

## Visual Identity Guidelines



Digital  
Public  
Goods  
Alliance

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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.

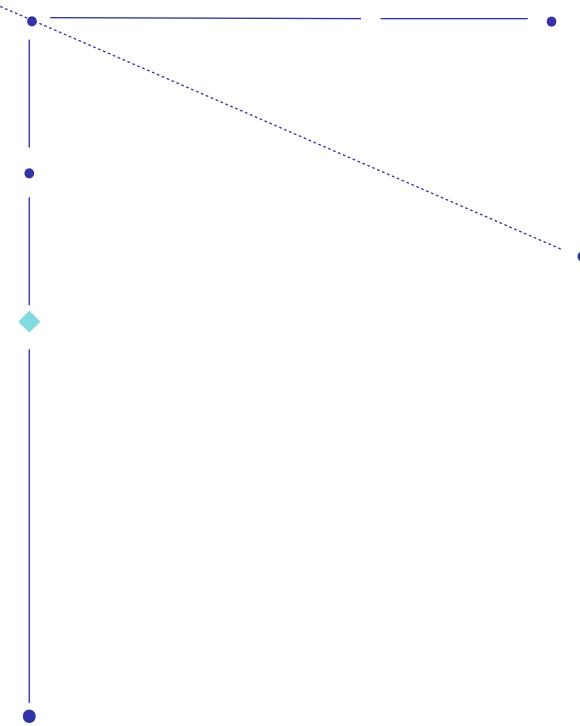
### Visual Identity System

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**

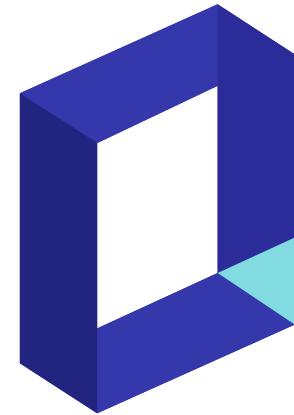
- Understanding the nature of the project

Key Concepts

**Sharing**  
**Connecting**  
**Expanding**

**Digital world**  
**Global impact**  
**Human touch**

Continuity, openness  
discovery, open source

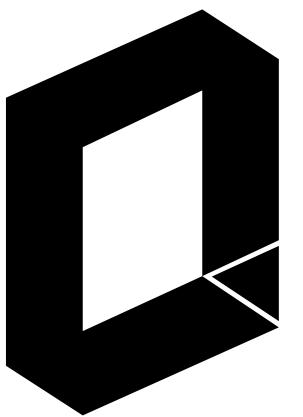


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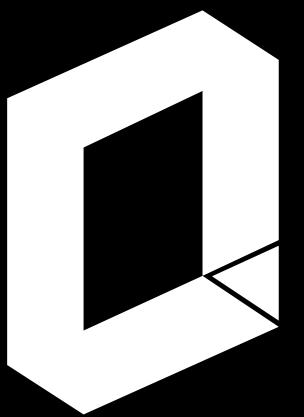
Based on “impossible geometry”, this logo creates an optical illusion that represents **the ability to solve seemingly impossible problems, by bringing different inputs together**. It also gives the feeling of continuity, of movement and connection. It’s an alliance, but also a window and a door that 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



Minimum Size



## Do Not

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



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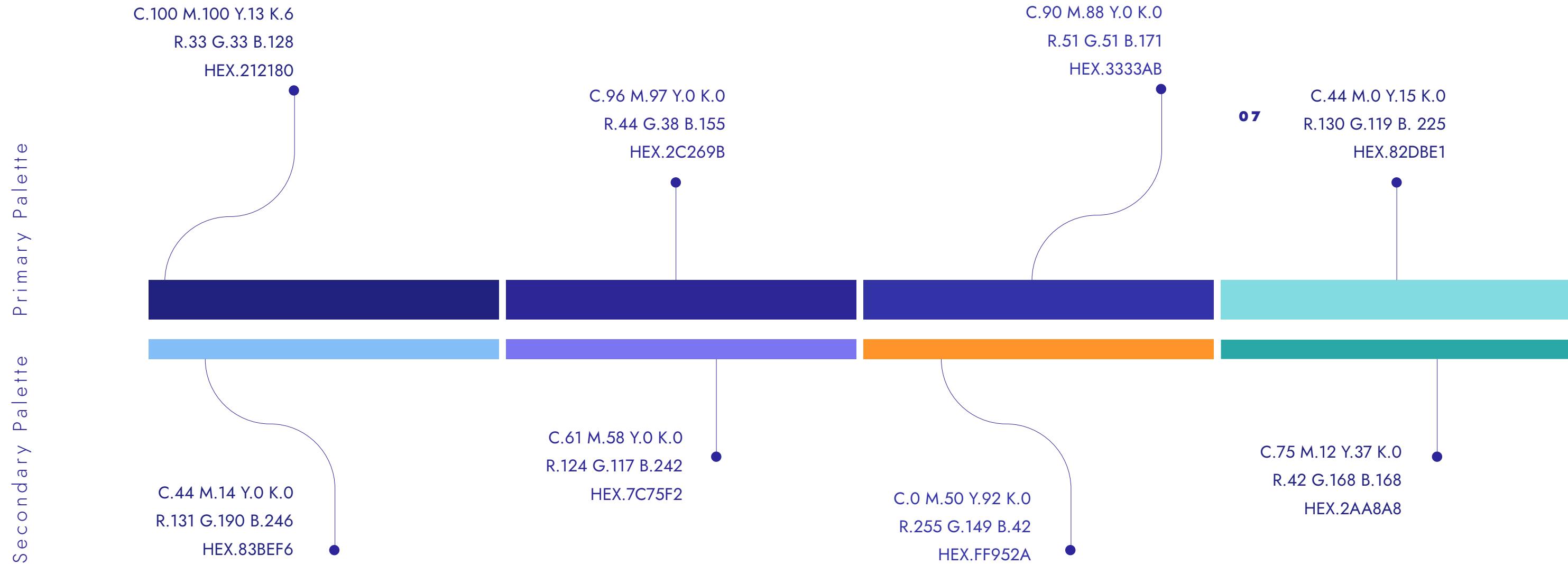


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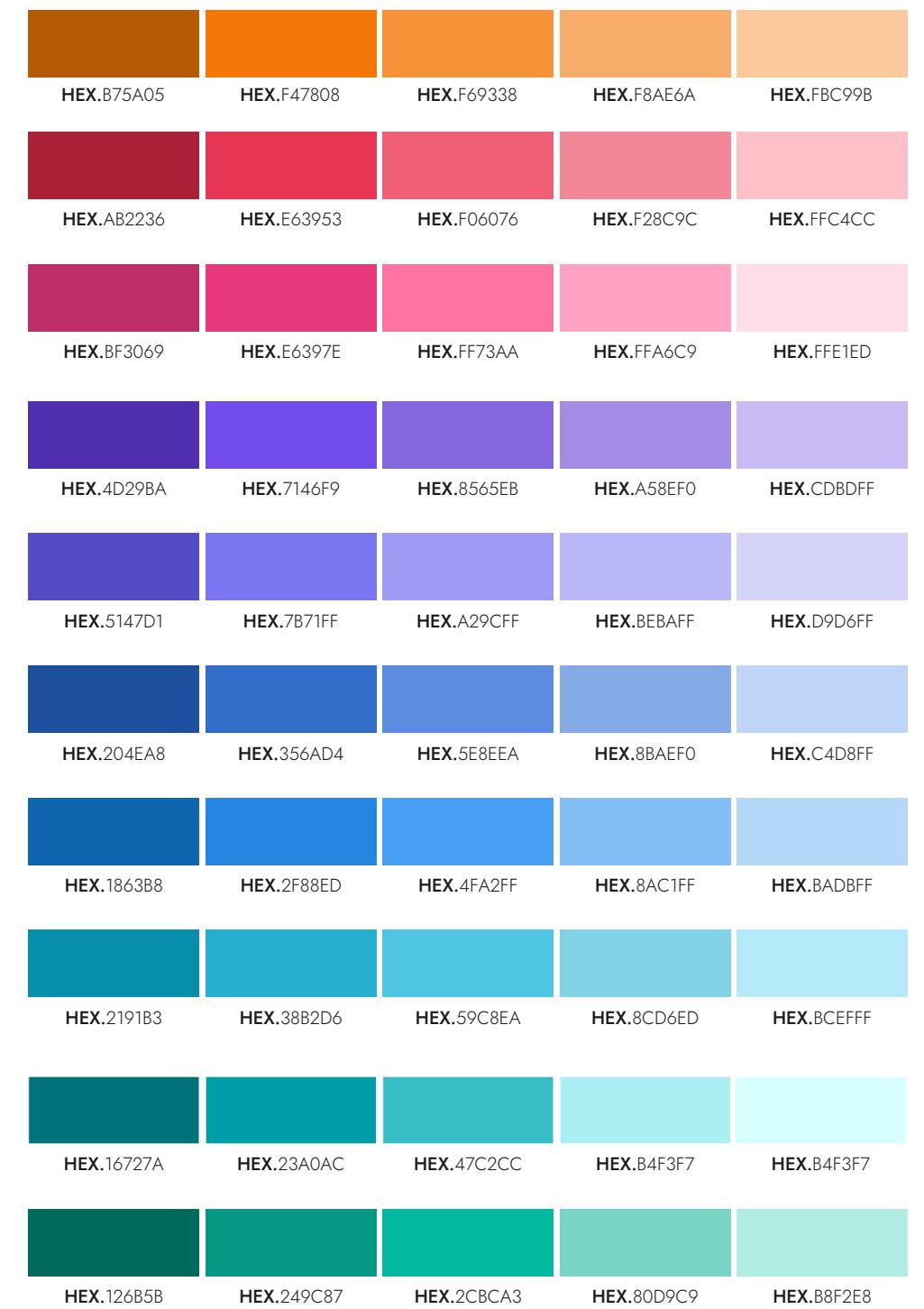
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# D P G A



## D P G A

### Secondary Palette





- Now Alt | Titles

Thin Light Regular Medium **Bold Black**

QWERTYUIOPASDFGHJKLMZXCVBNM

qwertyuiopasdfghjklzxcvbnm

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

[fontlibrary.org/en/font/now-alt](http://fontlibrary.org/en/font/now-alt)

[fonts.google.com/specimen/Raleway](https://fonts.google.com/specimen/Raleway)

### Jost | Subtitles or Body text

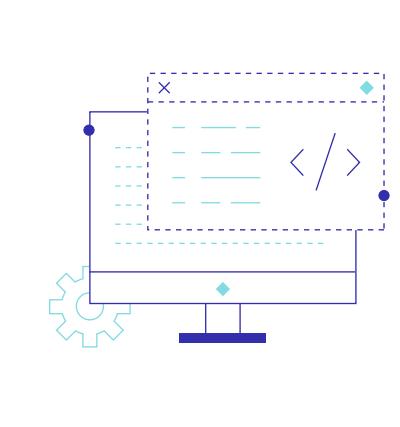
Jost is a clean open source font. It can be used on titles and body text. This font family has 18 styles and 9 weights and it supports over 50 languages.

[fonts.google.com/specimen/Jost](https://fonts.google.com/specimen/Jost)

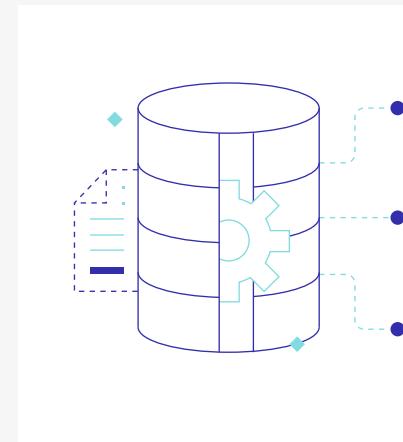
## Types of projects that can become DPGs

Iconography

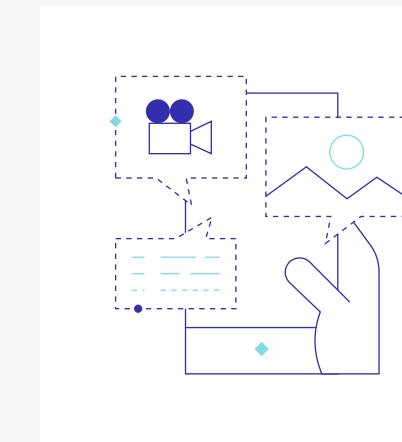
Software



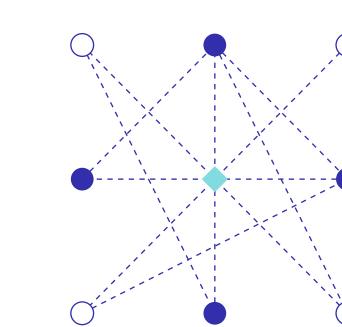
Data



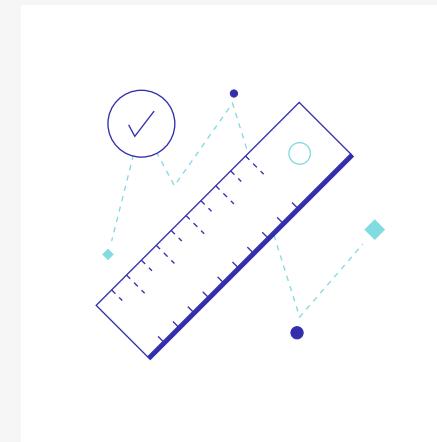
Content



AI Models



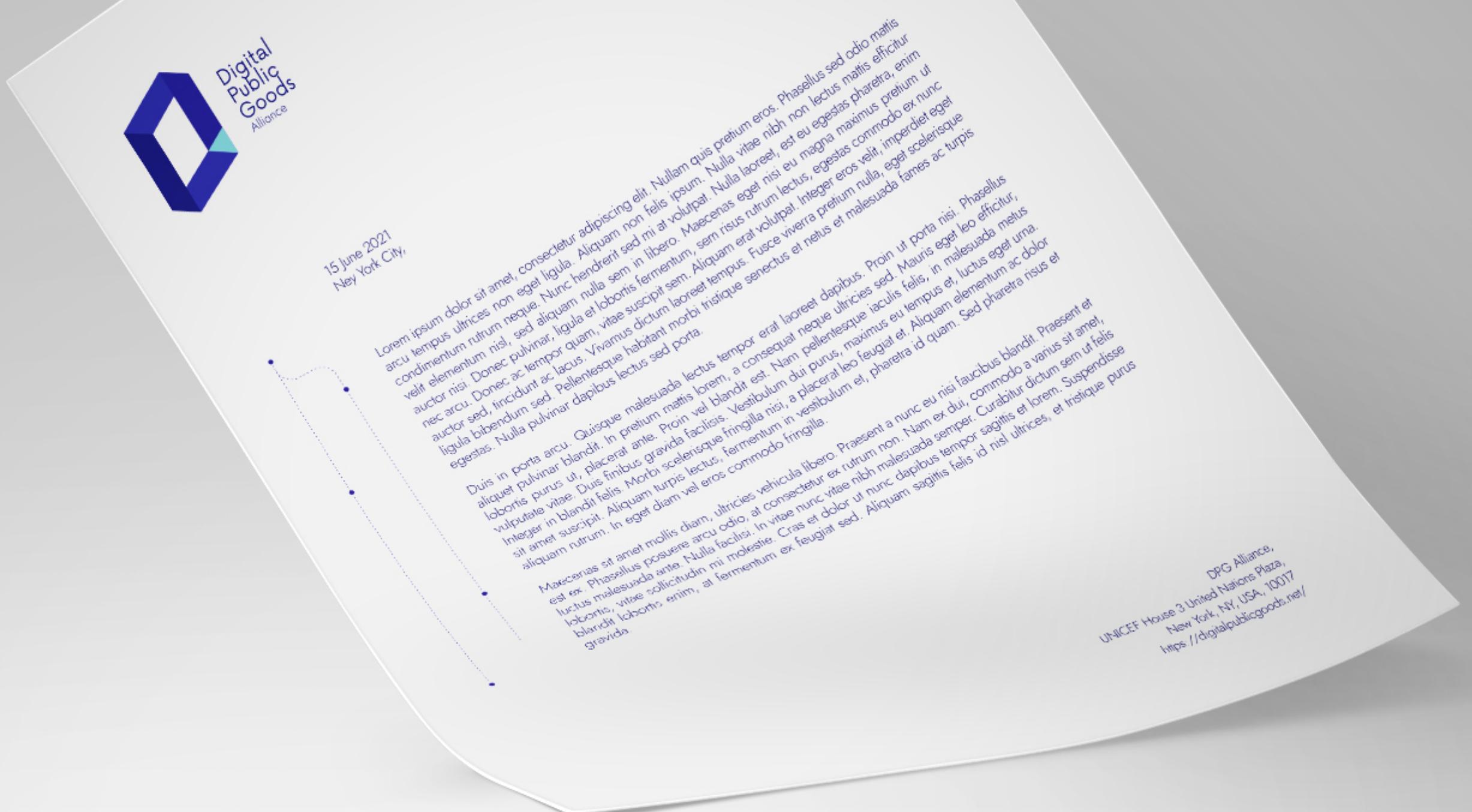
Standards



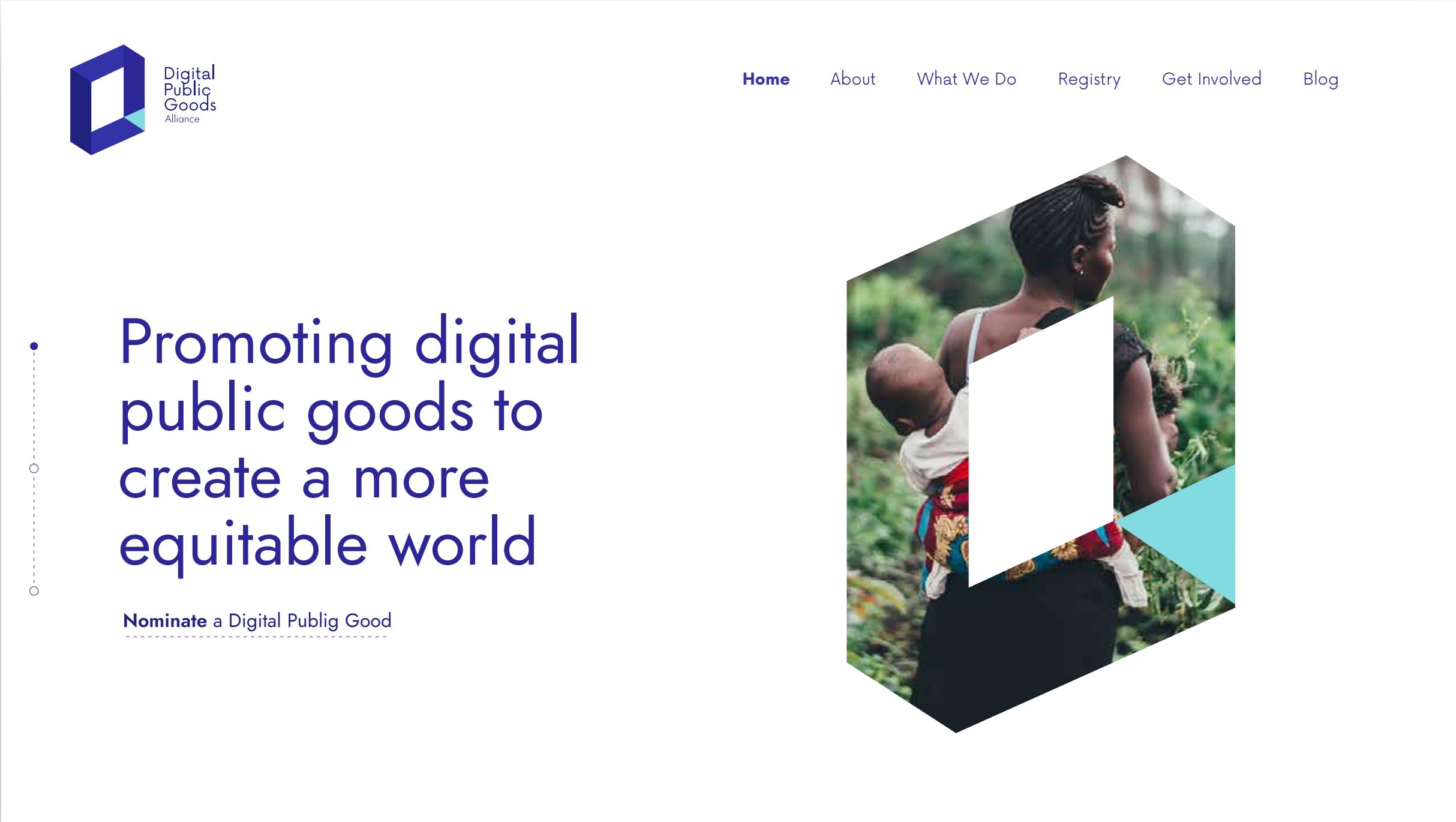
Photography



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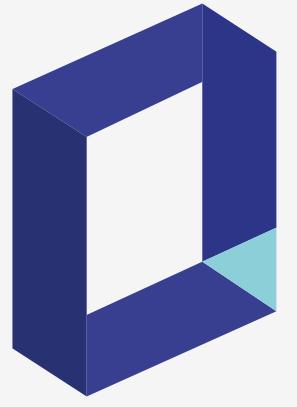




The image shows a screenshot of the Digital Public Goods Alliance (DPGA) website. At the top left is the DPGA logo, which consists of a blue 3D cube icon followed by the text "Digital Public Goods Alliance". At the top right is a navigation bar with links: Home (which is bolded), About, What We Do, Registry, Get Involved, and Blog. Below the navigation is a large photograph of a woman holding a baby in a lush green field. To the left of the photo is a vertical column of text. The first part of the text is preceded by a dotted list:

- Promoting digital public goods to create a more equitable world

Below this list is a blue button with white text that says "Nominate a Digital Public Good".



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Click on our logo to download  
the PNG, JPG, or vector version.

[digitalpublicgoods.net](https://digitalpublicgoods.net)