

OGP Brand Guide

MARCH 2018

Open
Government
Partnership



A well-defined brand

helps us create stronger
connections with important
stakeholders

What is a brand?

A brand is the impression that partners, funders, beneficiaries, and related groups have of the organization. It's the way people think, feel, and respond when they hear Open Government Partnership or OGP.



Our Values

OGP brings together leaders and reformers to make governments more...

Inclusive

We believe that governments can best address citizen needs by including them in the decision-making process. An open government is one that empowers citizens to work alongside policymakers in shaping their future.

Responsive

Created first and foremost to serve their citizens, governments must respond to citizen demands for better services, greater access to government information, and space to make their voices heard. An open government is one that turns citizen-driven ideas into government action.

Accountable

Governments can truly serve their citizens only when they are committed to maintaining a high level of integrity in all operations. An open government creates legal and political frameworks to hold public officials to account when acting on behalf of citizens.



**Colorful, collaborative,
& connected,**

the OGP brand reflects our
mission to unite government
& civil society in transforming
government to better serve
all citizens

Design

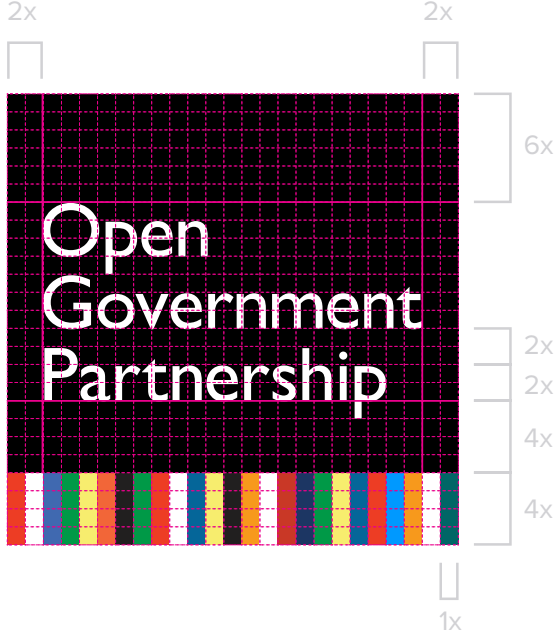
- The Logo
- Logo Use
- Logo Placement
- Country Logos
- Co-Branding
- Program or Partnership Logos
- Color Stripe
- Color Palette
- Color Schemes
- Type Style
- Type Setting



The Logo

DESIGN

The Open Government Partnership logo has been specially designed and formatted in several different versions and should only be reproduced from approved electronic master artwork. No scans or physical variations should be used. To request a version of the logo suitable for print materials and digital use, please contact communications@opengovpartnership.org.



Logo Use

CLEAR SPACE

To protect the legibility of the logo, a clear area (x height) should be left around it. No other text or image should be placed within this area.

SIZING

In resizing the logo, the exact proportions must be preserved. Do not make the logo so small that it then becomes unrecognizable or that the name “Open Government Partnership” cannot be easily read.



Minimum size for printed material



Minimum size for digital material



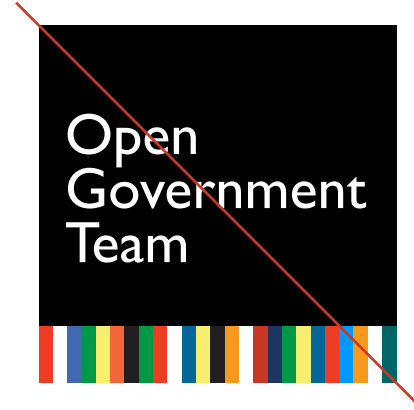
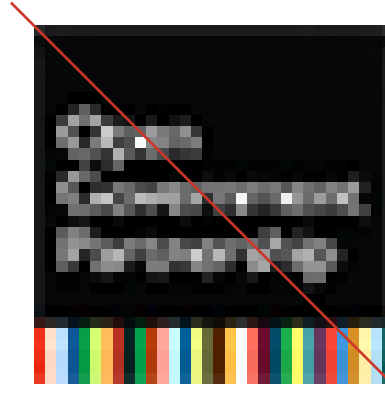
Logo Use

VIOLATIONS

To maintain brand integrity, please do not alter, adjust, or change the OGP Logo artwork in any way.

DO NOT:

- ✗ **Alter the logo in any way**
- ✗ Create unauthorized logos using new colors, fonts, images, or taglines
- ✗ Break up logo components and attempt to use them individually
- ✗ Create unauthorized new images that attempt to maintain the OGP look and feel
- ✗ Change the logo typeface



Logo Placement

PUBLICATIONS

The OGP logo should be displayed only in its approved format and should be visible in all documents authored by OGP.

In the front cover of any OGP publication, the preferred placement of the logo is in the lower right corner.

Position logo in the bottom right or top right corner of the area.



Country Logos

DESIGN

To ensure the OGP brand is consistent across all borders, the OGP logo must be kept intact. No logos or brand identities that carry the name of OGP or its member institutions may be created without adhering to the system outlined in this guide.

For OGP events organized in other countries, the OGP logo should be left mostly unaltered. It is allowed to incorporate the name of the country (in its native language or English), between the name of the Partnership and OGP's color stripe, following the OGP type style (refer to the example shown here).

The brand name “Open Government Partnership” and its accompanying acronym, OGP, should not be translated into any language for promotional materials or publications.



Original Logo



Country Logo



Co-Branding

PLACEMENT

In co-branding situations, the OGP logo should, whenever possible, be placed in the more prominent position.

When including multiple logos, place the OGP logo first, followed by country logos, and any government/civil society logos. Be careful to ensure equal size and prominence as well as clear space. Try to avoid stacking logos, if possible.

Please refer to the logo use guidelines on pages 5 through 8 for further information on how to place the logo.

Co-Branded Logo Lock-up



Co-Branded Document Layout



Project or Partnership Logos

AVOID

Do not create new logos for any new programs, and do not combine OGP with any program or project names.

There may be warranted programmatic reasons for creating a new logo, such as when a project needs to maintain its own identity or when there are safety concerns related to partner work. In these instances, please consult with the OGP communications team at communications@opengovpartnership.org.



Color Stripe

DESIGN

An integral part of the OGP brand, the OGP color stripe reflects the diverse countries, communities, and citizens that make up the Partnership.

PLACEMENT

To maintain brand consistency across OGP publications and promotional materials, the original and unaltered color stripe should be placed horizontally at the bottom right corner of the pages as shown in the examples to the right.

ACCEPTABLE USAGE

A dark grey bar may be added to the left of the Color Stripe to create a bottom border across the page. See page 25 for an example of this usage on the OGP PowerPoint Template.

Minimum size for printed material



Minimum size for digital material



Position Color Stripe in the bottom corner of the area.



For example...



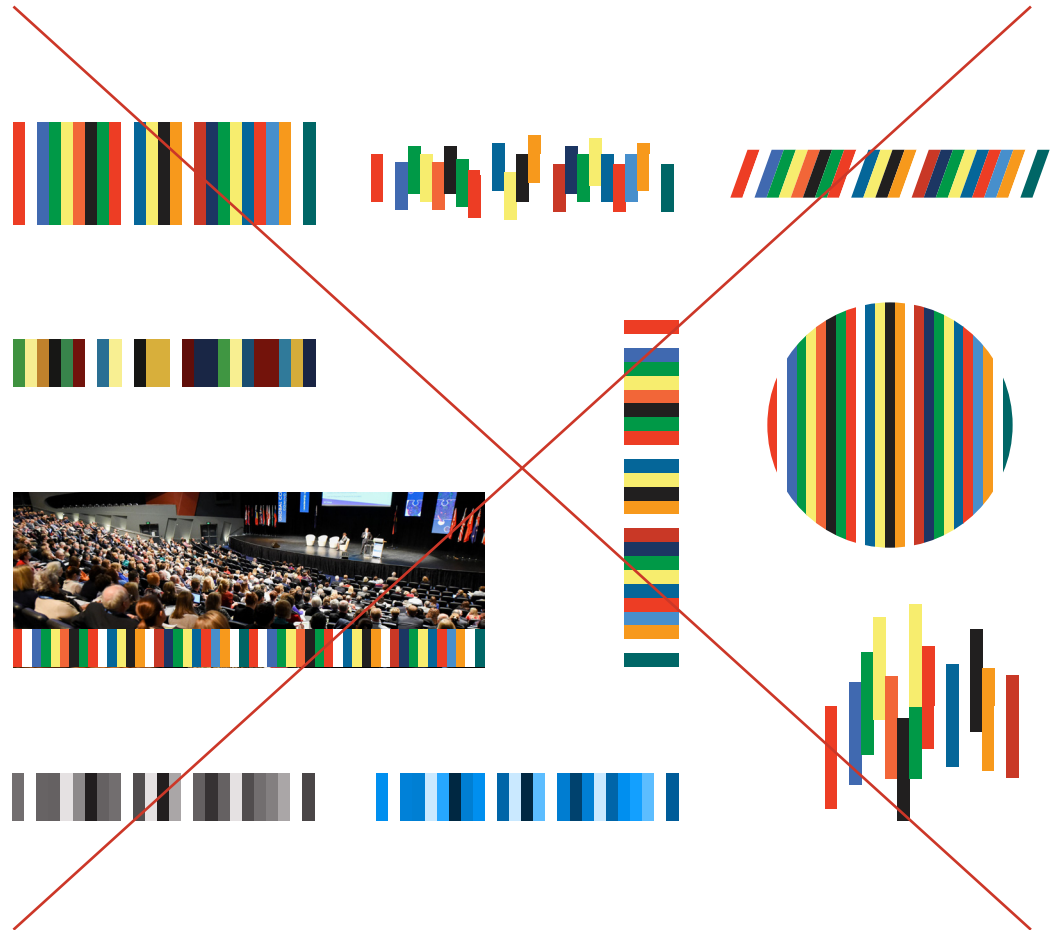
Color Stripe

VIOLATIONS

The OGP Color Stripe should be treated with the same integrity as the OGP logo. Please do not alter, adjust, change or use the Color Strip artwork in any way beyond what is outlined on page 12.

DO NOT:

- ✗ **Alter the Color Stripe artwork in anyway**
- ✗ Change the colors used in the Color Stripe
- ✗ Reorder the Color Stripe
- ✗ Stretch
- ✗ Use vertically
- ✗ Use as a pattern or background
- ✗ Repeat horizontally to form a border
- ✗ Recreate in anyway



Color Palette

PRIMARY PALETTE

The OGP blues, grays, and black and white make us instantly recognizable and are supplemented by a secondary color palette that can be used for highlighting purposes.

OGP Blue C70 M34 Y0 K0 R0 G153 B255 Hex0099FF	OGP Dark Blue C93 M59 Y19 K3 R4 G101 B152 Hex046598
OGP Light Grey C17 M13 Y13 K0 R209 G210 B211 HexD1D2D3	OGP Dark Grey C69 M63 Y62 K58 R51 G51 B51 Hex333333
OGP White C0 M0 Y0 K0 R255 G255 B255 HexFFFFFF	OGP Black C100 M100 Y50 K100 R0 G0 B0 Hex000000



Color Palette

SECONDARY PALETTE

As needed, the OGP primary colors may also be highlighted with colors from the secondary palette, consisting of a limited range of bright and dark warm and cool colors. Secondary colors may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the primary color palette.

OGP Yellow C0 M47 Y98 K0 R247 G152 B29 HexF7981D	OGP Green C86 M15 Y100 K2 R0 G152 B72 Hex009848
OGP Red C0 M91 Y99 K0 R238 G60 B36 HexEE3C24	OGP Dark Green C90 M42 Y55 K22 R0 G102 B102 Hex006666

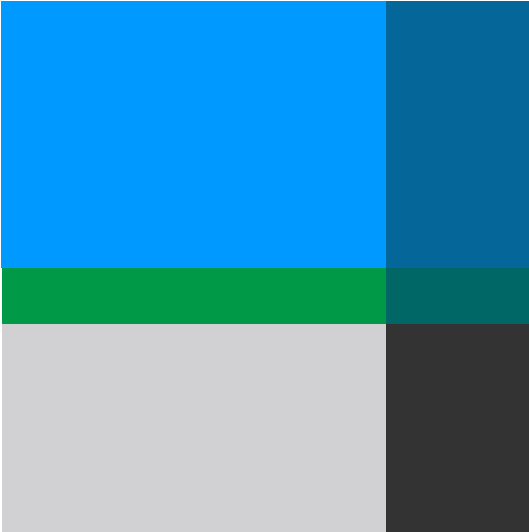


Color Schemes

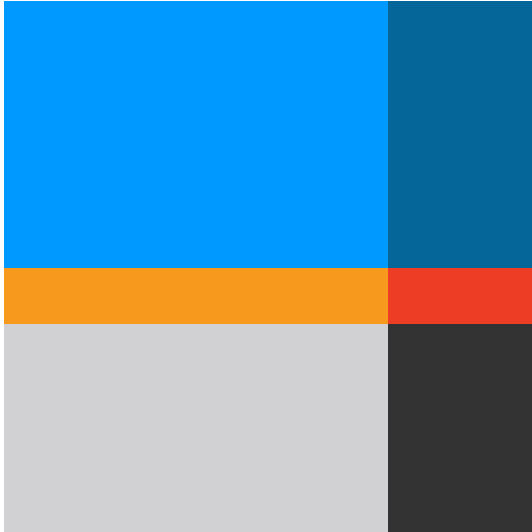
DESIGN

The OGP color schemes are drawn from the secondary palette and are available for use in publications, graphics, websites and other materials.

The OGP blues and greys should drive the overall color scheme. Secondary colors should be used sparingly as accent tones. Keep your palette minimal, avoid using a combination of the two color schemes shown here whenever possible.



Color Scheme A



Color Scheme B



Type Style

PRIMARY TYPEFACE

OGP's primary typeface is Rubik, available in various weights. For OGP purposes, we use bold, regular, and light. Rubik is recognized for its design simplicity, clarity, and legibility. Rubik works well when combined with other typefaces, and it may be used in upper and lower case as body text, or all upper case as a display typeface. The recommended type alignment for all print and digital communication is left or justified.

Rubik is available for [download](#) via Google Fonts.

Rubik

Bold abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?

Regular abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?



Type Style

SECONDARY TYPEFACE

Our secondary font family is Proxima Nova. Proxima Nova is not a standard computer font, and it may be purchased separately and installed by any IT department.

Proxima Nova

Bold abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?

Regular abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?



Type Style

SYSTEM TYPEFACE

In situations where the brand typefaces—Rubik and Proxima Nova—are unavailable, Arial may be used instead.

Arial

Bold abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?

Regular abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#4%^&*()-+<>?



Type Setting

HIERARCHY

Proper typographic hierarchy provides more clarity and readability for any communication. Avoid using more than four levels of hierarchy in one publication.

The primary level is everything big. This refers to headlines and decks that draw readers into the design. For OGP needs, the Rubik family font is to be used in either 40 or 48 pt. For brand consistency, the first half of the headline should be in Rubik bold while the rest of the text should be read in Rubik light.

The secondary level refers to the highlighted information that helps readers follow the structure of your work. These include a second headline, to be typed in Proxima Nova Bold in 20 or 24 pt; and a subheadline (if needed) in Proxima Nova Bold in all caps in either 11 or 13 pt, colored in OGP blue.

The tertiary level is the main text. Use Proxima Nova regular in 11pt or 13 pt. If you don't have access to this font, use Arial instead.

Headline

----- Rubik Bold/ Light 40pt/48pt

Headline Two

----- Proxima Nova Bold 20pt/24pt

SUBHEADLINE

----- Proxima Nova Bold Caps 11pt/13pt

Body Copy loriorei ctatiur ulparia dollis dit, sitaquatem vendant qui berferit quam eum quam, te restia qui nobit volenisque num quaepellit officia illaccus que magnateseque quuntorem fugit is sin consequi to quiat laces endis cores escil es in cuptae rae non rescien- dam sumquam qui intium quibea ea pro quae od quamus quatusam ulpari cuptasp ernatem peruptatis illuptae qui cum que nus nam el molupta cusam remquis plignih illaut a prehen- tem ut quodi ommolorrum cus nullorror aciasiti tem nisitas dolor sent.

----- Proxima Nova Regular 11pt/13pt



Maintaining the integrity of the OGP brand

across all communications
is essential for
increased visibility

Applications

- Letterhead
- Business Cards
- Email Signature
- Powerpoint Template



Letterhead

ACCEPTABLE USAGE

The OGP Letterhead is intended to be used for letters and memos issued directly by the OGP Support Unit.

OPEN GOVERNMENT PARTNERSHIP
1110 Vermont Avenue NW
Suite 500
Washington, DC 20005
United States

PHONE +1 202 609 7859
EMAIL info@opengovpartnership.org

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sed hendrerit turpis roin venenatis ipsum venenatis leo venenatis sollicitudin. Maecenas interdum lectus eu pharetra luctus. Vivamus sed ultricies nibh, varius ullamcorper purus. Nulla elementum est dui, ut vestibulum risus varius at. Nam dapibus vestibulum scelerisque. Nam sollicitudin justo volutpat cursus bibendum. Sed efficitur nunc vel enim congue, sit amet cursus libero sollicitudin. Integer enim eros, porttitor ut augue in, consectetur vulputate lorem. Praesent sit amet dolor quis neque faucibus pulvinar. Maecenas facilisis cursus elit, sit amet congue diam dapibus in. Donec nisl dolor, mattis et tristique ac, molestie sit amet ante. Sed dignissim iaculis ligula, in placerat tellus.

Proin sollicitudin fringilla purus, at mollis ante condimentum eget. Curabitur vehicula dictum dignissim. Nullam vulputate auctor porta. Aenean tincidunt bibendum leo et sollicitudin. Phasellus venenatis porta sem, a lacinia lacus molestie eu. Morbi finibus consequat tortor, sed accumsan enim lacinia vitae. Vivamus tincidunt neque leo, sit amet fringilla urna pulvinar ut. Proin sit amet diam volutpat, aliquet leo vitae, porttitor augue. Nam justo leo, iaculis et accumsan ac, luctus in dui. Donec suscipit, risus ac placerat dictum, lectus nisl dapibus risus, vitae sagittis risus lectus et nisl. Praesent placerat eros ut nulla venenatis eleifend.

Quisque molestie, eros at gravida aliquet, dolor mauris tincidunt sem, eu egestas velit turpis at ligula. Sed quis tortor tincidunt, tempor lorem at, molestie sapien. Morbi turpis lacus, condimentum eu erat et, finibus facilisis mauris. Sed dictum quam quis odio molestie venenatis. Aenean turpis orci, cursus in tristique id, egestas posuere lacus. Duis consectetur sed dolor vitae pharetra. Curabitur sit amet eros in nulla tristique semper eu quis lacus. Vestibulum accumsan nisl, at commodo est. Praesent porttitor vel libero in ultricies.

Aliquam sed sem malesuada leo blandit viverra. Vivamus bibendum neque vitae risus sodales lacinia. Duis consectetur cursus fermentum. Nullam id erat ut velit accumsan luctus nec nisl. Vestibulum porttitor enim vel pellentesque mattis. Vestibulum eleifend orci et elit convallis interdum. Vivamus id iaculis dolor. Nam nunc leo, euismod et lobortis at, tempor a justo. Aenean at dictum elit. Duis pretium erat ut nulla mollis porta. Sed ac eros sit amet enim accumsan molestie ut a ex.

OPENGOVPARTNERSHIP.ORG

Open
Government
Partnership

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Business Card

ACCEPTABLE USAGE

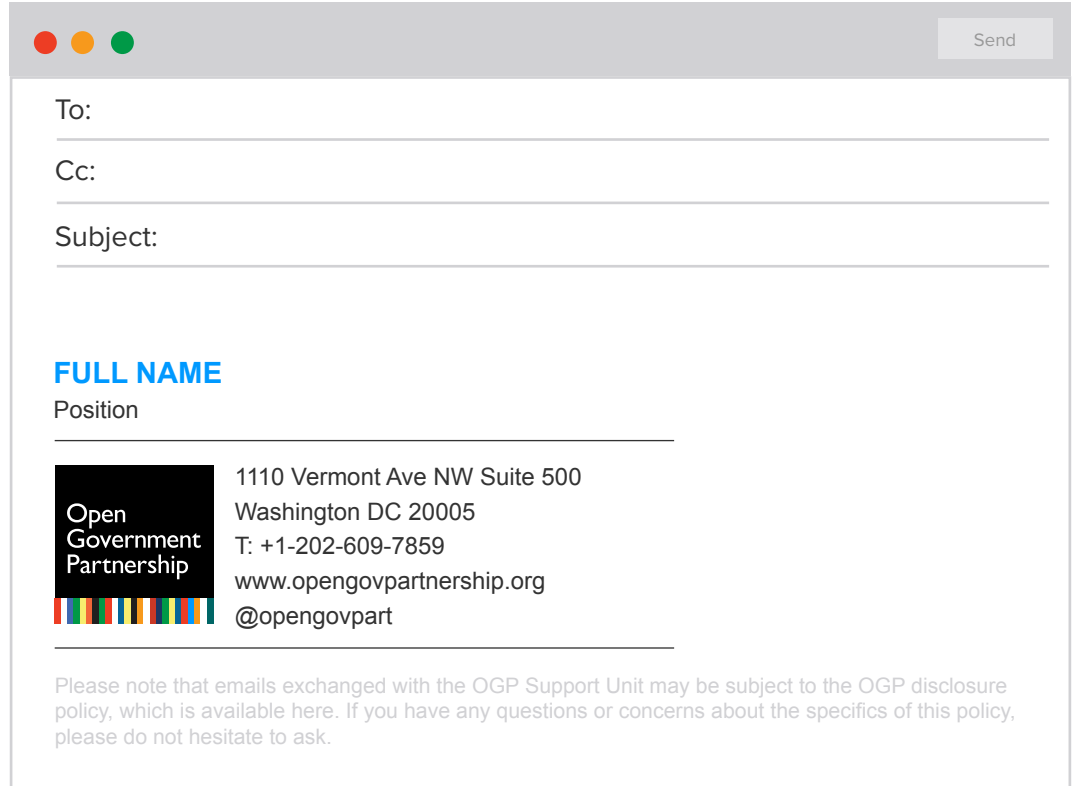
OGP business cards are for direct employees and long-term consultants that represent OGP.



Email Signature

ACCEPTABLE USAGE

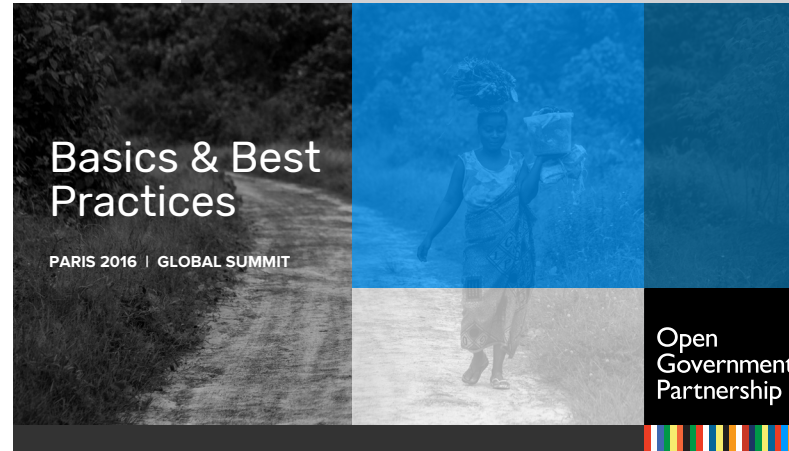
The OGP email signature is to be used by OGP employees and long-term consultants that represent OGP.

A screenshot of an email client window showing a signature template. The window has a grey title bar with three colored window control buttons (red, yellow, green) on the left and a 'Send' button on the right. The main content area is white and contains fields for 'To:', 'Cc:', and 'Subject:'. Below these fields is a section for the signature, starting with the heading 'FULL NAME' in blue. Underneath is a line for 'Position'. The signature block itself consists of a black square logo on the left with the text 'Open Government Partnership' and a colorful horizontal bar below it. To the right of the logo is the contact information: '1110 Vermont Ave NW Suite 500', 'Washington DC 20005', 'T: +1-202-609-7859', 'www.opengovpartnership.org', and '@opengovpart'. At the bottom of the signature block is a line of text: 'Please note that emails exchanged with the OGP Support Unit may be subject to the OGP disclosure policy, which is available here. If you have any questions or concerns about the specifics of this policy, please do not hesitate to ask.'

PowerPoint

ACCEPTABLE USAGE

The OGP PowerPoint template is intended to make it easy for OGP staff and partners working on OGP to explain and promote the Partnership to diverse audiences. The provided template can be adapted to best meet different contexts, timeframes, and degrees of familiarity with open government and OGP.



Background

- + International multi-stakeholder platform
- + Making governments more open, accountable, and responsive to citizens
- + Governed by civil society and government stakeholders

3 OPEN GOVERNMENT PARTNERSHIP

Organizational Structure

OGP STEERING COMMITTEE (GOVT. CSO)

OGP SUPPORT UNIT

INDEPENDENT REPORTING MECHANISM (IRM)

CIVIL SOCIETY SUPPORT

GOVERNMENT SUPPORT

5 OPEN GOVERNMENT PARTNERSHIP

QUESTIONS?

If you have questions or need further guidance for proper use of the OGP brand, please contact:

OGP Communications Team

communications@opengovpartnership.org

+1 (202) 609-7859

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