

Visual Identity Guidelines



Digital
Public
Goods
Alliance

Content



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A multi-stakeholder initiative launched in 2019 to accelerate attainment of the sustainable development goals in low- and middle-income countries by facilitating the discovery, development, use of and investment in digital public goods.

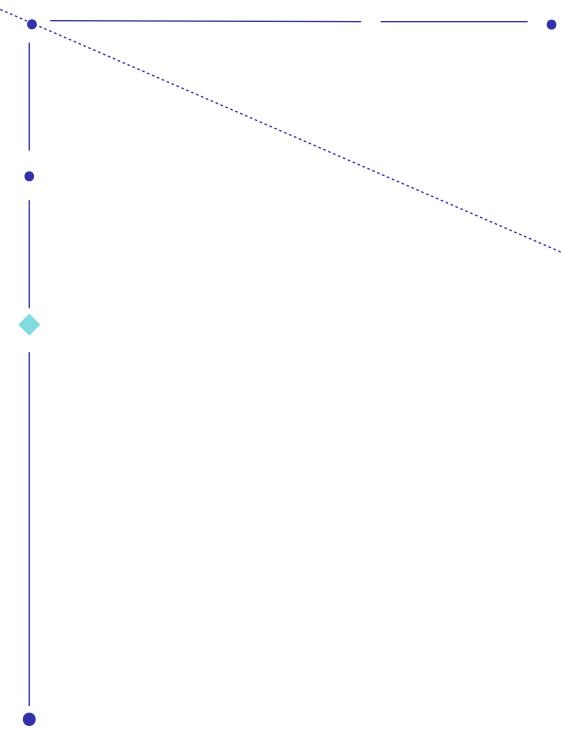
Visual Identity System

VI System is a package of visual elements that come together to represent the organization, those elements are the graphic imagery, color palette, fonts and a logo.

Keywords

Digital Public Goods

Alliance



Requires a Visual Identity that is:

Flexible
Dynamic
Accessible

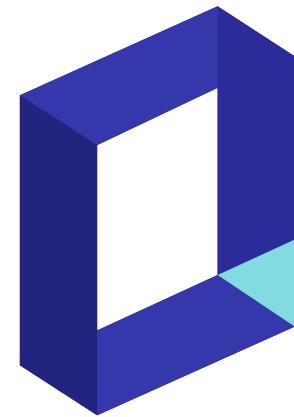
- Understanding the nature of the project

Key Concepts

Sharing
Connecting
Expanding

Digital world
Global impact
Human touch

Continuity, openness
discovery, open source

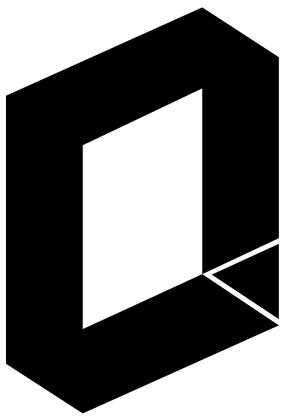


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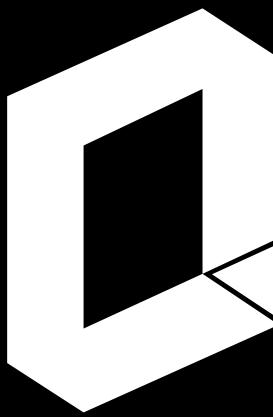
Based on “impossible geometry”, this logo creates an optical illusion that represents **the ability to solve seemingly impossible problems, by bringing different inputs together**. It also gives the feeling of continuity, of movement and connection. It’s an alliance, but also a window and a door that can lead us to previously unimagined scenarios that break the paradigms of what can and cannot be done.

The triangle represents new stakeholders and partners that can join the alliance as well as **digital solutions that can make existing efforts stronger**. The square can also be seen as a nod to stacks and foundations that once set can be built upon.

Logo variations



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Logo



Clearspace



Partner logo

Do Not

- Stretch/squash/distort
- Add drop shadows
- Change the color
- Change the font
- Change the order



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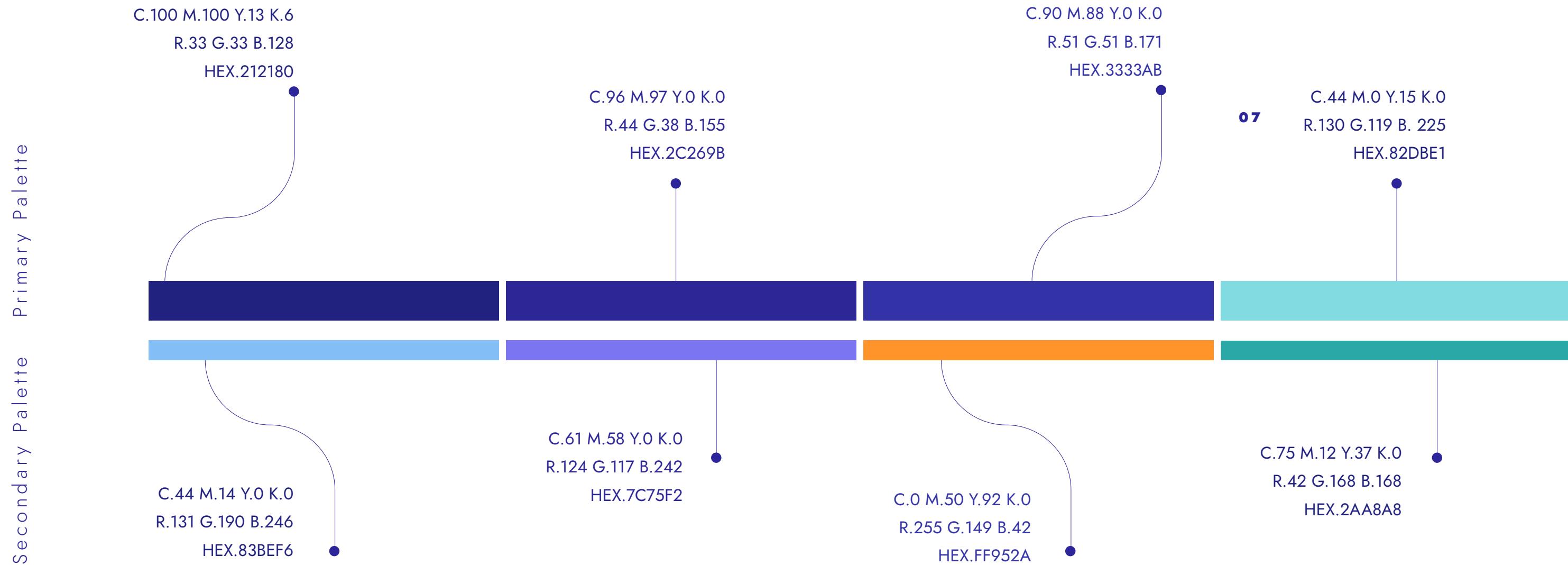


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D P G A



0 8

Secondary Palette





Open Source Fonts:

- Now Alt | Titles

Thin Light Regular **Medium Bold Black**

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

For languages or software not supported by Now Alt,
please use Raleway Font.

fontlibrary.org/en/font/now-alt

fonts.google.com/specimen/Raleway

Jost | **Subtitles** or Body text

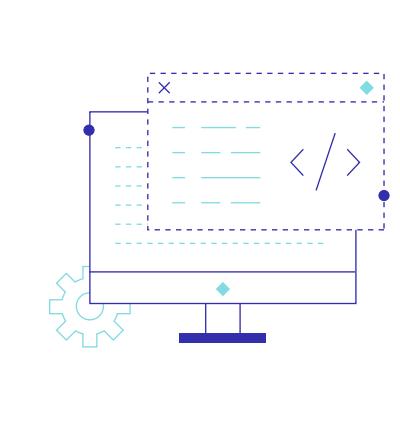
Jost is a clean open source font. It can be used on titles
and body text. This font family has 18 styles and 9
weights and it supports over 50 languages.

fonts.google.com/specimen/Jost

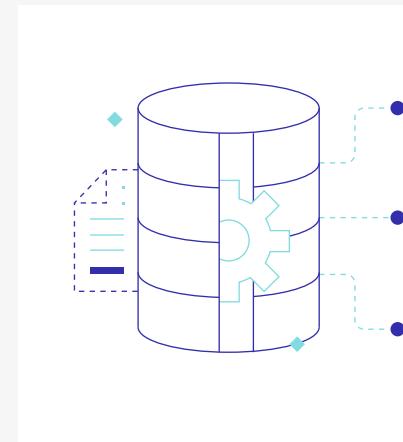
Types of projects that can become DPGs

Iconography

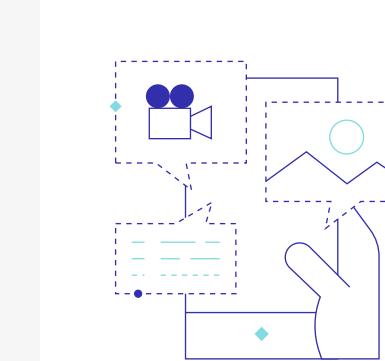
Software



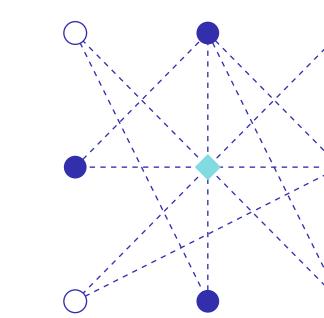
Data



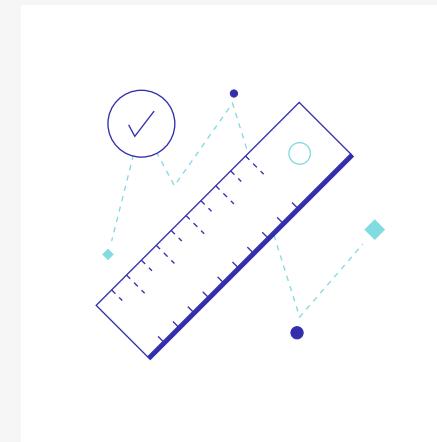
Content



AI Models



Standards

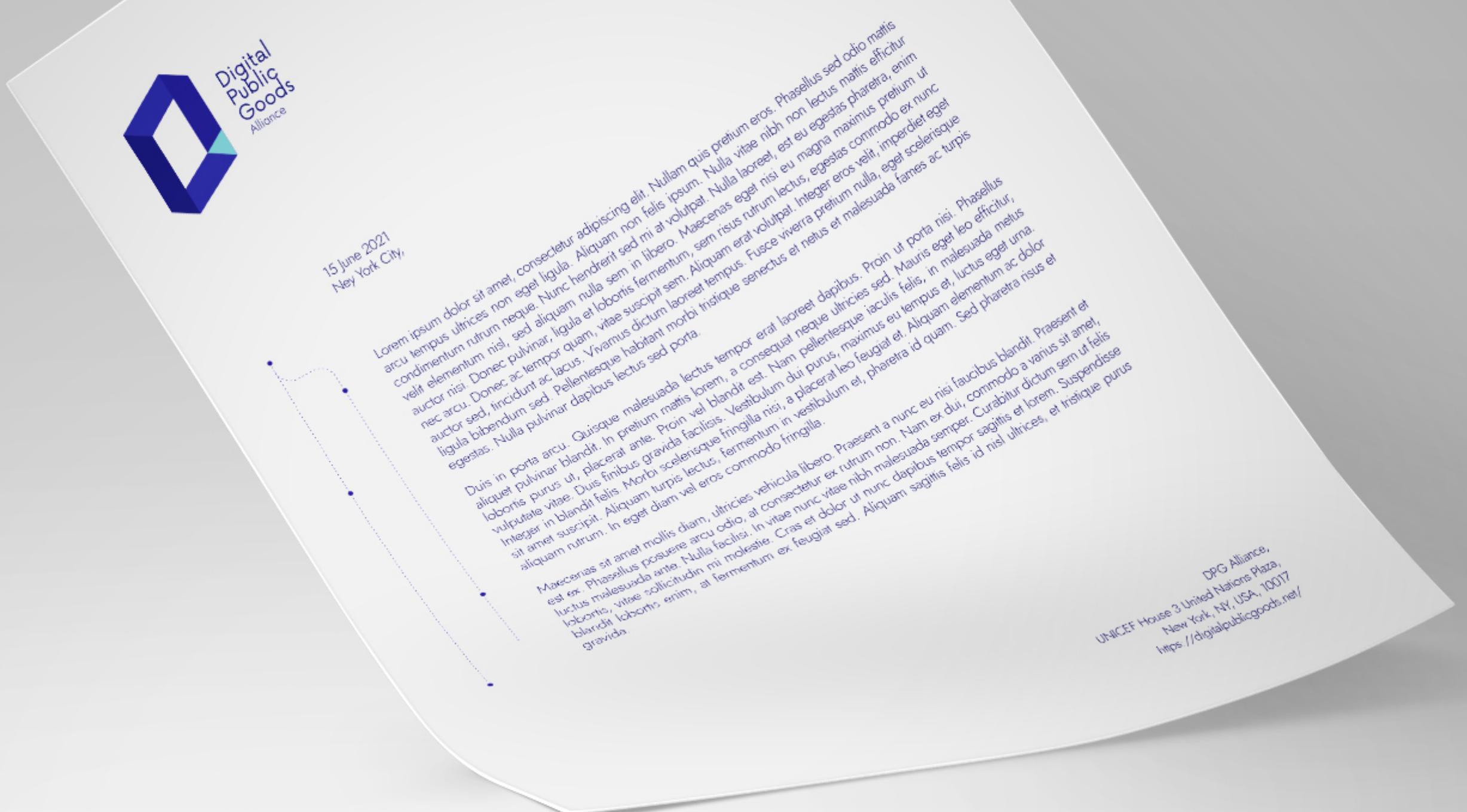


Photography

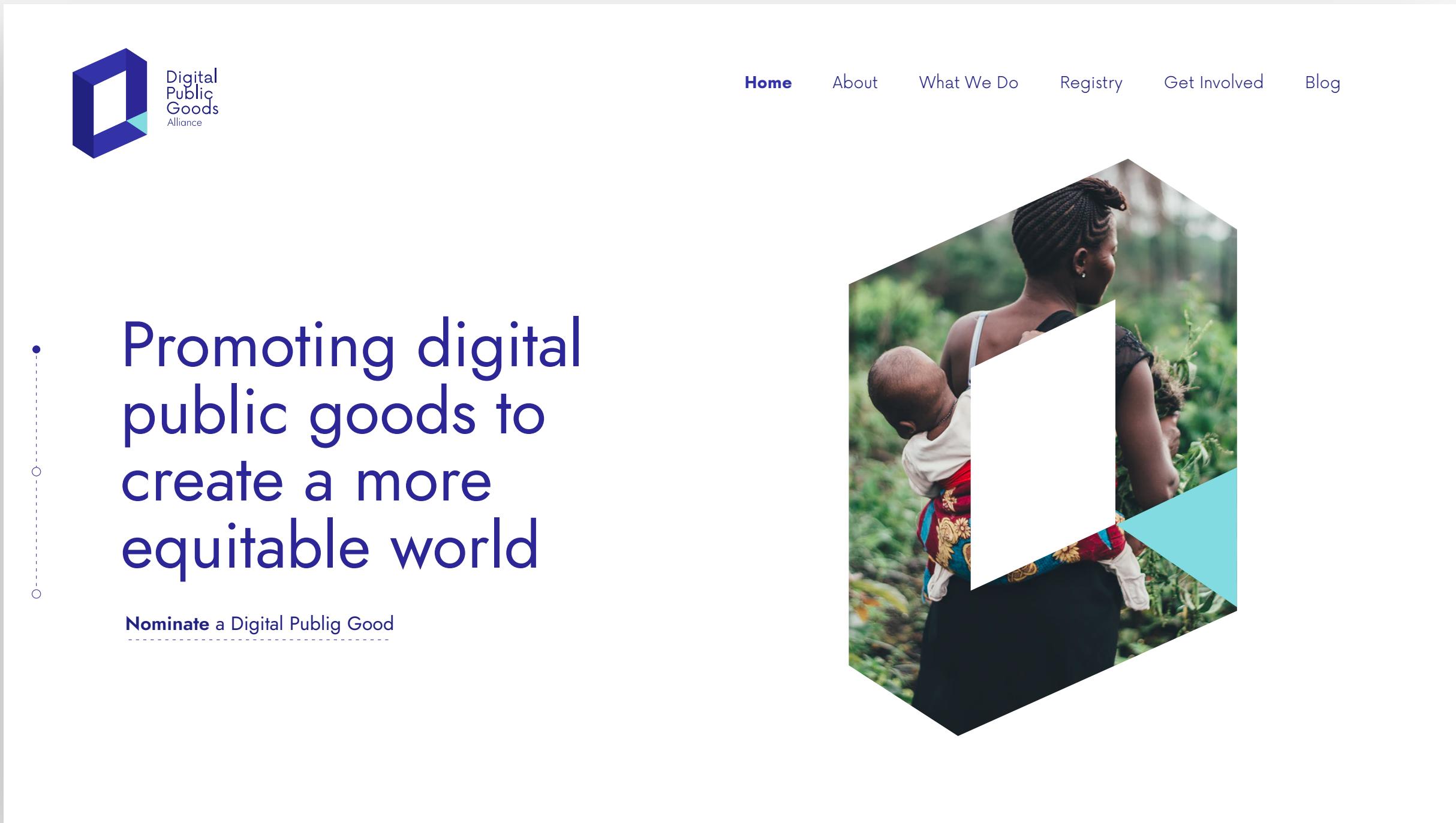


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