GLOBAL PARTNERSHIP *for* EDUCATION

Identity Guidelines

To successfully create a strong and unified application of the logo, follow the graphic standards and usage guidelines included in this guide. If you have any questions about the guidelines or how to implement them, please contact us using the information on the final page.

December, 2011 / © ZAGO

The Logo Symbol 03
Logo with Wordmark 04
Logo with Wordmark plus Tagline 06
Logo with Wordmark plus URL 08
Black and White 10
Logo Size Restriction 11
Safety Margins 12
Unacceptable Uses of the Logo 14
Backgrounds 15
Colors 17
Secondary Colors 18
Typography 19
Web Typography 21
Contacts 23

THE LOGO SYMBOL

The new identity of the Global Partnership for Education is a simplified book of five pages. The book is open and its pages fanned out, referencing the Global Partnership for Education's widespread goals for global education. The corners of the book's pages are rounded and the color choices are bright and cheerful, which adds a playful, childlike quality to the logo.

The design is versatile, as it allows for Global Partnership for Education's subsidiary branches to also be represented through different color schemes. Through the imagery of the book, it directly connotes the essential themes of education, learning, school.

LOGO WITH WORDMARK

The three configurations of logo and wordmark on this page demonstrate the options that can be used:

- (top) logo with large wordmark
- (middle) logo with medium wordmark
- (bottom) logo with small wordmark underneath.

The orientation of text and/or logo should not be altered in any way otherwise.

French version

PARTENARIAT MONDIAL
pour L'EDUCATION

PARTENARIAT
MONDIAL *pour*
L'EDUCATION

PARTENARIAT
MONDIAL *pour*
L'EDUCATION

LOGO WITH WORDMARK plus TAGLINE

The three configurations on this page show the logo and wordmark with tagline. These are the three options to be utilized. The orientation of text and/or logo should not be altered in any way otherwise.

GLOBAL PARTNERSHIP
for EDUCATION
quality education for all children

GLOBAL
PARTNERSHIP
for EDUCATION
quality education for all children

GLOBAL
PARTNERSHIP
for EDUCATION
quality education for all children

The French version of the logo with tagline only includes two options. It does not include a third option, since the arrangement was not suitable for the amount of text.

LOGO WITH WORDMARK
plus URL

The three configurations on this page show the logo and wordmark with URL. These are the three options to be utilized. The orientation of text and/or logo should not be altered in any way otherwise.

French version

PARTENARIAT MONDIAL
pour L'EDUCATION
partenariatmondial.org

PARTENARIAT
MONDIAL *pour*
L'EDUCATION
partenariatmondial.org

PARTENARIAT
MONDIAL *pour*
L'EDUCATION
partenariatmondial.org

BLACK AND WHITE

The color version of the logo is preferred and we suggest using it in all cases possible. However, in the case of production limitations, photocopying or situations with third parties in which color is not available, the logo can appear in black and white (grayscale here).

It can appear in grayscale on a white background or on a black background.

LOGO SIZE RESTRICTION

Respect the following size limits to ensure that the logo is used in a legible, effective and consistent manner in applications where it is to appear small. Note the minimum print and screen sizes. There is no maximum size.

minimum print size

1/4" (0.6 cm)

1-1/2" (4 cm)

1-1/8" (3 cm)

5/8" (1.6 cm)

minimum screen size

25 pixels

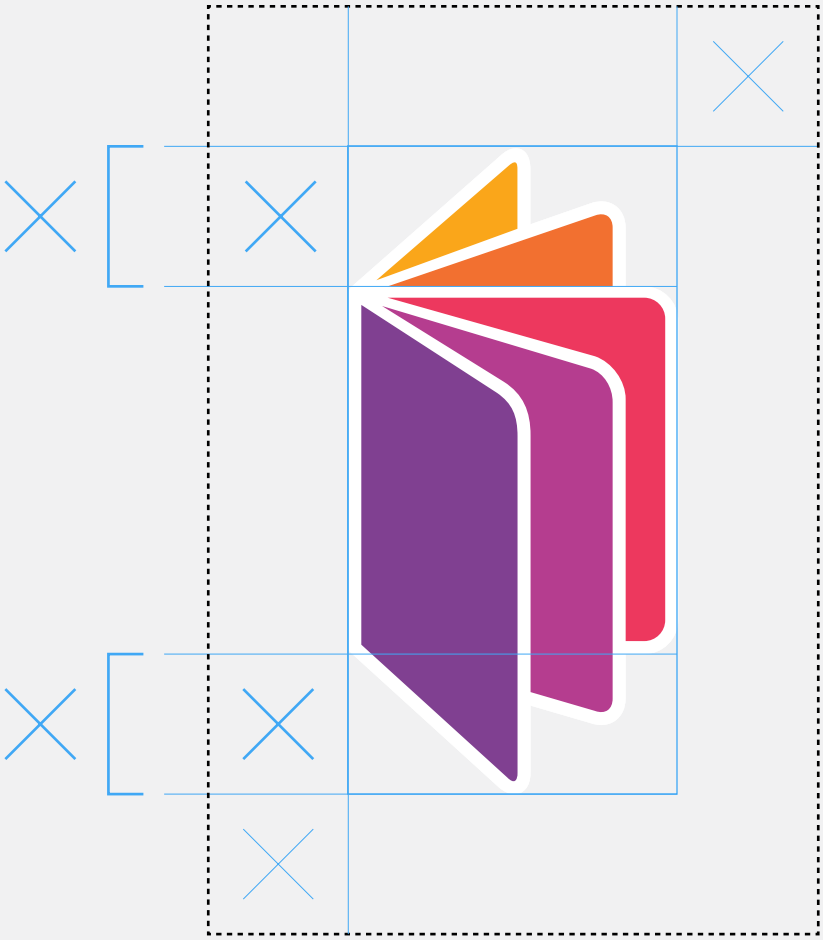
162 pixels

120 pixels

70 pixels

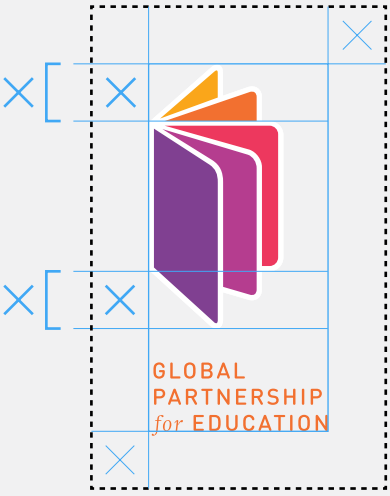
SAFETY MARGINS

For most brand applications, the following illustration indicates the clear space that must be maintained on all sides of the logo. This is necessary for the logo to be perceived as separate from the other elements in the environment in which it appears. Please note: this rule applies to collateral materials such as stationery and print or video advertisements.



SAFETY MARGINS

Margins for the three logo/wordmark configurations:

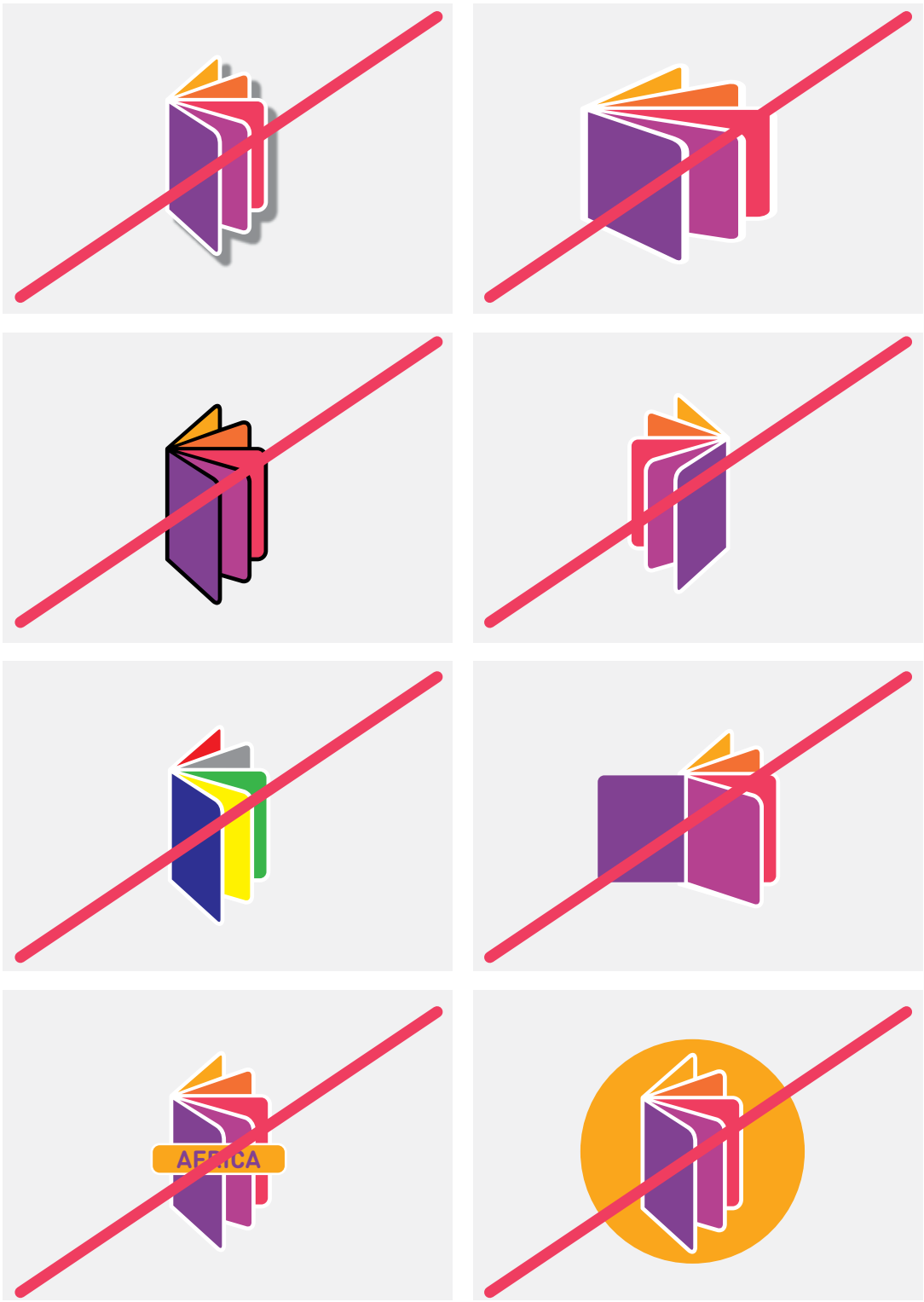


UNACCEPTABLE USES OF THE LOGO

To ensure a consistent and appropriate brand identity, a general set of guidelines is outlined below. Remember, the Global Partnership for Education logo should never be modified in color, lettering or shape. Altering the logo in any way will give it a different appearance.

You should stay away from;

1. adding drop-shadow
2. stretching
3. adding an outline color
4. flipping the direction
5. changing the color
6. altering the shapes
7. introducing new elements
8. placing it within a shape



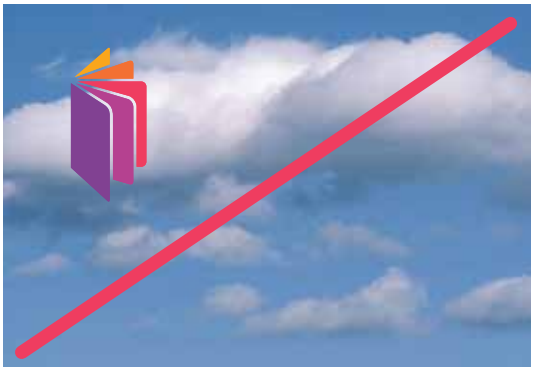
BACKGROUNDS

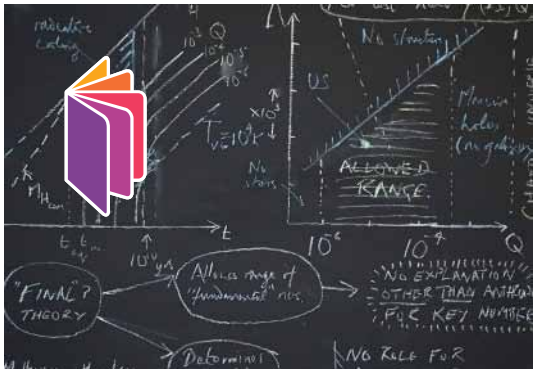
The logo should appear on a limited selection of background colors. These include colors found in the logo itself, white, black and gray.

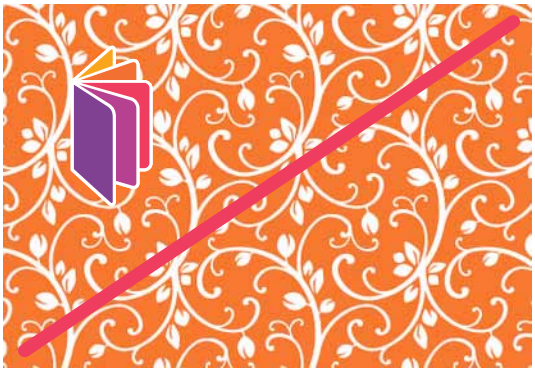
BACKGROUNDS

These backgrounds are not allowed:

- Busy backgrounds
- On a background without the logo's white outline
- In obstruction of a crucial element in an image







COLORS

CMYK (process color) for four-color printing
CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black).

C	60	30	0	0	0
M	90	90	92	70	45
Y	5	5	50	90	100
K	0	0	0	0	0

RGB Colors for Screen or projection
The RGB color model is an additive color model in which red, green, and blue light are combined.

R	128	180	238	242	249
G	63	62	57	111	166
B	145	143	95	49	26

Web colors HEX

HEX	803f91	b43e8f	ee395f	f26f31	f9a51a

Pantone Solid Matte

PANTONE	267U	247U	213U	158U	129U

SECONDARY COLORS

We developed a full spectrum of colors for the new identity of the Global Partnership for Education. These colors are bright and cheerful. We have also allowed for the usage of a secondary color scheme.

C	88	85	70	50	45	75	75	30	5
M	70	45	10	10	20	10	0	10	20
Y	25	5	0	20	35	50	100	100	100
K	10	0	0	0	0	0	0	0	0

R	52	18	20	126	147	46	57	190	243
G	84	123	177	188	176	170	181	197	199
B	130	185	231	198	167	150	74	49	22

HEX	345381	127bb8	14b0e6	7ebcc6	92afa6	2da995	38b449	bec531	f3c615

PANT	2945U	Process Blue U	306U	550U	5507U	3268U	375U	396M	7404U

TYPOGRAPHY

The primary font to be used for titles is:
Din Round.

DIN Round Pro Light
The quick brown fox
jumps over the lazy dog

Din Round Pro Medium
The quick brown fox
jumps over the lazy dog

Din Round Pro Bold
The quick brown fox
jumps over the lazy dog

TYPOGRAPHY

The secondary font to use for copy and body text is: **Swift**.

Swift Regular
The quick brown fox jumps over the lazy dog

Swift Italic
The quick brown fox jumps over the lazy dog

Swift Bold
The quick brown fox jumps over the lazy dog

WEB TYPOGRAPHY

For web use, the system fonts that will replace DIN Round and Swift are:
Arial and Georgia.

Arial Regular
The quick brown fox
jumps over the lazy dog

Arial Bold
The quick brown fox
jumps over the lazy dog

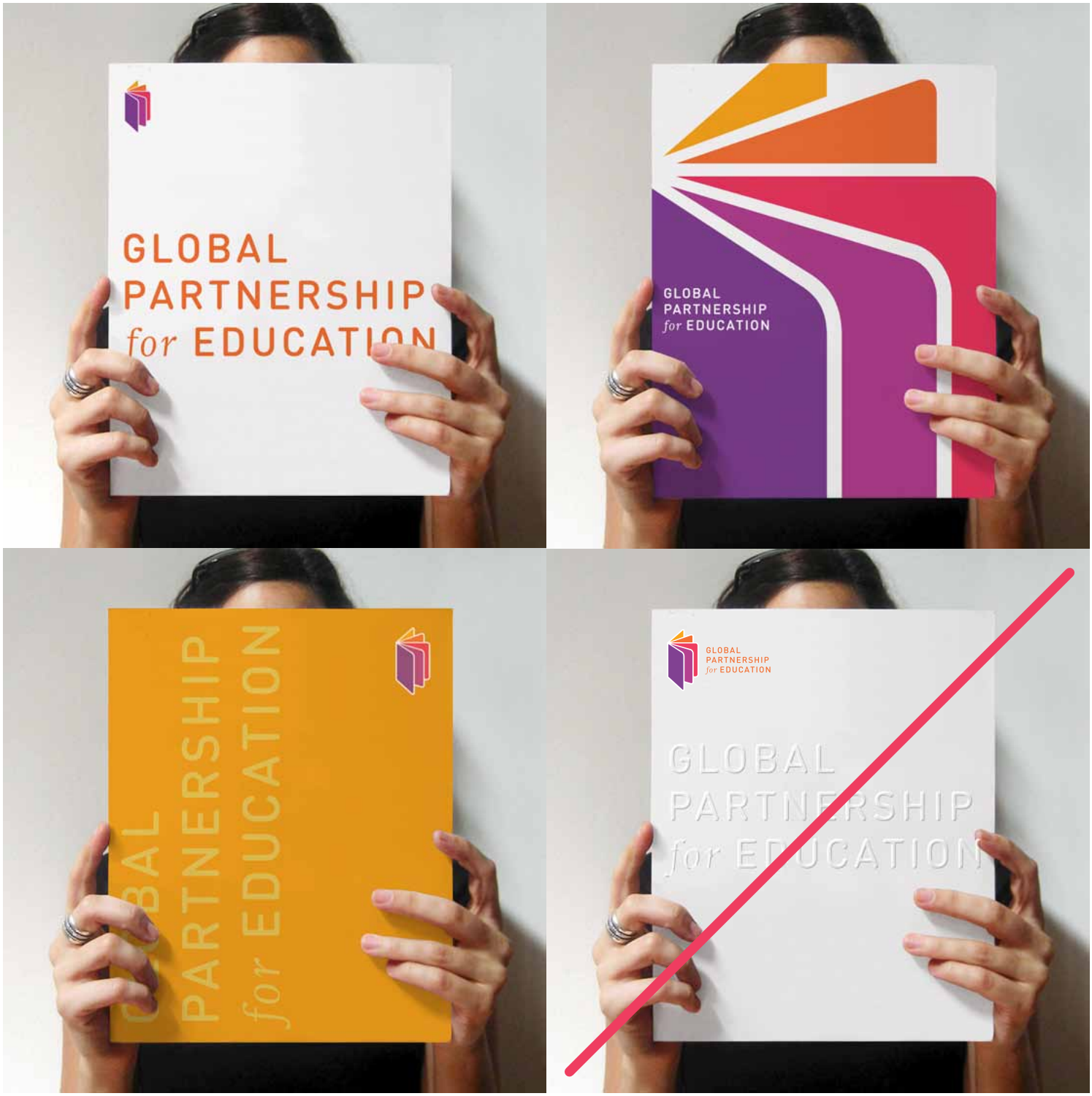
Georgia Regular
The quick brown fox
jumps over the lazy dog

Georgia Italic
The quick brown fox
jumps over the lazy dog

Georgia Bold
The quick brown fox
jumps over the lazy
dog

The following image is an example of the correct application of the design IF the logo and wordmark must be separated.

- The logo must appear alone, with safety margins still respected
- The wordmark must appear in the correct color
- The wordmark or icon should not appear twice on the same surface
- Since the organization name and tagline are long, we suggest using those elements separately in equally prominent roles



CONTACT

Questions? Need artwork?
Need permissions for
nonstandard use of the Global
Partnership for Education
branding elements?
All questions regarding the logo
usage are to be addressed using
this contact information.

information@globalpartnership.org