should only combine two colors.
Only use colors from the primary palette, secondary palette, or tints.
Only use linear gradients.
Only use one gradient per output.

Typography

Primary typeface family

Heading text

Barlow Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 ? + @ % ( )

Used for the logo, headlines, and prominent display text, such as feature quotes.

Please download Barlow Regular free from Google Fonts.

Typography settings

Left aligned or centerd
Avoid discretionary hyphens
Always title case

Body text

Avenir Pro 45 Book, *Book Oblique*
Avenir Pro 85 Heavy, *Book Oblique*

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 ? + @ % ( )

Used for body text, captions, fine print, and small headings.

Please purchase Avenir from My Fonts.

Typography settings

Left aligned or centerd
Avoid discretionary hyphens
Always sentence case

How to use the primary typeface family

This page shows one example of how to create a type hierarchy using the primary typeface family.

Heading Level 1

Heading Level 1
Barlow Bold, Title case

Standfirst. This can be used as a subheading or populated with several lines of text to create impact.

Standfirst
Avenir Book, Sentence case

Heading Level 2

Heading Level 2
Barlow Bold, Title case

Body copy. *Emphasis in italic*. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Body
Avenir Book and Book Italic, Sentence case

Heading Level 3

Heading Level 3
Avenir Heavy, Title case

Heading Level 4

Heading Level 4
Avenir Heavy, Title case

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Cum sociis natoque penatibus et magnis dis parturient montes.

Body
Avenir Book, Sentence case

Pullquote, feature text or important statistic

Pullquote
Barlow Bold, Sentence case

Secondary typeface

The secondary typeface may be used for special campaign headlines and prominent display text, which require a stronger, punchier personality.

Display or headline text

Barlow Condensed Bold 700

AB

A B C D E F G H I J K L M N O
P Q R S T U V W X Z Z
1 2 3 4 5 6 7 8 9 ? + @ % ( )

Please download Barlow Condensed Bold free from Google Fonts.

Typography settings

Left aligned or centred
Never hyphenate
Always upper case
Only use for display text

Arabic language

Noto Sans should be used for Arabic text and any non-Latin translations. It is a font collection comprising over 1,000 languages and 150 writing systems, and designed to be typgraphically harmonious across print and digital outputs.

Heading text

Noto Sans Arabic Black

أ ب ت

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
1 2 3 4 5 6 7 8 9 ٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Used for the logo, headlines, and prominent display text, such as feature quotes.

Please download Noto Sans Arabic Black free from Google Fonts.

Body text

Noto Sans Arabic Light

اكتوبر إستيلاء الخاسرة أي ذلك, ومن
أ خلاف محاولات. بل إحتار الفترة دون,
الأحمر الجنوب والديون إذ بلا. مرمى
سقوط وإقامة كل كما, حين حادثة
بولندا, عن, عرض من الإمداد التجارية.

ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع
غ ف ق ك ل م ن ه و ي
1 2 3 4 5 6 7 8 9 ٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Used for body text, captions, fine print, and small headngs.

Please download Noto Sans Arabic Light free from Google Fonts.

System font suppport

There may be circumstances where the primary brand typefaces or font customization is unavailable (such as email platforms). Please use the following system fonts in place of the primary typefaces. These substitute typefaces below have been chosen for having similar aesthetic properties to the primary typeface family.

Display and heading text

Franklin Gothic Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&*()?/

Used for headlines, prominent display text, titles, subheadings, captions, and emphasis.

Body text

Franklin Gothic Book, *Italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&*()?/

Used for body text, long reading text, captions, and small print.

Visual devices

Helix symbol

The helix symbol is a simplified version of the logo that can be used as a background graphic device to create visual interest. It is formed of three individual shapes (one circle and two crescents) that should always be used together and in the unified formation below. Please use the correct helix symbol which has been provided as part of the asset pack.

Helix symbol and color

The primary and secondary palette colors can be applied to the helix. Combining colors should be approached on a case by case basis, and this page shows some successful examples. We recommend using at least one color from the primary palette, and combining it with two or three secondary colors and tints.

How to use

Using the helix as a strong background graphic is a key aspect of the Global Partnership's branding. Below are some suggestions and rules for how to use this asset correctly. Please review the subsequent three pages for more guidance and examples.
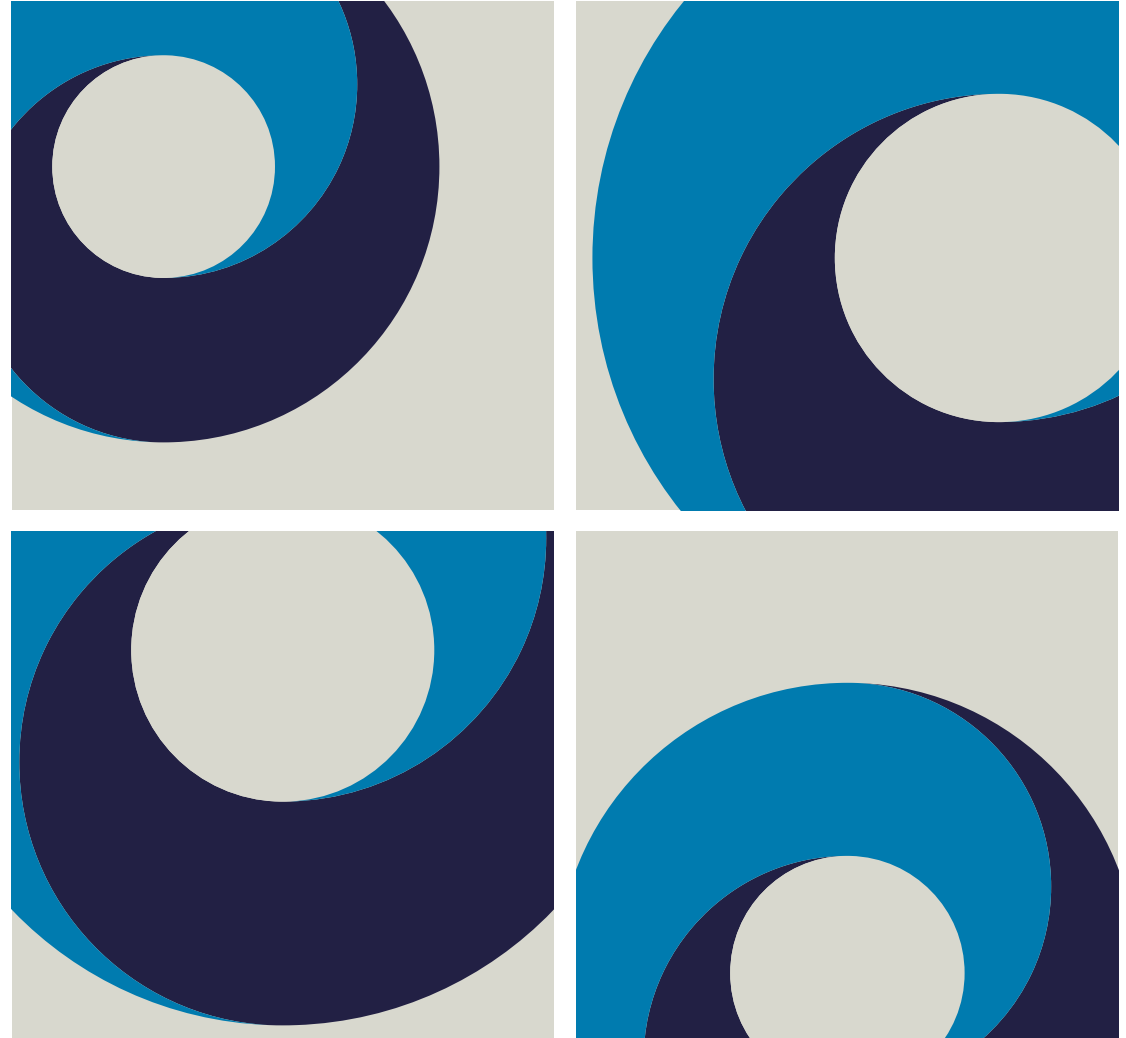
Cropping rules

Always crop the symbol. The complete 360° outer edge of the helix should never be visible. This means that a portion of the symbol should always extend beyond the edge of the page, frame, screen, or format.

When cropping, follow the examples here by showing the point where the circle and two crescent shapes inside the symbol touch (the top or bottom of the inner circle). Doing so will ensure the momentum and energy of the symbol is visualized.

If possible, try to show more than 50% of the inner circle within the middle of the symbol.

Vary the size of the symbol to create a sense of energy and movement.

What not to do

Please use the correct helix symbol which has been provided in the brand asset pack.
Here are a few things to avoid when using the symbol.
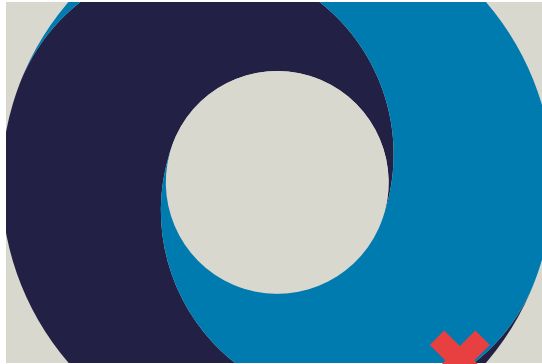
Do not rotate or flip the symbol.
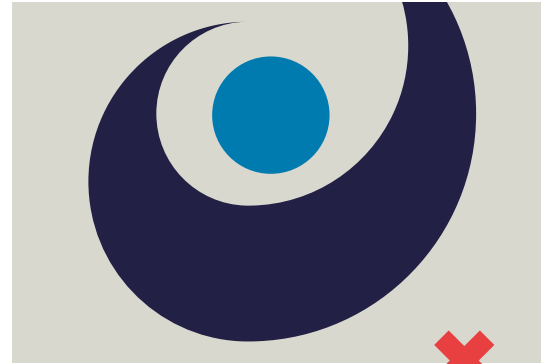
Do not separate the individual shapes within the symbol.
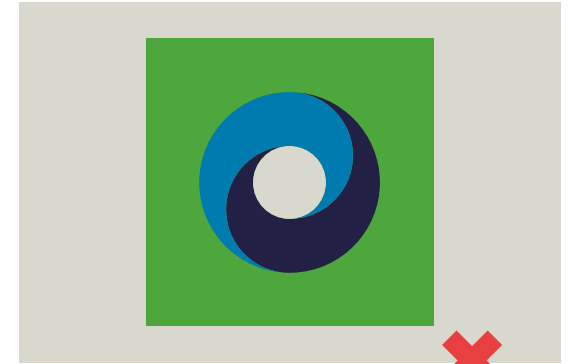
Do not place inside a frame or show uncropped.

Do not use more than one symbol per page.
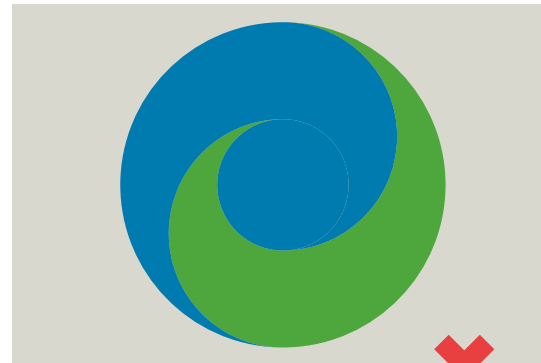
Do not repeat colors inside the shape.
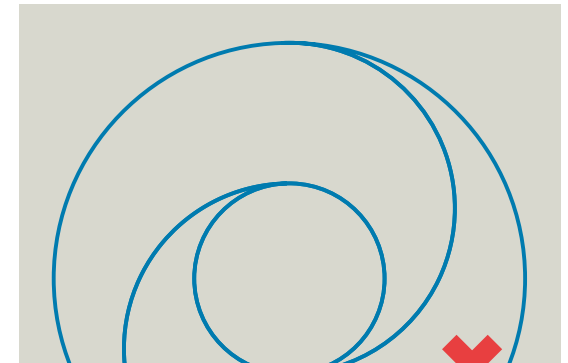
Do not outline the shapes.

Bringing it all together

The Global Partnership's graphic language can be used in combination with imagery and feature photography to create branded content.
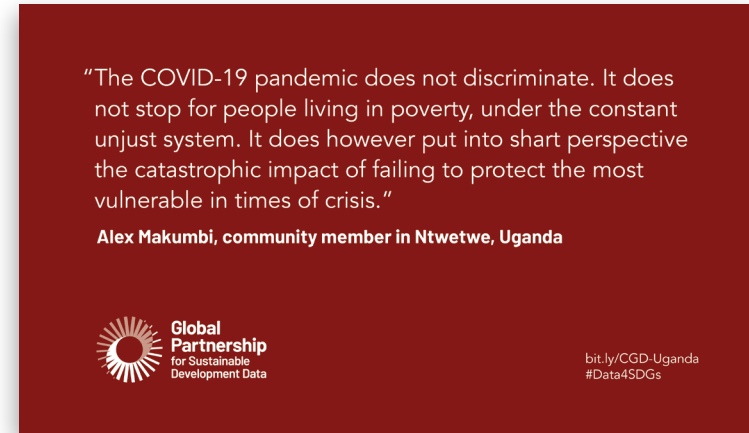
Bringing it all together

We can design compelling layouts using a mixture of bold graphic language, typography, and color.

Charts and data visualizations

Displaying data graphically is a key way to express research, stories, and themes. Data visualizations should use the primary color palette where possible. Graphs can be styled with gradients for more visual impact, or with solid colors for more gravitas. For more examples on how to apply data visualizations, please see the next page.

Figure 1. A pie chart styled with solid colors

Northern Africa
Southern Africa
Eastern Africa
Western Africa
Middle Africa

Figure 2. A lollipop chart styled with gradients

Africa   Americas   Asia   Europe

Chart applications

This page shows sample layouts that combine type hierarchy and data visualizations.

Lead color: blue (primary palette)
Color combinations: neutral and gray
Layout: two-column grid

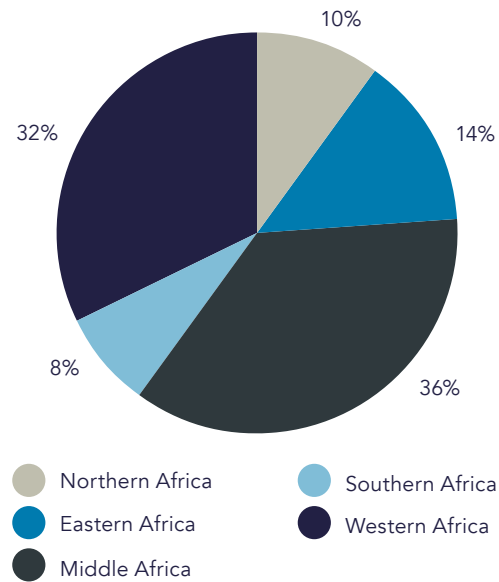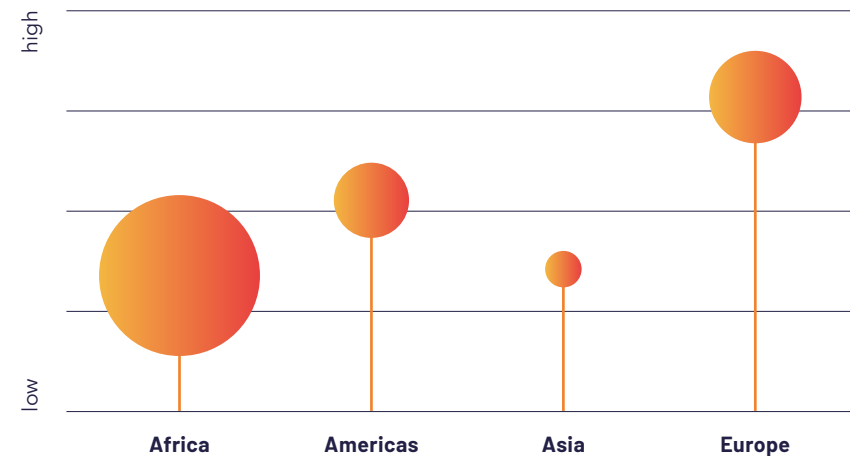Lead color: orange (secondary palette)
Color combinations: bright and warm
Layout: single-column grid

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar. Etiam elementum sollicitudin commodo. Nulla dignissim, leo vel rutrum gravida, augue massa interdum justo, nec finibus tortor odio eu libero. Aenean semper sodales laoreet. Praesent cursus est eget ante tristique ullamcorper.

Pullquote. Lorem ipsum dolor sit amet, consectetur adipiscing elit Vestibulum et leo efficitur enim hendrerit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar.

Heading level 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar. Etiam elementum sollicitudin commodo. Nulla dignissim, leo vel rutrum gravida, augue massa interdum justo, nec finibus tortor odio eu libero. Aenean semper sodales laoreet.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur tempus eros nec fermentum tincidunt. Fusce at lacus ac odio sodales accumsan dignissim a augue. Nulla pulvinar arcu in vehicula tincidunt. Aenean id augue metus. In hac habitasse platea dictumst. In suscipit lorem ipsum,

in congue diam semper vitae. Praesent ullamcorper libero eu odio feugiat tincidunt. Nam elementum, ante vitae venenatis porta, arcu magna facilisis ipsum, quis maximus lectus ligula sed lacus. Nulla lacinia est sapien, nec pretium augue semper.

Heading level 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar.

Figure 1. Title of chart

10%
14%
32%
8%
36%

- Northern Africa
- Eastern Africa
- Middle Africa
- Southern Africa
- Western Africa

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar. Etiam elementum sollicitudin commodo. Nulla dignissim, leo vel rutrum gravida, augue massa interdum justo, nec finibus tortor odio eu libero. Aenean semper sodales laoreet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar.

Chapter heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar. Etiam elementum sollicitudin commodo. Nulla dignissim, leo vel rutrum gravida, augue massa interdum justo, nec finibus tortor odio eu libero. Aenean semper sodales laoreet. Praesent cursus est eget ante tristique ullamcorper.

Heading level 1

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur tempus eros nec fermentum tincidunt. Fusce at lacus ac odio sodales accumsan dignissim a augue. Nulla pulvinar arcu in vehicula tincidunt. Aenean id augue metus.

In hac habitasse platea dictumst. In suscipit lorem ipsum, in congue diam semper vitae. Praesent ullamcorper libero eu odio feugiat tincidunt. Nam elementum, ante vitae venenatis porta, arcu magna facilisis ipsum, quis maximus lectus ligula sed lacus. Nulla lacinia est sapien, nec pretium augue semper et. Phasellus at venenatis sem.

Heading level 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et leo efficitur enim hendrerit sodales. Pellentesque placerat diam lacus, blandit laoreet est aliquam a. Praesent et sem ex. Etiam euismod accumsan pulvinar.

Figure 1. Title of chart

0%   20%   40%   60%   80%   100%

Category A
Category B
Category C
Category D
Category E

- ≥10
- 20
- 30
- 40
- 50
- 60≤

Photography

Photography plays an important role in the brand and is a powerful tool to communicate with our audiences. The Global Partnership tells its story through truthful and impactful portraits and landscapes.

Portraits

Portraits should be mindful of power dynamics and show people in active, rather than passive, stances. They should be captured naturally (not formally posed).

Landscapes and objects

Select images that are impactful and meaningfully composed.

Image considerations

This page describes important technical and compositional considerations to ensure the Global Partnership's values are reflected in photographic choices.

Photography settings

Resolution: Use the highest-resolution image you can obtain. Only use high-resolution imagery for reports and any other flagship outputs (300dpi for printed publications, 150dpi for web).

Source: Photos can be a mixture of professionally-commissioned photos, images from stock photography sites such as Shutterstock, and non-professional photos taken on smartphones.

Credit: Credit the photographer or source if required.

Caption: Use appropriate captions when possible.

Consent: Always ensure proper consent has been obtained for any photos of people taken or used.

Avoid development cliches.

Avoid stock photos that are obviously posed.

Avoid images that have filters, special effects, or any artistic manipulations applied.

Never show children's faces. If a photo of a child is unavoidable, make sure they cannot be identified (e.g. they are shown from the back or out of focus).

November 2021

Contact

If you need guidance that is not provided here, or you have suggestions about how these guidelines can be improved, please contact Amy Leach, Communications Manager (aleach@data4sdgs.org).