



NEW BRAND BOOK

Effective June 2021

Introduction

The Global Development Network (GDN) brand is the face and personality we present to the global community. It is as important as the products and services we provide. Our brand is the total effect of our logo, products and services, brand names, public relations, promotional materials, and presentations – everything that represents us.

We have created this new brand book to provide all the necessary specifications we need to maintain its integrity. The guidelines in this brand book are aimed to improve the creative process, and represent GDN as a distinctive, modern organization to the outside world. For questions write to communications@gdn.int.

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The GDN Brand

The Global Development Network's brand name has been well known ever since the organization was established in 1999. Since then, its logo has undergone a few changes, as has its brandmarks and elements.

In 2015, and later in 2019, the look and feel of GDN's brand was changed to look cleaner, clearer and approachable.

This 2021 revision of the brand book builds further on these changes: retaining GDN's well known logo and latest tagline, but changing a few other key elements of the brand to something more modern.

GDN connects social science researchers with policymakers and development stakeholders across the world. The flower on GDN's logo symbolizes these connections, which work together to create development knowledge, analysis and insight.



Our name and description

In running text, we write our name as the Global Development Network. The word 'the' precedes in every case, although it is not capitalized. We refer to ourselves simply as GDN, once our full name has been used.

Use of the word 'the' may be dropped in certain cases, such as on partner listings, under the letter 'G.'

This is how we describe ourselves in a single sentence:

The Global Development Network (GDN) is a public international organization that supports high quality, policy-oriented, social science research in developing and transition countries, to promote better lives.

Here is a standard paragraph description of the organization:

The Global Development Network (GDN) is a public international organization that supports high quality, policy-oriented, social science research in developing and transition countries, to promote better lives. It supports researchers with financial resources, global networking, and access to information, training, peer review

and mentoring. GDN acts on the premise that better research leads to more informed policies and better, more inclusive development. Through its global platform, GDN connects social science researchers with policymakers and development stakeholders across the world. Founded in 1999, GDN is currently headquartered in New Delhi, India with an European office in Clermont-Ferrand, France.

Our logo and how to use it

Consisting of two wordmarks – GDN and Global Development Network – and the flower symbol, the GDN logo is our primary brand identifier, and it must appear in every official, external GDN communication. It is a unique piece of artwork specifically created for our brand. Never under any circumstances should the GDN logo artwork be altered or re-created.

Approved GDN logos are available on the GDN website www.gdn.int in the section on media and resources. It must always be used in full color.

Only in very rare instances, and with the explicit approval of communications@gdn.int can the GDN logo be reversed, and used as a white logo on a dark background. All-black logos are no longer permissible.



The GDN logo should always be surrounded by an area of clear space to ensure it has legibility and impact. This isolates the logo and protects it from competing with other visual elements such as text and/or graphics. As shown in the accompanying graphic, the absolute minimum amount of clear space that should surround the logo in any application is equal to the size of the 'G' in the GDN wordmark.

The GDN logo can be scaled to a variety of sizes, as long as the organizations full name in the logo can be easily read. In situations where an extremely small logo is required, such as in an app or social media platform, then only the red GDN flower may be used.

Note that use of the GDN flower by itself must be approved by communications@gdn.int.



GDN

Global
Development
Network

The logo must never be vandalized in any way. Here are a few DON'Ts, written in stone:

NEVER

- rearrange the elements of the logo
- distort the logo or its proportions
- retype or retypeset the logo
- use the logo on a background that does not provide enough contrast
- outline the logo or its parts
- change the colors of the logo, especially the flower. A grey wordmark or a pink flower will not do
- alter or recreate any part of the logo
- separate the letters GDN to use it on its own.
- use a watermark of the flower (no longer in use)
- misuse the logo by placing it on a document that does not have sign off for external use by the organization

Our strapline

GDN's strapline is now, 'Local Research for Better Lives.'

The strapline should NOT be used in close proximity with the GDN logo, but elsewhere in the product. It is NOT a part of the logo/name lockup.

All GDN's institutional communications materials should use the strapline. The strapline does not need to be used on any communications materials produced by GDN's partners.

The strapline should only appear in approved GDN fonts. All other straplines are no longer in use.

Local research for better lives.

Discontinued elements

GDN no longer uses the old flower-petal band anywhere.

GDN does not use its flower watermark anywhere.

GDN's old strapline about being a research capacity program is no longer used.

GDN's older font Myraid Pro will soon go out of style. It is being replaced with more modern and easily available font families.

GDN does not use any graphic art or elements in its institutional communications. Sometimes, these are commissioned for specific purposes, such as infographics, with prior permission from communications@gdn.int

Our colors

GDN Dark Grey
Pantone Cool Gray 9C
CMYK: 0/0/0/60
RGB: 137/137/137
Hex: d9212e

GDN Light Grey
Pantone Cool Gray 1C
CMYK: 0/0/0/20
RGB: 217/218/218
Hex: cccccc

GDN Red
Pantone: 186 C
CMYK: 5/100/90/2
RGB: 217/33/46
Hex: d9212e

GDN Blue
CMYK: 38/0/5/0
RGB: 150/217/237
Hex: 96D9ED

GDN White
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: FFFFFF

To achieve a more modern look and feel, GDN Blue is now used as a primary color, and GDN Red remains an accent color only. Greys are used minimally. Additional color use is very rare and must be approved by communications@gdn.int. Note that these brand colors need not be used in joint communications with other partners.

Extended palette

GDN does use an extended color palette for products overseen by the Communications Unit. Please contact communications@gdn.int to determine whether the extended palette may be used - or another needs to be devised.

- The extended color palette was used in the Natural Resource Management infographic series

- The extended color palette is being used to distinguish between the various geographical regions from which the Doing Research Assessments are being published.

GDN will soon introduce green into its primary color palette to signal our work in climate change/natural resources/biodiversity.

Typography

GDN uses modern, legible sans serif font families, available in a wide variety of weights and styles.

- The new primary fonts are from the Nourd and Barlow font families as shown. Nourd is always used in dominance over Barlow.
- Myriad Pro is being replaced across all GDN branded materials.
- Calibri (or another easily available font) should be used when the above fonts are not available, such as on websites or other online applications.
- Calibri (or another easily available font,) may also be used by grantees submitting a GDN report.

Only these fonts from these font families are allowed.
No more than 3 or 4 to be used in the same document or product.

This is Nourd

This is Barlow condensed

This is Nourd Bold

This is Nourd Light

This is Barlow
SemiCondensed

This is Barlow condensed thin

Our language and intent

GDN uses empowering, inspiring and inclusive language.

We use neutral, positive words such as 'chair' instead of 'chairman' or 'humanity' rather than 'mankind'.

We do not label people: we use the phrase, 'people with disabilities' because they are people first (and not 'disabled people').

We do not overstate results or refer to outcomes or actions in the superlative.

We try to provide positive criticism, including by noting the potential for a good outcome or result in our analysis

We ascribe equal respect and value to voices from the global South.

Spelling and writing

The Global Development Network prefers to use U.S. English spellings and an American style of writing (AP Style Guide).

Generally speaking, sentences should be short. About ten or twelve words per sentence is the golden standard. Sentences should be written in active voice. One paragraph should contain no more than 5-6 lines.

For more tips on how to turn in a report to GDN please refer to the GDN Paper and Report Submission Style Guide.

Imagery and artwork

The use of high-quality imagery is a vital component in the portrayal of the GDN brand.

GDN prefers to use images from its own programs. We use people's faces in close-ups, portraits, action photos and scenes from real life that show the footprint of our work.

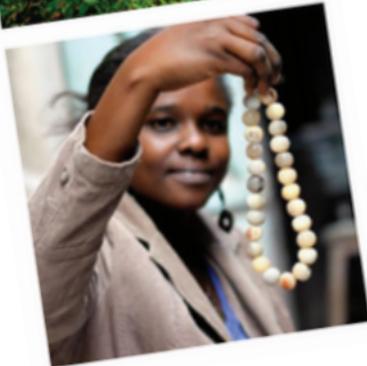
Representational images may be used with due credit.

All imagery should showcase diversity and seek to ensure a balanced representation of people from different demographics, including gender, ethnicity, age, cultural and religious backgrounds.

GDN credits illustrators, artists and photographers in all its publications.

GDN strives to portray the impact of its work through the imagery it uses.

Images: Left block: Pexels; SOKO project, Kenya. Middle block: Antolín Sánchez; SAFE project, Bangladesh. Right block, Barriopixel/GDN; Poh Si/GDN.



Our brand in partnership

These guidelines apply for using the GDN brand in partnership with other organizations:

- The GDN logo should be the same size as the other main partner logo(s), and appear in alphabetical order.
- The GDN logo can be dominant if GDN's role in the partnership is dominant and viceversa.
- Branding guidelines for partner organizations should be checked and followed
- GDN's logo is sacrosanct, as well as its guidelines on language and imagery. Partner events, products need not adhere to GDN colors, fonts and/or US style of spellings.



Photo: Gilbert Anthony/Pexels

