



**Global  
Partnership**

for Effective Development  
Co-operation

# Brand Tool Kit



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**Global  
Partnership**

for Effective Development  
Co-operation

# About the Global Partnership

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**The Global Partnership for Effective Development Co-operation was established at the Fourth High-Level Forum on Aid Effectiveness in November and December 2011.**

This is the Brand Tool kit for the Global Partnership for Effective Development Co-operation. It aims to reflect the objectives and core values of the Global Partnership. These guidelines set the standard for the design of all Global Partnership public communications.

The guidelines in this Brand Tool Kit are compulsory for any persons, including contractors, who produce communications for the Global Partnership, to ensure consistency.

Please read these guidelines carefully before using versions of the logo and producing communications using the supplied templates. The logo is available in formats compatible with Mac and PC.

# The logo



This concept is based on an abstract interpretation of the axial tilt of the earth, which reflects the countries, territories and organisations in the Global Partnership. The direction of the arms of the motif also symbolise momentum and co-operation. It signifies two parts coming together to form a whole.

The logo is made up of two components: the title and the motif. These components are always placed in a fixed relationship and should never be altered, separated or reproduced in any other way.

Where possible, the full color logo should be used, as displayed above.

# Versions of the logo

All the versions of the logo are available in eps and jpg formats.



Full color (English)



Full color (French)



Full color (Spanish)



Single color (English)



Single color (French)



Single color (Spanish)



White reversed (English)



White reversed (French)



White reversed (Spanish)

# Versions of the logo

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All the versions of the logo are available in eps and jpg formats. Available also in French and Spanish.



**Global Partnership**  
for Effective Development Co-operation

Full color (English)



**Global Partnership**  
for Effective Development Co-operation

Single color (English)



**Global Partnership**  
for Effective Development Co-operation

White reversed (English)

# Using the logo

## Exclusion zone



To ensure its integrity and visibility, all versions of the Global Partnership logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

The minimum areas of clear space around the logo are based on the height of “G” and “P” from the logotype.

## Minimum size



The minimum size recommended for printing has been set out to ensure clarity and legibility. All versions of the Global Partnership logo must never be reproduced below its minimum size.

# Incorrect use



It is important that all versions of the Global Partnership logo are used correctly and consistently in all applications. The following are some examples of incorrect use.



**DO NOT** alter or move the elements



**Global Partnership**  
for Effective Development  
Co-operation

**DO NOT** change the colours in the logo



**DO NOT** adjust, rotate, stretch or distort the logo in any way



**Global Partnership**  
for Effective Development  
Co-operation

**DO NOT** use drop shadows, glows or effects with the logo



**DO NOT** change the font in the logo



**Effective Development Co-operation**

**DO NOT** use the symbol with other names



**DO NOT** use the wrong version of the logo on an unsuitable background.



**DO NOT** place any version of the logo on a background that effects legibility



# Typography



The font we use is called Replica, to maintain a consistent typographic look throughout all professionally printed documents.

For in-house printing (Microsoft Word, Excel, etc) and digital application should be typeset in Arial.

## Replica

### Replica roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

### Replica roman italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

### Replica bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

### Replica bold italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***

## Arial

### Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

### Arial italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

### Arial bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

**Note:** We are not licensed to distribute fonts. Please purchase from licensed distributors. (Replica can be purchased from [www.lineto.com](http://www.lineto.com))


# Colour



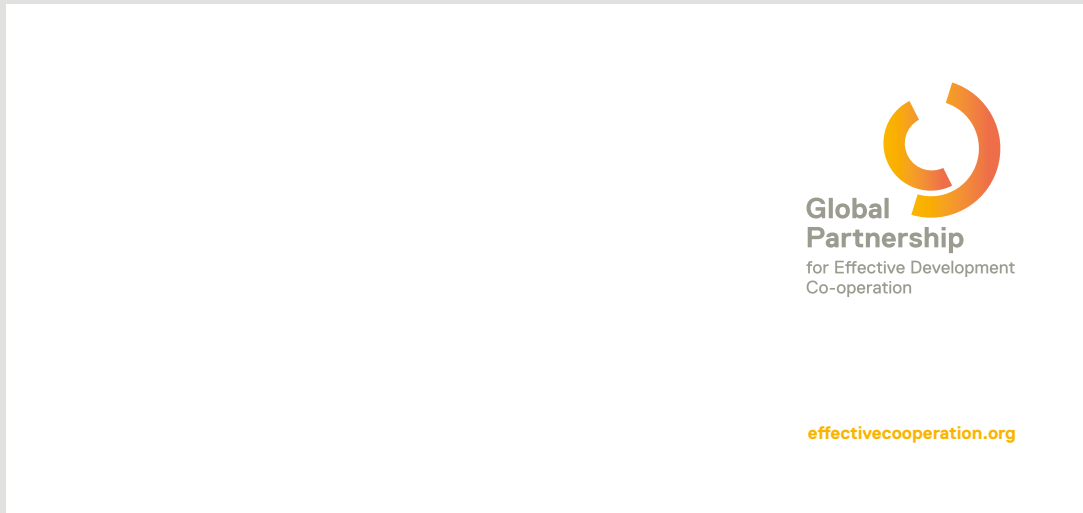
The Global Partnership logo is made up of three colours. The type is dark grey and the symbol a graduation made from yellow to orange.

The breakdown of these colours is shown below in Pantone 171 C, Pantone 7408 C and Pantone 7539 C. The Pantone and CMYK versions should be used for print, and the RGB/HTML values should be used for screen (including web, Power-Point presentations and TV advertising).

Details for secondary colours are also provided.

	<b>Pantone 171 C</b>	C 0 M 63 Y 72 K 0	R 255 G 92 B 62	HTML FF5C3E
	<b>Pantone 7408 C</b>	C 0 M 33 Y 100 K 0	R 242 G 175 B 0	HTML F2AF00
	<b>Pantone 712 C</b>	C 0 M 27 Y 43 K 0	R 255 G 201 B 153	HTML FFC999
	<b>Pantone 7539 C</b>	C 24 M 13 Y 18 K 38	R 152 G 155 B 151	HTML 989B97
	<b>Pantone Cool Gray 2 C</b>	C 5 M 3 Y 5 K 11	R 213 G 214 B 210	HTML D5D6D2

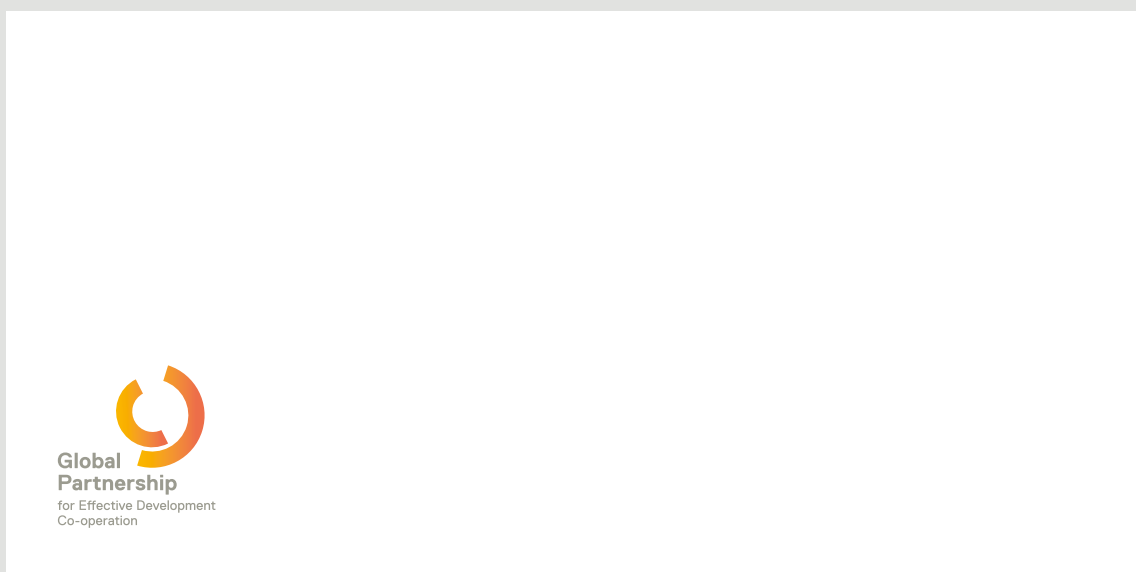
# Stationery



**Compliments slip**  
(210 mm x 99 mm)

**Business cards**  
(85 mm x 55 mm)

**DL Envelope**  
(220 mm x 110 mm)



**A4 Letterhead**  
(210 mm x 297 mm)



**UNDP**  
One United Nations Plaza, New York, NY 10017, USA  
Tel +1 (212) 906-5000 Fax +1 (212) 906-5364

**OECD**  
2 rue André Pascal, 75775 Paris Cedex 16, France  
Tel +33 1 45 24 82 00 Fax +33 1 45 24 85 00

[effectivecooperation.org](http://effectivecooperation.org)

# Press Release

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**FOR IMMEDIATE RELEASE:**

**Headline Goes Here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempor rutrum turpis, a lacinia mi. Cras placerat iaculis aliquet. Morbi id tortor sit amet nibh ornare molestie. Ut ac sollicitudin tortor. Quisque sed nisl cursus, molestie diam a, placerat odio. Ut molestie vel sapien non rhoncus. Nulla facilisi. Aliquam auctor nisi ligula. Pellentesque porttitor commodo nisl quis viverra. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer euismod lectus quis imperdiet pellentesque. Morbi ultrices metus id vehicula porta. Nulla vel condimentum lectus. Vivamus consequat eleifend neque, volutpat ultricies risus scelerisque vitae.

Pellentesque vitae massa vestibulum, rutrum tellus nec, lacinia arcu. Integer et est molestie, sagittis tortor vel, elementum quam. Nam et lacus non est tempus maximus. Quisque eget ullamcorper augue. Curabitur condimentum ligula nisl, et commodo mauris tempor ac. Praesent imperdiet nunc non eros fermentum ullamcorper. Donec ligula eros, condimentum ut pulvinar ac, viverra id tellus.

Donec non tellus accumsan, ullamcorper mi at, hendrerit erat.

Contact:  
Name Surname  
email@example.com  
Address,  
Address,  
Address,  
Tel +00 000 0000

**UNDP**

One United Nations Plaza, New York, NY 10017, USA  
Tel +1 (212) 906-5000 Fax +1 (212) 906-5364

**OECD**

2 rue André Pascal, 75775 Paris Cedex 16, France  
Tel +33 1 45 24 82 00 Fax +33 1 45 24 85 00

[effectivecooperation.org](http://effectivecooperation.org)

# Meeting Document

Portrait - front cover

(210 mm x 297 mm)



## Meeting Document Title

(Meeting Document Subtitle) Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Author: Name Surname**

(Description of the document) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec gravida maximus sem, quis efficitur tortor laoreet nec. Nam venenatis enim purus, pretium pretium risus vestibulum vel. Fusce non posuere ante. Praesent at nulla velit. In consequat ut nulla id laoreet. Aenean imperdiet sit amet eros ut fringilla. Proin euismod elit a mauris pretium, id mattis mi cursus. Vivamus malesuada id metus non laoreet. Aenean a tortor et nisi euismod euismod fringilla vitae magna. Sed justo odio, vulputate sed pellentesque nec, tincidunt et velit. Maecenas ullamcorper tellus vitae tempus porttitor.

**Date**

## Presentation

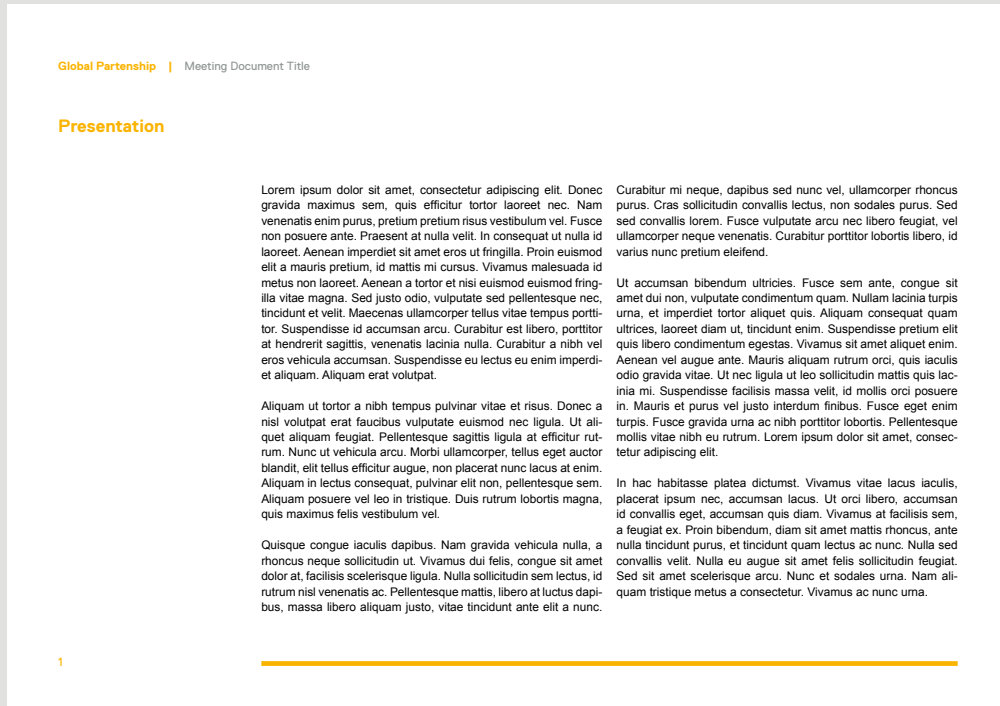
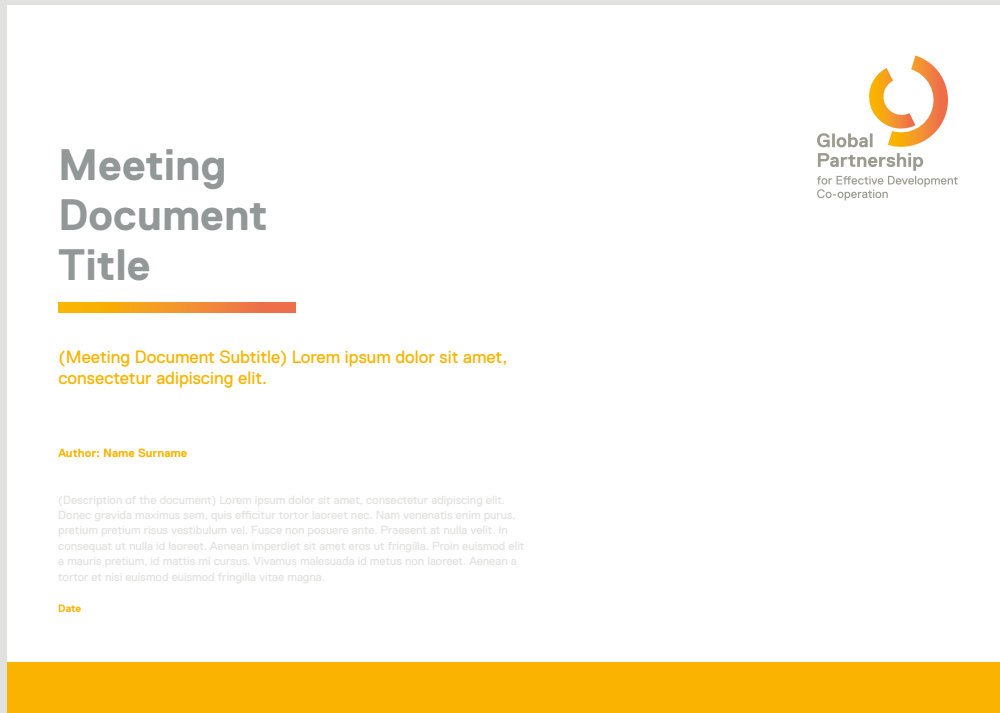
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec gravida maximus sem, quis efficitur tortor laoreet nec. Nam venenatis enim purus, pretium pretium risus vestibulum vel. Fusce non posuere ante. Praesent at nulla velit. In consequat ut nulla id laoreet. Aenean imperdiet sit amet eros ut fringilla. Proin euismod elit a mauris pretium, id mattis mi cursus. Vivamus malesuada id metus non laoreet. Aenean a tortor et nisi euismod euismod fringilla vitae magna. Sed justo odio, vulputate sed pellentesque nec, tincidunt et velit. Maecenas ullamcorper tellus vitae tempus porttitor. Suspendisse id accumsan arcu. Curabitur est libero, porttitor at hendrerit sagittis, venenatis lacinia nulla. Curabitur a nibh vel eros vehicula accumsan. Suspendisse eu lectus eu enim imperdiet aliquam. Aliquam erat volutpat.

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# Power Point

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**Global Partnership**  
for Effective Development  
Co-operation

## Power Point Title Lorem ipsum dolor sit amet

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec gravida maximus sem, quis efficitur tortor laoreet nec.

Date

Global Partnership | Power Point Title

## Presentation

<p><b>1.</b> <b>Lorem ipsum</b></p> <p>In hac habitasse platea dictumst. Vivamus vitae lacus iaculis, placerat ipsum nec, accumsan lacus. Ut orci libero, accumsan id convallis eget, accumsan quis diam.</p>	<p><b>2.</b> <b>Lorem ipsum</b></p> <p>Fusce sem ante, congue sit amet dui non, vulputate condimentum quam. Nullam lacinia turpis urna, et imperdiet tortor aliquet quis.</p>	<p><b>3.</b> <b>Lorem ipsum</b></p> <p>Nulla sollicitudin sem lectus, id rutrum nisl venenatis ac. Pellentesque mattis, libero at luctus dapibus, massa libero aliquam justo, vitae tincidunt ante elit a nunc.</p>
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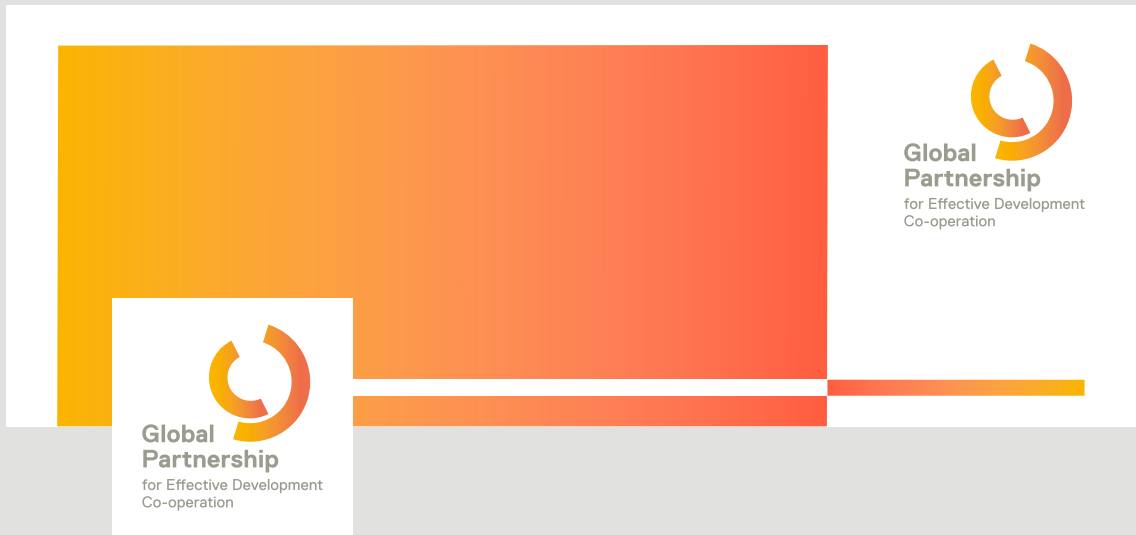
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# Social Media

Facebook

**Avatar**  
(180 px x 180 px)

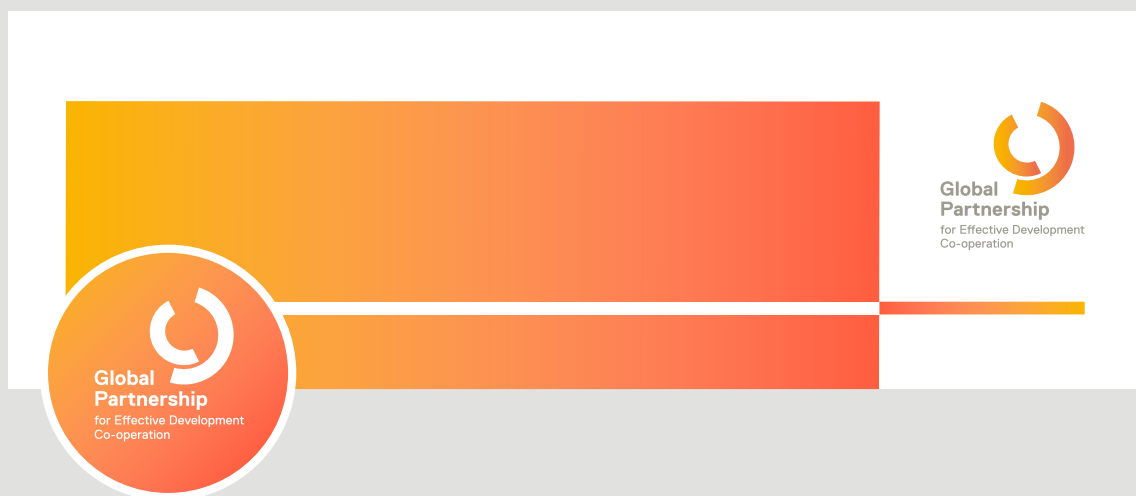
**Cover**  
(851 px x 315 px)



Twitter

**Avatar**  
(400 px x 400 px)

**Cover**  
(1500 px x 500 px)



# Photography



Photos are an essential part of the Global Partnership for Effective Development Co-operation's communication. They help to convey the energy of our efforts.

When selecting photos, please keep the following in mind:

Focus on positive aspects of development co-operation.

Show people looking at the camera where possible.

Select photos that are in focus, colourful and bright.

Include Who, What, When, Where and Why in captions.

Credit the photographer.

Groups of three people or fewer make for a more focused photo.

It's okay to have other people in the background, but keep the focus simple.

Photos should be high quality JPEG or TIFF format, in RGB color mode.

For professionally printed communications materials, photos should be at least 300 pixel per inch and in CMYK color mode.

# Contacts

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If you have any queries or need branded or marketing materials of any kind, please contact [info@effectivecooperation.org](mailto:info@effectivecooperation.org) for assistance.



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[effectivecooperation.org](http://effectivecooperation.org)