

PHOTO: A. OBERSTADT, IRC

INEE BRAND GUIDELINES



**Inter-agency
Network for Education
in Emergencies**

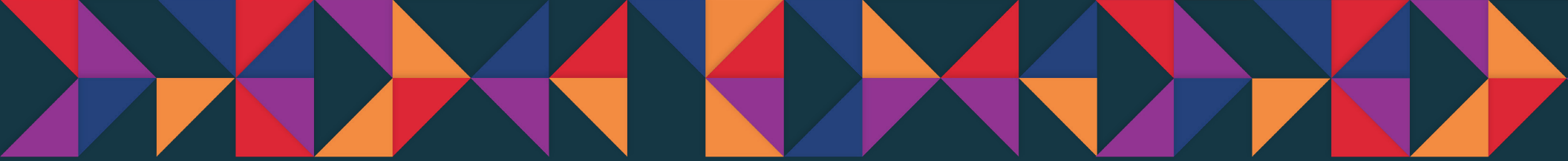
VERSION 1.2
MAY 1, 2019

Our brand is a promise to our members, partners, colleagues, and community. It is more than what we do. It is who we are, and why we are here.

WHY IT MATTERS

Building a brand takes vision. It takes time. It takes disciplined consistency. Numerous studies prove consistency increases awareness and helps solidify an emotional connection to a brand. Every choice and every decision, not just a business card or website alone, communicates something to someone about the Inter-agency for Education and Emergencies (INEE) brand.

When an ad-hoc approach is taken to branding, focused solely on the needs of the moment, the impact is fleeting. When messages are delivered with a consistent structure and reinforce the brand promise, we can leverage awareness and recognition, and most importantly, preference and loyalty. The following pages outline the DO's and DON'Ts of our brand. If you nurture it and neither abuse nor neglect it, our partners and audiences will see the value of INEE.



Logo Guidelines

INEE BRAND GUIDELINES

Logo Elements

LOGOMARK: A BADGE OF HOPE

The badge of hope represents INEE's pride, dedication, and optimism. It represents the many members of the network, whose work and collaboration are creating brighter futures for those affected by crisis. Using the badge of hope as a representation of INEE's approval, is a representation of those members and the quality standards that the network upholds.

Forming the letters INEE, the mark is also a visual abstraction of shelved books – the universal representation of knowledge.

The badge of hope is a strong symbol, which can stand on it's own when the intended audience is one that is familiar with INEE's full name.

WORDMARK:

The full name of INEE, should always be visible with the logo when the intended audience is unfamiliar with the network.



Layout Variations

THERE ARE THREE VERSIONS OF THE INEE LOGO

The vertical logo (A) is the primary usage and should be used over other versions when the audience is unfamiliar with INEE.

The Horizontal Logo (B) can be used when the format of the end product best suits it, such as in the navigation of a website, or on a pen where the imprint size is far more horizontal than vertical and should be used over other versions when the audience is unfamiliar with INEE.

The Logomark Only (C) version can be used when the intended audience is familiar with INEE. This is most likely the case for internal communications as well as member facing documents and at members-only events.



Inter-agency Network for Education in Emergencies

A. VERTICAL LOGO



Inter-agency Network for Education in Emergencies

B. HORIZONTAL LOGO



C. LOGOMARK ONLY

Logo Color Usage

For each variation of the logo, there are two color options: full color (A, B) and single color (C). Be sure to use the correct option for your application. The letters and colors within the logo should always be visible and clear to uphold the quality that INEE represents.

Example B depicts the logo on a 40% gray background. This should be considered the visual limit to preserve proper contrast, legibility and visibility of the logo. Placing the logo on a color darker than a 40% gray should result in the use of the single color logo (C). This is crucial to preserving the integrity of the INEE logo.

Files are available for both print and digital purposes. Only use the RGB versions for on-screen, and CMYK or Pantone versions in professionally printed materials.



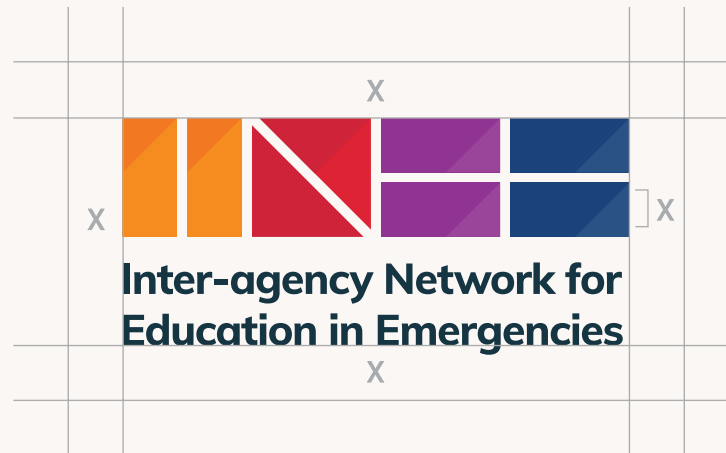
Clear Space & Minimum Size

When placing the INEE logo in a document, it is important to follow a few rules to maintain legibility.

Clear space should be allowed equal to at least the bottom half of the 'E' in the logomark at all times. The larger our logo is, the more clear space should be around it.

The three logo layout variations have different minimum widths depicted at right. It is recommended that the logo is never used in an application which would require it to be less than these sizes.

When printing on an office printer, inkjet or laser, these sizes can vary greatly, so ensure that the logo always appears crisp and legible.



MINIMUM WIDTH: .6"



MINIMUM WIDTH: 1"



MINIMUM WIDTH: .5"

Incorrect Usage

It is extremely important when using the INEE logo to not harm the integrity of the brand. While it is nearly impossible to define every scenario where a logo could be abused, we have a few examples here to give an idea of how the logo should not be used.



DO NOT
CHANGE ELEMENT SIZES WITHIN THE
LOGO



DO NOT
ADD ADDITIONAL EFFECTS TO THE LOGO



DO NOT
PLACE LOGO ON BACKGROUNDS WHICH
CREATE LOW CONTRAST



DO NOT
TILT THE LOGO



DO NOT
PLACE THE LOGO ON A COMPLEX
BACKGROUND



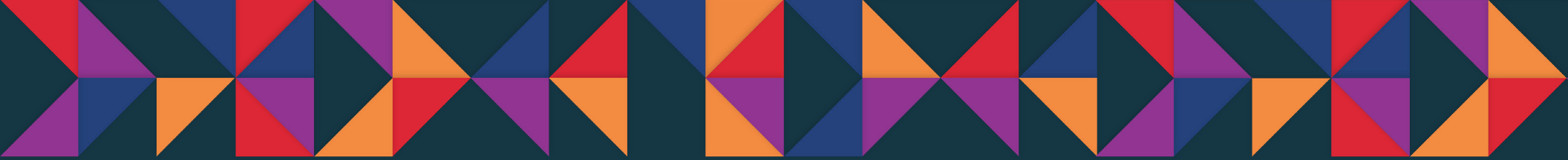
DO NOT
USE DIFFERENT TYPEFACES FOR THE
LOGO



DO NOT
USE LOW RESOLUTION OR PIXELATED
VERSION OF THE LOGO



DO NOT
CHANGE THE COLORS OF THE LOGO












Color Palette

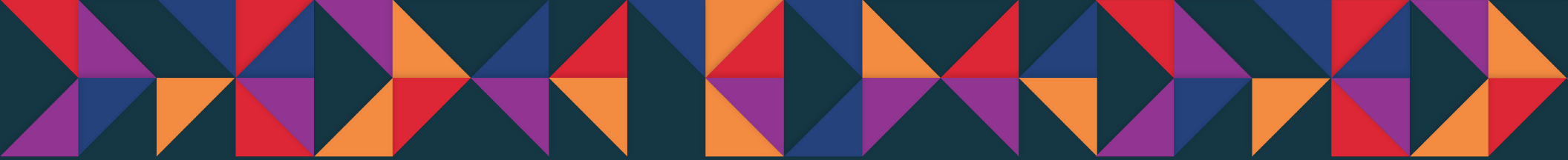
INEE BRAND GUIDELINES

Primary Colors

It is important that the INEE brand colors appear consistently in all mediums. Since the logo is comprised of 8 colors, most reproductions will be done in CMYK. For consistency and vibrancy of colors, it is recommended to specify coated papers when available.

Pantone values for various physical manifestations and hex values for web and digital materials are also acceptable.

		*PRINT PREFERRED		
	PANTONE	CMYK-C	CMYK-U	HEX
	151C	0 60 100 0	0 43 91 0	#F27821
	2013C	0 46 100 0	0 33 100 0	#F68B1F
	3546C	2 100 99 4	1 94 100 20	#CD233A
	2035C	0 97 100 3	86 100 0 0	#DD2736
	513C	53 99 0 0	42 71 0 0	#913592
	2068C	40 71 0 0	29 57 0 0	#9B459A
	7687C	100 78 0 18	100 73 0 7	#24427B
	7685C	95 69 0 0	79 54 0 0	#305284
	2210C	97 45 24 55	96 35 21 52	#153744



Typography

INEE BRAND GUIDELINES

Primary Typefaces

The primary typeface for English, French, Portuguese, and Spanish is Muli. The primary typeface for Arabic is Markazi.

The Muli font family contains several weights to provide hierarchy and contrast. This typeface should always be used in external documents and print materials as headlines and calls to action. The primary header style is Muli ExtraBold. The paragraph style is Muli Light. The headline style is Markazi Bold and the paragraph style is Markazi Regular.

Muli and Markazi are available as free downloads from Google Fonts.

<https://fonts.google.com/specimen/Muli?selection.family=Muli>

<https://fonts.google.com/specimen/Markazi+Text>

Aa

MULI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÉÍÑÓÚ áéíñóú
abcdefghijklmnopqrstuvwxyz
12345678910

MULI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÉÍÑÓÚ áéíñóú
abcdefghijklmnopqrstuvwxyz
12345678910

MULI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÉÍÑÓÚ áéíñóú
abcdefghijklmnopqrstuvwxyz
12345678910

MULI EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÉÍÑÓÚ áéíñóú
abcdefghijklmnopqrstuvwxyz
12345678910

أ

MARKAZI REGULAR

أ ب ت ث ج ح خ د ذ ر ز س ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

MARKAZI MEDIUM

أ ب ت ث ج ح خ د ذ ر ز س ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

MARKAZI SEMI-BOLD

أ ب ت ث ج ح خ د ذ ر ز س ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

MARKAZI BOLD

أ ب ت ث ج ح خ د ذ ر ز س ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

