

DHIS2 Identity Guidelines

(Find the online version of this guide, with links, at: <https://github.com/dhis2/dhis2-identity>)

These guidelines exist to ensure consistent communication with the DHIS2 brand. There are some rules and some recommendations. This is a living document that will be updated as the brand evolves. Please reach out if there are elements that are missing.

Logo

Master Logo



DHIS2 master logo

The master DHIS2 logo should be used overall, whenever possible. The master logo is a blue colored icon with black colored dhis2 wordmark.

Logo Variations

Reversed Logo



DHIS2 reversed logo

When placing the DHIS2 logo on a dark background, the reversed version can be used. The icon and wordmark are white in this version. The reversed logo can be placed on any colored background, but ideally blue would be used to remain consistent with the DHIS2 brand.

Icon only



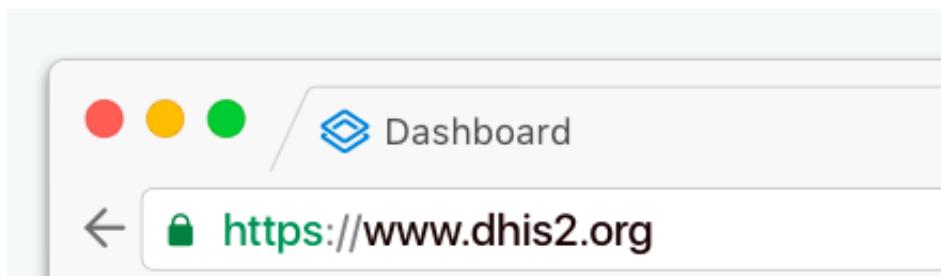
DHIS2 icon



DHIS2 reversed icon

There are times when it makes sense to use only the DHIS2 icon, such as in headers, toolbars and app icons. There are both blue colored and white colored icons, and these should be used as the main logo is used – blue colored where possible and white colored on darker backgrounds.

Favicon



The Favicon for DHIS2 is customised for use on the following platforms:

- Desktop web browsers use a blue colored icon
- iOS devices
- Android devices
- Windows Metro tiles
- MacOS safari touch bar

All relevant image and icon files are available to download:

Typography

Communication

Collect, manage, visualize and explore your data

dhis2 is the flexible, web-based open-source information system with awesome visualization features including GIS, charts and pivot tables.

The same font should be used across all communication platforms: DHIS2 website, academy materials etc (but not in software interface). The font used is the open-source Rubik from Google Fonts.

Note: Rubik font should not be used in software interfaces (eg. in the main DHIS2 apps), it is the specified as DHIS2 typography for external elements only.

DHIS2 Logo

The font used in the DHIS2 logo is the open-source Karla from Google Fonts. Always use the premade DHIS2 logos, do not create new logos using text. The font file and license are stored in this repository, if needed.

Color

Color is used sparingly throughout DHIS2 materials. The DHIS2 style is clean and fresh, color should therefore be used only as a supporting element and not as the main element.

The following colors can be used throughout materials both digital and print. See Examples in Use for suggestions for color use.

White



HEX: #FFFFFF

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

Is white a color? The debate rages on. White is listed here at the top of this list to reiterate how important the usage of white space is in the DHIS2 identity. White space on posters, presentations and other materials communicates DHIS2 as a clean, confident and modern entity, an important part of the new identity. Do not be afraid to leave generous white space in all materials. The main color of most DHIS2 materials should be white.

DHIS2 Accent



HEX: #43CBCB

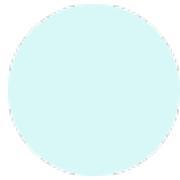
RGB: 67 / 203 / 203

CMYK: 62 / 0 / 26 / 0

Pantone 2397 C

This accent color works well for small graphic elements, bringing an interesting visual element to the otherwise white, clean materials. This color is best used in moderation, it works well when used to thin divider elements or headers/footers. The white (negative) DHIS2 logo should not be placed on top of this color, instead use DHIS2 Accent Dark.

DHIS2 Accent Light



HEX: #D8F7F7

RGB: 216 / 247 / 247

CMYK: 13 / 0 / 4 / 0

Pantone 7457 C (Note: not a great match, use CMYK where possible)

A lighter shade of the accent color is provided for use in larger areas where the DHIS2 Accent color is too overwhelming. This color can be used behind titles to create eye-catching blocks of text. This light color is suited for use with graphical elements, placing them as background graphics that are not too distracting.

DHIS2 Accent Dark



HEX: #393D4D

RGB: 57 / 61 / 77

CMYK: 77 / 69 / 48 / 40

Pantone 7546 C

This dark color is great for use as a background in situations where a white background is not suitable. This darker color is more traditional and safe than the other accent colors, so is better suited to use in areas where a traditional approach is necessary. This color is less fun and accessible, and communicates seriousness and stability. This color works well with the white (negative) version of the DHIS2 logo.

DHIS2 Accent Alt



HEX: #FF8F02

RGB: 255 / 143 / 2

CMYK: 0 / 53 / 100 / 0

Pantone 144 C

An alternative accent color that should rarely be used. This bright, eye-catching color can be used in designs where an extra color element is needed, however it should be handled with care as it can quickly overwhelm a design. One area it could work, for example, is the color of bullet points on a DHIS2 poster. The orange color should never be used as a background, or placed behind the DHIS2 logo.

DHIS2 Legacy Blue



HEX: #276696

RGB: 39 / 102 / 150

CMYK: 89 / 59 / 20 / 3

Pantone 7692 C

This blue was often used as part of the previous DHIS2 identity, but it should now be phased out of usage. Instead, the colors outlined above should be used in the style of the examples below. If legacy materials need to be updated, the above Legacy Blue can be used. This color should not be used in completely new applications.

DHIS2 logo blue?

The blue color used in the DHIS2 logo icon is purposefully not included here. This blue color should be used only for the logo icon, never in any other way. It is important for recognisability, consistency and stability that this blue color is only associated with the DHIS2 logo.

Graphic Elements

In order for DHIS2 to communicate its flexibility, graphic elements are kept ambiguous and avoid associating with any particular industry (for example; healthcare). The following graphic elements are based on the forms and angles that make up the DHIS2 logo.



Oblong shape

The oblong shape that makes up the DHIS2 logo can be used to create a graphic pattern that adds interest and personality in an ambiguous way. The soft edges communicate an approachable system. This graphic pattern is available in this repository in several different formats, sizes and types for use in presentations, documents and other materials.

Usage

The pattern is best used at the bottom, or sides of a document/signage. The pattern is available in different types: block, which has hard edges, and faded, which fades the pattern gradually to transparent.

See the below Examples in Use for further suggestions for usage. Templates are provided in this repository for common formats.

DHIS2 Icon

The DHIS2 icon used in the logo should not be used as a graphical element. It can be used as a logo, but it should not be used large, repeated as a pattern or altered in any way. Remember, the integrity of the DHIS2 is essential to stability of DHIS2's communication.

Best practices

Follow these guidelines when using the DHIS2 logo to ensure consistency and reliability across all DHIS2 materials. Using consistent branding everywhere makes DHIS2 more trustworthy and accessible for all.

Do: Use the official logo files

The official DHIS2 logos can be downloaded in various formats from this repo. Use these files in all materials, do not recreate the logo or icon.



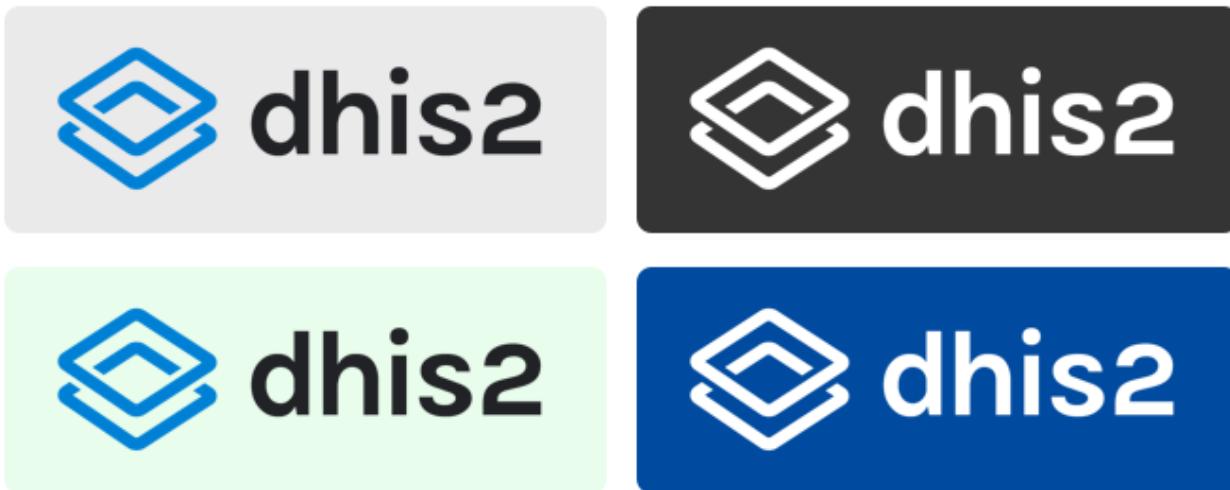
Do: Give the logo plenty of space

Try to always give the logo breathing room when placed next to other elements. As a general rule, provide space of at least the height of the 2 from the logo.

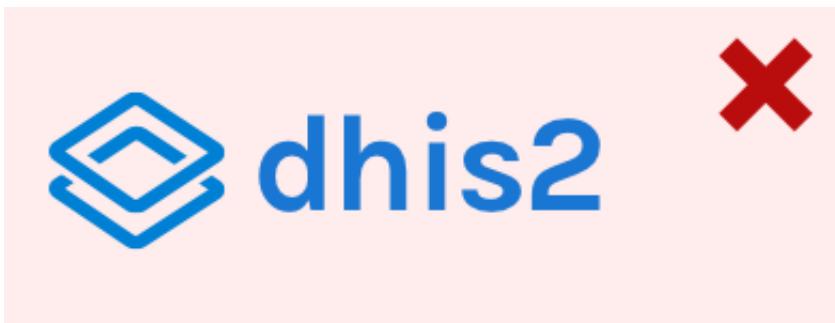


Do: Use the correct logo for the background

Whenever possible, on all light backgrounds, use the full color logo. Only use the reversed (all-white) version of the logo on dark backgrounds.



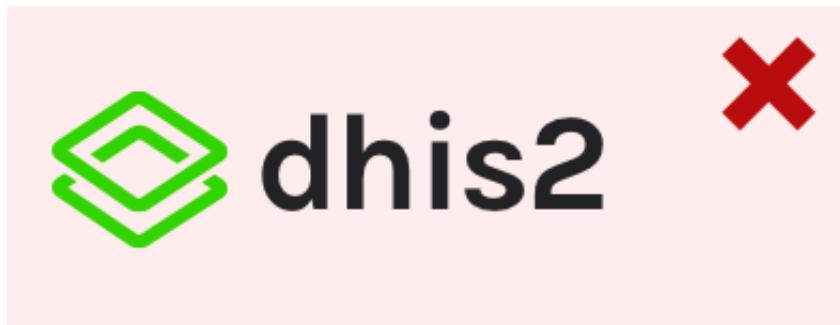
Don't: Change the color of any of the text



Don't: Change the layout of the text and/or icon

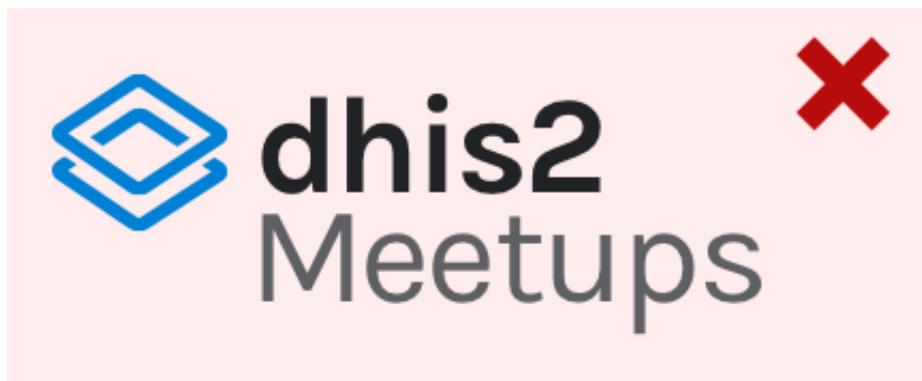


Don't: Change the color of the icon



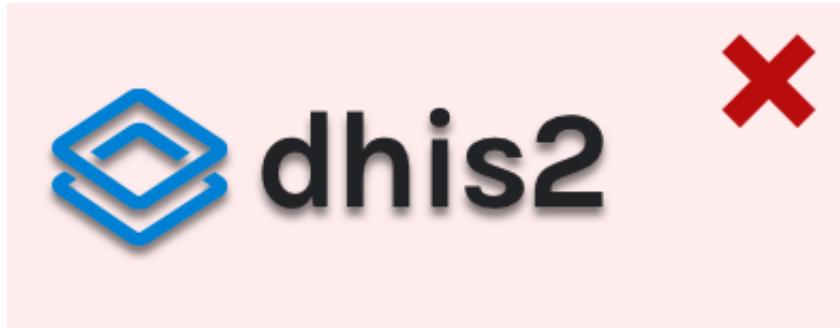
Don't: Add other text to the logo

Special events/other departments should not add their taglines/names to the DHIS2 logo. Special events can be noted in their own way, eg. with a unique, non-DHIS2 logo.



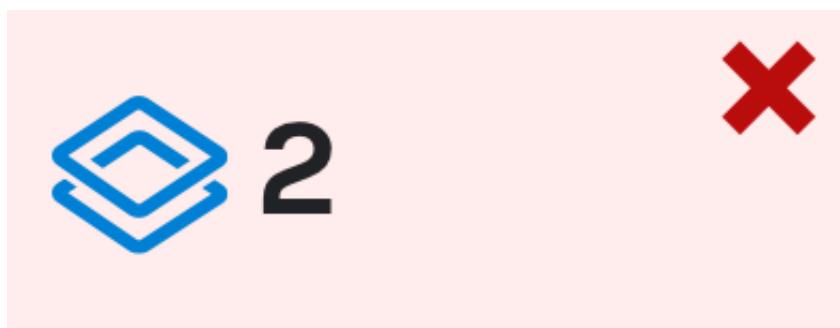
Don't: Add visual effects to the logo

Drop-shadows, outlines, borders and other effects should not be used. If the logo is not clear, try modifying the background or using another version of the DHIS2 logo.

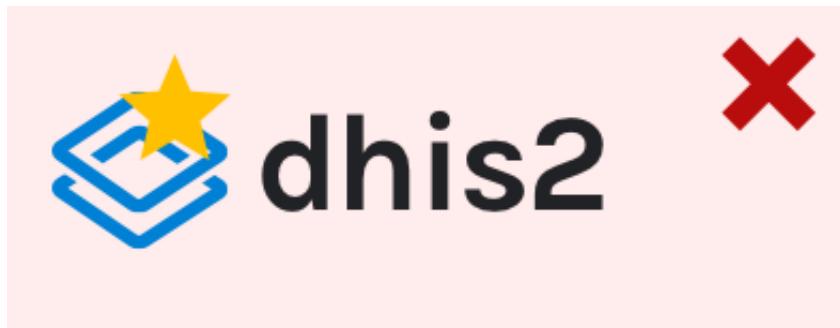


Don't: Remove parts of the logo

The logo should always be used in full. Limited space? Try using the icon-only version.



Don't: Add other shapes to the logo



Examples in use



Level 2: Android Implementation

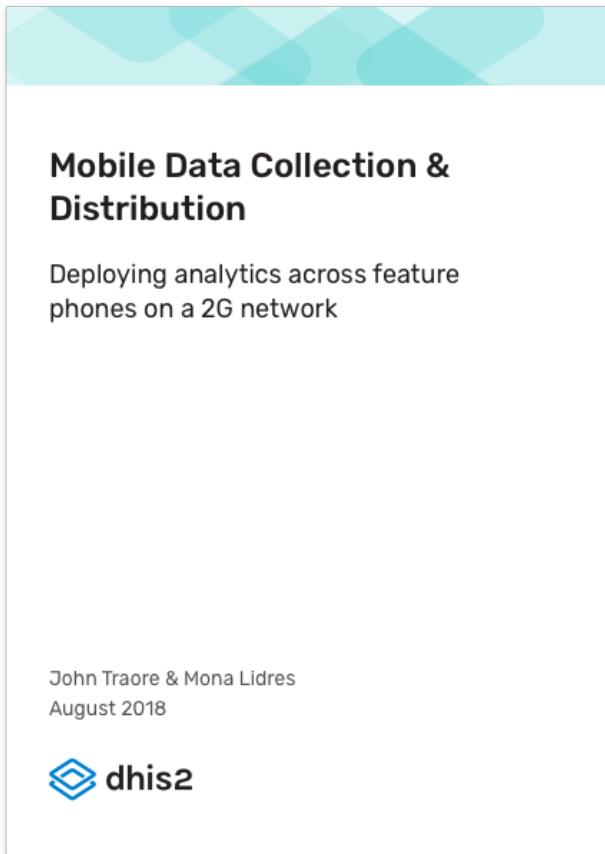
February 6 – 9, 2018



UiO • University of Oslo



Example of a banner element with a fading graphic element on the right

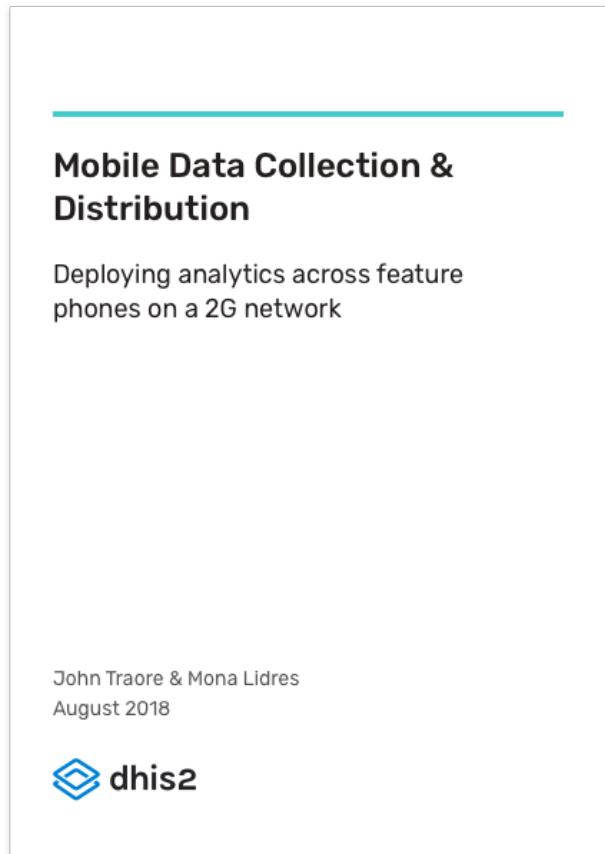


Mobile Data Collection & Distribution

Deploying analytics across feature phones on a 2G network

John Traore & Mona Lidres
August 2018

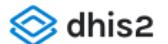




Mobile Data Collection & Distribution

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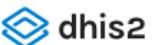
John Traore & Mona Lidres
August 2018





Mobile Data Collection & Distribution

John Traore & Mona Lidres
August 2018





Harmonising systems to improve data quality

John Traore & Mona Lidres
August 2018

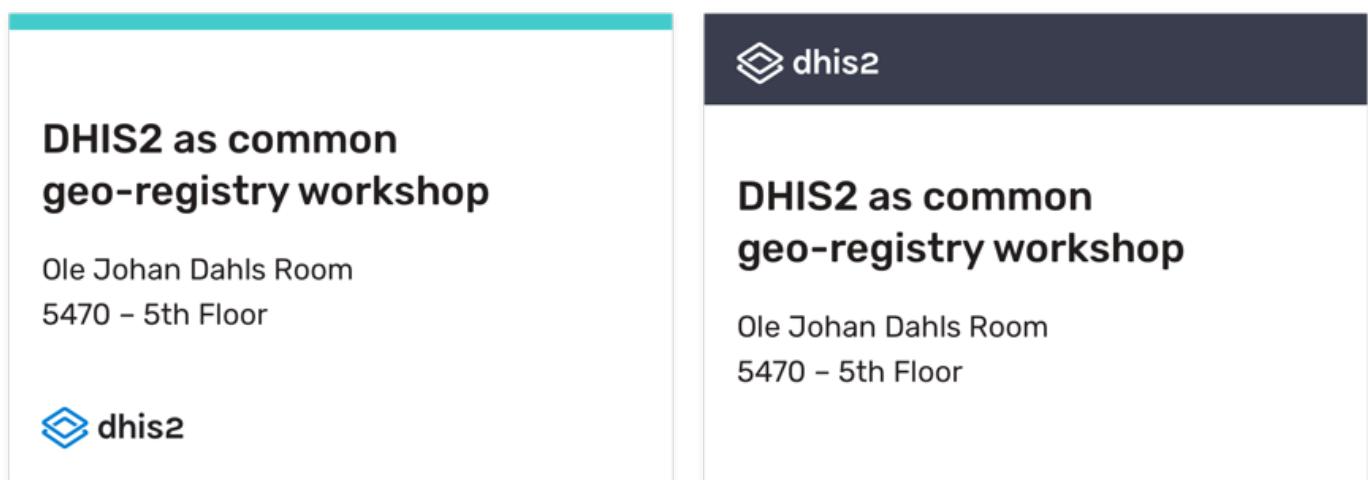


Examples of different styles of booklet covers. The styles include: with a pattern, with a bold line, with

Accent Light and with Accent Dark colors



Example of a poster design that does not use photography, therefore keeping the content very ambiguous. The background uses a large graphical pattern



Examples of simple A4 signage that can be printed from any printer. The example on the left demonstrates how the lighter Accent colors can be used for an approachable look. The sign on the right uses Accent Dark color and presents a more subdued, serious look.

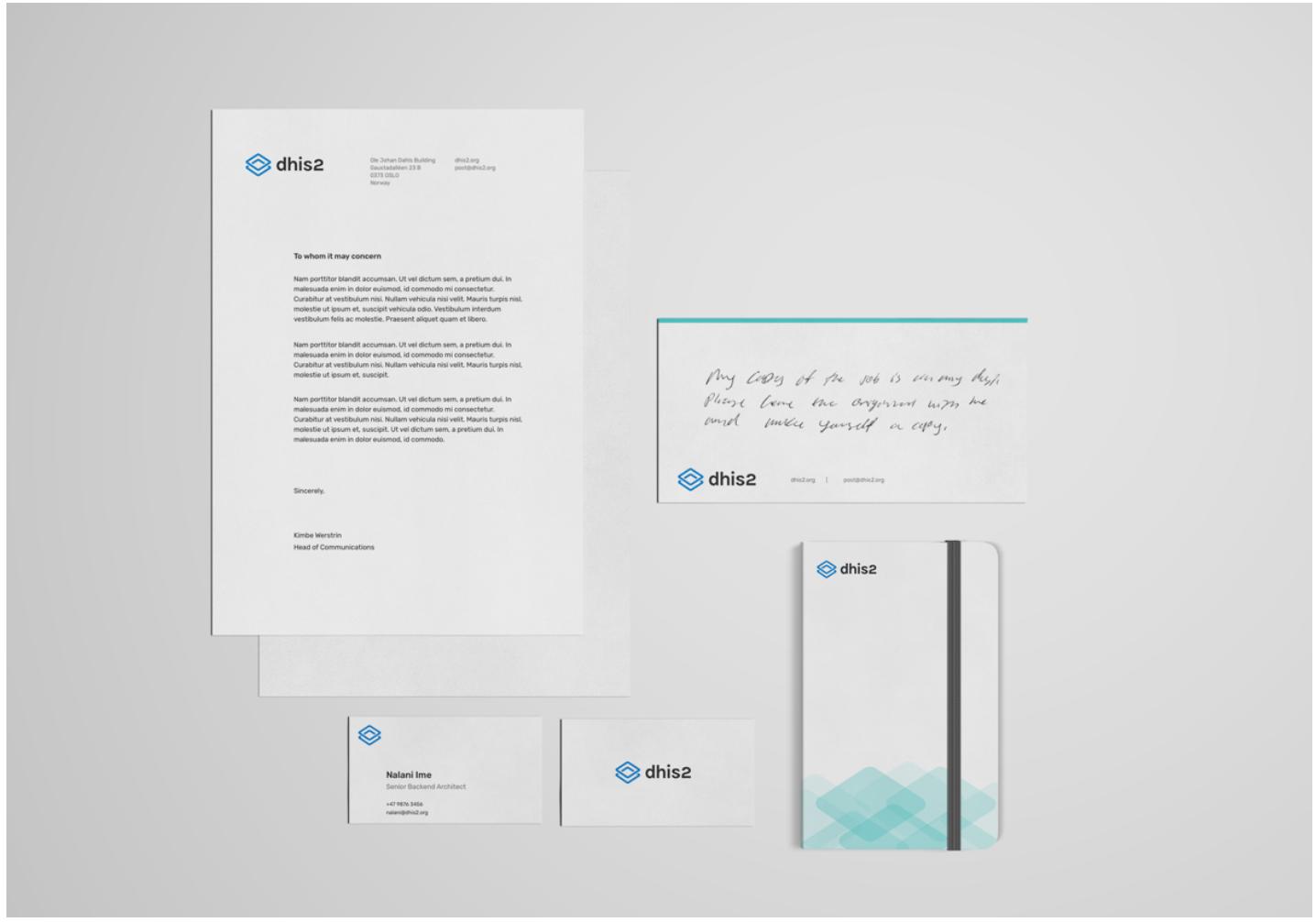


Managing patient data with secure instances

Neelam Lishan

Monday, 24 May 2018

Example of a presentation cover slide. The graphical element is used here in a block, adding visual interest without specifying an industry or context



Example of various different printed items. The examples demonstrate the importance of the usage of white in the DHIS2 identity.

Facebook search bar

User Home 5

DHIS2 logo

DHIS2 profile information

Improving data quality, analytics and quality of life

Liked, Message, More buttons

Contact Us button

Status, Photo/Video dropdown

Write something on this Page...

DHIS2 post: This Data Quality Academy, Level 2, has now come to an end. Thank you to all the participants who came to attend this first edition in Kigali.

Photo of a group of people

Community section: 4.7 stars, 306 likes, 9 people here, invite friends

Search for posts on this Page

Example of DHIS2 Facebook profile with new logo avatar



DHIS2

Just now · Oslo ·

...

Congratulations to all our new DHIS2 Academy participants!



DHIS2 Academies 2019

The DHIS2 Academies aim to build a community of DHIS2 users and experts in the different regions and facilitate sharing of experiences on DHIS2 deployments...

DHIS2.ORG

Like

Comment

Share

55 likes



Comment ...



Example of DHIS2 Facebook post with new logo avatar

Home Notifications Messages  Search on Twitter    Tweet



DHIS2 @dhis_2

DHIS2 is an open source software platform enabling governments and organizations to collect, manage and analyse data in the health domain and beyond.

Oslo, Norway
dhis2.org
Joined June 2007

73 followers that you know

266 Photos and videos

Tweets 3931 Followings 654 Followers 387 Favorites 265 Lists 8 Moments 0

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 **DHIS2** @dhis_2 26 janv.
Congratulations to all our new DHIS2 Academy participants!



DHIS2 Academies 2019
The DHIS2 Academies aim to build a community of DHIS2 users and experts in the different regions and facilitate sharing of experiences...
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Example of DHIS2 Twitter profile with new logo avatar