



Independent
Science for
Development
Council

Branding Guidelines

Independent Science for Development Council



Overview

We've developed this quick guide to outline the do's and don'ts of using the Independent Science for Development Council (ISDC) brand elements – including word and design marks, creative tools, and design elements associated with it. We put a lot of thought into our brand design — every detail is purposeful and nuanced. We also put together some rules on how to use it, so it always stands out and looks its best.

One of the most important ways you can contribute to the brand is to use our logo correctly and consistently.

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01

Logomark + Logotype

Logomark

The Independent Science for Development Council (ISDC) logo represents our brand identity and is often used in digital assets like our website, social media and email marketing campaigns.

By applying the logomark in a consistent manner, it strengthens the recognition and visibility of our brand.

The logo is a composite of the ISDC typeface and CGIAR emblem, placed side by side and separated by a vertical line.





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Logo Variations

The ISDC logo has three main logo variations:
brown, black and white versions of the logo.

Clear Space

The logo should have a clear visual separation from all other elements, including headlines, text, imagery and the outer edge of the document or applications.

The minimum clear space surrounding the logo is proportional to the height of letter 'C' in the text CGIAR.



Improper Usage

This page shows examples of unacceptable modifications of the logo. Incorrect logo usage decreases the effectiveness and impact of the ISDC brand. It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.



- ✗ 1. Do not use off-brand color.



- ✗ 2. Do not add shadows or effects.



- ✗ 3. Do not stretch or distort the logo.



- ✗ 4. Do not add elements on the logo.

Improper Usage

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- ✗ 5. Do not use a keyline or stroke around the logo.



- ✗ 6. Do not place the logo on high contrast backgrounds.



- ✗ 7. Do not change the wordmark font.



- ✗ 8. Do not rearrange parts of the logo.

Readability

When placing a logo on a background, use the right contrast to ensure readability. If the background is too dark, use the white version of the logo.





02

Brand Colors

Brand Colors: Primary

Primary colors are the key colors that help make up your brand identity. These can also be called your corporate colors.

Our brand colors have three primary colors: brown, dark brown and beige.

HEX

#a05d44

RGB

160, 93, 68

CMYK

29, 67, 75, 16

HEX

#f7e7d5

RGB

247, 231, 213

CMYK

2, 8, 15, 0

HEX

#3f1c12

RGB

63, 28, 18

CMYK

47, 77, 78, 70

Brand colors: Secondary

The color you will be using less often than the primary colors are secondary. Secondary colors highlight and compliment the primary colors.

These colors can be used throughout your brand's website, social media and knowledge products, but should not consist of more than 50% of the overall design.

HEX

#fcea5a

RGB

252, 234, 90

CMYK

3, 2, 78, 0

HEX

#8d523b

RGB

141, 82, 59

CMYK

33, 69, 78, 25

03

Typography

Typography: Headline

Poppins Bold

Poppins Font is a geometric sans-serif font that was designed to be used free of cost worldwide. It comprises beautiful and eye-catching curves that go well with every type of website. The font has an extended font family so you can use the font in numerous places.

Because of its different styles, you can use the font in headings, subheadings, texts and titles. It maintains consistency and stands out in your design.

AaBbCc
012345

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Poppins

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Semibold

Poppins Bold

Poppins ExtraBold

Typography: Body

Poppins Regular

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AaBbCc
012345

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

Poppins

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Semibold

Poppins Bold

Poppins ExtraBold

04

Brand Application

Brand Imagery

Brand imagery is the visual representation of your brand's core message.

The photos you choose to represent your brand can have an impact on how the brand is perceived. Images can communicate several messages to the public, so it's important to carefully choose photographs that send the right message.



Logo Application: Photos

The logo should be displayed in full color in a light background to make it more visible.

Avoid using full-color logos on photographs unless the logo sits on a white or light area of an image.



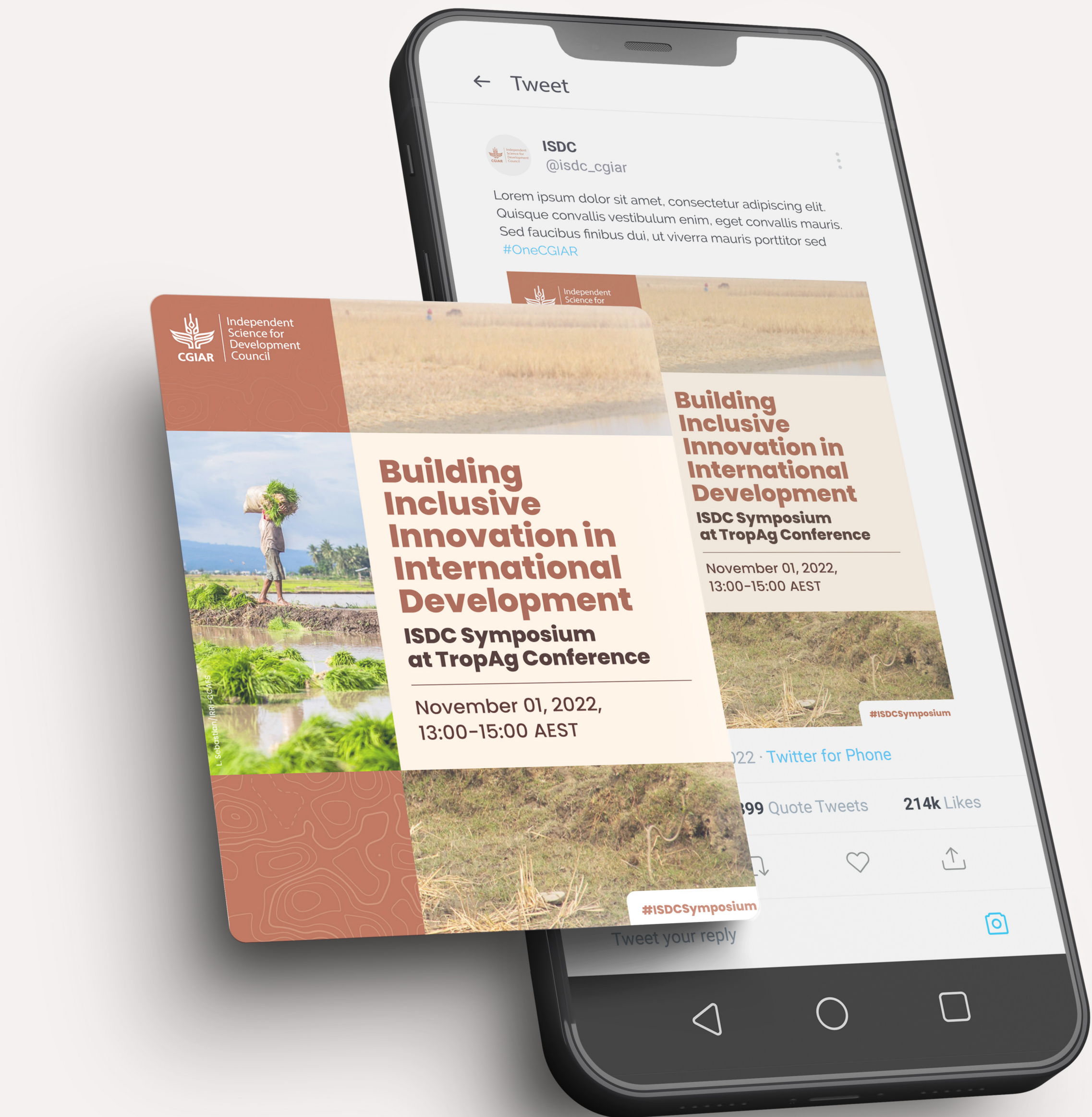
Logo Application: Photos

ISDC branding has a black and white variation of the logo. For images with dark background, white logo is preferably used. And for images with light background, use black version of the logo.

On the other hand, co-branding logos can be displayed at the bottom part of the image over a solid light gray background color.



Brand Assets: Social Card



Brand Assets: Business Card



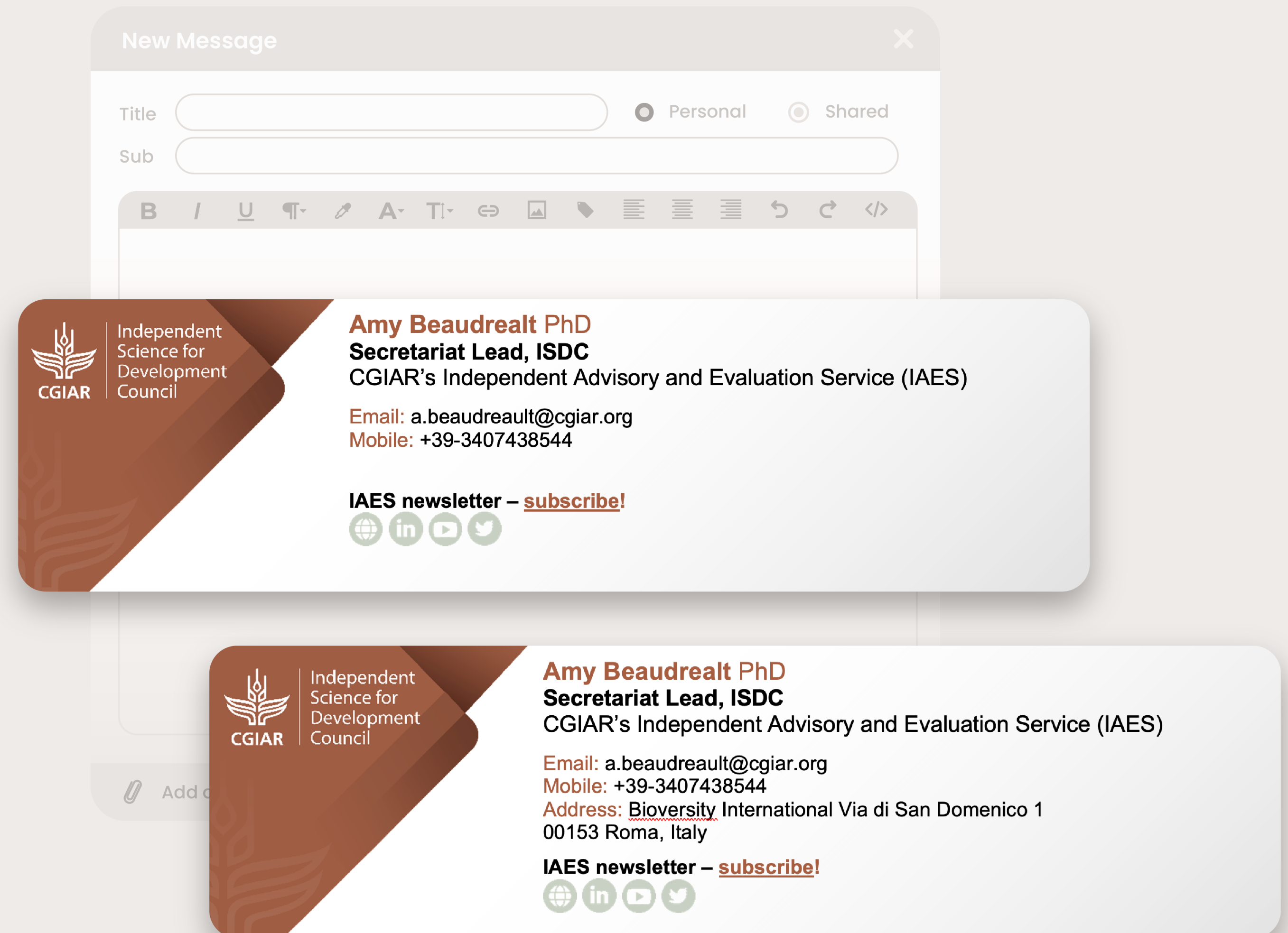
Brand Assets: Zoom Background



Brand Assets: PowerPoint



Brand Assets: Email Signatures



Brand Assets: Publication Templates



2-page



4-page



Report



Report Annex



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