



Photo credit: Mbuto Machili for FHI 360

2023

Brand guidelines

Introduction

As a global organization, it is essential that we share our strategy, story and visual identity in a consistent way to build recognition and trust across audiences, languages, regions and contexts.

To achieve that consistency, we need clear guidelines for our brand's verbal and visual identity. These guidelines, which were informed by extensive global research, offer recommendations for how to apply them consistently.

If you have any questions about these guidelines, please contact Communications at identity@fhi360.org.

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01

Our strategy and story

Overview

Together, our organizational and brand strategies guide the way we think, act and communicate. Our organizational strategy, which includes our vision and mission, crystallizes our reason for being and ambitions for impact. Our brand strategy, which includes our promise, points of strength and personality, clarifies and amplifies our expressions and experiences. Our messaging translates our strategies into stories that can be applied across channels and contexts — and it energizes our audiences to act.

Organizational strategy

Vision and mission

Our vision and mission encapsulate our reason for being and our ambitions for impact.



Vision

We are working to create a world where opportunity is within reach for all people.



Mission

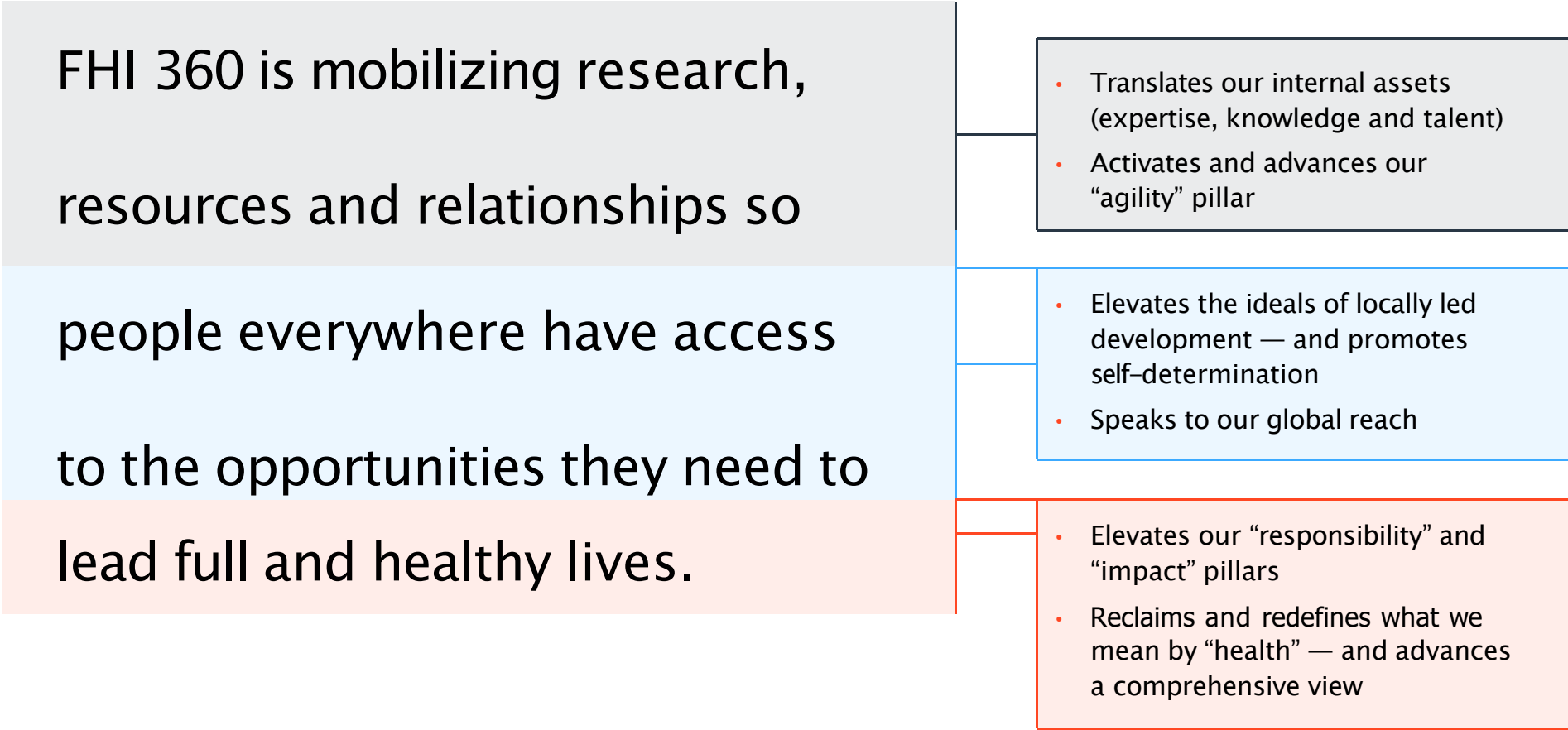
FHI 360 advances equity, health and well-being through data-driven, locally led solutions — so that humanity thrives.

Brand strategy



Promise

Our promise positions FHI 360 for greater recognition and relevance. It clarifies what we stand for, how we’re different and why audiences should engage with us.



Brand strategy



Points of strength

Our points of strength capture the defining assets and approach of our organization.

- Centering **community voices** and experiences in all we do.
- Addressing big global challenges with bold, **data-driven solutions**.
- Connecting expertise, evidence and energy for **collective impact**.
- **Opening pathways** to upward mobility.

Brand strategy



Personality

Our personality determines our tone and style across communications.

Personality attribute	Definition	We are: ✓	But never: ✗
Human	In communities around the world, we see that human aspirations are shared by all, but access to opportunity is not. Our communications focus on the real challenges people face today and reveal possibilities for a better tomorrow.	Real Honest Hopeful	Undignified Harsh Naive
Insightful	We see how challenges are interrelated and know solutions must be, too. Our communications are thoughtful and considered, and they show how we match big global challenges with bold, data-driven results.	Purposeful Intelligent Rigorous	Inflexible Arrogant Rigid
Dynamic	We believe in the power of people and partnerships to change the world. Our communications show how we connect and catalyze resources and relationships to move people, families and communities forward.	Passionate Energizing Determined	Zealous Frenetic Dogmatic
Uplifting	We know that change can only endure when it is owned by those directly affected. Our communications make space for collaboration and conversation, and they equip communities with tools to shape their own futures.	Encouraging Emboldening Elevating	Enabling Reckless Ungrounded

Strategy summary

Our strategy is a lens for the way the organization thinks, acts and communicates.

Organizational strategy



Vision

We are working to create a world where opportunity is within reach for all people.



Mission

FHI 360 advances equity, health and well-being through data-driven, locally led solutions — so that humanity thrives.

Brand strategy



Promise

FHI 360 is mobilizing research, resources and relationships so people everywhere have access to the opportunities they need to lead full and healthy lives.



Points of strength

- Centering community voices and experiences in all we do.
- Addressing big global challenges with bold, data-driven solutions.
- Connecting expertise, evidence and energy for collective impact.
- Opening pathways to upward mobility.



Personality

- Human
- Insightful
- Dynamic
- Uplifting

High-level messaging

High-level messaging is a key part of our story, and it can be used across audiences and channels to give an overview of who we are as an organization.

There are four key tools:

- Talking points
- Elevator speech
- Boilerplate
- One-liner

For more information on our messaging, please see the FHI 360 Messaging Map.

High-level messaging

Talking points

Best for: Integrating into individual conversations, meetings or interviews

About us

FHI 360 is a global organization that mobilizes research, resources and relationships so people everywhere can access the opportunities they need to lead full, healthy lives.

Our points of strength

- We listen to and learn from communities to build a more fair, just and equitable world.
 - Sample proof point: Our Compass Rose Collaborative opens opportunities for young adults who have been recently released from prison; more than 98% of Compass Rose participants do not return to prison again, compared with 54% of people recently released from prison nationally.
- For over 50 years, we have researched and applied the latest scientific breakthroughs to develop bold solutions and achieve measurable results.
 - Sample proof point: In 1974, we helped prove that intrauterine devices (IUDs) are safe, long-acting methods for preventing unwanted pregnancies. Today, IUDs continue to pave the way for more people to make choices about their sexual and reproductive health.
- We collaborate with partner communities and peer organizations, combining deep expertise and diverse perspectives to build enduring networks and lasting change.
 - Sample proof point: In Malawi, we have worked with the Pakachere Institute of Health and Development Communication, a local NGO, for over five years on a variety of issues; with support from FHI 360, the organization is now a direct partner of USAID.
- We advocate for full access and equity in everything we do so people everywhere can create their own paths forward.
 - Sample proof point: We are working with partners in the Dominican Republic to expand access to quality education and skills training as part of USAID's Advance Latin America and Caribbean Regional Workforce Development Program.

High-level messaging

Elevator speech

Best for: Verbal introductions and informal discussions

FHI 360 is a global organization connecting people around the world to the resources they need to shape their own futures. We all share similar aspirations — but we don’t all have similar opportunities.

Drawing on our half century of experience and our global network of experts, we listen to, learn from and work with communities to expand social and economic equity, improve health and well-being, and strengthen resilience.

We share sustainable solutions, enabling successful strategies to be replicated in and adapted to new challenges and contexts.

Together with our partners, FHI 360 will keep moving forward — in ordinary times and times of crisis — until a full and healthy future is within reach for people everywhere.

If you have:

A moment

A little bit longer

Even more time

High-level messaging

Boilerplate

Best for: Press releases and formal introductions

FHI 360 is a global organization that mobilizes research, resources and relationships so people everywhere have access to the opportunities they need to lead full and healthy lives. With collaborations in over 60 countries, we work directly with local leaders to advance social and economic equity, improve health and well-being, respond to humanitarian crises and strengthen community resilience. We share data-driven insights and scalable tools that expand access and equity so communities can effectively address complex challenges, respond to shocks and achieve thriving futures. To learn more, visit fhi360.org.

High-level messaging

One-liner

Best for: Organizational descriptor for social media and press

FHI 360 is a global organization that mobilizes research, resources and relationships so people everywhere have access to the opportunities they need to lead full, healthy lives.

Naming considerations

To help drive understanding of the breadth and depth of our offerings and relationships (also known as our portfolio), it’s important that we communicate clearly and consistently. By defining the layers of our portfolio, we can help communities and collaborators engage with us more effectively.

Please note that this is not a reflection of our organizational chart but rather a way to name, organize and connect our portfolio for ease of navigation.


Portfolio layer	Definition	Naming recommendation	Example
Organizational brand	The overarching organization, also sometimes referred to as the parent or holding organization	FHI 360	
Entities	A legal or business structure formed to meet legal or regulatory requirements or achieve strategic goals		
Strategically linked entity	Entities that are strategically aligned with the organizational brand and do not require significant verbal or visual distinction	FHI 360 + entity descriptor	FHI 360 UK
Strategically distanced entity	Entities that have distinct legal, business or regulatory requirements and/or may pose reputational risk to the organizational brand and require some verbal and/or visual distinction	If a connection would benefit the reputation of FHI 360 and the entity, use “FHI” as a verbal connection, such as “FHI + entity descriptor”; if a connection is not beneficial, develop a new name	FHI Clinical
Areas of focus	Specialized knowledge and expertise concentrated in and across key issue areas	FHI 360 + issue area + outcome	FHI 360 Global Health
Programs and services	The design and delivery of solutions in response to local or global needs or challenges	program/service description	Capacity building

Naming considerations

Portfolio layer	Definition	Naming recommendation	Example
Projects	A time-bound set of activities to implement work in the communities where we work	[region] + issue area + impact	Zimbabwe HIV Care and Treatment
Internal groups	Internal employee groups that support the organization	group focus + [unit or division]	Human Resources
Locations	Regional presence of people, programs, partnerships and offices	[region] + [location descriptor]	FHI 360 Asia Pacific Regional Office (abbreviations should not be used externally) FHI 360 Botswana Office
Publications	Official published communications from the organization or a practice area, service or project	[practice area/service/project] + publication focus	FHI 360 Annual Report
Platforms/tools	A collection of offerings that supports processes and the delivery of programs or services	focus area + type of tool/platform	Careers Portal
Events	Planned engagement, thought leadership or educational occasions that take place in person or online	topic + [event type]	Second Chance Summit
Campaigns	Time-bound and promotional in nature and usually have a specific goal attached to them. Specific goals often include raising awareness, advocating or asking people to complete another specific action.	campaign theme	FHI 360 at 50

Naming considerations

Portfolio layer	Definition	Naming recommendation	Example
Strategic relationships	External organizations with whom the organization works to achieve shared strategic goals		
Partnerships	Two or more parties that enter into a contractual agreement to achieve a common goal	“A partnership between”	A partnership between FHI 360 and Voluntary Service Overseas and the Public International Law & Policy Group
Strategic alliances	A collaborative network with whom the organization joins to expand access to resources, research and knowledge-sharing	“An alliance between” or “Together with”	Together with Deloitte and World Vision
Investments	A time-bound initiative that is incubated within the organizational brand, but may be spun off as an independent organization in the future	“Incubated at FHI 360”	Gold Star Kenya, incubated at FHI 360
Collaborations	Groups of people, assets or skills that come together to share knowledge or exchange ideas	“In collaboration with”	In collaboration with Duke University Medical Center
Sponsors/funders	When an organization financially supports another to achieve a shared goal or objective	“Supported by” or “Funded by”	Funded by USAID



02

Our visual identity

Overview

Our visual identity system is human, insightful, dynamic and uplifting. As an organization that opens opportunities for people everywhere, the system elements can be combined in a variety of ways to inform, engage and inspire.

Because access and equity are at the core of all that we do, accessibility should be a central consideration in our designs. Accessible design specifically considers the needs of people with disabilities and creates publications and products that can be used by all people, regardless of the user's level of ability, condition or circumstances. By removing barriers that can block a user's access to your content and actively implementing an accessible approach from the start, you can convey your content to all, including people with visual, cognitive, physical and auditory challenges.

Logo

Our logo is composed of two elements: our logotype (the lowercase “fhi360”) and our logo symbol (the circle). The boldness of the logotype is intended to evoke our experience and expertise, while the lowercase letters ensure that we remain humble and approachable. The humanistic figure of the lowercase “i” demonstrates our human-centered approach to development and completes the circle of our logo symbol. Our logo symbol expresses our comprehensive view, and the full range of pathways and opportunities that FHI 360 and its partners open together.

As our most recognizable brand asset, the logo should be prominently featured on all our communications, across projects and areas of focus. Do not add graphic elements that could be misinterpreted as part of the logo, such as adding the name of a project or department close below the logo in a way that violates clear-space rules and creates a sub-logo. For more information, see “Incorrect Logo Usage.”

(In some cases, a funder may require a project logo. Please email Communications at identity@fhi360.org to review the funder requirements and obtain an exception.)

Full-color logo

The full-color Pantone (PMS), CMYK or RGB logos are preferred. Select Pantone or CMYK logos for printed materials, such as program collateral or leave-behinds. Select RGB for digital use, such as PowerPoint presentations, web content or broadcast/video. See color specifications for more information.



Logo

The image shows the logotype 'fhi360' in a bold, dark blue font. It is enclosed in a thin black rectangular border.

Logotype



Logo symbol

Logo variations

White knockout logo

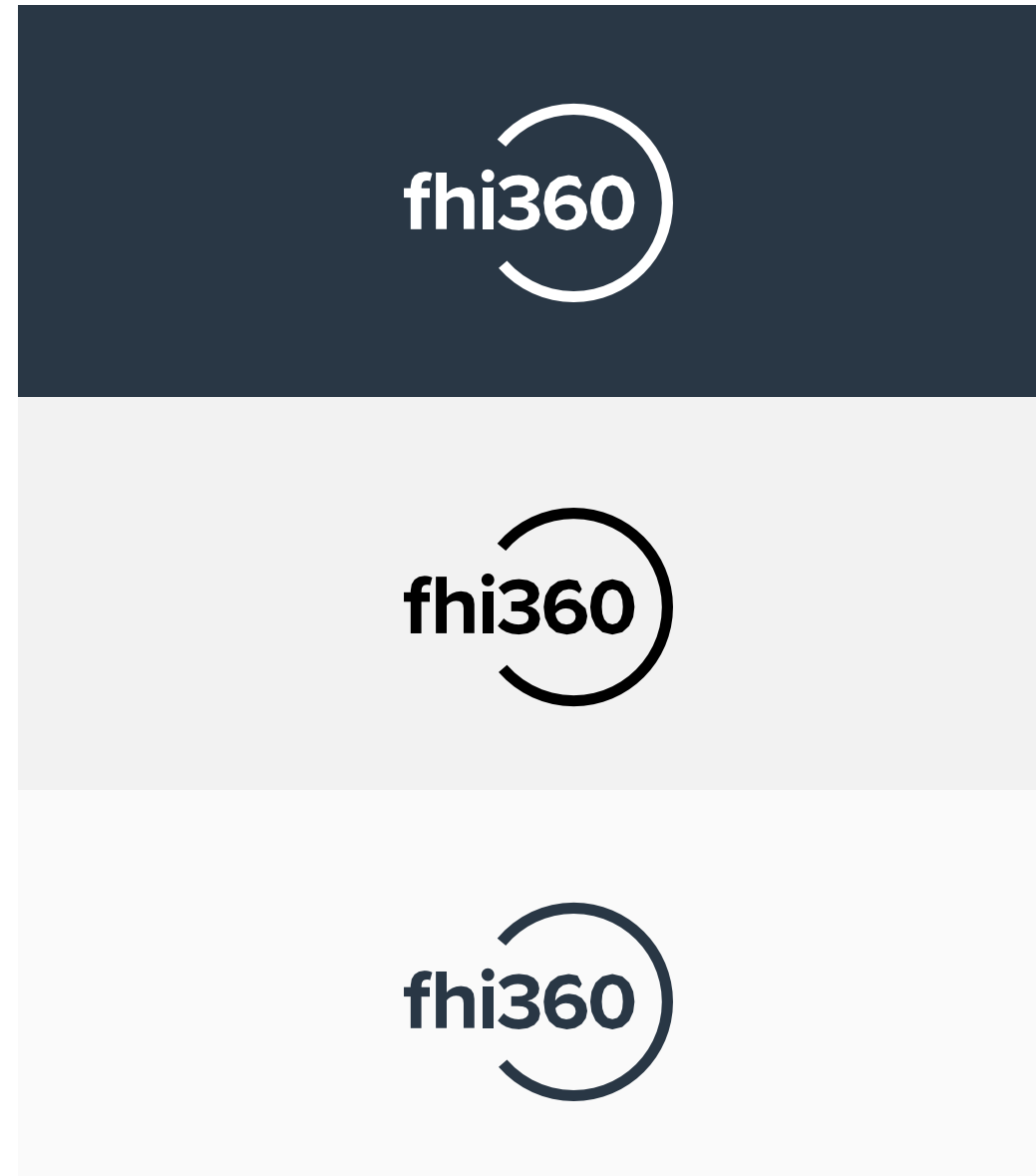
The white knockout logo can be used in both print and digital applications. It is best used on color of adequate contrast or photographic backgrounds where the full-color logo will not work.

For optimum contrast in digital applications, the knockout logo can be used on a background of Boundless Blue or Accessible Orange; it should not be used on a background of Horizon Orange.

For large-format printing or any format in which the logo is at least five inches wide, the knockout logo can be used on a background of Horizon Orange.

One-color logos

One-color logos are available in black and Boundless Blue. They can be used in places where the full-color or knockout logos would not provide sufficient contrast. The black logo can also be used for grayscale or one-color printing.



Logo relationships

In applications where the FHI 360 logo coexists with other organization's logos, they should be placed in a horizontal relationship with the FHI 360 logo at the left (unless a specific funder explicitly requires precedence).

- The FHI 360 logo should always be the same size (1:1 ratio) or larger than the other logos.
- Ensure minimum size and clear space requirements are respected.
- Avoid placing the logos in a vertical orientation, since that can imply an unintended hierarchy.



Logo relationships

USAID co-brand

In applications where the FHI 360 logo coexists with USAID, the USAID logo should be placed in a horizontal relationship to the left of the FHI 360 logo (USAID explicitly requires precedence).

- The FHI 360 logo should be visually of equal weight and the same size (1:1 ratio) as the USAID logo.
- Ensure minimum size and clear space requirements are respected.
- Avoid placing the logos in a vertical orientation, since that can imply an unintended hierarchy.



Logo relationships

USAID co-brand examples



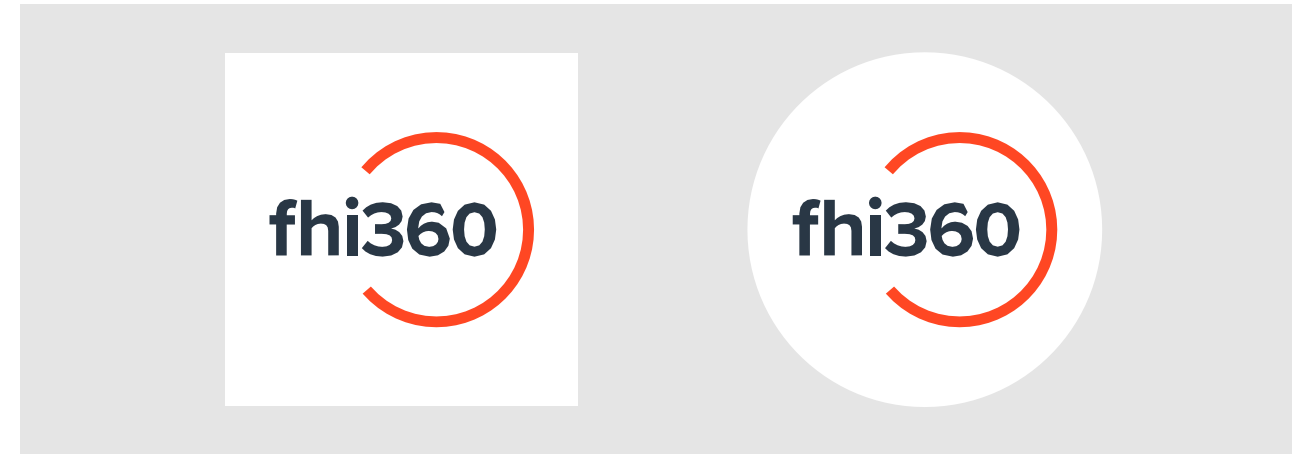
Web icons

For web and social media applications where space is limited, use the following versions of our logo. Please note that these specialized logos are for social media and web use only and should not be used as a substitute for the main logo in any other application.

Social media logo

For social media platforms such as Twitter or LinkedIn, use our full-color logo, resized as appropriate for the following platforms:

- 800 x 800 px: YouTube
- 400 x 400 px: LinkedIn, Twitter
- 170 x 170 px: Facebook
- 128 x 128 px: Instagram



Logo resized for social media

Favicon

Our favicon is the small icon displayed in the browser's address bar or displayed next to a website's name in a list of bookmarks. The favicon complements our primary logo while being optimized for low-resolution, extremely small-space applications. It should never be used on print or other physical collateral. The minimum size for the favicon is 16 x 16 px.



Favicon



Required clear space and minimum logo size

Required clear space

Our logo should be surrounded with clear space (not to be confused with white space) to ensure its visibility and readability. Clear space on all sides should be equivalent to the height of the “f” in our logotype. Whenever possible, you should allow more clear space than the minimum. Do not place the logo too close to text, graphics, imagery or the edge of an application.



Minimum logo size

To ensure visibility, reproducibility and legibility, our logos must be sized appropriately. For print, the minimum size is 1.0 inch wide, and for digital, the minimum size is 100 pixels wide. Whenever possible, use our logo larger than the minimum size in a way that is consistent with the overall application.



Print width 1.0"

Digital width 100 px

Incorrect logo usage

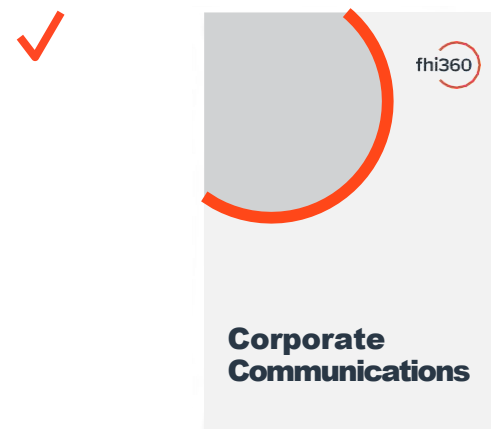
Our logo is one of our most important assets and should be protected. To build recognition of our brand, and to reduce confusion, use our logo properly at all times and do not alter it under any circumstances. Do not create competing logos or sub-brands unless necessitated by legal, regulatory or contractual requirements.

Treat the logo as artwork: Always use the original logo files and do not attempt to recreate it yourself using text. Best practice is to use the PNG format.

- Do not add a department, area of focus, or country or project name to the logo to create a logo lockup or sub-brand.



- Instead: Add the additional information in written type, set in Noto Sans or Arial, with sufficient clear space on all sides of the logo.



- Do not manipulate or change any elements of the logotype or logo symbol to create a sub-brand.



- Instead: Use the FHI 360 main logo at all times; contact Communications at identity@fhi360.org with any questions.



Incorrect logo usage

When using our logo, do not:

- Add a drop shadow or other effect to our logo.
- Use any colors other than Horizon Orange and Boundless Blue.
- Recolor the logo symbol to be Accessible Orange rather than Horizon Orange.
- Manipulate our approved color formats.
- Place our logo in a container.
- Change our typeface.
- Rearrange the elements of our logo.
- Add elements to our logo; be sure to follow clear-space guidelines.
- Place our logo on a color that does not provide adequate contrast.
- Place our logo on an image that is overly busy.



FHI 360 UK logo

As a separate organization under the FHI 360 brand, FHI 360 UK has its own logo. It should only be used in applications where the communication in question is owned and developed by FHI 360 UK. Do not attempt to recreate the logo in type.

Relationship with FHI 360 logo

In applications where the FHI 360 UK logo and the FHI 360 logo coexist, they should be locked up with a divider line. Avoid placing the logos in a vertical orientation, since that can imply an unintended hierarchy. The logos should always be the same size (1:1 size ratio).

When the application is owned and developed by FHI 360 UK, lead with the FHI 360 UK logo. In applications where FHI 360 owns and develops the application, lead with the FHI 360 logo.

See “Logo relationships” for more information.

Use the same clear space and minimum size as the FHI 360 logo.



Print width 1.0"

Digital width 100 px

Primary colors

Our primary colors, Horizon Orange and Boundless Blue, evoke the limitless possibilities that are opened when people everywhere have access to the opportunities they need to lead full and healthy lives.

White space is also a key part of our design language. When using our primary colors, white space can be a powerful way to maximize contrast and amplify impact.

Using the primary colors

Use Horizon Orange for design elements. Do not use Horizon Orange as a text color or as a background for text. For orange text, especially in digital applications, use Accessible Orange.

Use Boundless Blue for both design elements and as a text color on a white background. For more information on accessible color combinations for text, see “Color Accessibility.”

Accessible Orange

Accessible Orange has a high contrast ratio that makes it more suitable as a color for text. Use Accessible Orange whenever there is a need for orange text, especially in digital applications. For more information on accessible color combinations for text, see “Color accessibility.”

For design elements or in large color blocks, use Horizon Orange instead.

<p>Horizon Orange</p> <p>Pantone: 172 C</p> <p>C: 0 M: 86 Y: 100 K: 0</p> <p>R: 255 G: 71 B: 25</p> <p>HEX: #FF4719</p> <p>Use for: Design elements</p>	<p>Boundless Blue</p> <p>Pantone: 7546 C</p> <p>C: 86 M: 70 Y: 50 K: 46</p> <p>R: 41 G: 55 B: 69</p> <p>HEX: #293745</p> <p>Use for: Design elements and text</p>
<p>Accessible Orange</p> <p>R: 208 G: 48 B: 0</p> <p>HEX: #D03000</p> <p>Use for: Text, especially in digital applications</p>	

Secondary colors

Our secondary color palette contains shades that work harmoniously with our primary colors as accents or supporting colors and are vibrant enough to work on their own.

Secondary colors should be used in a supporting role with collateral produced for external audiences.

For internal audiences, it is acceptable to use them as the main or dominant color in an application, but the FHI 360 logo must appear prominently in the application.

Skylight Blue Pantone: 298 C C: 66 M: 11 Y: 2 K: 0 R: 60 G: 170 B: 255 HEX: #3CAAFF	Planet Green Pantone: 3395 C C: 86 M: 0 Y: 65 K: 0 R: 0 G: 206 B: 124 HEX: #00CE7C	Resilient Red Pantone: 199 C C: 7 M: 100 Y: 85 K: 1 R: 212 G: 4 B: 44 HEX: #D4042C	Optimistic Yellow Pantone: 2010 C C: 0 M: 37 Y: 100 K: 0 R: 255 G: 168 B: 0 HEX: #FFA800	Plentiful Blue Pantone: 2123 C C: 53 M: 38 Y: 0 K: 0 R: 110 G: 129 B: 255 HEX: #6E81FF
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Color accessibility

As an organization grounded in equity and access, it is important that our communications are accessible to all. This page includes approved color combinations for text and background that meet or exceed Web Content Accessibility Guidelines (WCAG) level AA (Double A) accessibility guidelines. WCAG guidelines are an initiative of the World Wide Web Consortium, the leading international organization for web standards.

In general, when choosing typography and background colors, always prioritize visibility and legibility by ensuring sufficient contrast.

Black text on Horizon Orange

White text on Boundless Blue

Black text on Skylight Blue

Black text on Planet Green

White text on Resilient Red

Black text on Optimistic Yellow

Black text on Plentiful Blue

Accessible Orange text on white	Boundless Blue text on white	Black text on white
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Color values summary

Horizon Orange

Pantone: 172 C
C: 0 M: 86 Y: 100 K: 0
R: 255 G: 71 B: 25
HEX: #FF4719

Boundless Blue

Pantone: 7546 C
C: 86 M: 70 Y: 50 K: 46
R: 41 G: 55 B: 69
HEX: #293745

Skylight Blue

Pantone: 298 C
C: 66 M: 11 Y: 2 K: 0
R: 60 G: 170 B: 255
HEX: #3CAAFF

Planet Green

Pantone: 3395 C
C: 86 M: 0 Y: 65 K: 0
R: 0 G: 206 B: 124
HEX: #00CE7C

Resilient Red

Pantone: 199 C
C: 7 M: 100 Y: 85 K: 1
R: 212 G: 4 B: 44
HEX: #D4042C

Optimistic Yellow

Pantone: 2010 C
C: 0 M: 37 Y: 100 K: 0
R: 255 G: 168 B: 0
HEX: #FFA800

Plentiful Blue

Pantone: 2123 C
C: 53 M: 38 Y: 0 K: 0
R: 110 G: 129 B: 255
HEX: #6E81FF

Accessible Orange

R: 208 G: 48 B: 0
HEX: #D03000

Typography

Primary font

Noto Sans is FHI 360’s primary font for both digital and print applications. It is a flexible versatile typeface, with 18 weights and support for 806 languages. The Noto family of typefaces is available as a free download at fonts.google.com.

System font

If Noto Sans is not available, use Arial as an alternative font, because it’s already installed on almost all computers and operating systems.

Opportunity
Within Reach

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Thin	Regular	Black
<i>Thin Italic</i>	<i>Italic</i>	<i>Bold Italic</i>
ExtraLight	<i>Medium</i>	
<i>ExtraLight Italic</i>	<i>Medium Italic</i>	
Light	Bold	
<i>Light Italic</i>	<i>Bold Italic</i>	

Opportunity
Within Reach
AaBbCcDd

Primary font Noto Sans

System font Arial

Typography

Here are the approved Noto typefaces for FHI 360’s 20 most common languages:

Noto Sans

- English (U.S.)
- Haitian Creole
- Hindi (Latin alphabet, see also Noto Sans Devanagari)
- French
- French (African)
- Fula
- Igbo
- Indonesian (also Noto Sans Devanagari)
- Portuguese
- Spanish
- Spanish (South American)
- Swahili
- Turkish
- Yoruba

Noto Sans Arabic

- Arabic

Noto Sans Myanmar

- Burmese

Noto Sans Traditional Chinese; Noto Sans Simplified Chinese

- Chinese

Noto Sans Devanagari

- Hindi
- Indonesian (also Noto Sans)

Noto Sans Thai; Noto Sans Thai Looped

- Thai

Noto Nastaliq Urdu

- Urdu

Typography usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy.

Title
Noto Sans Regular in
Boundless Blue

Header
Noto Sans Bold in
Boundless Blue

Subheader
Noto Sans Bold in
Boundless Blue

Body Copy
Noto Sans Regular
in black

Lorem ipsum dolor sit

Consectetur adipiscing elit

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut
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• Reprehenderit in voluptate velit
esse cillum dolore eu fugiat

• Excepteur sint occaecat non
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aliquip ex ea commodo consequat.
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in voluptate velit esse cillum dolore
eu fugiat nulla pariatur. Excepteur sint
occaecat cupidatat non proident, sunt
in culpa qui officia deserunt Sed Do

Eiusmod tempor

Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris
nisi ut aliquip ex ea commodo
consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse
cillum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia
deserunt mollit anim id est laborum.

Quis nostrud exercitation

Ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate
velit esse cillum dolore eu fugiat nulla
pariatur. Excepteur sint occaecat
cupidatat laborum.

Ullamco laboris ni
siut aliquip commo
dou consequat.

Quote
Noto Sans Light
in white

FHI 360 Brand Guidelines

For internal use only

37

Photography

Photo credits from upper left, moving clockwise:

- Mbuto Machili for FHI 360
- Nianthio Pro for FHI 360
- iTAP Media/MOSAIC
- Pramin Manandhar for FHI 360
- Mbuto Machili for FHI 360
- Pramin Manandhar for FHI 360
- Kyle Pompey for FHI 360



Photography usage

Photography is a vital tool for sharing our stories, demonstrating our commitment to access and equity, and showing our collective impact.

Photo credit

Documenting a photograph's source is required.

- All photos must have a credit to the photographer. Use this format:
 - When the photographer is FHI 360 staff: Photographer Name/FHI 360
 - When the photographer is hired by FHI 360: Photographer Name for FHI 360
- Use caption information to explain the context. In PowerPoint, photo credits and captions can be consolidated at the end of the presentation.
- Avoid using stock photography purchased from global agencies and syndicators. If stock photography is the only option, credit the photographer and the stock agency: Photographer Name/Agency Name.

Informed consent

We have an ethical obligation to respect and preserve the privacy and dignity of people we present in our materials. Release forms are a measure of respect for a person's privacy and recognition of cultural norms.

- Photographs taken by FHI 360 staff or FHI 360-hired photographers cannot be used unless the people in the photographs, including FHI 360 personnel, have signed release forms.
- Before a photo or video is taken, the subject(s) should be fully informed of the intended and potential future use of the product. If people are uncomfortable with their image being used, respect their concerns; do not encourage them to sign the release form and assure them their privacy will be safeguarded.
- The approved FHI 360 consent form is available in multiple languages, including Arabic, English, French, Spanish and Portuguese. When appropriate, the release form should be translated into the local language.
- For low-literacy groups, the form must be read aloud to those having their photograph taken. It is very important to discuss carefully how photographs will be used before gaining consent, especially with people who are vulnerable to retaliation or discrimination, such as those living in conflict zones, people with disabilities and individuals identifying as lesbian, gay, bisexual, transgender or queer (LGBTQ).

- A parent or legal guardian must sign the release form when children or minors are photographed. In school settings, a teacher, administrator or principal is not a stand-in for a guardian and cannot give consent for the children at that school. Please arrange to have the parents informed and give consent before a photo or video shoot takes place.
- Photos and videos taken in public spaces can be used if a subject is not clearly identifiable or compromised from an ethical or cultural perspective, for example, where the surroundings or products might identify the individual as a member of a vulnerable population. Photos or videos that zoom in on any particular individual can only be used if the individual has signed a release form.

Questions? Please contact Communications at identity@fhi360.org.

Photography usage

Guidelines for photo selection

- FHI 360 is a human-centered organization, so be sure to create and select authentic photos that showcase and reinforce the humanity and dignity of the people pictured. Ensure that images portray human subjects in a way that is uplifting and not downcast. Capture subjects as they are and do not ask them to perform emotions for the camera (for example, smiling).
- In some contexts, it may be appropriate to document images of individuals who are contemplative or troubled, such as in humanitarian crises. However, images of crisis response should not show subjects in extreme distress, nor should such images include blood or nudity (including babies in diapers).
- FHI 360 prioritizes scientific clarity, so our images should reflect the subject's natural appearance. Aside from normal color correction and image optimization, do not filter or desaturate images, mirror images or otherwise alter images.
- FHI 360 is responsive to local contexts, so strive to place subjects in their natural surroundings and contexts rather than in a studio or against a backdrop.
- FHI 360 is inherently collaborative, so as much as possible, our photos should showcase groups of people rather than individuals.

- FHI 360 is a global organization, so when applicable, select photos that reflect the diversity of the people we work with.
- FHI 360 is committed to access and equity, so ensure all images used in digital contexts have alt text.

Quality originals

For digital or offset printing, the following specifications are required for acceptable reproduction:

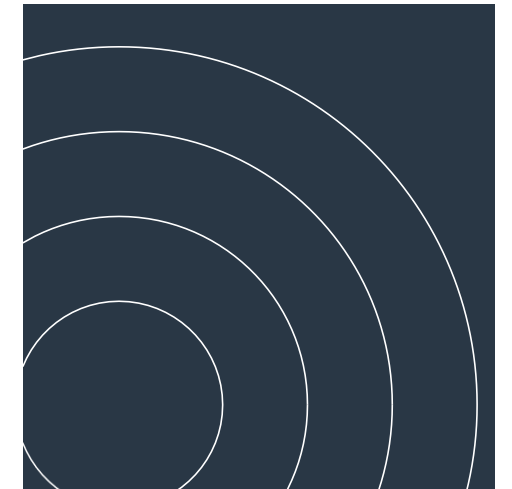
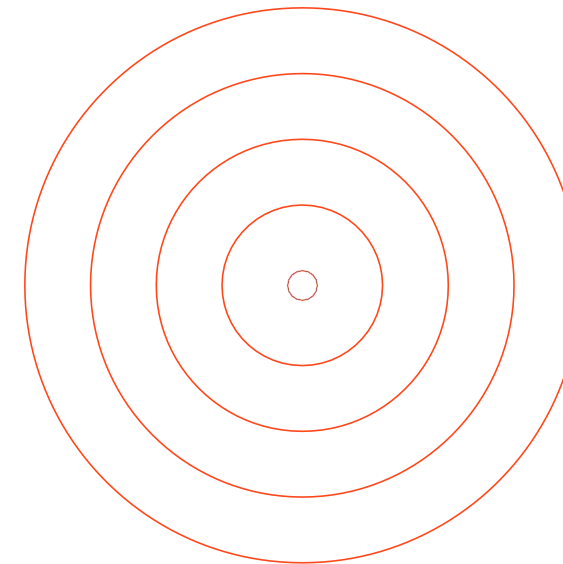
- Original digital photography is preferred.
- Digital images must be 300 dpi (dots per inch) at 100% of the publication size.
- Four-color transparencies, 35mm or 4x5 film are acceptable.

Graphic elements and patterns

The shape of our logo provides inspiration for a wide variety of graphic elements — from lines that represent pathways to opportunity and impact, to patterns that connote collaboration and collective action.

Here are just a few of the ways that our logo symbol can be used:

- The circle can be used as a framing device for photos to show our human-centered approach, or as an impact pointer. The circle can be displayed in any color within the palette except for Horizon or Accessible Orange so as to not compete with the logo.
- The circle can also be applied as a pattern to show active partnership or demonstrate the positive ripple effect that we create with collaborators and communities.
- A line can indicate a pathway to opportunity or impact, or underscore a message.



Iconography

Icons are helpful communications tools, as they transcend language and can enhance navigation and comprehension by quickly drawing attention to important messages and actions that we want our audiences to take. When possible, icons should be used for informational (for example, organizing content), directional (for example, wayfinding) or functional (for example, calls to action) reasons rather than decorative purposes.

Our iconography system is derived from our logo symbol and is available in several variations to maximize clarity and visibility across applications. The outline icon style should be the default style whenever possible for everyday use, because it balances simplicity, legibility and logo alignment.

In small-space applications or applications where maximum legibility is necessary, the filled-in icon style may be used.

In applications where the icons need to clearly align with the logo, such as high-visibility or prestige applications, such as annual reports, strategy documents or signature materials, the two-color icon style may be used. Take care to ensure that the background has the necessary levels of contrast for both colors to be legible. Digital icons should use Accessible Orange, not Horizon Orange.

Do not mix multiple icon styles within the same application.



Outline



Filled-in



Two-color



Illustrations

Illustrations can be used as an alternative to photography to tell a visually engaging story, and can also protect the safety and dignity of the individuals featured.

Our illustration style strives to capture emotion and respect the humanity and dignity of all people. This can be achieved through a naturalistic, textured and detailed approach, or one that is more abstract, and should seek to capture expressive or emotive gestures. When possible, illustrations should show a wide range of people that are appropriate for the contexts and communities where the application will be used.

Any illustrations that represent FHI 360's work should be grounded in the four personality traits defined in our brand: human, insightful, dynamic and uplifting.

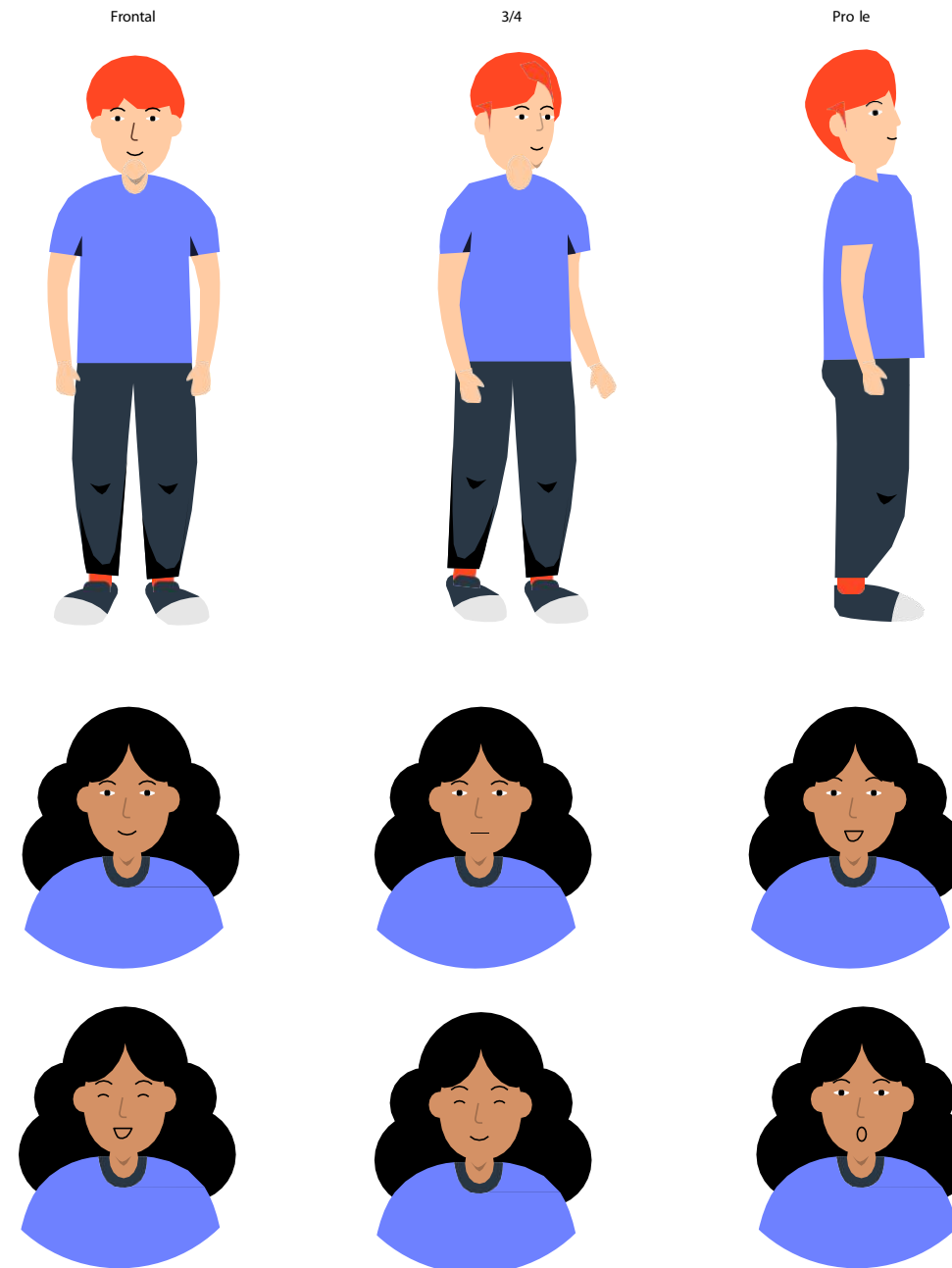
Illustrations should be reviewed by Design Lab to ensure alignment with the brand. For questions and approvals, please contact Design Lab at designlab@fhi360.org.



Creating illustrations

When creating illustrations:

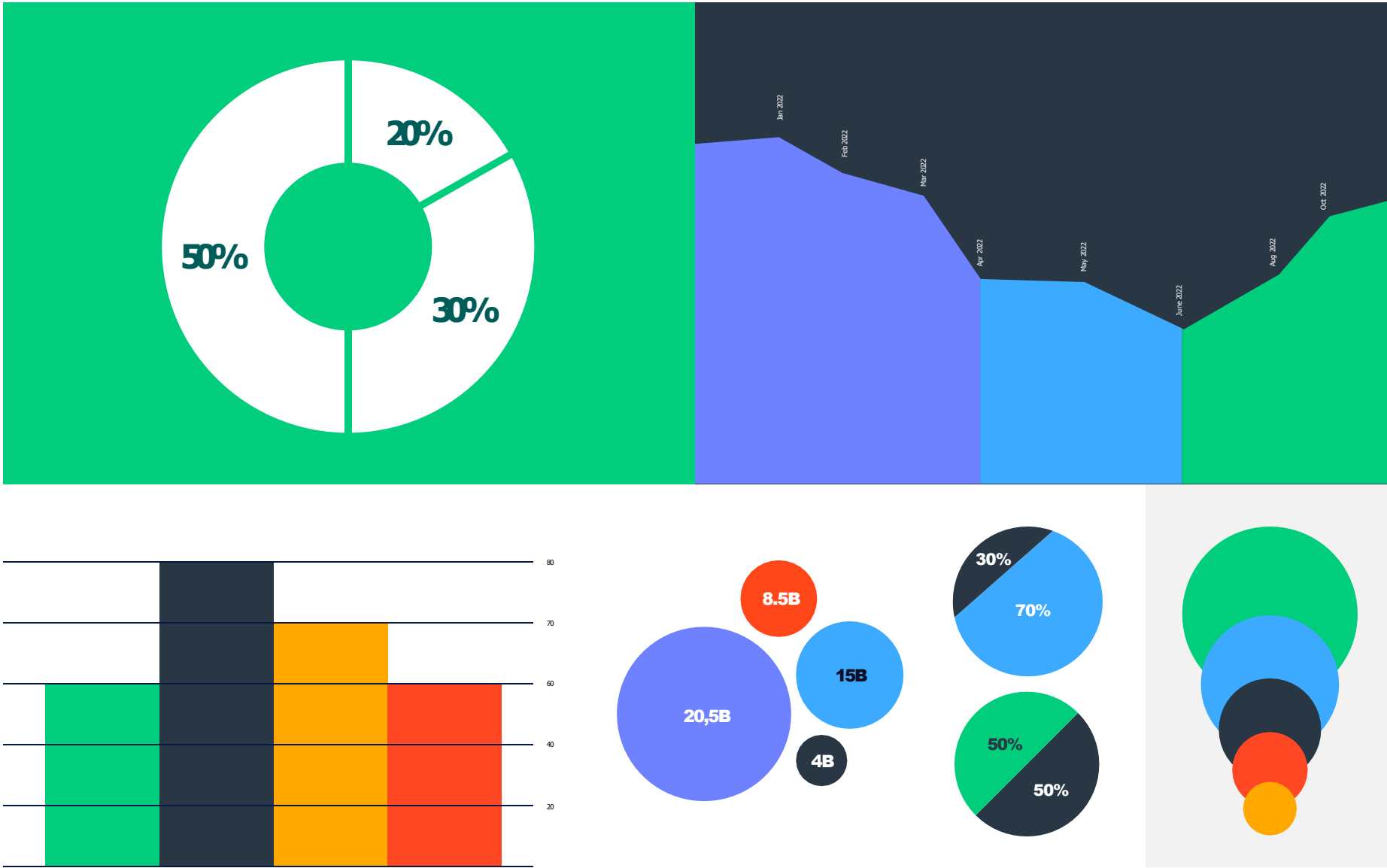
- Design figures with naturalistic human proportions.
- Facial features should be kept gestural, but with enough detail to express the full range of human emotion.
- To capture texture and depth, it may be necessary to expand the color palette into darker or lighter hues, which should be done only on a case-by-case basis to achieve the desired effect. Those hues should not be permanently added to the color palette.
- Because illustrations can be subjective in their interpretation, all illustration styles should remain relevant, fresh and vibrant, but they should also feel aligned with the brand. Avoid any styles that do not present a humanistic aesthetic (for example, flat or minimally defined shapes that lack detail).
- For questions and approvals, please contact Design Lab at designlab@fhi360.org.



Data visualization

As a data-driven organization, we must communicate quantitative information in a clear, compelling and consistent way. Our data visualization system uses color blocking and the full color palette to create vibrant yet precise graphs, tables and other diagrams.

Whenever possible, use our primary colors to emphasize the largest or most important data points and secondary colors for smaller or less important data.



Visual identity summary





03

Bringing
the
elements
to life

Overview

The inspirational applications in this section show how the elements of our system can be used together to create engaging, accessible and effective layouts. These designs capture just some of the creative opportunities our system makes possible.

Website and social media

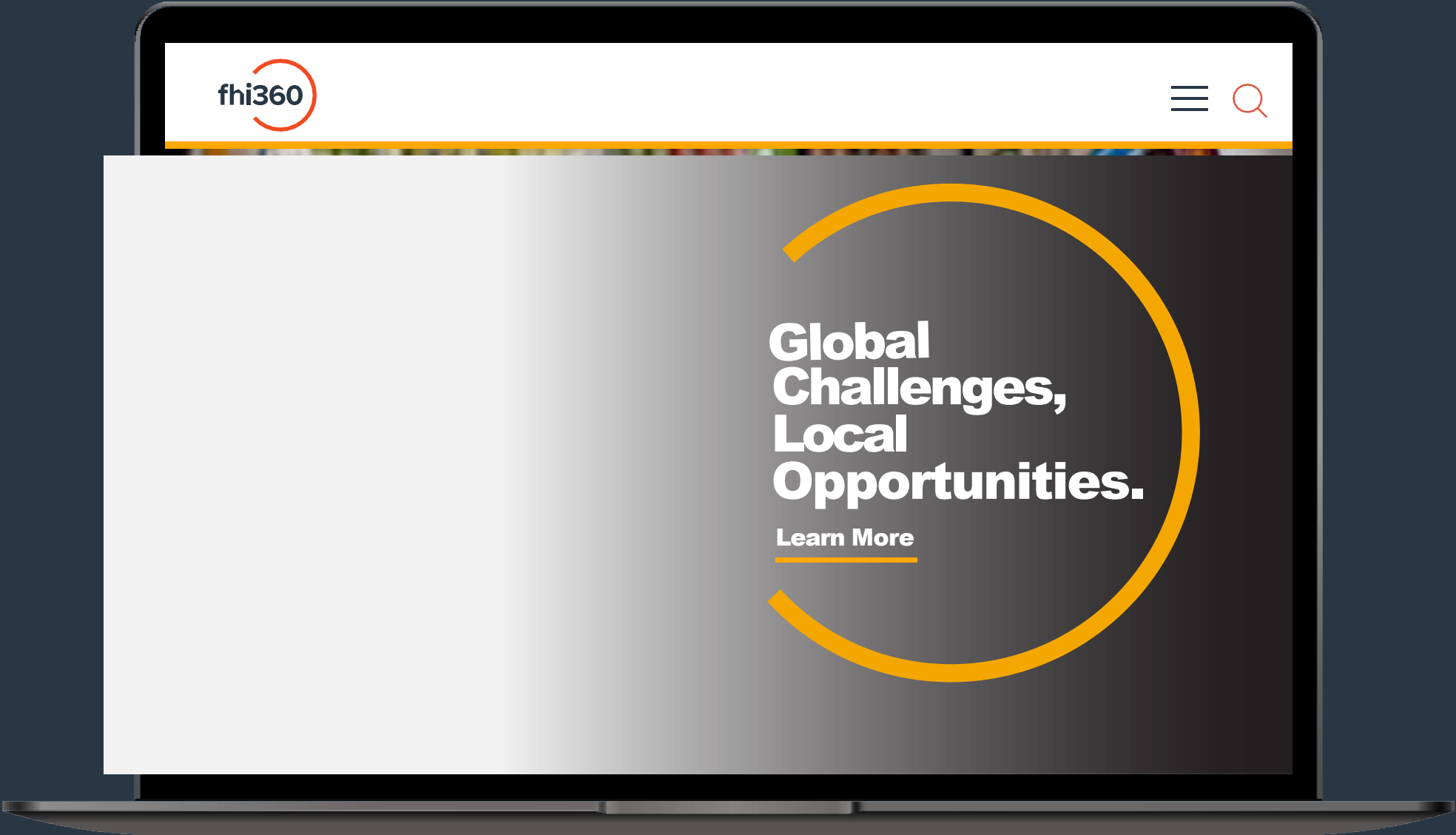
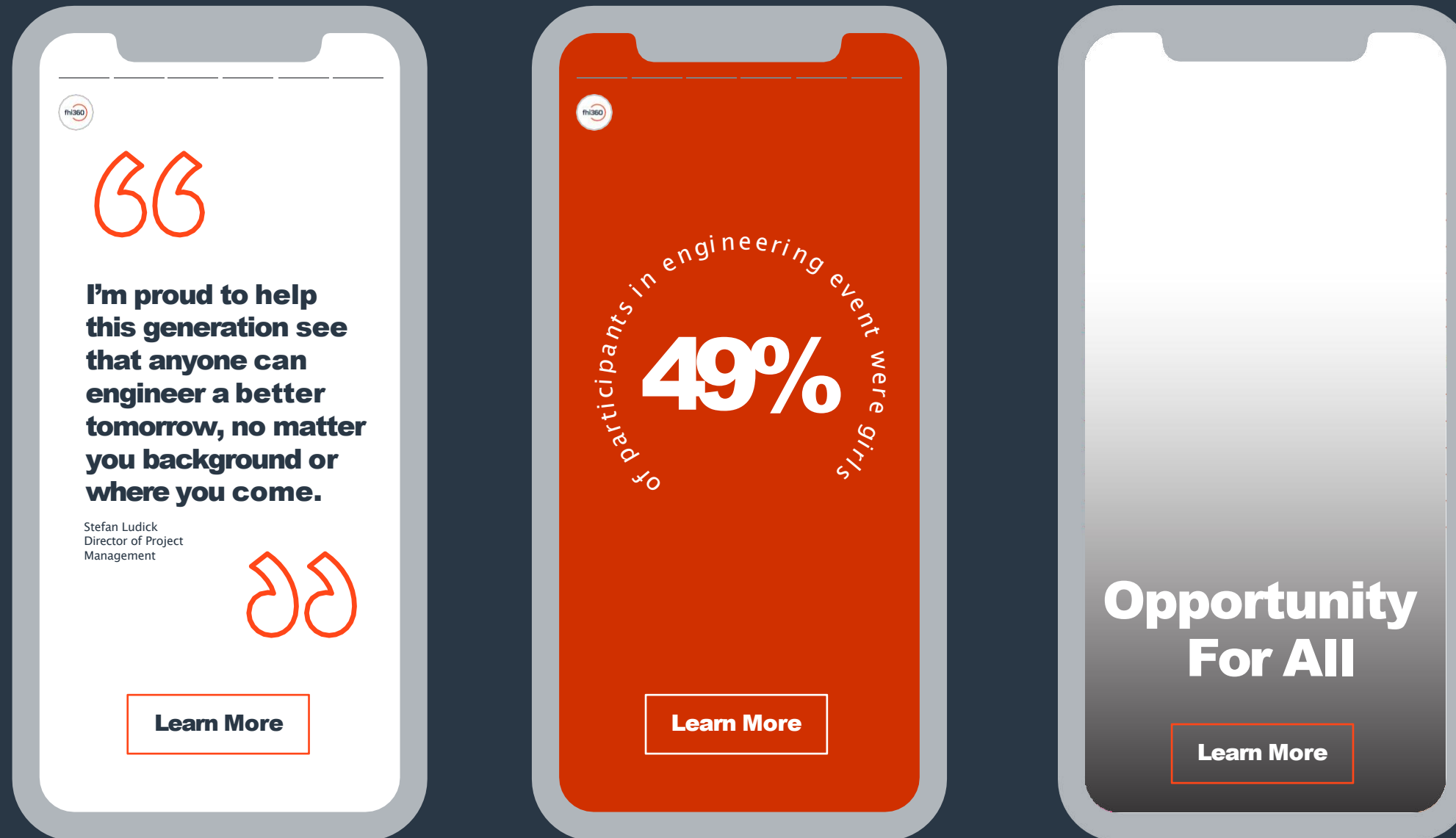


Photo credits (from top, moving clockwise):
Pramin Manandhar for FHI 360
Gabriela Rancier/Productora Comando for FHI 360
Gabriela Rancier/Productora Comando for FHI 360
Pramin Manandhar for FHI 360




Mobile website



PowerPoint

fhi360



Presentation Cover 7

Subtitle area

fhi360


Divider slide 2

Subtitle

Text slide in two columns

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia



14

fhi360

Presentation Cover

Subtitle area

fhi360

Divider slide 7

Subtitle

Text slide header

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Presentation name | Section

fhi360

05

Photo credits:
Left: Mbuto Machili for FHI 360
Right: Pramin Manandhar for FHI 360

Posters



Photo credits (from top left, moving clockwise):
iTAP Media/MOSAIC
Mbuto Machili for FHI 360
Pramin Manandhar for FHI 360
Mbuto Machili for FHI 360

Publication spreads

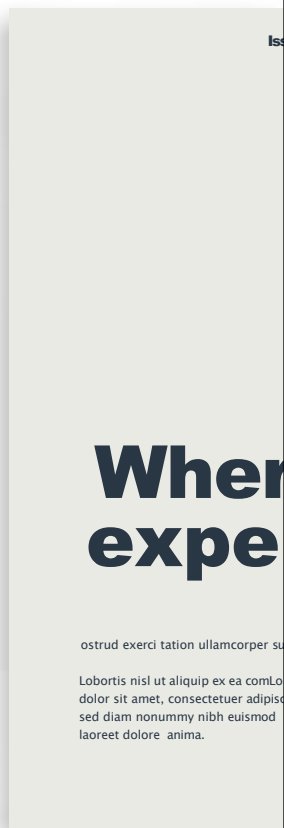
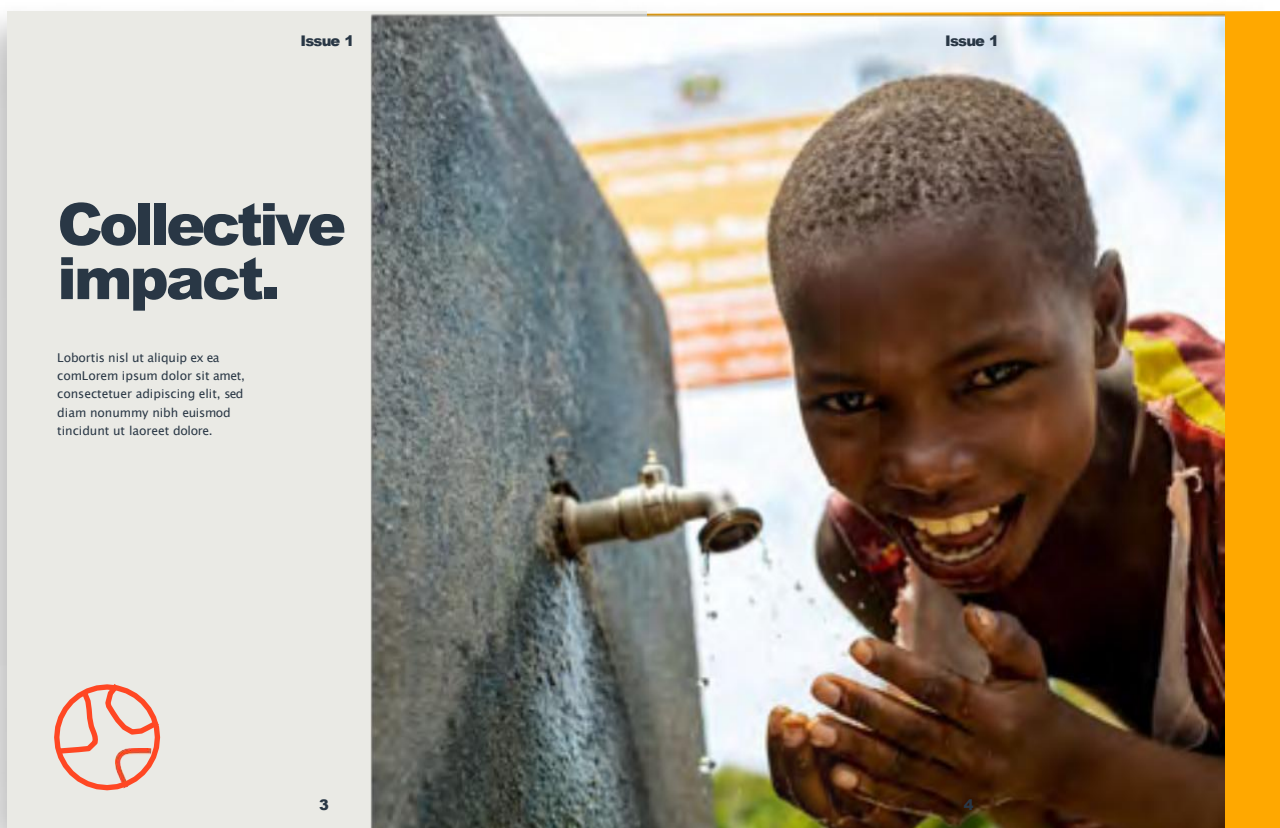
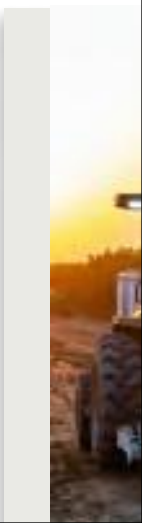
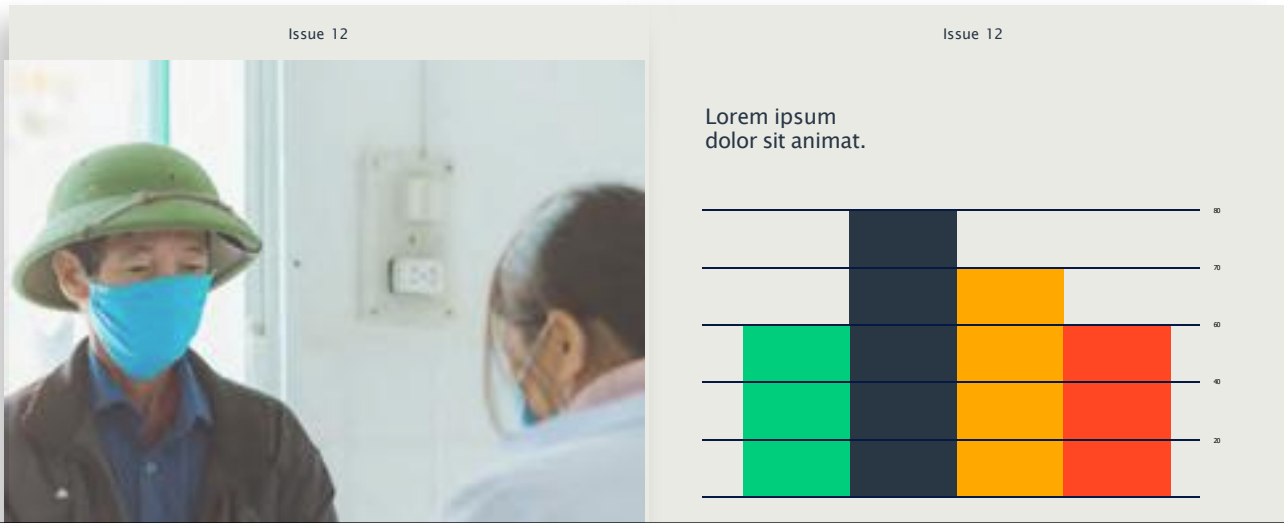
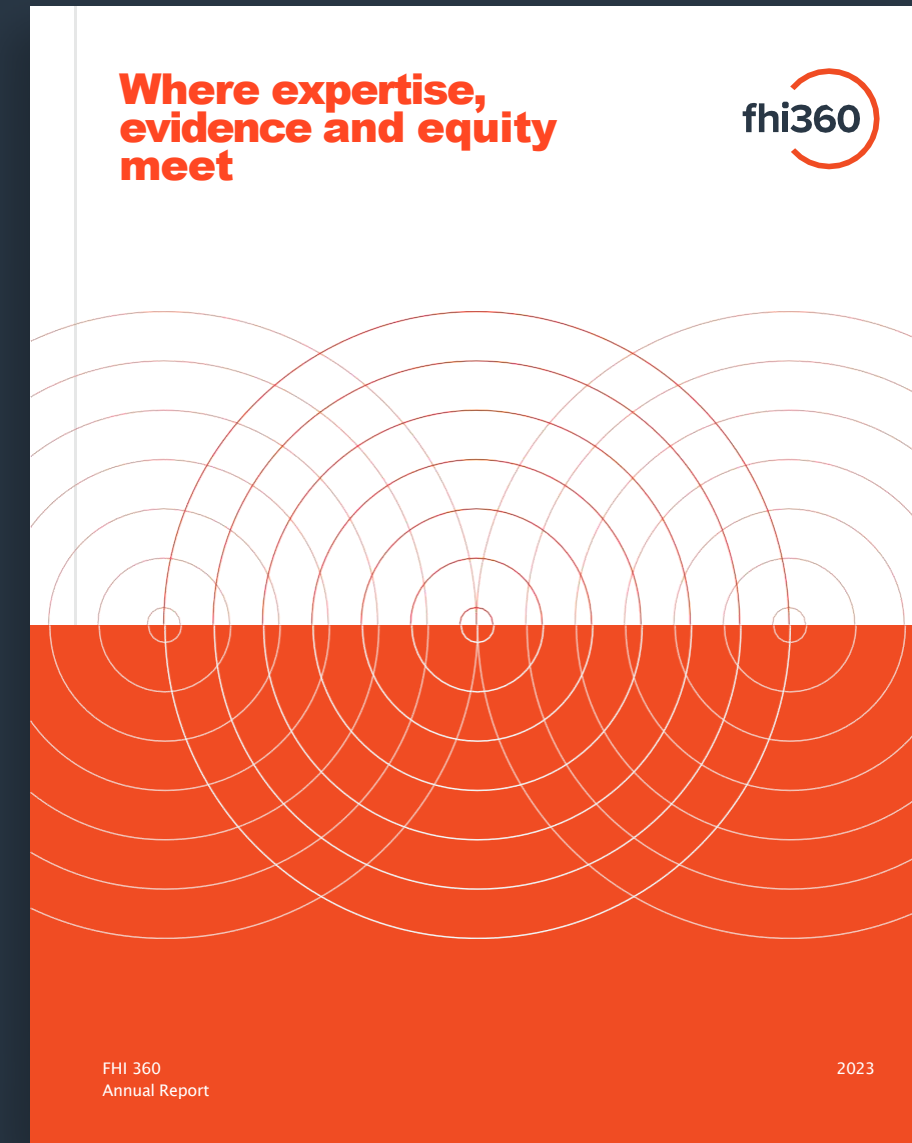


Photo credits (from top left, moving clockwise):
Jessica Scranton for FHI 360
Mbuto Machili for FHI 360
Vũ Đình Tâm, EE Media for FHI 360



Publication covers



Publication covers

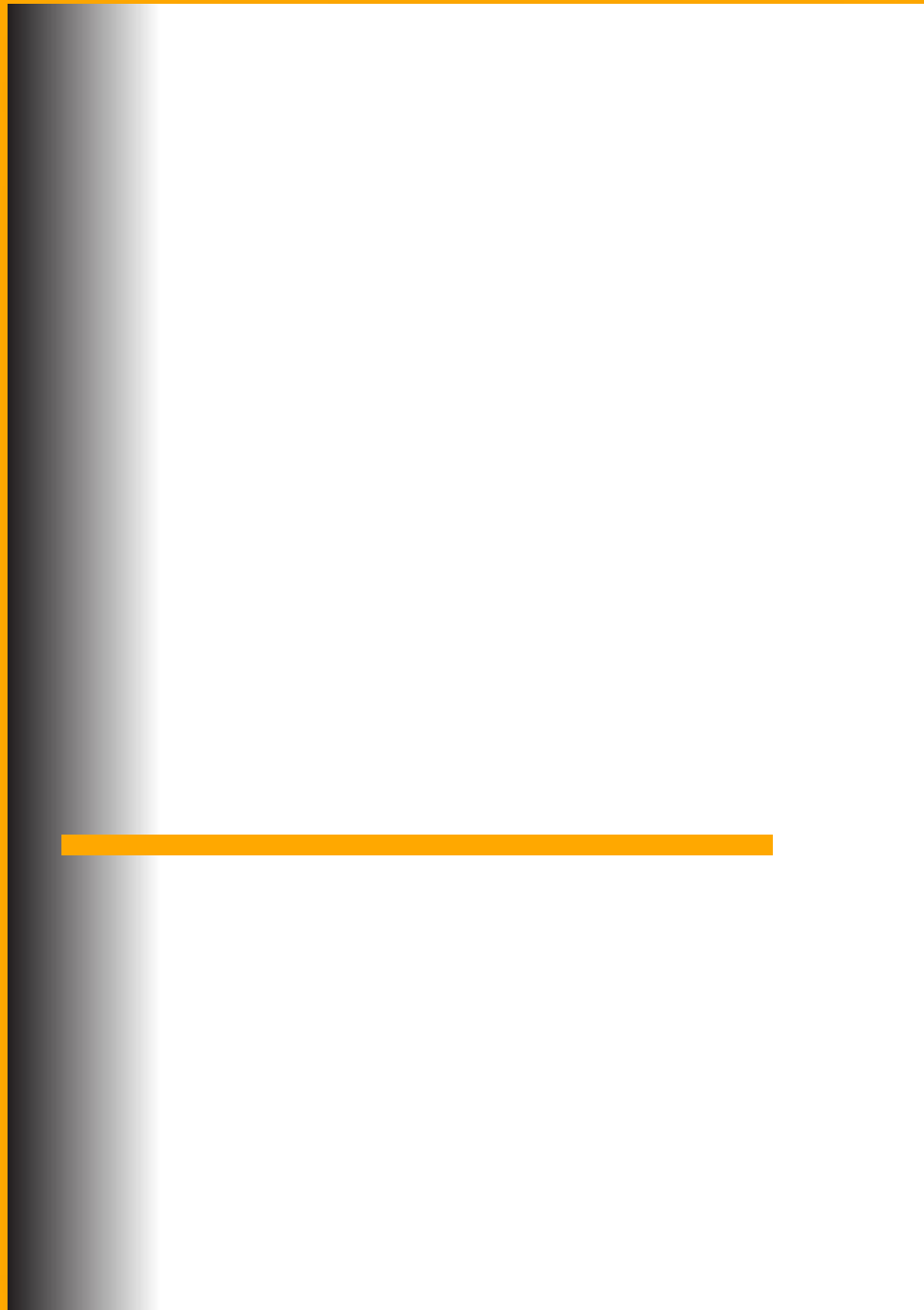


Photo credits:

Left: Suparach Seechae for FHI 360

Right: Pramin Manandhar for FHI 360

Brochures



Brochures



Photo credits:

Left: Kyle Pompey for FHI 360


Right: Jon Silver/Migrant Media
Productions for FHI 360

Letterhead

Our letterhead comes in two formats:
8.5” x 11” and A4.

The full-color FHI 360 logo must appear in the upper left corner on every page, with minimum clear space on all sides.

FHI 360 address blocks for both formats should appear in the upper right corner and be set in Noto Sans regular 9 pt. Body copy should be set in Noto Sans regular 11 pt.



FHI 360 [Insert Country] Office
Address line 1
Address line 2
Address line 3
Address line 4
Telephone, Fax

Month Day, Year

Lorem Ipsum
Title
XYZ Corporation
123 Street
Anytown, ZZ 12345

Dear Lorem Ipsum,

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tristique risus nec feugiat in fermentum posuere urna nec tincidunt. Eu feugiat pretium nibh ipsum consequat nisl vel pretium lectus. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras fermentum. Eget est lorem ipsum dolor sit amet consectetur adipiscing. In nulla posuere sollicitudin aliquam ultrices sagittis. Nunc sed blandit libero fames ac. Eu sed dolor sed viverra justo nec dui sapien eget mi proin sed. Id cursus metus aliquam eleifend mi. Velit dignissim sodales ut eu sem integer vitae justo. Tempus urna et pharetra pharetra massa massa ultricies mi. Varius vel pharetra vel turpis nunc eget lorem. Volutpat maecenas volutpat blandit aliquam etiam.

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Sincerely,



Firstname Lastname
Title



359 Blackwell Street, Suite 200
Durham, NC 27701

Month Day, Year

Lorem Ipsum
Title
XYZ Corporation
123 Street
Anytown, ZZ 12345

Dear Lorem Ipsum,

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tristique risus nec feugiat in fermentum posuere urna nec tincidunt. Eu feugiat pretium nibh ipsum consequat nisl vel pretium lectus. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras fermentum. Eget est lorem ipsum dolor sit amet consectetur adipiscing. In nulla posuere sollicitudin aliquam ultrices sagittis. Nunc sed blandit libero fames ac. Eu sed dolor sed viverra justo nec dui sapien eget mi proin sed. Id cursus metus aliquam eleifend mi. Velit dignissim sodales ut eu sem integer vitae justo. Tempus urna et pharetra pharetra massa massa ultricies mi. Varius vel pharetra vel turpis nunc eget lorem. Volutpat maecenas volutpat blandit aliquam etiam.

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Sincerely,

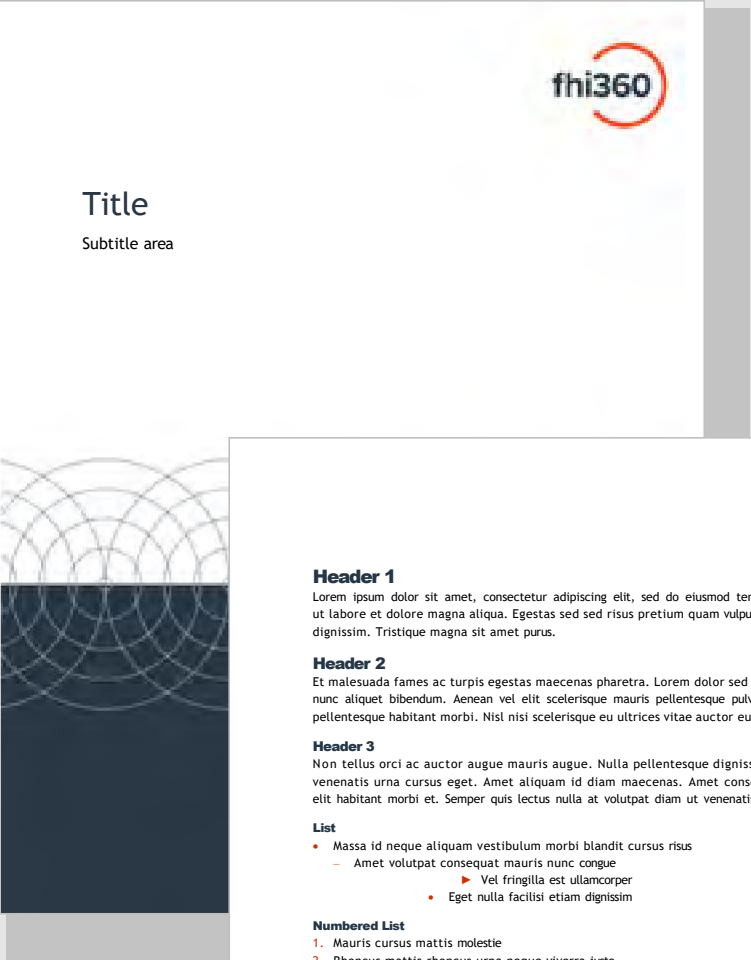


Firstname Lastname
Title

Report template

Report template covers must feature the full-color FHI 360 logo in the upper right corner. The color block should always be either Horizon Orange or Boundless Blue, never one of our secondary colors.

Every interior page should include the full-color FHI 360 logo in the upper right corner. Body copy should be set in Noto Sans regular 11 pt. The graphic element at the bottom of each page should be the second primary color that was not used on the cover.



Business cards

Pronouns are optional (as they are on email signatures).

Consider what is essential information for the recipient of the card: your name, title and contact information.

- Try to keep to no more than two lines so that the card is easy to read and stays true to the bright, accessible look of the new brand.
- The preferred usage is to list only your name and title.
- In most cases, department, business unit, regional and corporate office names are not essential.

Department names are optional (you may list a department name without listing the business unit name).

Business unit names are optional (you may list the business unit name without listing the department name).

Regional and corporate office names are optional.

Abbreviations of department, business unit and regional/corporate office names are not permitted (for example, RMNCH, G3E, EIDHS, GHP, WAMERO and USBU).





For further information, please contact:

Communications
identity@fhi360.org

fhi360.org