

rebranding the icpi logo



march 2018

504
gcb



Powered by ICPI: Interagency Collaborative for Program Improvement

original logo introduced 2016

**All good things
must come to
an end.**



1997-1998
(Pre-launch)



September 1999
October 1998



September 1998
May 1999



May 1999
May 2010



May 2010
September 2013



September 2013
September 2015



September 2015

**companies try to refresh their
image frequently**



Powered by ICPI: Interagency Collaborative for Program Improvement

out dated

basic font that looks like
its from 1990



Powered by ICPI: Interagency Collaborative for Program Improvement



Powered by ICPI: Interagency Collaborative for Program Improvement

meaningless text: "Powered by ICPI:"



Powered by ICPI: Interagency Collaborative for Program Improvement

black font color is too harsh



we like this



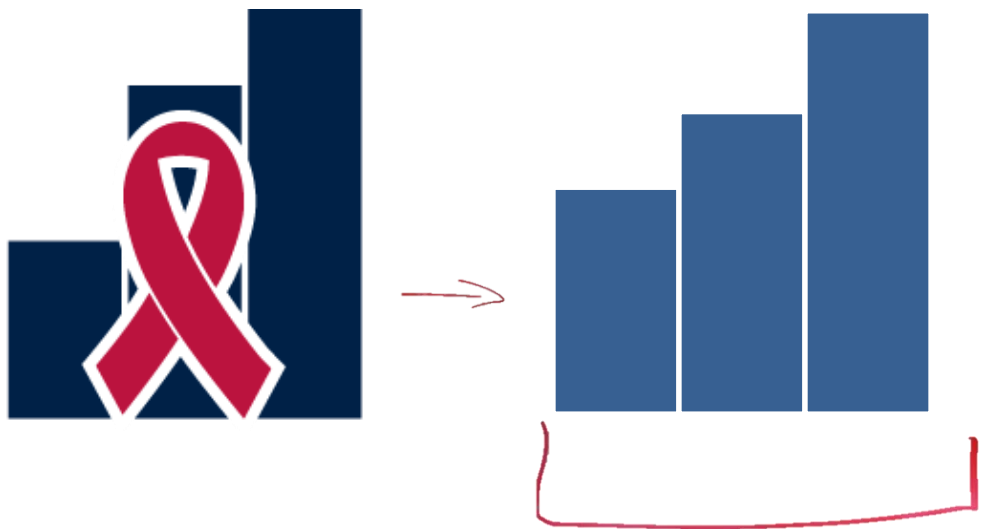
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new starting point

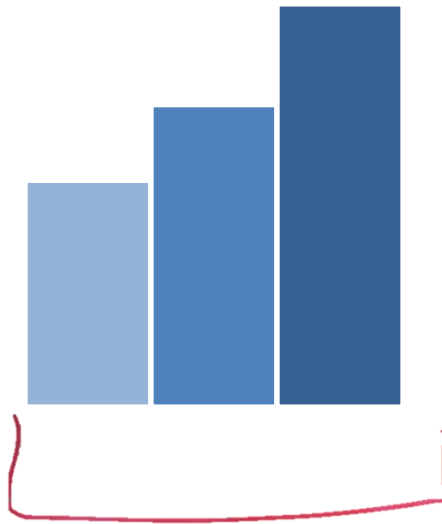




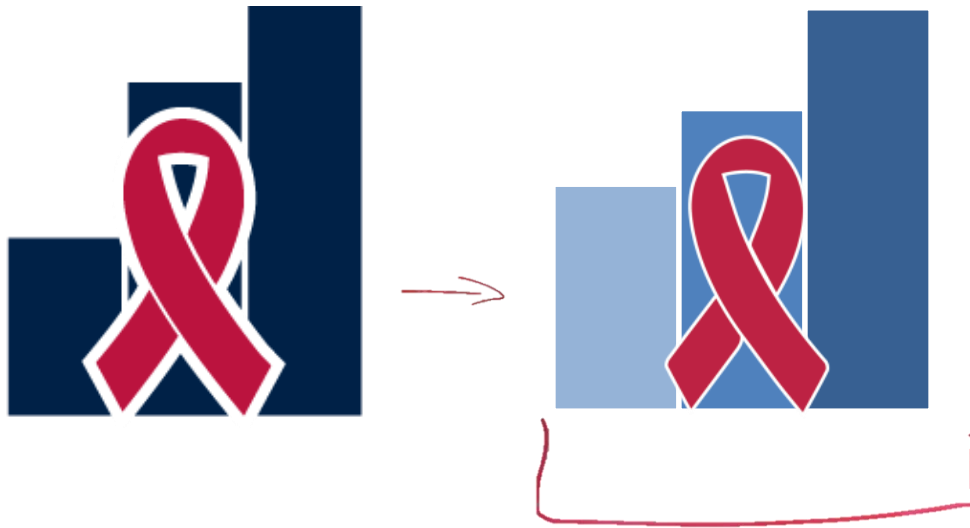
this blue is too bold/harsh



saturate blue shade



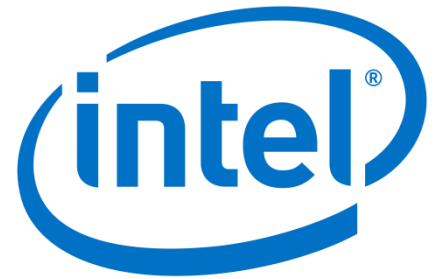
spice it up



add the ribbon back



how to handle our name?



**follow the lead of other
organizations**



follow the lead of other
organizations

just
abbr

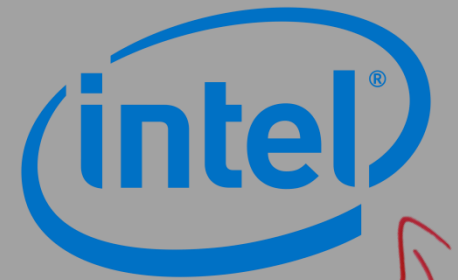


sans serif



**follow the lead of other
organizations**

just
abbr



sans serif



lower
case

follow the lead of other
organizations



icpi



**borrow a hex from r and icpi
organization presentation**





special thanks to

- **members of the div**
- **gina sarfaty** usaid/icpi
- **jordan butz** u.penn | penndesign
- **kathleen hanley** u.penn | penndesign

icons sourced from the noun project and icon8

- **vitor fernandes**
- **dinosoft labs**
- **pal gautam**
- **icon 54**
- **five by five**

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**additional
references**

1



2



3



**interagency collaborative
for program improvement**

4



**interagency
collaborative
for program
improvement**



strong juxtaposition

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