GPE Brand Guidelines

July 2023



Logo - Tagline positioning

	ENGLISH VERSION	FRENCH VERSION	SPANISH VERSION
HORIZONTAL			
VERTICAL			

Logo - URL

The logo with URL is not the primary logo and should not be used when the URL is already present.

	ENGLISH VERSION	FRENCH VERSION	SPANISH VERSION
HORIZONTAL			
VERTICAL			

Logo - Negative and monochrome

In negative versions of the logo, the arrow can be green or white, never blue.

If the logo needs to be used as a monochrome version, always use the arrow with cut-out surround.







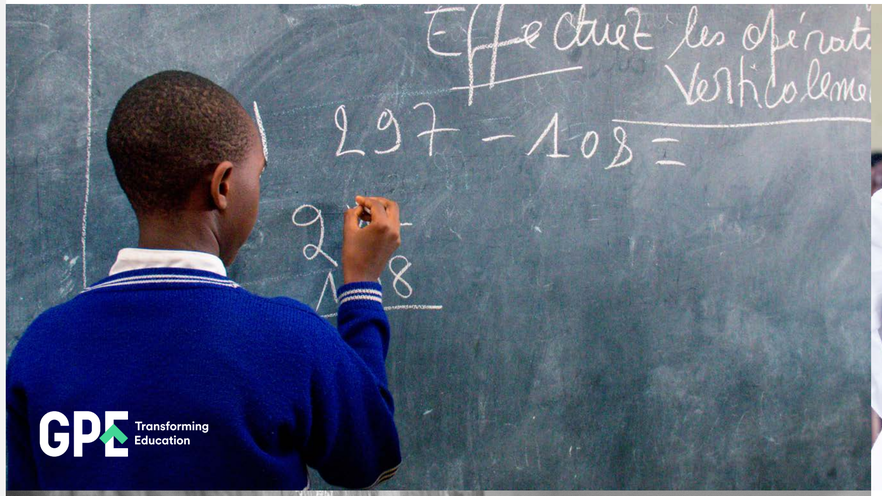


Logo - How to use with background photos

We use the “positive” logo when the portion of photo beneath the logo is light; both for black and white images and color photos. (Example: B/D)

We use the “negative” logo when the portion of photo beneath the logo is dark; both for black and white images and color photos. (Example: A/C)

A



B



C



D



Logo - Negative on different background

Background with different colors.
Perhaps the GPE logo needs to be associated with other partners, and therefore with other colors.
In this case, we always use the “positive” version of the logo on a white background (band or rectangular).

- **The white rectangle under the logo always includes half the measurement of the safety area (see example).**

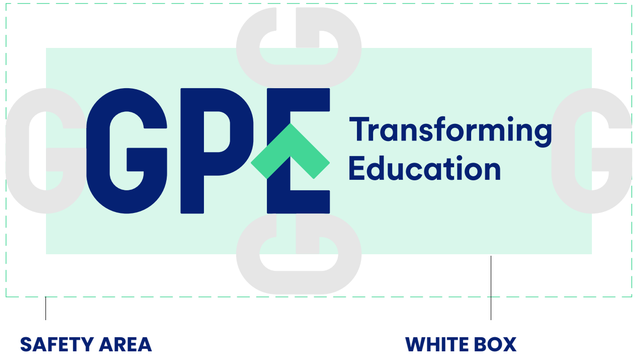


WHITE BOX



WHITE BAND





SAFETY AREA

WHITE BOX



SAFETY AREA

WHITE BOX

Logo - Reduction

The minimum size of the complete GPE logo is 17 mm. This measurement considers the bulk of the GPE letters.

Below 17 mm, the logo is used without tagline and with a measurement no less than 10 mm, to ensure legibility and correct visualisation.



Minimum size with tagline (17 mm)



Minimum size without tagline (10 mm)



Logo - Safety area

We use the width of the letter **G** as a measure by which to define the logo's safety area.

- **The logo is positioned to respect the safety margins defined for printing.**

SAFETY AREA FOR LOGO WITH TAGLINE



ENGLISH VERSION



FRENCH VERSION



SPANISH VERSION

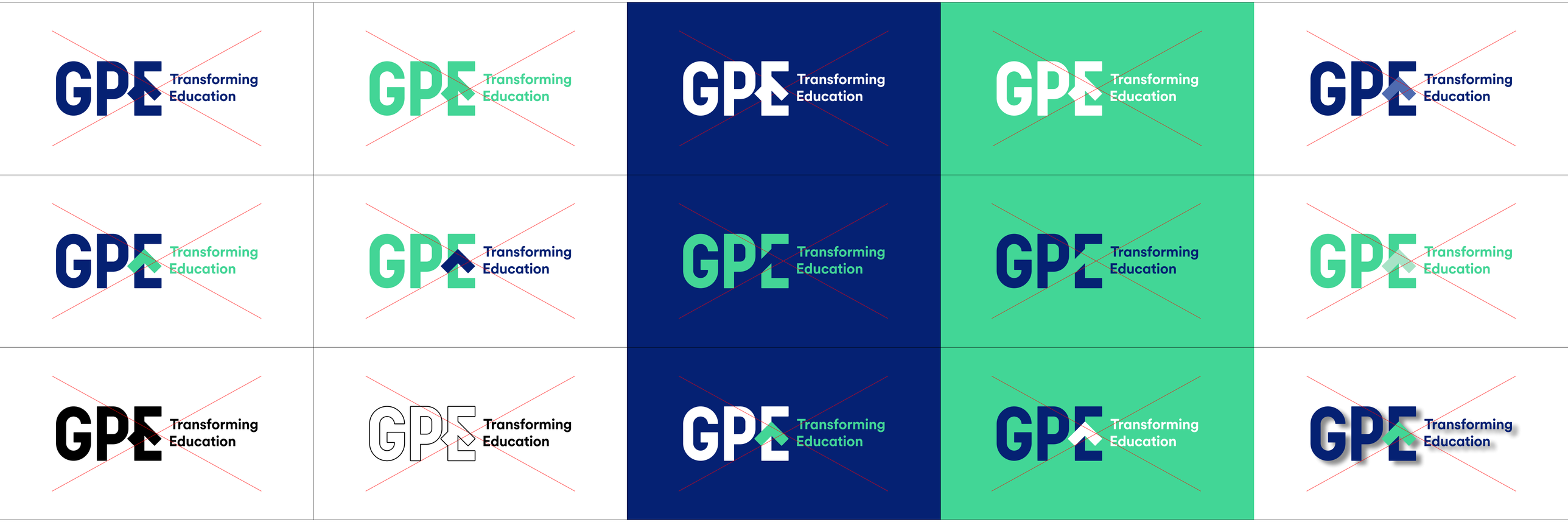
SAFETY AREA FOR LOGO WITHOUT TAGLINE



SAFETY AREA FOR LOGO WITH TAGLINE BENEATH



Logo - Don’ts (colors)



Logo - Don’ts (position)



Logo - Don’ts (proportion)

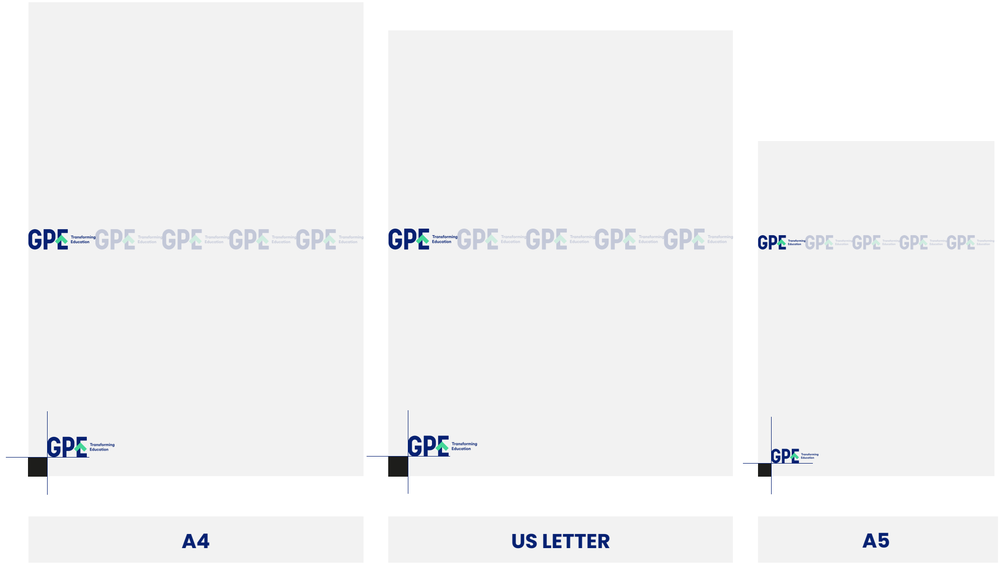


Logo - Positioning and size

The logo is always positioned at the bottom left and must be in proportion to the size of the page.

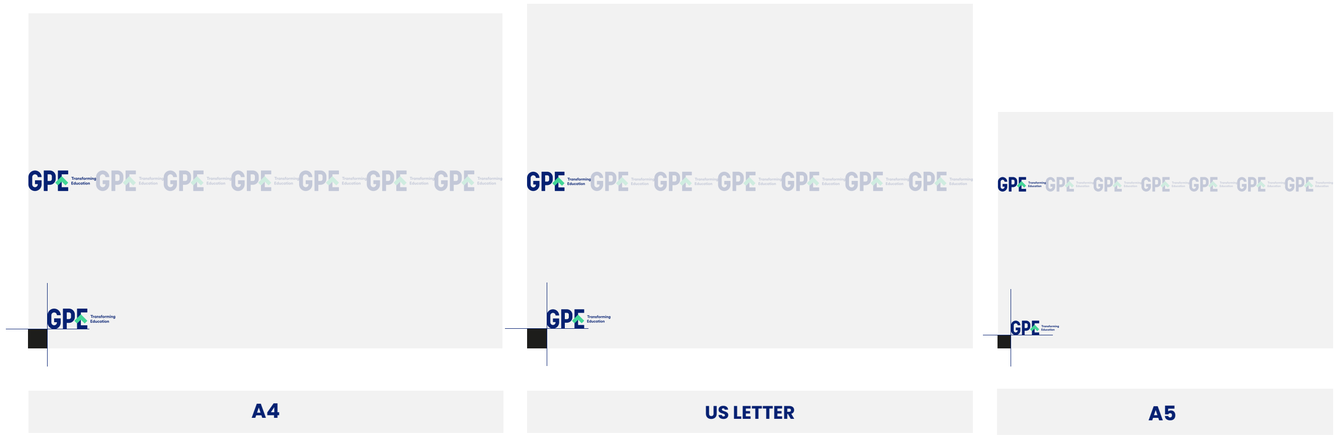
VERTICAL

The logo should be 1/5 of the page width.



HORIZONTAL

The logo should be 1/7 of the page width.



Color palette

Primary colors are used for all institutional materials and to provide consistency throughout the visual identity.

PRIMARY COLORS

GPE blue

TRUST / STRENGTH / KNOWLEDGE

CMYK – 100 91 31 16
RGB – 6 33 114
#062172
PANTONE - 287 C

GPE green

GROWTH / ENERGY / HOPE

CMYK – 63 0 55 0
RGB – 67 213 150
#43d596
PANTONE - 3385 C

Secondary colors are used in charts, some report covers and to highlight important words or phrases within publications.

These colors should be used in a lower percentage than primary colors.

SECONDARY COLORS

CMYK – 72 16 1 0
RGB – 41 167 222
#29a7de
PANTONE - 2925 C

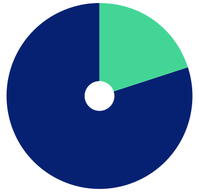
CMYK – 24 0 90 0
RGB – 213 220 33
#d5dc21
PANTONE - 584 C

CMYK – 18 12 12 0
RGB – 216 217 220
#d8d9dc
PANTONE - 428 C

Example of primary and secondary color use

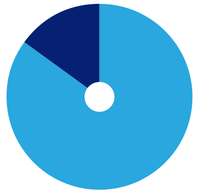
LOREM IPSUM DOLOR

20%



LOREM IPSUM DOLOR

85%



LOREM IPSUM DOLOR

50%

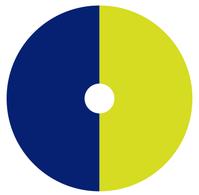


FIGURE 1. LOREM IPSUM DOLOR SIT AMET

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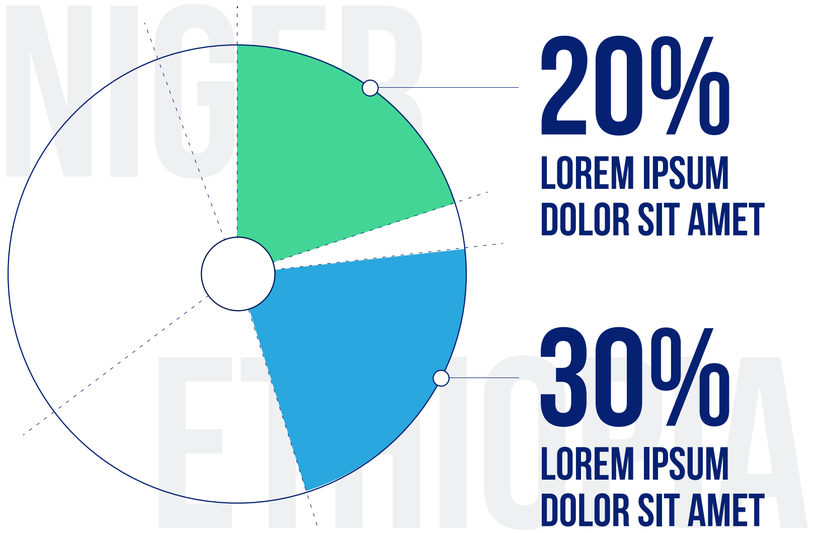


FIGURE 2. LOREM IPSUM DOLOR SIT AMET

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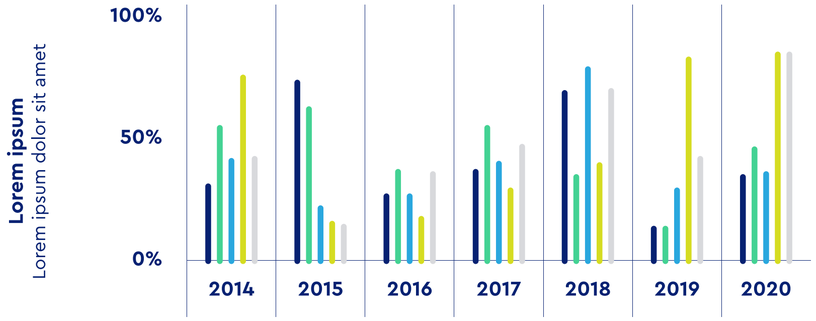


FIGURE 3. LOREM IPSUM DOLOR SIT AMET

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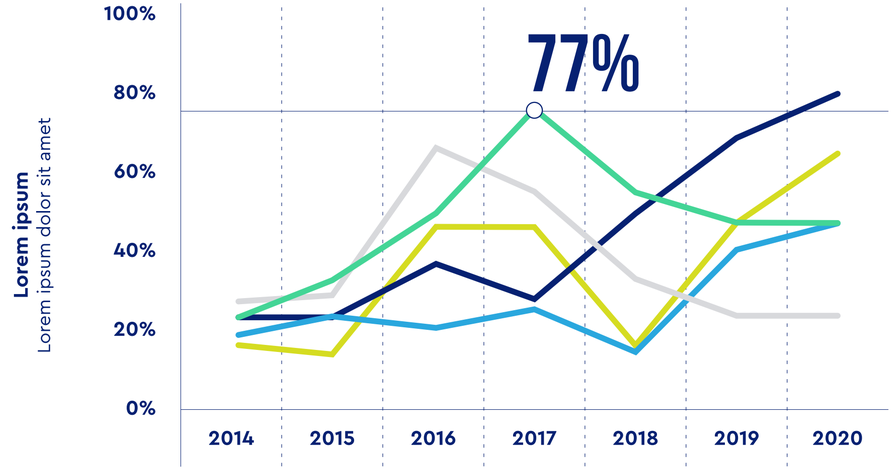
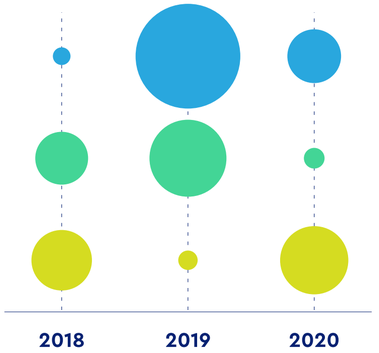
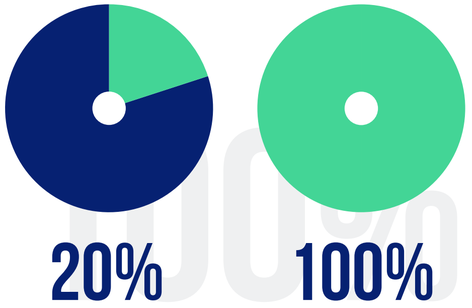


FIGURE 4. LOREM IPSUM DOLOR SIT AMET

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LOREM IPSUM DOLOR

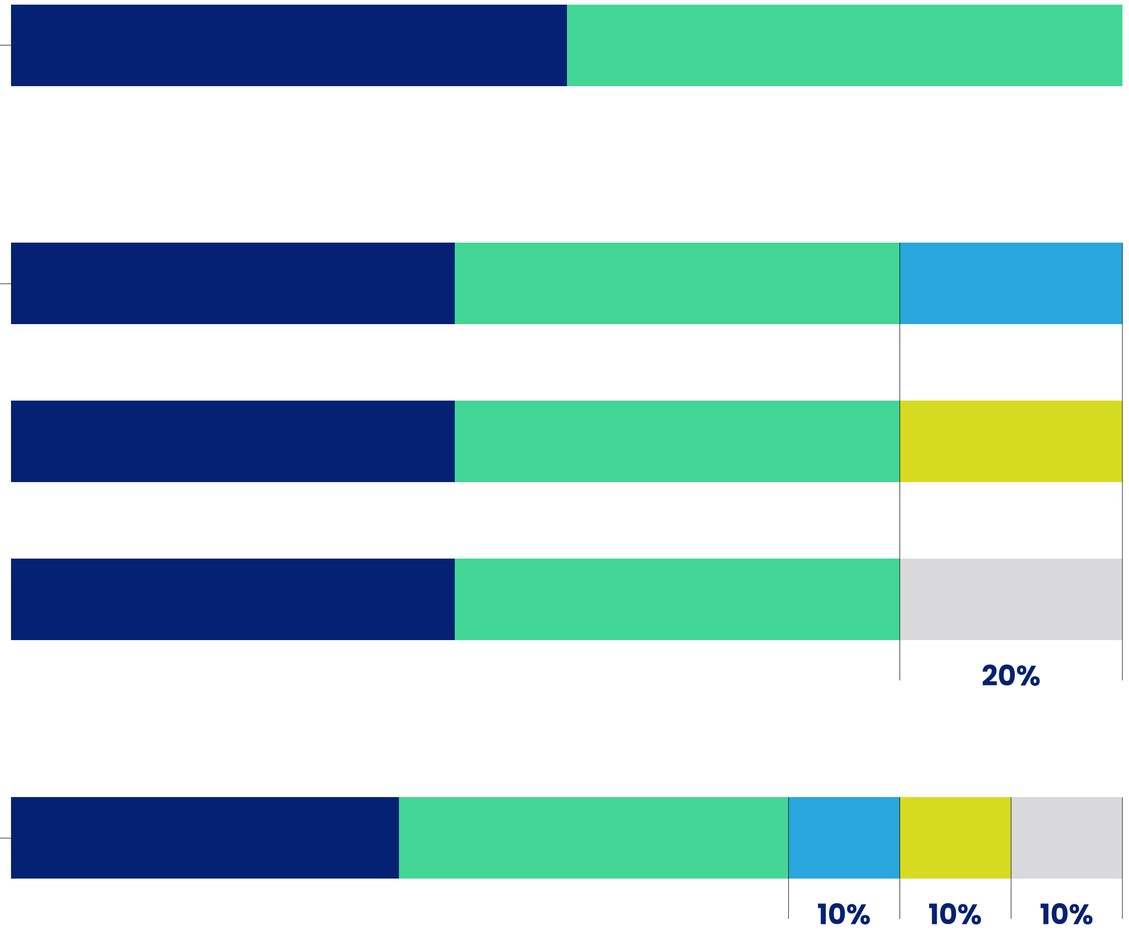


Color scheme

Main colors. We use the main colors for all corporate materials. We never use one main color alone, but always together, with a variable percentage of blue and green.

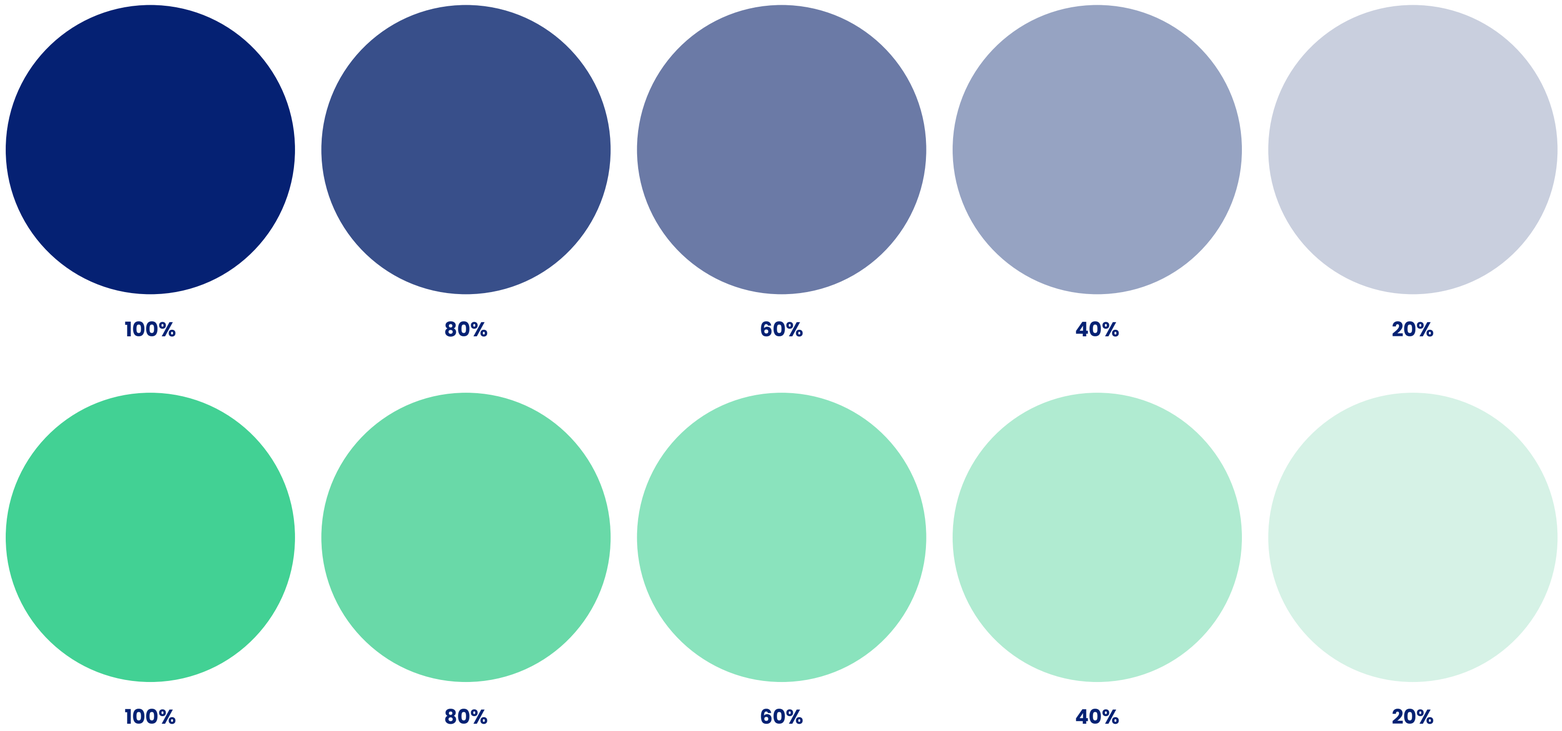
Main colors + 1 secondary color. The secondary color must be used to a lesser extent.

Main colors + secondary colors. Secondary colors are used to a lesser extent than main colors.



Tone of main

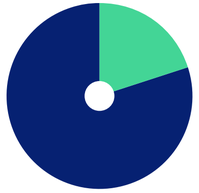
If using only primary colors,
we suggest these shades.



Example of use of different primary color shades

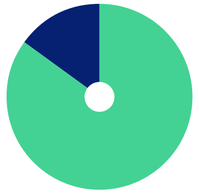
LOREM IPSUM DOLOR

20%



LOREM IPSUM DOLOR

85%



LOREM IPSUM DOLOR

50%

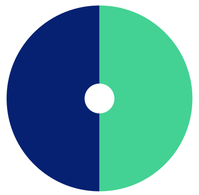


FIGURE 1. LOREM IPSUM DOLOR SIT AMET

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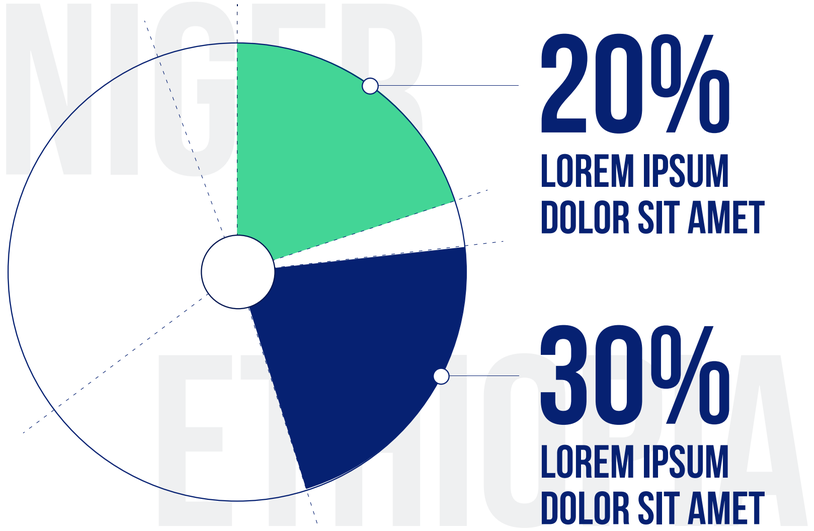


FIGURE 2. LOREM IPSUM DOLOR SIT AMET

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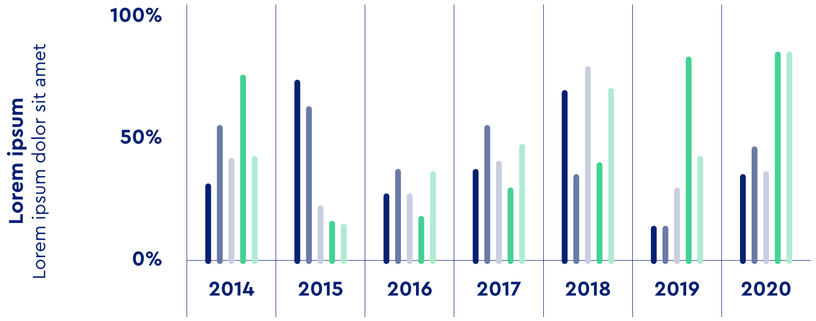


FIGURE 3. LOREM IPSUM DOLOR SIT AMET

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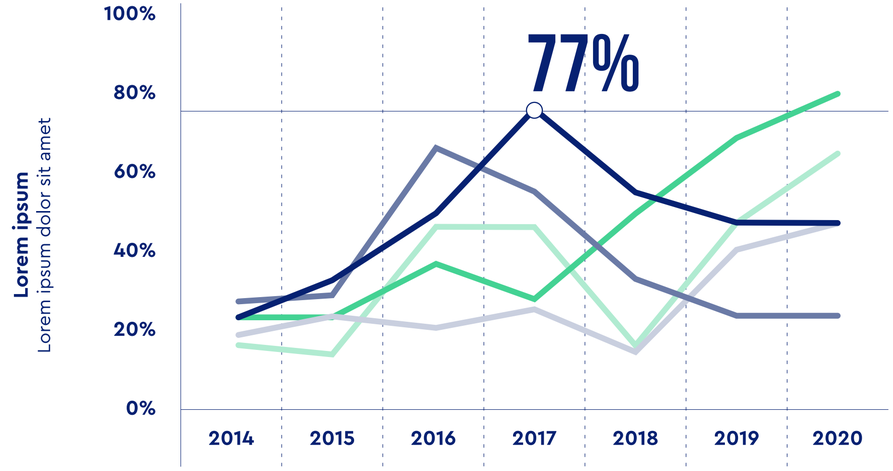
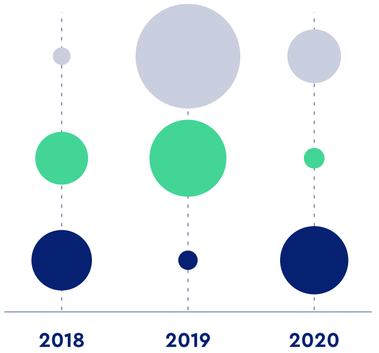
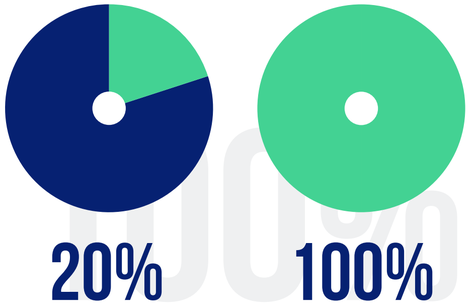


FIGURE 4. LOREM IPSUM DOLOR SIT AMET

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LOREM IPSUM DOLOR



Use of

Main.





SOCIAL MEDIA

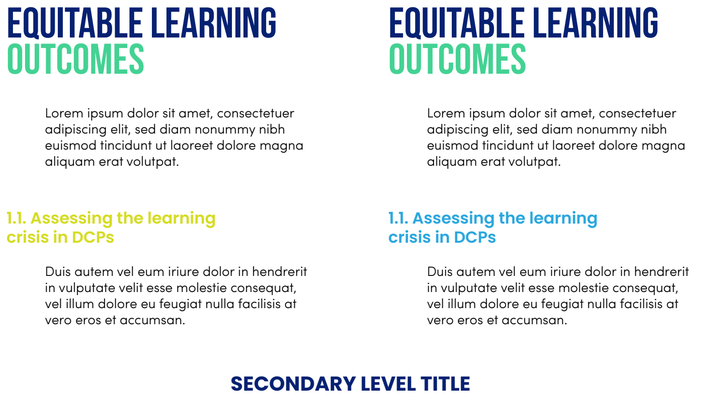


MAIN PUBLICATION COVER



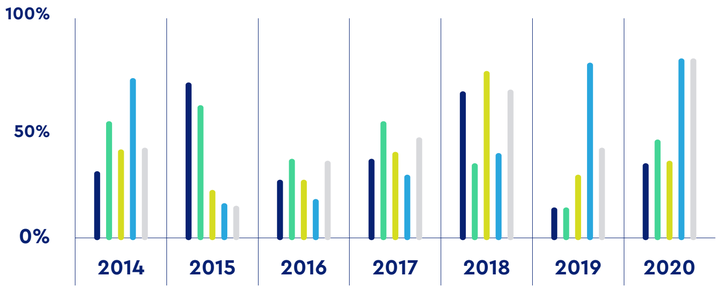
POWER POINT

Main colors + 1 secondary.



SECONDARY LEVEL TITLE

Main colors + secondary.



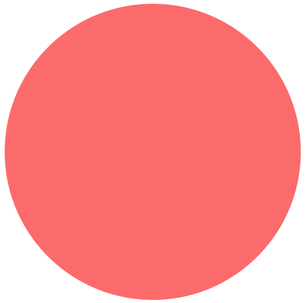
CHARTS



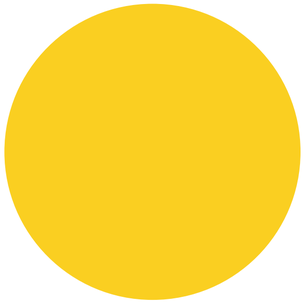
MAIN PUBLICATION COVER

Color palette - Data Viz & Charts

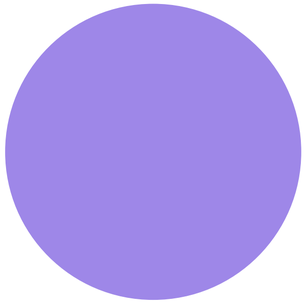
We have created an additional color palette to be used exclusively for enhancing data visualization and charts.
The colors will be gradually added to the primary and secondary palettes and should be used in sequence (from coral to green).



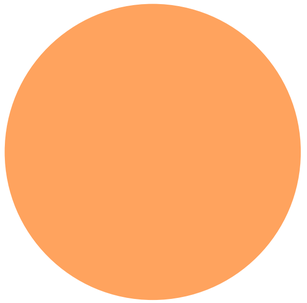
CMYK 0 71 47 0
RGB 253 107 107
#FD6B6B
PANTONE 805 C



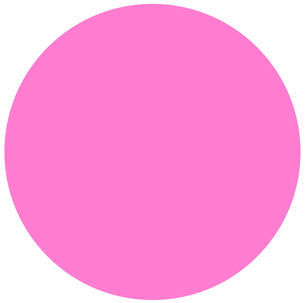
CMYK 2 18 89 0
RGB 251 206 33
#FBCE21
PANTONE YELLOW 012 C



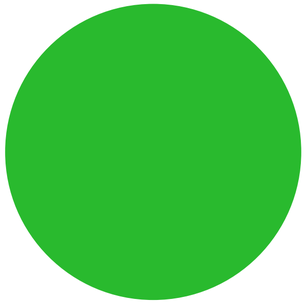
CMYK 48 50 0 0
RGB 159 136 231
#9F88E7
PANTONE 2715 C



CMYK 0 45 65 0
RGB 255 163 95
#FFA35F
PANTONE 804 C



CMYK 9 61 0 0
RGB 255 125 209
#FF7DD1
PANTONE 231 C



CMYK 73 0 100 0
RGB 43 186 45
#2ABA2D
PANTONE 354 C

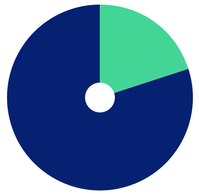
SEQUENCE >>>



Example of using the color palette for data viz and charts

LOREM IPSUM DOLOR

20%



LOREM IPSUM DOLOR



LOREM IPSUM DOLOR

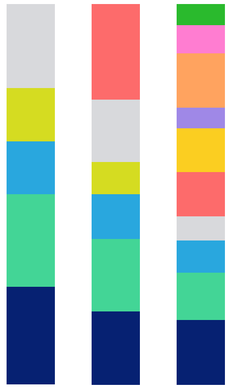


FIGURE 1. LOREM IPSUM DOLOR SIT AMET

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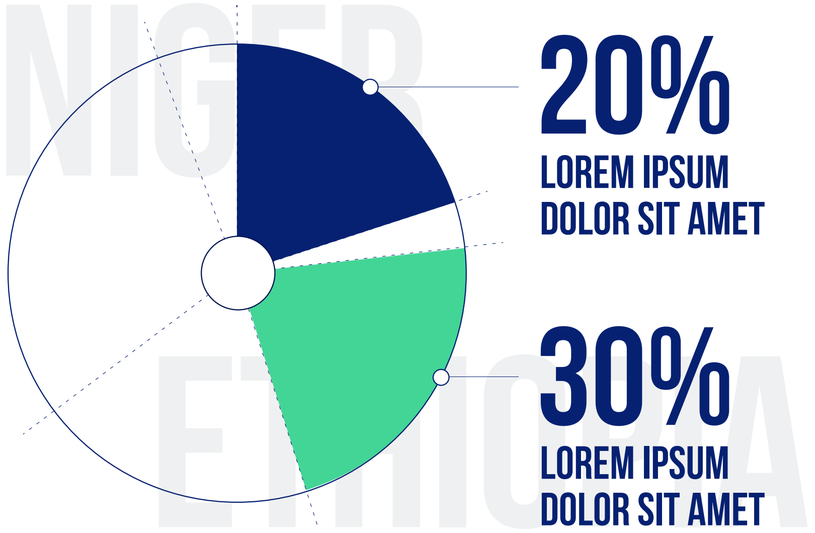


FIGURE 2. LOREM IPSUM DOLOR SIT AMET

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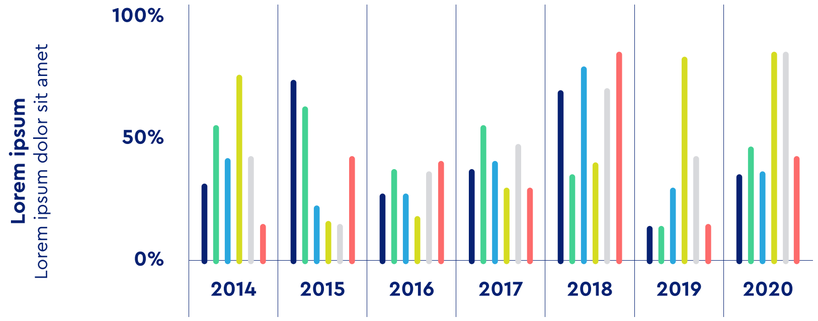


FIGURE 3. LOREM IPSUM DOLOR SIT AMET

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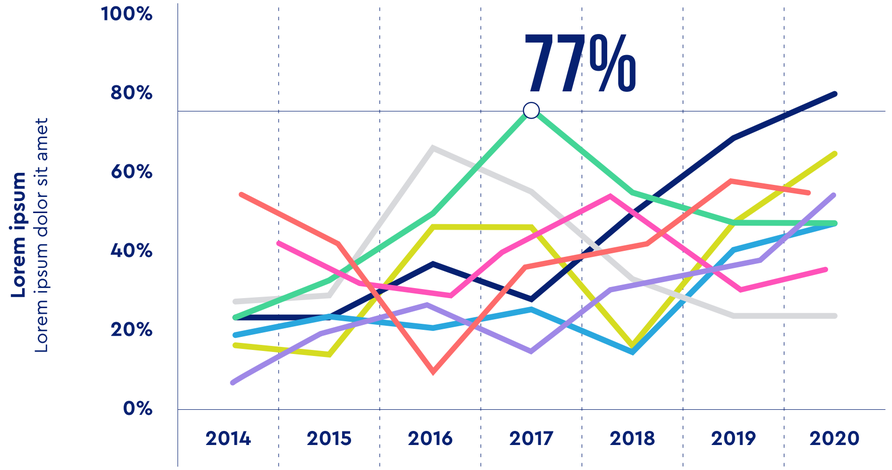
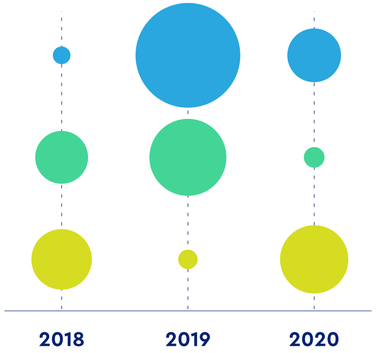
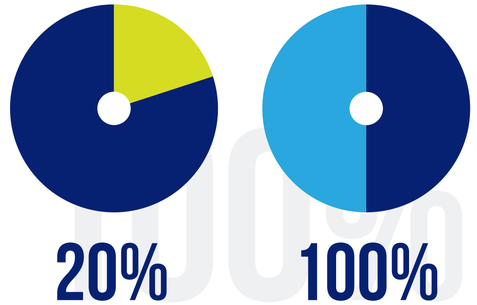


FIGURE 4. LOREM IPSUM DOLOR SIT AMET

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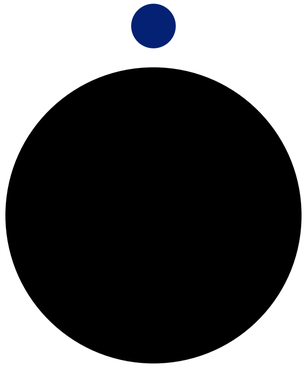
LOREM IPSUM DOLOR



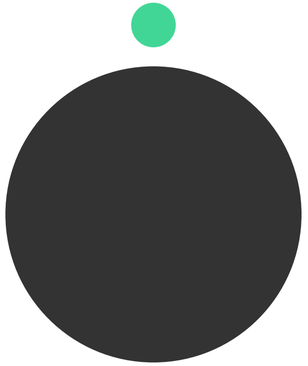
Color palette - Data Viz & Charts

If a document needs to be designed for print in black and white, it will be possible to use this grayscale color palette for data and charts.

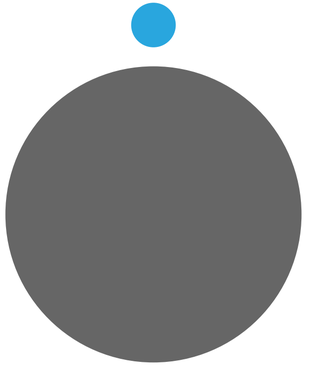
However, to ensure readability of the data, it is recommended to use greyscale only for data viz and graphs with a maximum of seven data points.



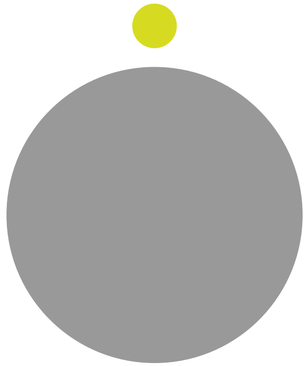
CMYK 91 79 62 97
RGB 0 0 0
#000000



CMYK 69 60 56 66
RGB 51 51 51
#333333

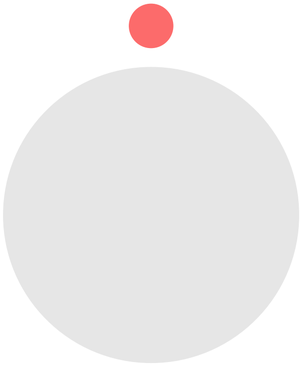


CMYK 56 45 45 33
RGB 102 102 102
#666666

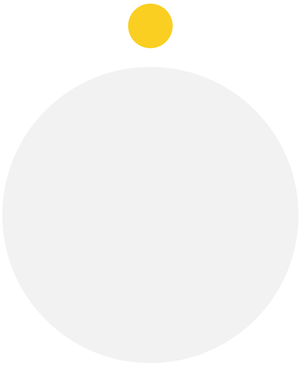


CMYK 41 32 32 11
RGB 153 153 153
#999999

CMYK 23 17 18 1
RGB 204 204 204
#CCCCCC



CMYK 12 8 9 0
RGB 229 229 229
#E5E5E5

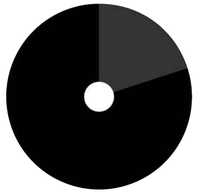


CMYK 6 4 5 0
RGB 242 242 242
#F2F2F2

Example of grayscale palette for data viz and charts

LOREM IPSUM DOLOR

20%



LOREM IPSUM DOLOR



LOREM IPSUM DOLOR

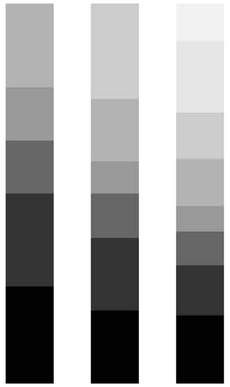


FIGURE 1. LOREM IPSUM DOLOR SIT AMET

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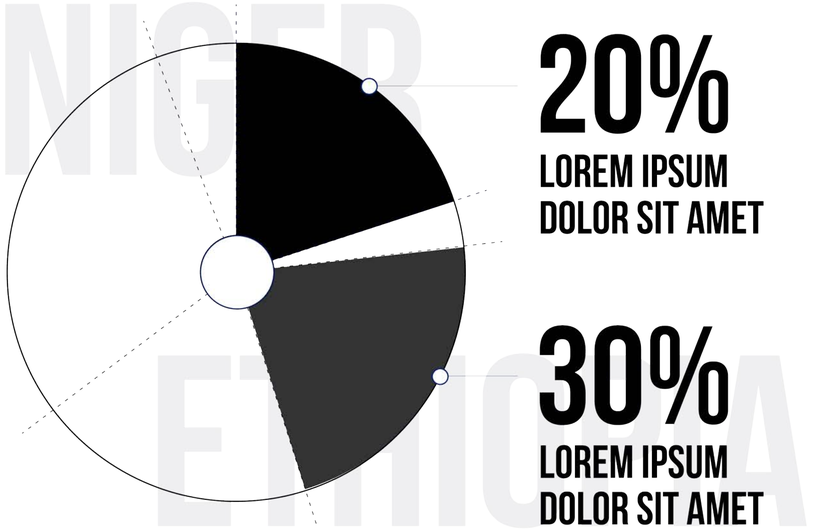


FIGURE 2. LOREM IPSUM DOLOR SIT AMET

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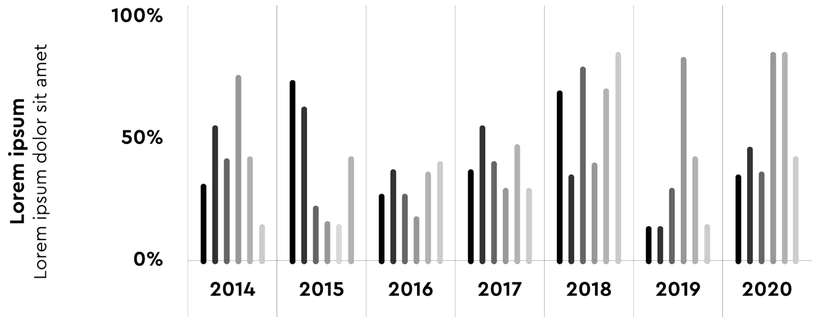


FIGURE 3. LOREM IPSUM DOLOR SIT AMET

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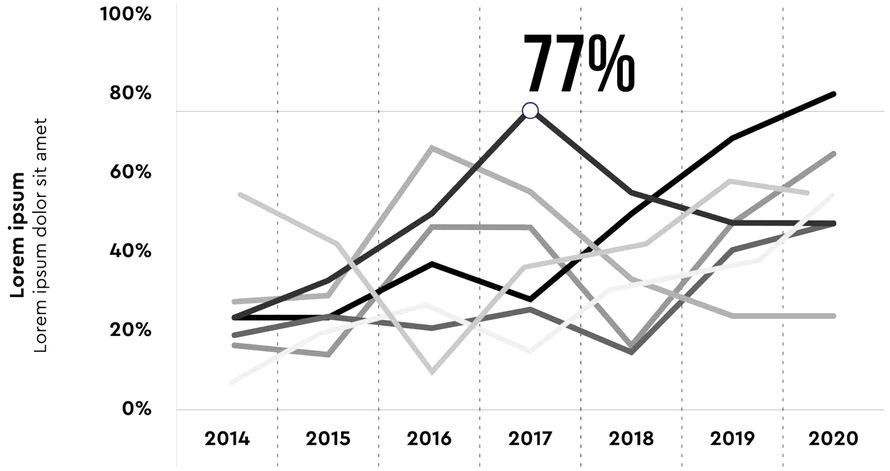
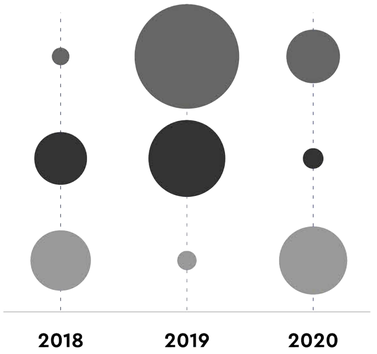
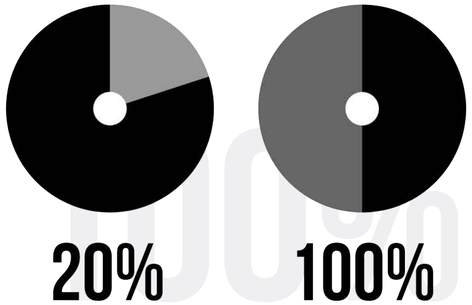


FIGURE 4. LOREM IPSUM DOLOR SIT AMET

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LOREM IPSUM DOLOR



Headline typeface

BEBAS NEUE
Regular

DOWNLOAD FONT

BUILDING
STRONGER
EDUCATION
SYSTEMS

BEBAS NEUE
Regular

HEADLINE FONT

A BCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Text typeface

POPPINS
SemiBold/Bold

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POPPINS
Regular

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DOWNLOAD FONT

POPPINS
SemiBold

Subtitle

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1234567890

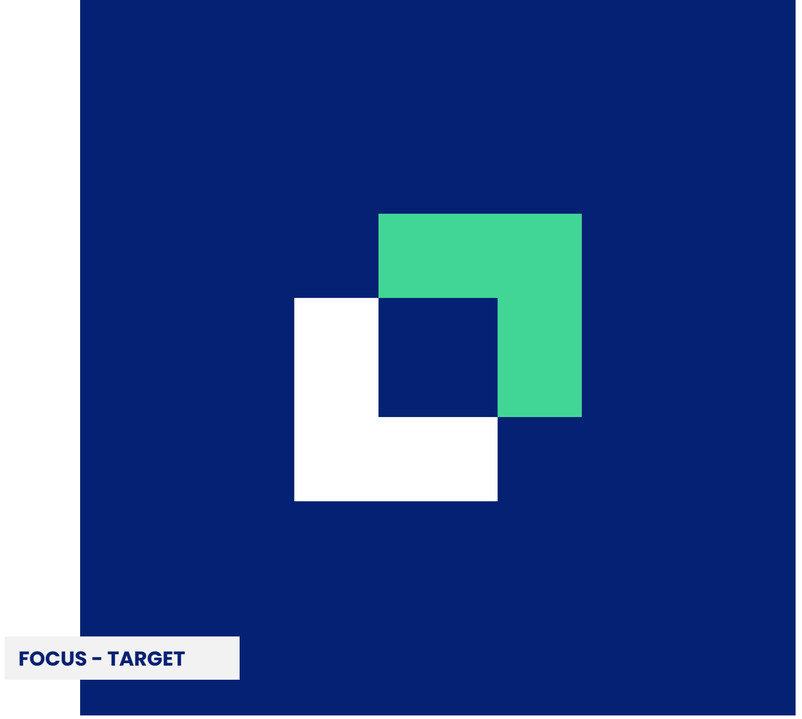
POPPINS
Regular

Text

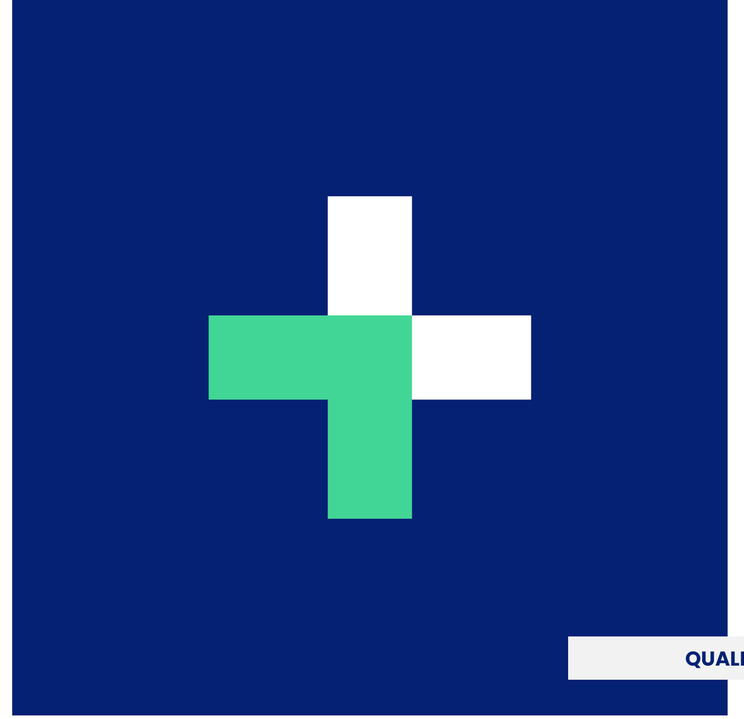
Abcdefghijklmnopqrstuvwxyz
1234567890

Symbols

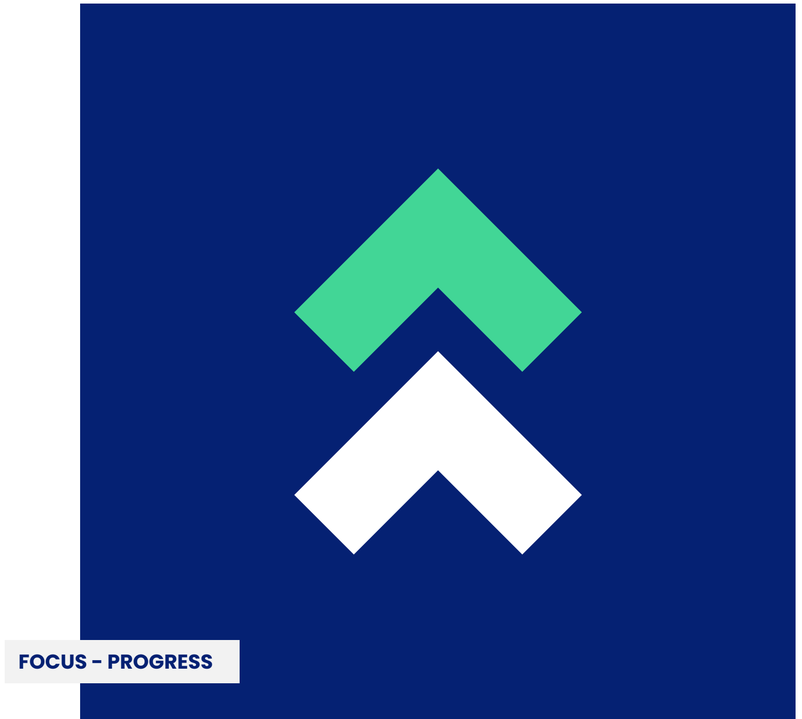
We use these symbols to create patterns or to reinforce the key message of a visual.



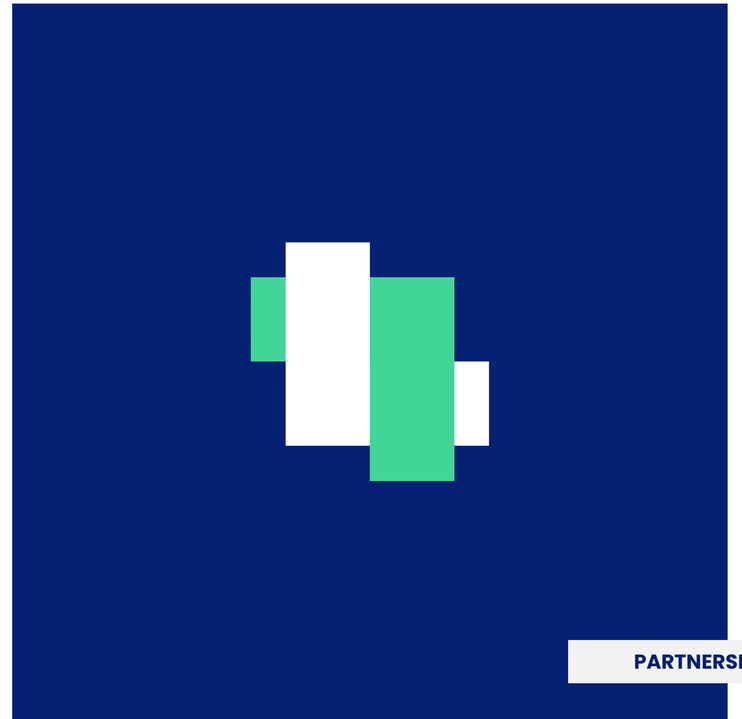
FOCUS - TARGET



QUALITY

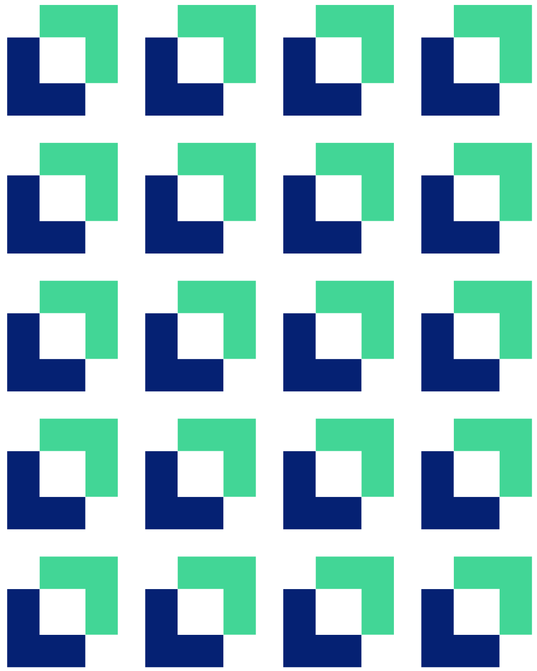


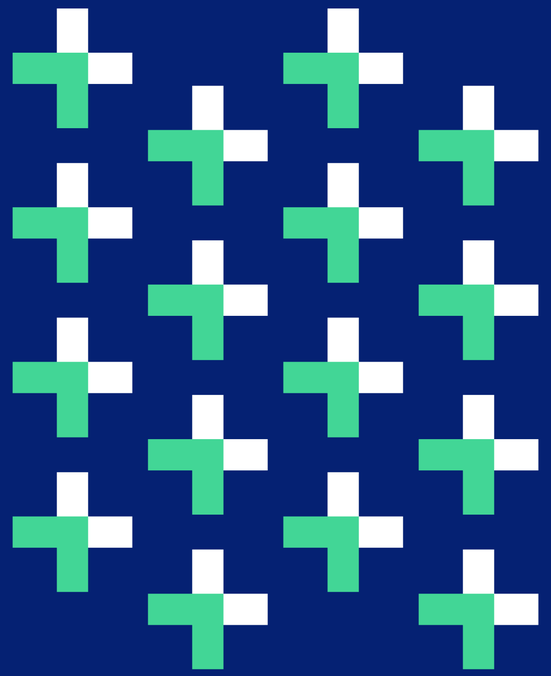
FOCUS - PROGRESS



PARTNERSHIP

Patterns

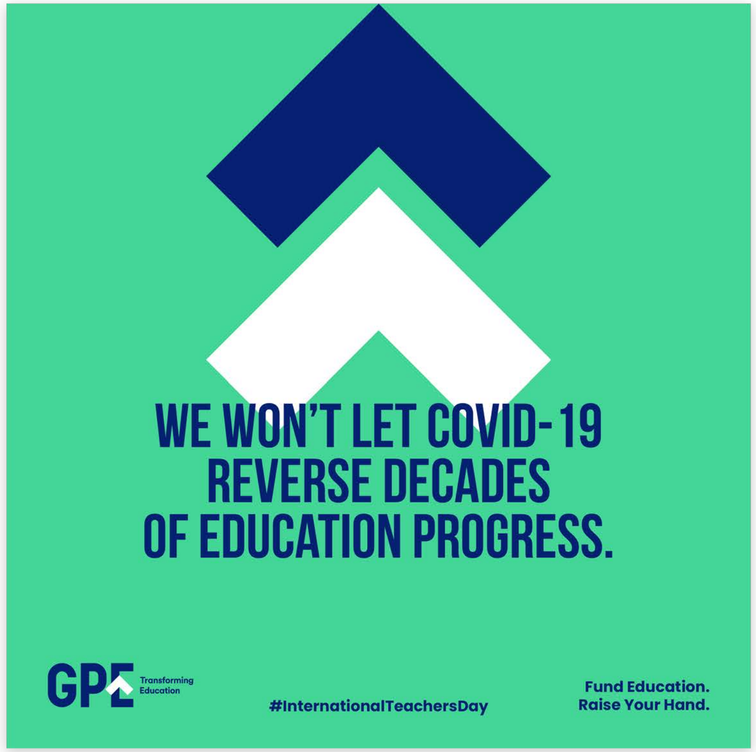






Key messages with symbols



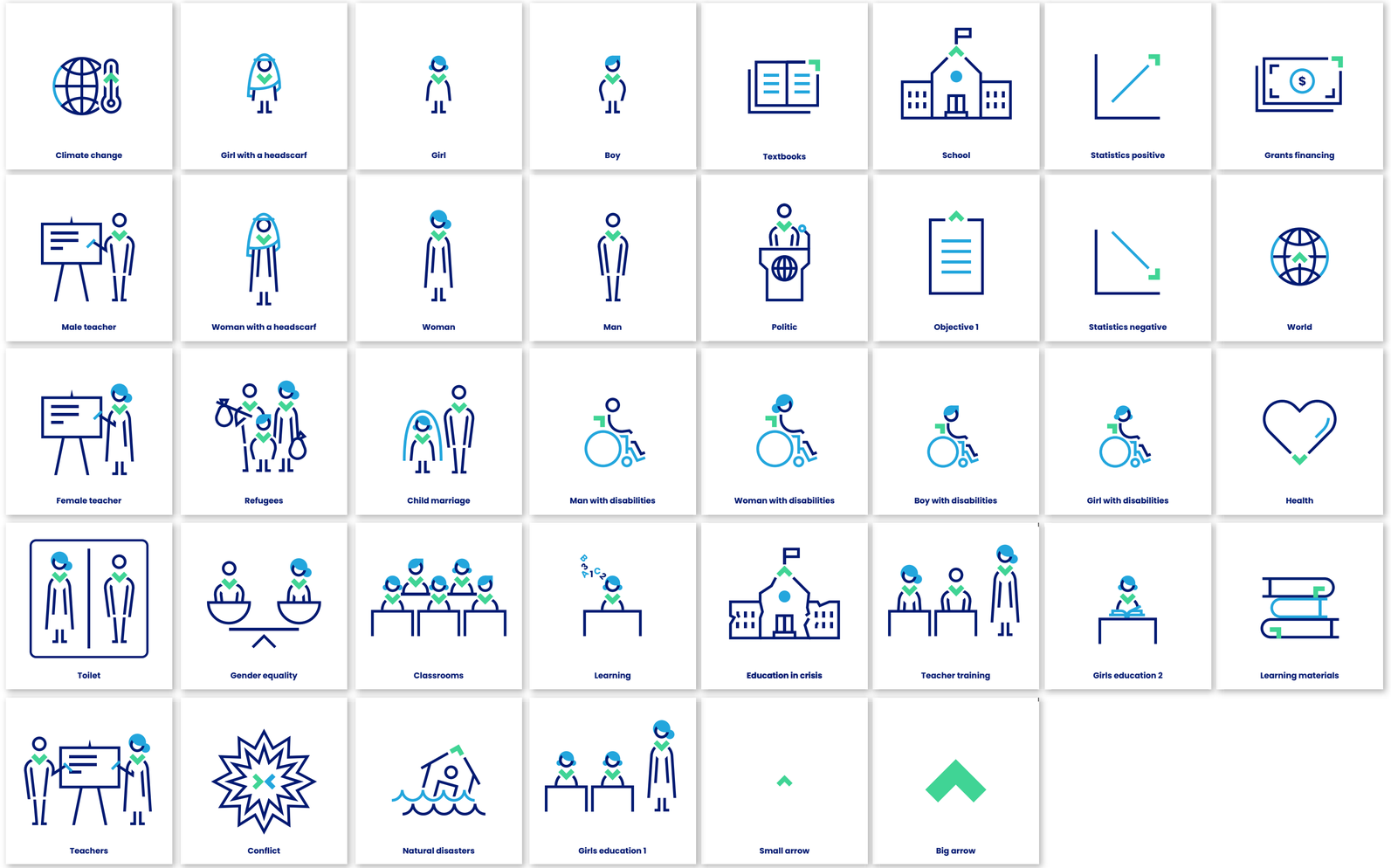




Icon set

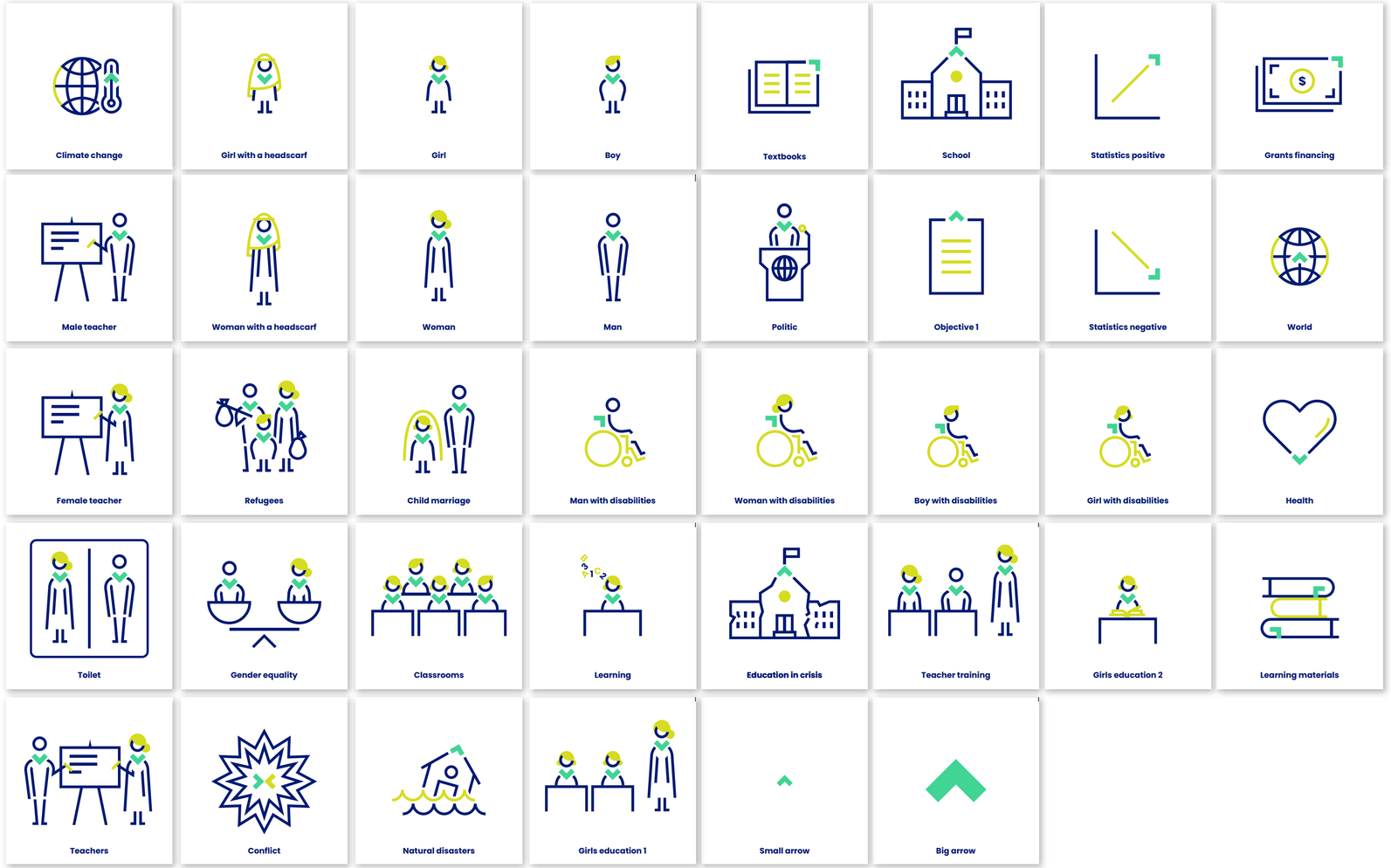
The icons are simple, formed mainly of an outline with the odd filled-in element (e.g. hair). Each icon contains the arrow symbol, slightly bolder than the other lines.

- **Icons can be used with primary colors + one secondary or monochrome.**



Icon set

If the visual in which the icons are to be placed has a predominance of the brighter green that is part of the secondary colour palette, it will be possible to use these icons on the right.



Icon set

Monochrome icons.
It’s possible to choose to use monochrome icons if the visual in which they are to be used is heavily overloaded with other colors.

Blue monochrome



Icon set

Green monochrome

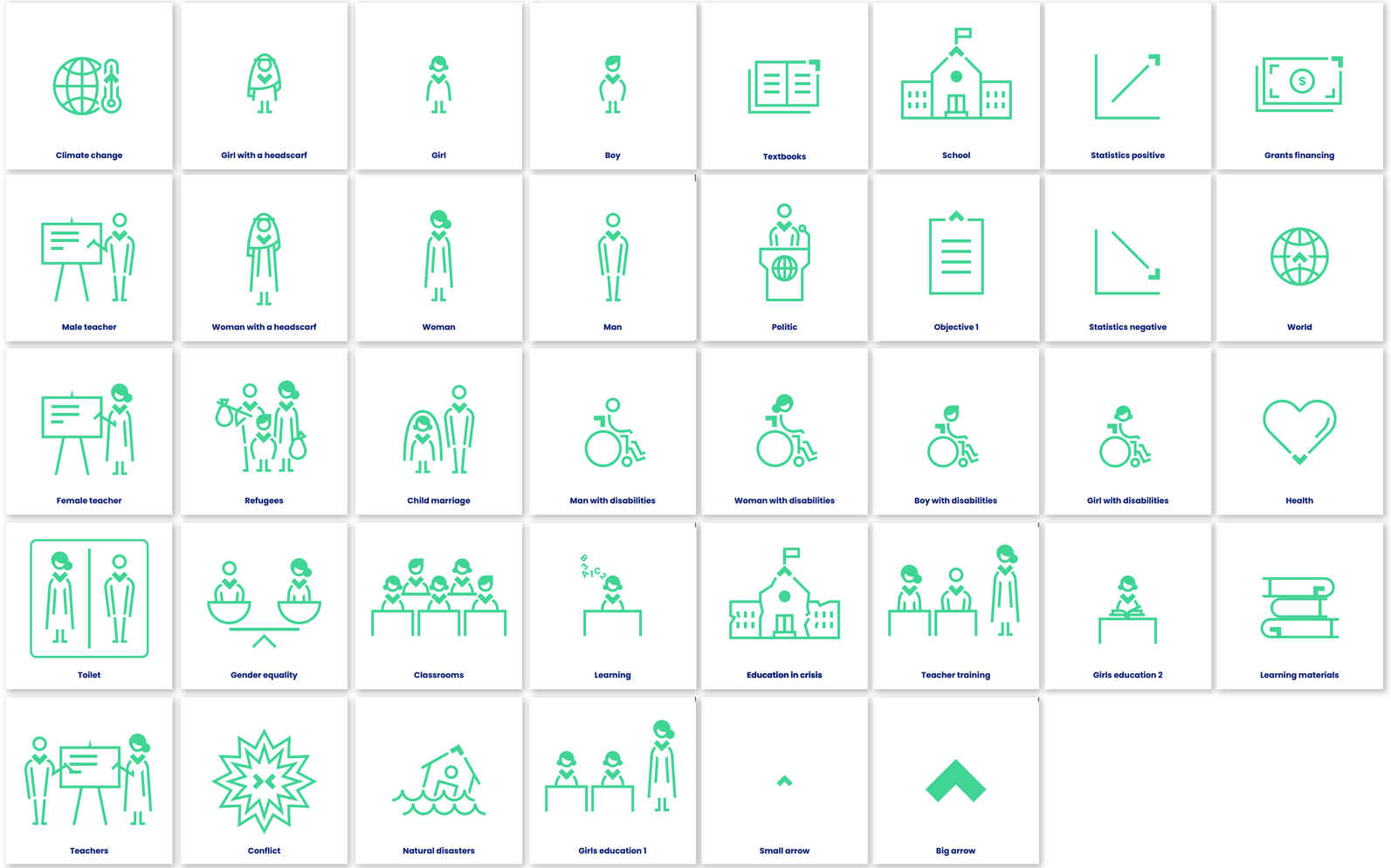


Photo Treatment

Black and white.
Main photographic treatment.

We use B&W images for all institutional materials (e.g. website homepage, main publications...)

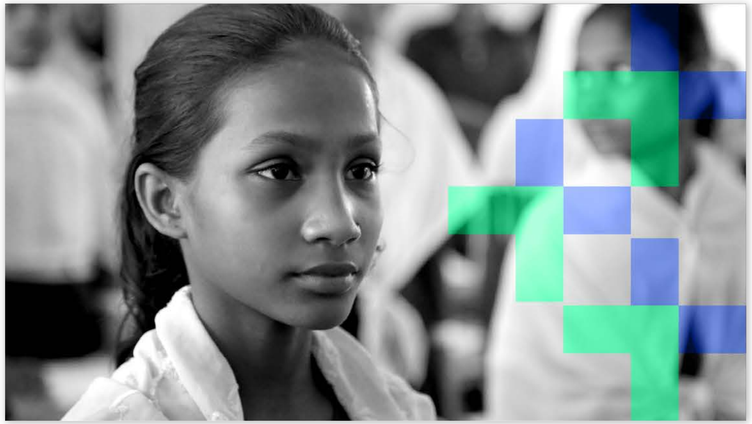
- **Accentuate the contrast between black and white.**



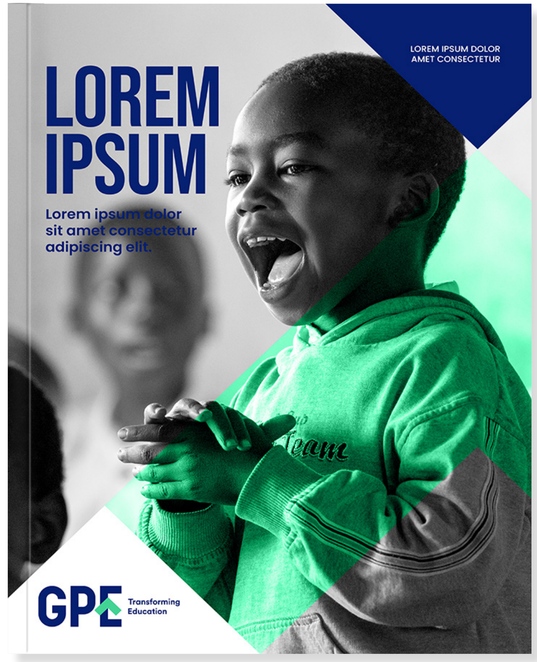
Graphic element effects

“Color” effect.
Graphic elements in black and white photos can be “full” or we can apply the “color” effect.









“Color effect” arrow.
On a white background, we use the colored arrow with no applied effect.

- **If used on a white background, the “color effect” colored arrow is not visible.**

The images demonstrate use of the “color effect” arrow.

If the portion of the photo to which the arrow is applied is very light or very dark, the arrow color is lost. In these cases, we add a second arrow between the background image and the arrow in the foreground without applying any effects and reducing the opacity.



Color photo treatment

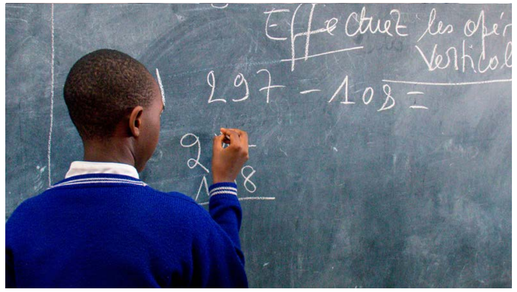
Soft matte.
Secondary photographic treatment.

We use the “soft matte” photographic treatment for all color photos.

- **Photoshop action**

PHOTOS WITH A PREVALENCE OF GREEN AND BLUE





GENERIC PHOTOS





Publications

Categories.

Main publications

- STRATEGIC PLAN
- ANNUAL REPORT
- BROCHURES
- FACTSHEETS
- RESULTS STORIES
- RESULTS REPORT

Technical publications

- GPE OPERATIONAL GUIDANCE
- TECHNICAL GUIDELINES
- WORKING PAPERS
- BOARD APPROVED POLICIES, STRATEGIES AND FRAMEWORKS
- GPE M&E REPORTS

Other publications

- GRANT PERFORMANCE REPORT
- BRIEFS
- PAPERS ON GPE INITIATIVES
- JOIN PUBLICATIONS WITH PARTNERS

Main Publications

Background cover.
We use primary colors or a full page black and white photo.

Graphic elements.
Primary colors + secondary colors used in a lower percentage than primary colors.

- **Green background**
  –
  blue and white graphic elements
- **Blue background**
  –
  green and white graphic elements
- **Full page photo**
  –
  green, blue and white graphic

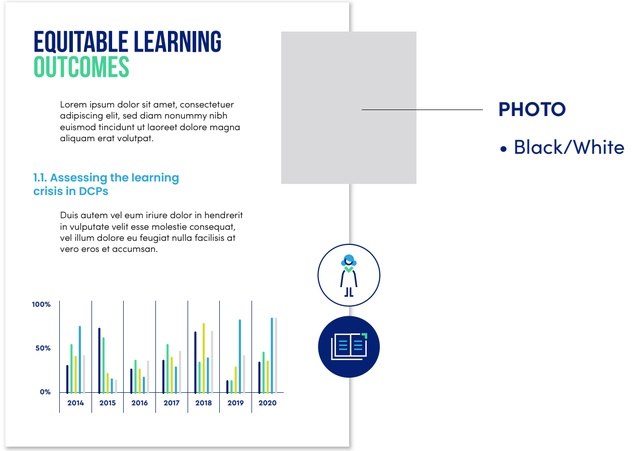
Charts / highlights / icons / quotes / graphic elements.
Primary colors + secondary colors.

Internal layout.
We always use B&W images.

COVERS



INTERNAL LAYOUT



Examples of main publication covers



STRATEGIC PLAN



ANNUAL REPORT



RESULTS REPORT

COVER

Background.
We use primary colors with graphic elements or a full page black and white photo.

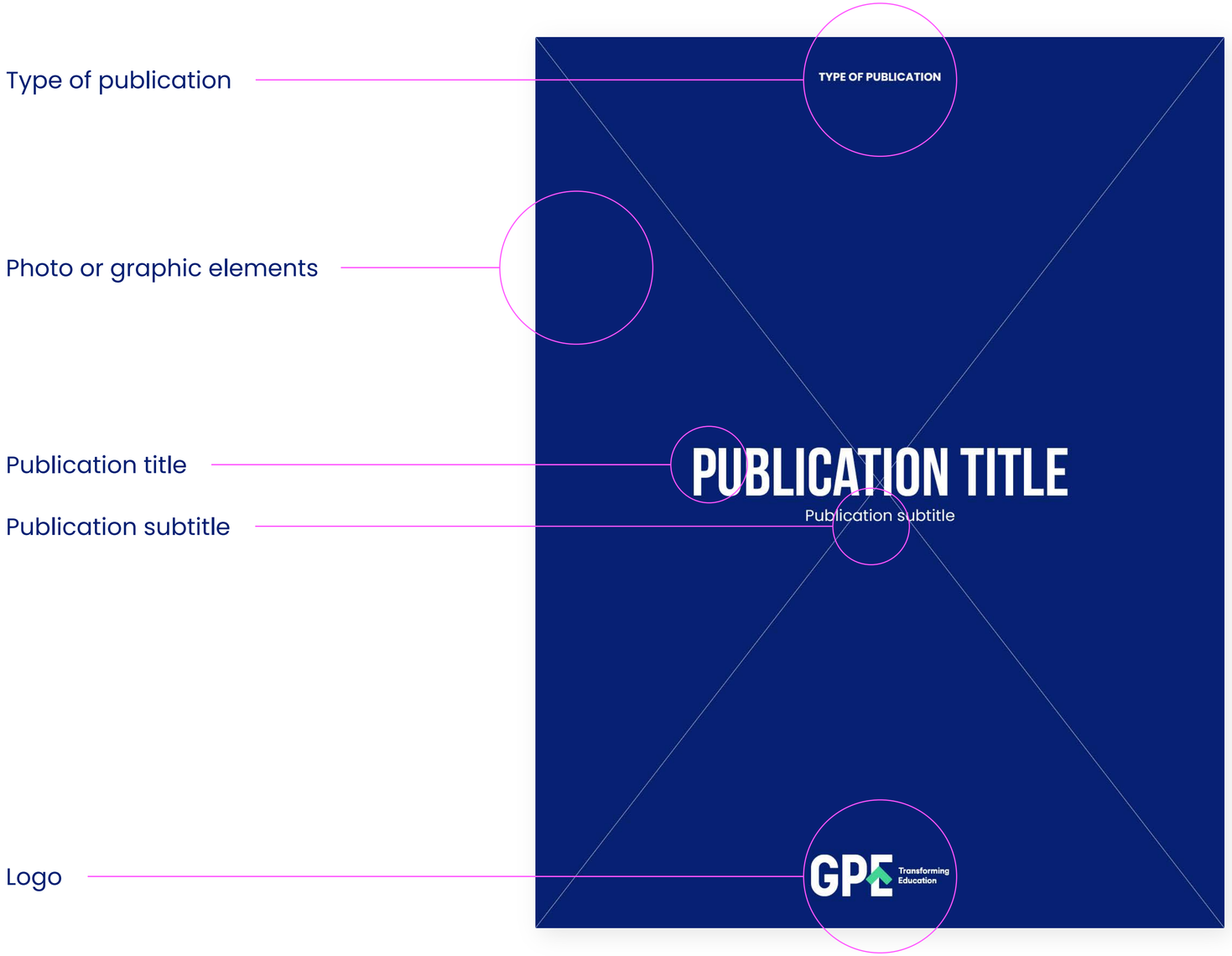
Graphic elements.
Primary colors + secondary colors used in a lower percentage than primary colors.

INTERNAL LAYOUT

We always use black and white images.

Each chapter opens with a large image that takes up an entire double page.

We use two columns of text to facilitate reading and create movement on the pages.



Chapter number

Title opening chapter
(first level)

Text introduction to chapter

Photo description / photo credit



Simple box

Title *(second level)*

Title *(third level)*

Main text

Pull quote

Bullet point *(arrows)*

Box with photo

SECOND LEVEL TITLE

Third level title

Main text - Posserissi aliqui alibusam, ipsam, nobis es dolendi tibusant volum dolo quam aliqui dolo tem audi iuntes dolupta quidunt, siminctur sint reptatureium acero duntur?

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"Pull quote example - GPE 2025 seeks transformational change to support GPE partner countries in protecting past gains and accelerating progress toward more resilient education systems."

Box title

The GPE Knowledge and Innovation Exchange (KIX) is GPE's fund for meeting global public goods gaps in education. KIX connects the expertise, innovation and knowledge of GPE partners to help developing countries build stronger education systems. Through the sharing and funding of proven solutions and innovations, KIX ensures that evidence-based solutions get in the hands of national policymakers and directly feed policy dialogue and planning processes, and builds capacity to produce, integrate and scale knowledge and innovation in GPE partner countries. The International Development Research Centre is the grant agent for KIX.

Third level title

Main text - Posserissi aliqui alibusam, ipsam, nobis es dolendi tibusant volum dolo quam aliqui dolo tem audi iuntes dolupta quidunt, siminctur sin ipsuntion nus nius aute ea t rmi, offic totas dest, voluptaquam, officil mi, se is eius asmi, offic totas dest, voluptaquam, officil mi, se is eius as earcide liquos sunt re odis magnis ut aborerum dolum nis aut que non reium core plate maximill earcide liquos sunt re odis liqui dolo temmagnis ut aborerum dolum nis autolupta quidunt, siminctur sin ip que non reium core plate maximille ptatureium acero duntur?

GPE'S SUPPORT TO REFUGEES IN ETHIOPIA



Ethiopia is the third largest refugee-hosting country in Africa, with more than 800,000 refugees mainly from neighboring countries of South Sudan, Somalia, Eritrea and Sudan. Ethiopia adopted the Comprehensive Refugee Response Framework in 2016, and in 2019, made provisions to provide refugees with access to pre-primary and primary education. In 2021, the country used $20 million from the GPE Multiplier, with cofinancing from the World Bank and Denmark, to launch an $80 million refugee integration program focusing on the regions of Afar, Benishangul-Gumuz, Gambella, Somali and Tigray. The program supports the long-term goal of integrating refugee children in the national system by serving both refugees and host communities in the same schools, with a particular focus on equity, including addressing barriers and challenges faced by girls.

Figure

Highlight

Photo with graphic elements

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Third level title

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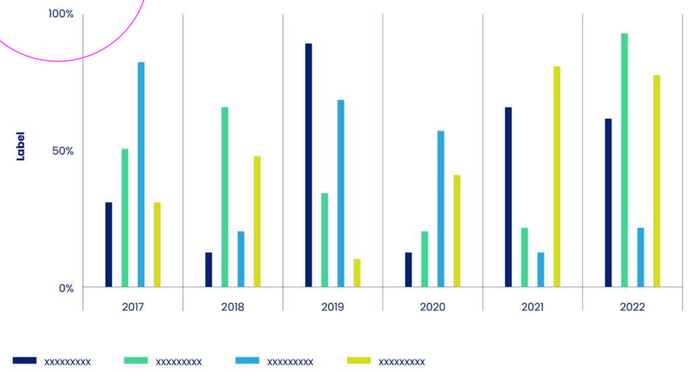
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photo description

© photo credit: xxx

Figure 1. Title figure



Third level title

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Ebis eturendi as doluptae plandici dem quias ent esequo tecearitibus quatusae ratusci magnihitin pa asit et quas doluptatis doluptate consedi

Other box

Simple box



Technical Publications

Cover background.
• Only primary colors.



• Typography
• No photos

Graphic elements.
One secondary color for the graphic details to differentiate between publications.

Graphic elements.
Primary colors + 1 secondary color.



Internal layout.
Primary colors + the secondary color used for the cover (charts, highlights...). Color photos can be added.

COVERS



COVER

Background.
Typography.
No photos.
Only primary colors.

Graphic elements.
One secondary color for the graphic details to differentiate between publications.

INTERNAL LAYOUT

We use one column of text to ensure a simply layout, considering the document is technical and very text-based.



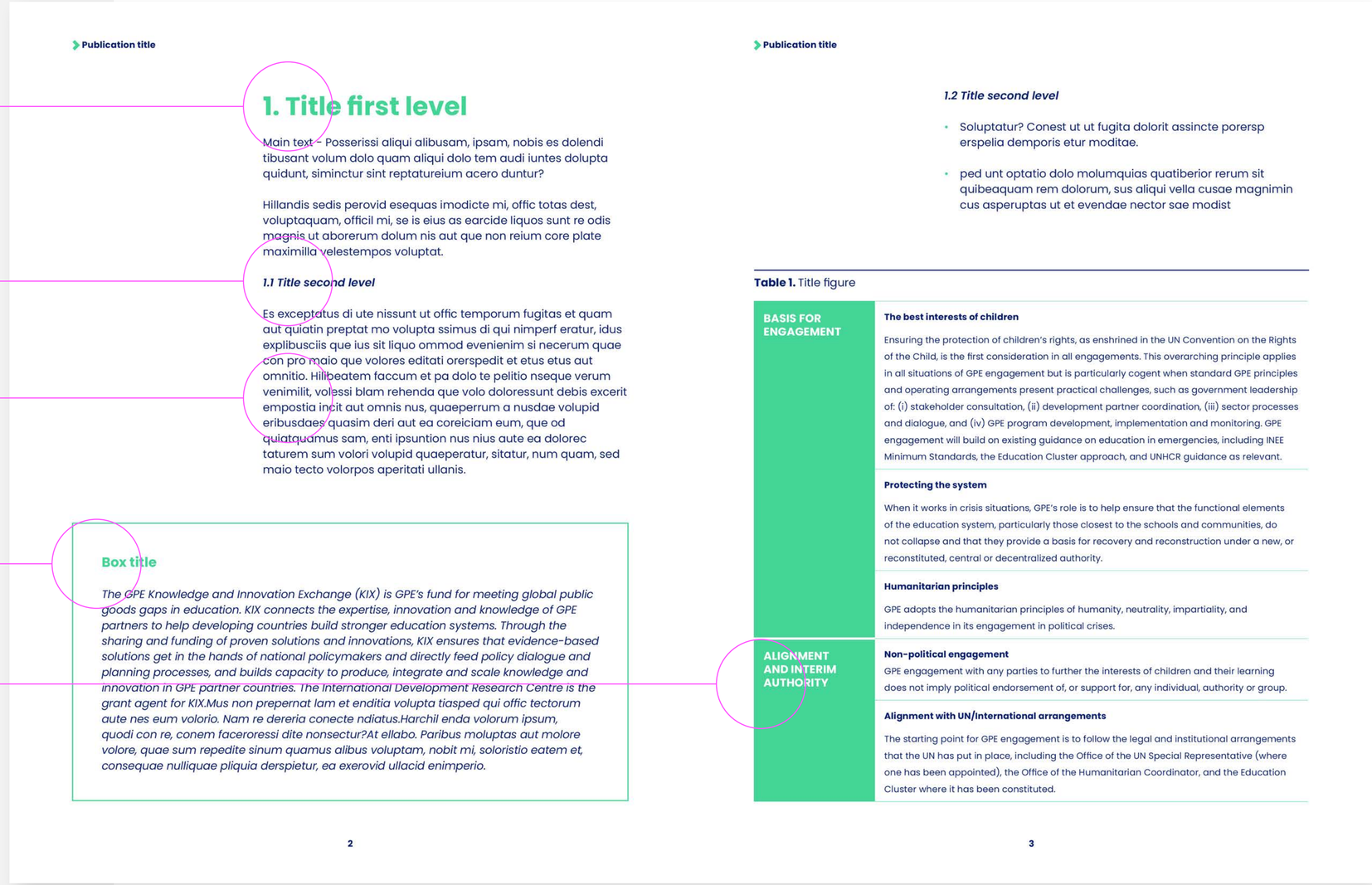
Main title *(first level)*

Title *(second level)*

Main text

Simple box

Table



Publication title

1. Title first level

Main text - Posserissi aliqui alibusam, ipsam, nobis es dolendi tibusant volum dolo quam aliqui dolo tem audi iuntes dolupta quidunt, siminctur sint reptatureium acero duntur?

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1.1 Title second level

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Box title

The GPE Knowledge and Innovation Exchange (KIX) is GPE's fund for meeting global public goods gaps in education. KIX connects the expertise, innovation and knowledge of GPE partners to help developing countries build stronger education systems. Through the sharing and funding of proven solutions and innovations, KIX ensures that evidence-based solutions get in the hands of national policymakers and directly feed policy dialogue and planning processes, and builds capacity to produce, integrate and scale knowledge and innovation in GPE partner countries. The International Development Research Centre is the grant agent for KIX.Mus non prepernat lam et enditia volupta tiasped qui offic tectorum aute nes eum volorio. Nam re dereria conecte ndiatus.Harchil enda volorum ipsum, quodi con re, conem faceroressi dite nonsectur?At ellabo. Paribus moluptas aut molore volore, quae sum repedite sinum quamus alibus voluptam, nobit mi, soloristio eatem et, consequae nulliquae pliquia derspietur, ea exerovid ullacid enimperio.

2

Publication title

1.2 Title second level

- Soluptatur? Conest ut ut fugita dolorit assincte porersp erspelia demporis etur moditae.
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Table 1. Title figure

BASIS FOR ENGAGEMENT	**The best interests of children**	Ensuring the protection of children's rights, as enshrined in the UN Convention on the Rights of the Child, is the first consideration in all engagements. This overarching principle applies in all situations of GPE engagement but is particularly cogent when standard GPE principles and operating arrangements present practical challenges, such as government leadership of: (i) stakeholder consultation, (ii) development partner coordination, (iii) sector processes and dialogue, and (iv) GPE program development, implementation and monitoring. GPE engagement will build on existing guidance on education in emergencies, including INEE Minimum Standards, the Education Cluster approach, and UNHCR guidance as relevant.
	Protecting the system	When it works in crisis situations, GPE's role is to help ensure that the functional elements of the education system, particularly those closest to the schools and communities, do not collapse and that they provide a basis for recovery and reconstruction under a new, or reconstituted, central or decentralized authority.
	Humanitarian principles	GPE adopts the humanitarian principles of humanity, neutrality, impartiality, and independence in its engagement in political crises.
ALIGNMENT AND INTERIM AUTHORITY	**Non-political engagement**	GPE engagement with any parties to further the interests of children and their learning does not imply political endorsement of, or support for, any individual, authority or group.
	Alignment with UN/International arrangements	The starting point for GPE engagement is to follow the legal and institutional arrangements that the UN has put in place, including the Office of the UN Special Representative (where one has been appointed), the Office of the Humanitarian Coordinator, and the Education Cluster where it has been constituted.

3

Main title *(first level)*

Figure

Pull quote

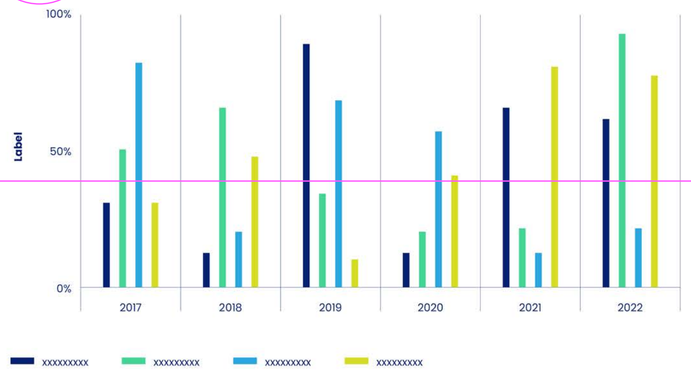
2. Title first level

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2.1 Title second level

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Figure 1. Title figure



Box title

The GPE Knowledge and Innovation Exchange (KIX) is GPE's fund for meeting global public goods gaps in education. KIX connects the expertise, innovation and knowledge of GPE partners to help developing countries build stronger education systems. Through the sharing and funding of proven solutions and innovations, KIX ensures that evidence-based solutions get in the hands of national policymakers and directly feed policy dialogue and planning processes, and builds capacity to produce, integrate and scale knowledge and innovation in GPE partner countries. The International Development Research Centre is the grant agent for KIX.Mus non prepernat lam et enditia volupta tiasped qui offic tectorum aute nes eum volorio. Nam re dereria conecte ndiatus.Harchil enda volorum ipsum, quodi con re, conem faceroressi dite nonsectur?At ellabo. Paribus moluptas aut molore volore, quae sum repedite sinum quamus alibus voluptam, nobit mi, soloristio eatem et, consequae nulliquae pliquia derspietur, ea exerovid ullacid enimperio.

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Other Publications

Background.
• White.

Photos.
Black and white.
The photo must fill approx.
50% of the page.

Graphic elements.
Primary colors + 1 secondary color.

EXAMPLES





Other Publications

COVER

White background.
Black and white photos.
The photo must fill approx.
50% of the page.

INTERNAL LAYOUT

Two columns of text. Photos with GPE filter.



Main title *(first level)*

Subtitle

Main text

Citation

Author



Main title *(first level)*

Subtitle

Main text

Photo

Citation

Author

COUNTRY NAME
FIRST LEVEL TITLE

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The ministry is pleased to be partnering with the OECS Commission and GPE. [This partnership] goes beyond providing direct funding in response to the pandemicrelated challenges within the education sector: it also offers indirect support to the local economy through the creation of jobs at the community level to vulnerable families, one household at a time."

Michelle Charles, Permanent Secretary, Ministry of Education, St. Lucia

COUNTRY NAME
FIRST LEVEL TITLE

When COVID-19 hit, the government of Lao PDR developed an innovative approach to ensure students could continue learning despite school closures. With support from GPE, UNICEF and the European Union, the Ministry of Education and Sports launched Khang Panya Lao (Wisdom Warehouse), the country's first national digital teaching and learning platform.

Children across Lao PDR are benefiting from quality digital learning thanks to Khang Panya Lao, the country's first national digital teaching and learning platform. Credit: UNICEF Lao PDR/K. Saypaseuth.



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Main title *(first level)*

Subtitle

Photo

Citation

Author

COUNTRY NAME
FIRST LEVEL TITLE

When COVID-19 hit, the government of Lao PDR developed an innovative approach to ensure students could continue learning despite school closures. With support from GPE, UNICEF and the European Union, the Ministry of Education and Sports launched Khang Panya Lao (Wisdom Warehouse), the country's first national digital teaching and learning platform.

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Michelle Charles,
Permanent Secretary, Ministry of Education, St. Lucia

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Michelle Charles,
Permanent Secretary, Ministry of Education, St. Lucia



Children across Lao PDR are benefiting from quality digital learning thanks to Khang Panya Lao, the country's first national digital teaching and learning platform. Credit: UNICEF Lao PDR/K. Saypaseuth.

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Programme branding

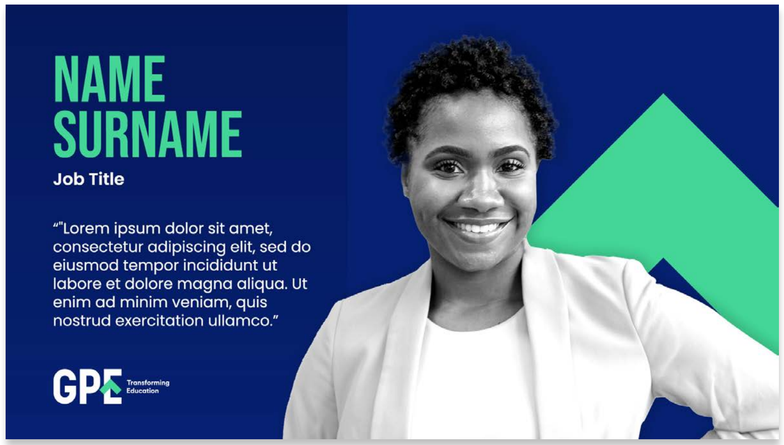
The logos (sub-brands) must be typographic; the color blue will be the common thread between all brands, fonts will be the same.

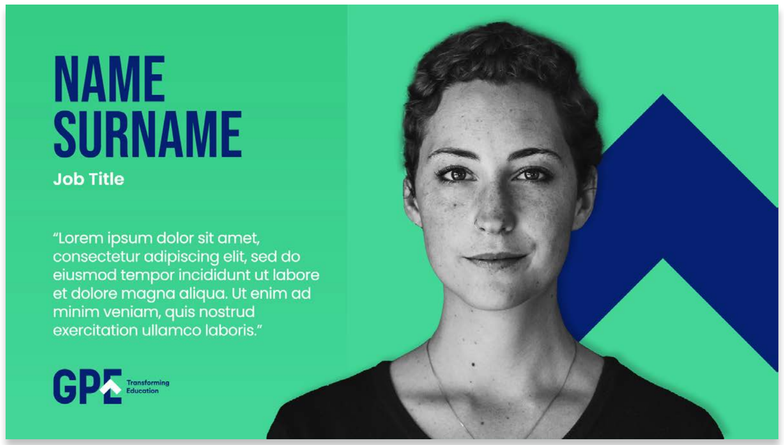
LOGO	SYMBOL	COLORS	FONTS	GRAPHIC ELEMENTS
GPE Transforming Education			ABC ABC abc Poppins	
EDUCATIONOUTLOUD advocacy & social accountability			ABC ABC abc Poppins	
GPE KIX KNOWLEDGE INNOVATION EXCHANGE			ABC ABC abc Poppins	
NEXT PROGRAMME		TBD	ABC ABC abc Poppins	TBD

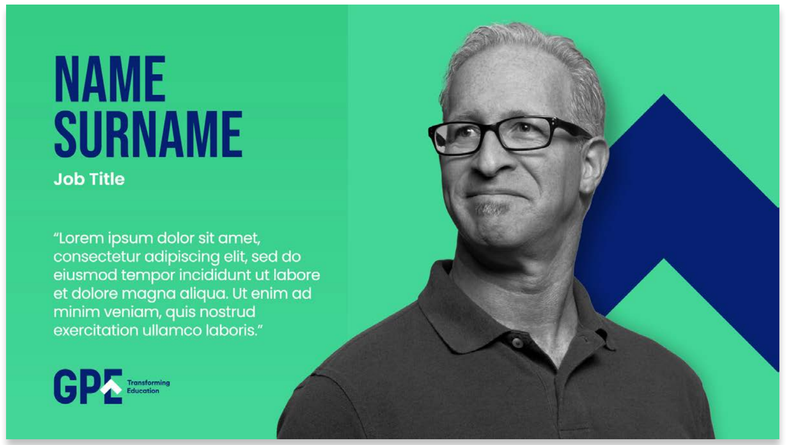

EDUCATION = HOPE
GPE Transforming Education


INVESTING
IN THE WORLD
WE WANT
GPE Transforming Education


EVERY
CHILD
has the right to go to school and learn
GPE Transforming Education


NAME
SURNAME
Job Title
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GPE Transforming Education


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GPE Transforming Education

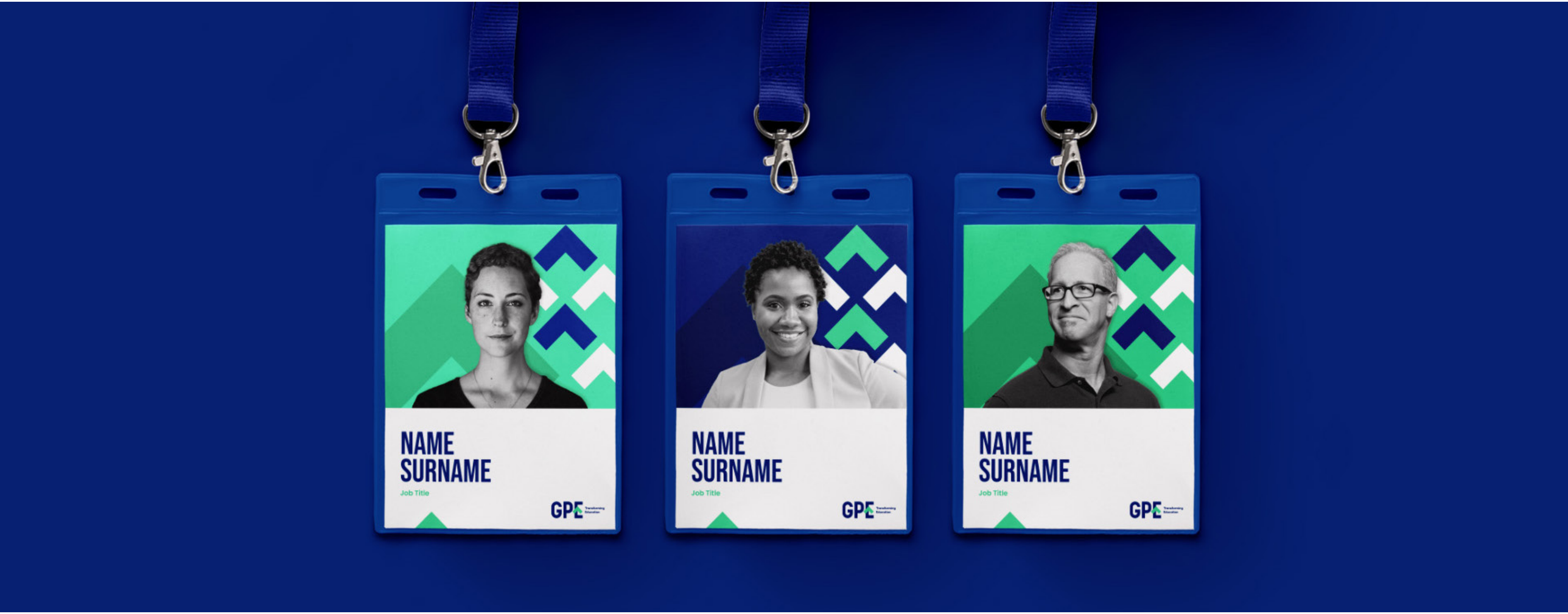

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GPE Transforming Education

Examples - Gadgets






GPE
TRANSFORMING
EDUCATION
GPE
Transforming
Education


NAME
SURNAME
Job Title
GPE
NAME
SURNAME
Job Title
GPE
NAME
SURNAME
Job Title
GPE

All GPE logos are available on GPE's intranet (MyGPE/) and on the website
https://www.globalpartnership.org/news/logos-style-guide

GPE