



# Branding Manual

## This branding manual

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.

Because the brand cannot be compromised, we have created this branding manual to provide all the necessary specifications we need to maintain its integrity. The guidelines in this manual are aimed to improve the creative process. By following these guidelines, the materials we create will represent GDN as a cohesive whole to the outside world.

***For questions on the GDN brand please write to [communications@gn.int](mailto:communications@gn.int).***

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## The GDN brand

When we delved into the heart of what GDN was about, we came out with one all-important truth – it was about making things better. Better research capacity in the developing world through improved methodologies and data leading to better policymaking and development outcomes. In this process, researchers get connected worldwide forming better research networks. All for a better world. The GDN brand captures and symbolizes this premise and the GDN story.

And what better way to say it than with a flower. Every petal of a flower, like the researchers GDN supports, brims with positive energy and hope. Of a better today, and the promise of an even better tomorrow.

The interesting thing about a flower, however, is that it is never about one petal but always about the collective whole. Much like GDN again. The magic happens only when the individual petals come together to form one single piece of symmetry, harmony and dynamism. Quite like the many researchers from all over the world, who when they come together are able to create development knowledge which has the potential to bring about change for a better world.

The GDN wordmark, meanwhile, with solid straight lines and fluid angled corners reflects GDN's principles of governance: Independence, Openness, Effectiveness, Democracy, and Plurality.



## Our name, and how to describe GDN

Our name is Global Development Network. We refer to ourselves simply as GDN, once our full name has been used.

This is how we describe ourselves:

### **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.

## **Paragraph Description**

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 with an office in Washington DC.



## GDN logo

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 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. Logos should NOT be taken from this document. Only use the approved files when reproducing and applying the GDN logo.



Clear space and minimum size

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 above, 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. However, at extremely smaller sizes, the readability of the wordmark “Global Development Network” becomes compromised. To ensure that the whole logo is always legible, the following rules apply:

- if the GDN logo is bigger than or equal to 0.75 inches/2cm in height, the logo should include the “Global Development Network” wordmark
- if the GDN logo is smaller than 0.75 inches or 2cm in height, the logo should NOT include the “Global Development Network” wordmark
- In special circumstances when the logo is being used as a very small icon or to fit an extremely small area of space, the wordmark should be removed and only the GDN flower symbol should appear, resized to fit. This mainly applies to e-materials, eg. phone apps.

5

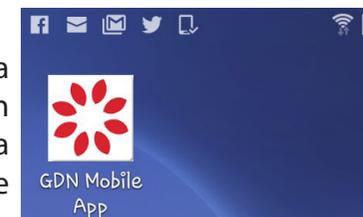
Logo height:  
Bigger than or equal  
to 0.75 inches or 2cm



Logo height:  
Less than  
0.75 inches or 2cm



Logo for use as a  
small icon or to fit an  
extremely small area  
of space





## GDN logo color variations

Three color variations of the GDN logo are available to accommodate various reproduction and printing requirements. To be noted, though, is that the full color logo is always preferred for brand communications. The one color black and full reverse variations should be used only when color reproduction is limited.

The one color black variation is especially suitable for media such as newsprint. The full reverse variation should be used when a communications tool requires a background that reduces the legibility of the full color logo.



Never re-arrange the elements of the logo



Never distort the logo



Never re-typeset the logo



Never use the logo with a background that does NOT provide enough contrast



Never outline the logo



Never change the color of the logo



## GDN logo misuse

Any misuse of the GDN logo artwork reduces its value and that of the GDN brand as a whole. The examples featured on this page represent some common misuses that must be avoided whenever designing with the logo.

NOTE: The logo must never, under any circumstances, be altered or recreated in any way.

## GDN flower symbol

The red flower symbol in the GDN logo **should never be used as a separate image within graphic material**, except in content approved by the Communications Unit.

## Watermark

The flower symbol may be used as a watermark across GDN communications materials. When using the watermark, the following rules apply:

- The watermark must only appear in the colors GDN Light Grey or GDN Dark Grey on white backgrounds, and in GDN White on colored backgrounds.
- Only four or five petals should be visible in the watermark.
- The watermark should only be placed in the side margins, preferably in the corners of a page.

Exceptions to these rules must be approved by the Communications Unit.



Image: Vladimirs Koskins/Shutterstock



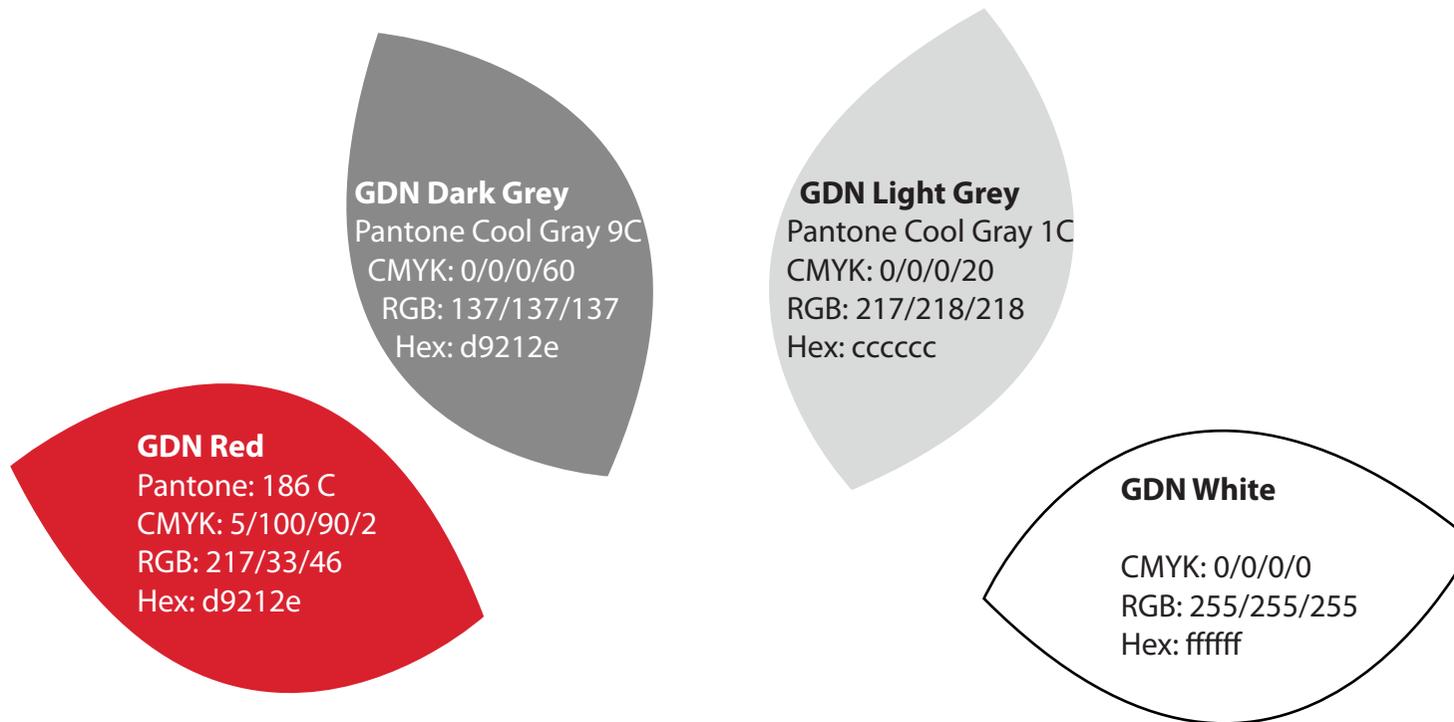
# Local Research for Better Lives.



New Strapline:  
When to use it and when NOT to use it

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

- All GDN communications materials should use the strapline. The strapline does not need to be used on any communications materials produced by GDN's partners. Please consult the GDN Communications Unit on size, placement and other issues.
- The strapline should NOT be used in too close proximity to the GDN logo, but elsewhere in the product. It is NOT a part of the logo/ name lockup.
- The strapline should only appear in Myriad Pro Bold.
- The old tagline describing GDN as a Global Research Capacity Building Program™ is no longer in use. While we still build capacity for local research, we also help build global knowledge and inform global sustainable development policies.



## Primary color palette- and a Secondary Blue

Color is a key component of the GDN visual identity; the colors of the primary palette being based on those of the GDN logo. By using these colors consistently across brand communications they will build recognition for the GDN brand while contributing to a unified look and feel. GDN has recently added a secondary Blue [CMYK 38/0/5/0, RGB 150/217/237 and Hex 96D9ED]. This is mainly to be used by in-house communications staff on corporate products. However, the colors of the primary palette and the new, secondary GDN Blue can be used for color blocks, backgrounds, lines, and other graphic elements, including text, as long as the secondary GDN Blue does not overshadow the other GDN colors.

- ▼ GDN products showing the corporate petal brand are soon going out of style



## Corporate Petal Band - Discontinued

The corporate petal band will not be used in any new GDN materials.

Previously printed materials and powerpoints will still carry the petal band, but its use will be completely discontinued, shortly.

At GDN, we are in favour of using as much white space as possible, in order to produce a cleaner, clearer look.

## Typography

Typography is another essential element of the GDN brand identity. The consistent use of the selected typeface/font families throughout GDN communications contributes immensely to a cohesive visual style.

Myriad Pro is a clean, modern and highly legible sans serif. Available in a wide variety of weights and styles, **Myriad Pro is intended for headlines, titles and primary messaging.** The versions to be used in GDN's external communications are Myriad Pro Regular, **Myriad Pro Bold**, Myriad Pro Italic and Myriad Pro Light.

Myriad Pro should be used for **all GDN's branded publications for external use.** This includes annual reports, working papers, presentations, flyers and more. In certain instances where Myriad Pro may not be readily usable, for example, on the GDN Website, the e-Newsletter and on emails, the typeface to be used is Calibri with its related weights and styles.

Note: If you are submitting a simple document, report or paper to GDN or a mentor, or if you are writing a document internal to GDN, the typeface Calibri should be used. Please refer to the Paper and Report Submission Style Guide (with editorial tips) for detailed instructions on this.

### Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Myriad Pro Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Myriad Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Language

### Empowering Language

GDN uses empowering, inspiring and inclusive language. We try to word sentences positively (E.g: 'Please come in quickly,' rather than 'Do not stand outside too long.'). We also provide positive criticism, including by noting the potential for a good outcome or result in our analysis. We also use neutral, positive words such as 'chair' instead of 'chairman' or "humanity' rather than 'mankind'. We use the phrase people with disabilities because they are people first (and not 'disabled people').

### Spellings and Writing

The Global Development Network prefers to use U.S. English spellings and an American style of writing (AP Style Guide). Generally speaking, your sentences should be short. About ten or twelve words per sentence is the golden standard. Sentences should be written in active voice. You should be able to change paragraphs in about 6 or 7 lines, although you should complete your thoughts on one idea before changing paragraphs.

**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 GDN

The use of imagery is a vital component in the portrayal of the GDN brand. GDN should portray the impact of its work through the imagery it uses. GDN prefers to use people’s faces in close-ups, portraits, action photos and scenes from real life that show the footprint of our work.

GDN is an international organization, connecting with a diverse network of groups and individuals across the world. Its imagery should therefore be reflective of this diversity and seek to ensure a balanced representation of people from different demographics, including gender, ethnicity, age, cultural and religious backgrounds.

## Illustrations, Artwork and Photos

GDN credits illustrators, artists and photographers. Please note that GDN will not reproduce illustrations, art or photos for which full rights of reproduction cannot be ascertained in writing. All credits are listed on one page in the document, or adjacent to the image or photo where possible. Credit is provided as follows:

Next to Image: Name/Shutterstock.com or Name/GDN.

Position of Images (Left to Right): Name/Shutterstock.com or Name/GDN

*Images: Top Row (Left to Right): Barriopixel/GDN; Barriopixel/GDN; Poh Si/GDN; Bottom Row (Left to Right): Barriopixel/GDN; Poh Si/GDN; Barriopixel/GDN; Barriopixel/GDN; DeVisu/Shutterstock.com.*

▼ Standee  
(2 feet X 5 feet)

**GDN** Global Development Network

QUALITY ANALYSIS  
INTERNATIONAL DEVELOPMENT  
GRANTEE LOCAL  
RESEARCH AFRICA  
KNOWLEDGE CAPACITY ASIA  
PARTNERS  
POLICY REGIONAL LATINAMERICA  
IMPACT

**GLOBAL DEVELOPMENT NETWORK**

Local Research.  
Global Knowledge.  
Informed Policies.  
Better Lives.

[www.gdn.int](http://www.gdn.int)

**Impact Story**

**Protecting Natural Resources in Madagascar**

- ✓ **Informing policy**
- ✓ **adding to local development knowledge**
- ✓ **improved professional visibility and networking**

**Madagascar (2015-16)**

**Project:** Global Research Project on Natural Resource Management – Natural Wealth Accounting

**Research:** Natural Capital Accounting for the management of protected areas – The case of the new Protected Area of Antrema

**Grantee:** Solilo Achimambonise Rakotondrampiana, University of Antananarivo

**Donors:** Agence Française de Développement, French Ministry of Foreign Affairs and International Development

Natural capital makes up a significant share of total wealth in developing countries. However, it is often devalued as a result of economic development activity, which poses a serious threat to the prosperity of future generations. Natural Capital Accounting (NCA) is a technique by which one measures the wealth of natural resources in a country, which helps to account for the impact of human activity on the environment over time.

Madagascar represents around eight percent of all global biodiversity. Solilo Rakotondrampiana, from the University of Antananarivo, applied a specific methodology for measuring natural capital and ecosystem services through land cover mapping to a protected area in the north-west coast of Madagascar, known as Antrema – a biodiversity hotspot. His research mapped the change in the ecosystem infrastructure between 2009 and 2014 and its relationship with socio-economic interactions. It also identified areas that needed extra managerial focus to rectify the degradation in the area.

As Rakotondrampiana points out, the most important impact of the study has been: 'to have shown that implementation of natural capital accounting is feasible, with few resources'. This is important to policymakers as they consider scaling-up the approach. Hantsoa Randriamampiana, Special Advisor for Economic Affairs of the President of the Republic of



Madagascar took part in the policy panel organized in Paris in November 2015 and presented the study for its high relevance in a country where GDP relies heavily on natural resources.

Rakotondrampiana is thankful to GDN for the communication skills provided – in addition to the US 20200 research grant that also provided technical and mentoring support – because it enabled him to communicate effectively with policymakers about the results of the study. 'I want to convince the authorities to begin land cover mapping' he says, which is the first step to natural capital accounting. He has been invited by the Ministry of Environment and the Indian Ocean Commission to explain how this accounting system can be implemented not only in Madagascar, but also in the neighboring archipelago Indian Comoros.



▲ Annual Report (2015)

▼ Research Monitor

**RESEARCH MONITOR**

The biannual newsletter of the Global Development Network  
ISSUE NO. 18 • JULY 2016

Local Research. Global Knowledge. Informed Policies. Better Lives.

**GDN** Global Development Network

**GDN'S 17th Annual Global Development Conference**  
'Education for Development: Quality and Inclusion for Changing Global Human Capital Needs'

Brand Product Examples: Print

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**GDN** **GDNews**  
Local Research. Global Knowledge. Better Policies.

**TOP STORIES**  
Doing Research in Developing Countries  
Research Insights on Education  
Connecting Policy and Research  
Data for Development



**A NOTE FROM THE PRESIDENT**

Dear Friends, I am happy to introduce our refreshed monthly dispatch, **GDNews**, after a few months of interruption. It carries short features and updates about the Global Development Network, and we would love your **feedback** on it. As temperatures soar in New Delhi, our priorities this month include working on a new strategy to guide our work, taking stock of our recent education conference in Lima and drawing lessons from our innovative Doing Research program for scale up. Stay tuned for more! Regards, Pierre Jacquet.

**Measuring success**  
Why study the research environment?  
7 March 2016

**NEW BLOGS**  
ON GDN'S DOING RESEARCH PROGRAM  
IN PARTNERSHIP WITH RESEARCH TO ACTION  
#GDNDoingResearch #R2AInnovationSpaces

**DOING RESEARCH IN DEVELOPING COUNTRIES**

A new blog series captures the challenges of doing research in developing and transition countries. Completed studies on the domestic research environments are now available for **Niger, Indonesia, Cambodia**, as well as **Bolivia, Paraguay and Peru**. A recent webinar, outlining 'Why the Research Environment Matters', is available online. To help shape a tool to systematically assess and compare the research environment for social sciences at country level, please stay tuned for our second webinar in June.

▲ GDNews Template

**GDN** **2015 ANNUAL REPORT**

**NEW PUBLICATIONS AT GDN**

Our **Annual Report 2015** was published in early 2016 and provides an overview of our current work and interests. GDN also brings you a range of new local research in 2015-2016, including a working paper series. Four papers supported by the Korea International Cooperation Agency are about development catch-up strategies for Africa, ASEAN countries stuck in a middle-income trap, the trade and growth nexus in South Korea, and the self-help approach to rural development in Vietnam.

**ARE YOU A REPORTER?**  
Please click on our **Media Center** to arrange a visit or interviews.

**GDN** is a public international organization that promotes social science research in developing and transition countries to inform sustainable development policies. For more information please visit [www.gdn.int](http://www.gdn.int) or write to [communications@gdn.int](mailto:communications@gdn.int)

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Conference Mobile App

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**EDUCATION FOR DEVELOPMENT**  
QUALITY & INCLUSION  
FOR CHANGING GLOBAL HUMAN CAPITAL NEEDS



17-18 March 2016  
LIMA, PERU

#GDNedu2016

Agenda Announcements Participants Venue

**GDN** Global Development Network

Your presentation title goes here, and the location and date below. Please use the font Myriad Pro

At the United Nations in New York  
3 February 2016

IF YOU ARE USING AN IMAGE ON A SLIDE, BLOW IT UP AND USE MINIMUM TEXT

- REMOVE THE GREY PETALS
- YOU CAN COVER OR HIDE THE RED BANDS ON THE SLIDE, BUT THEN YOU MUST KEEP THE LOGO!
- YOU CAN USE THIS SLIDE TEMPLATE OR THE NEXT ONE FOR IMAGES

**GDN** Global Development Network

wavebreakmedia/shutterstock.com

▲ PowerPoint Template

## Using the GDN logo with other logos

The general principle is to use the GDN logo in the same size as the other main partner logo(s), to denote an equal partnership. The GDN logo should be placed first in order of the logos, as far as possible. However, placement should provide balanced visibility for all partner logos.

If the role of other non-primary or supporting partners is much smaller than that of GDN (or of GDN and its main partners), then the size and placement of GDN's (or GDN and its main partner's) logos should be dominant. This means that the logos of non-primary supporting partners should be smaller in size than, and usually below, the GDN logo, (or of GDN and its main partners).

Note that the use of partner logos is often governed by their own branding guidelines. Please check these guidelines when using partner logos, and contact [communications@gdn.int](mailto:communications@gdn.int) for advice, especially in the case of conflicting guidelines.

### ▼ KOICA Working Paper Series



### ▼ Conference Standee





[www.gdn.int](http://www.gdn.int)

For advice, contact  
[communications@gdn.int](mailto:communications@gdn.int)