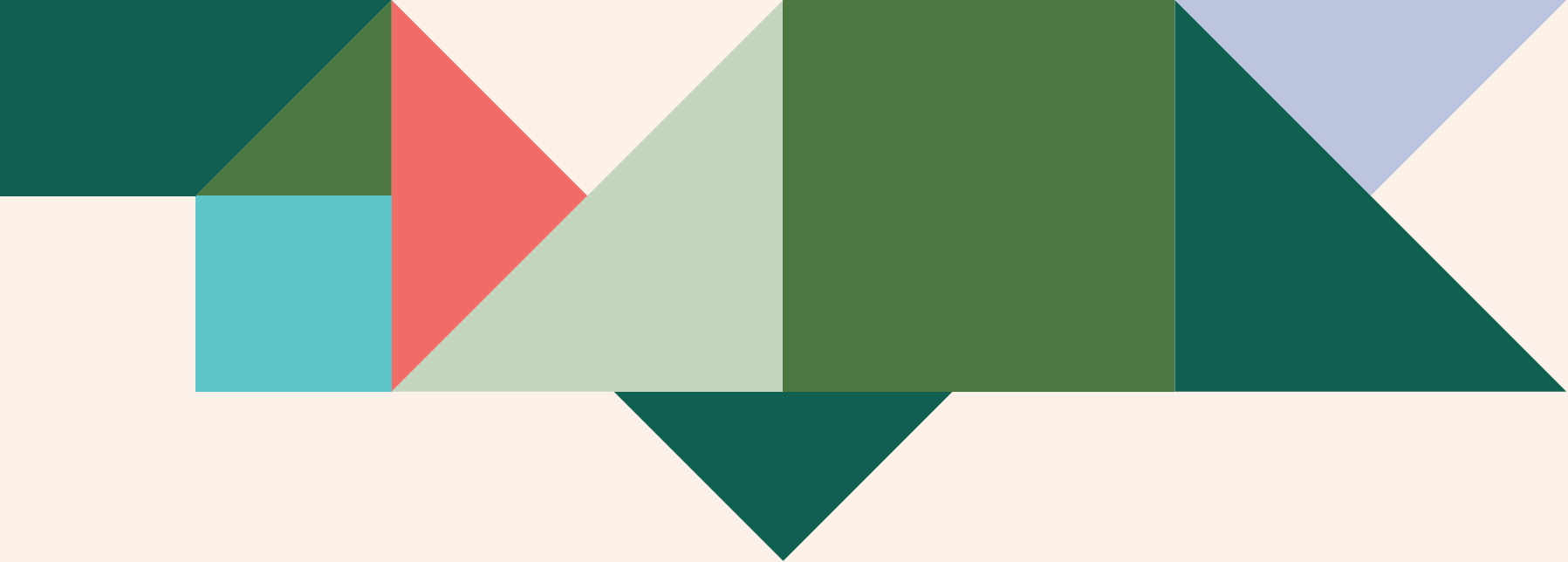




# Brand Guidelines

Itad 2023



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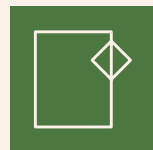
# 01 Verbal Identity



We are a **global consultancy** united by a strong set of values and a common purpose: to help build a more equitable and sustainable world for all.

We do this by providing expert monitoring, evaluation, learning and strategy services to help organisations improve their performance and catalyse positive lasting social, economic and environmental change.

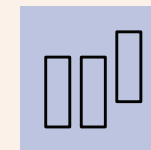
Our company values underpin all that we do:



Making  
a difference



Equality and  
inclusiveness



Technical excellence  
and innovation



Collaboration  
and learning



Environmental  
action



Personal  
development



## Our brand matters.

It's how we communicate our achievements and ambitions, and how we cultivate enthusiasm for the work that we do. It's what people recognise and remember and it shapes how people think and feel about us.

### A brand for everyone.

The way we use it is simple, direct and uncomplicated. All staff should feel empowered to create their own designs, seeking professional support when they need it.

To ensure that we maintain the value of our brand, we must use it consistently and with purpose. This guide is for everyone working with our brand. Please use our guide and our templates to ensure work is eye catching, professional and conveys our messages.

Like a person, what we say is dictated by our values, culture, experiences and knowledge. How we say it is informed by our personality.

Our brand personality complements our values and our values represent our beliefs.

These brand personality traits guide how we talk about and how we write for Itad.

**Itad's personality is:**

## Inclusive

**We are inclusive:** We aspire for better lives for everyone, everywhere.

**What we mean:** Just, unbiased, considerate, non prejudiced, nondiscriminatory and respectful.

## Collaborative

**We are collaborative:** Committed to working with others to have a positive impact on people and planet.

**What we mean:** Supportive, engaged, enabling, dynamic, respectful, open, cooperative.

## Expert

**We are expert:** We have outstanding knowledge and skills in our field.

**What we mean:** Professional, specialist, trusted, reliable, accurate, confident, authentic, practical, credible, authoritative.

## Helpful

**We are helpful:** We strive to help partners drive positive change for people and planet.

**What we mean:** Empowering, action oriented, supportive, cooperative, friendly, empathetic, constructive.

Having a clearly defined, consistent and recognisable tone of voice helps to:

- 1 **Make us stand out from the crowd**
- 2 **Build emotional connection and trust**
- 3 **Guide strategic focus**

#### **Consistency and context:**

The more consistent we are in our tone of voice, the more likely it is that people will understand what makes us special.

However, we do moderate our tone, depending on who we are talking to and the context. This way, we help different audiences to engage with us.

Our tone of voice is how we express our personality in words, both written and spoken. It's not what we say but the way we say it.

By following some simple principles, we can speak with a common voice that identifies who we are and defines the relationship between us and our audiences.

#### **Tone of Voice + House Style = Verbal Identity**

Our verbal identity comprises our Tone of Voice and our House Style, which includes guidance on punctuation, spelling, word choice and formatting. Together, these tools support consistency in our brand.

## Inclusive

- ▶ We use **inclusive and person centric** language that is respectful.
- ▶ We are **considerate and current** when writing about race, culture, ethnicity, gender and sexuality. We choose words carefully to consider cultural sensitivities and contexts.
- ▶ We are conscious of the global nature of our audience so we use **plain English**, avoid long, complicated sentences and **avoid jargon**.
- ▶ We use an **active voice** to invite participation and add clarity.
- ▶ We clearly **signpost** to relevant work that represents a **diversity of voices**.

## Collaborative

- ▶ **Positive, active and dynamic** - like our approach to seeking out new partnerships and strengthening existing ones.
- ▶ When working in partnership, we **use the pronoun 'we'** to evoke positivity and collaboration - inviting mutual participation toward a shared goal.
- ▶ We **show our appreciation of others' perspectives** and skills, while acknowledging our own.
- ▶ Where relevant and appropriate, we **show that we are listening** to partners by reflecting their language in our own.
- ▶ We **address readers directly** to help to create a connection and a sense of being involved.

Please refer to our full Tone of Voice Guide for examples of how to put this into practice.



## Expert

- ▶ We always use accurate and appropriate evidence to **back up our points**.
- ▶ We are **concise** and to the point.
- ▶ We **articulate our own views clearly** and explicitly we neither underexplain nor overexplain.
- ▶ We use **accessible** language.
- ▶ We don't hedge or moderate we are **confident** and communicate in an **open and authentic** way.

## Helpful

- ▶ We offer constructive, **solutions-focused** advice on how things can be done better.
- ▶ We **show rather than tell** how our work is helpful we explain the effects of our work and what we have learned and why it is important.
- ▶ When challenged, our language is **reassuring and practical**.
- ▶ We provide **clear and direct follow up actions** for our audiences, such as whom to contact for more information.

# 02 Visual Identity



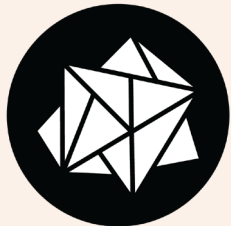
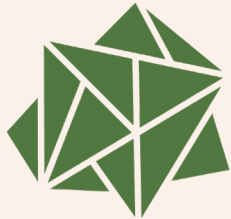


**Main logos**

The Itad 'star' is a symbol of excellence. Its form represents the complexity of both our work and the global challenges we seek to address. The combination of our visual identity and brand expression portrays us as a digital, data driven brand that works with real people and has real impact.

Our two primary logos should be used whenever possible. The Forest Green and Black logo should be used on lighter backgrounds, and the Cream logo on darker backgrounds.





**Logo variations and emblems**

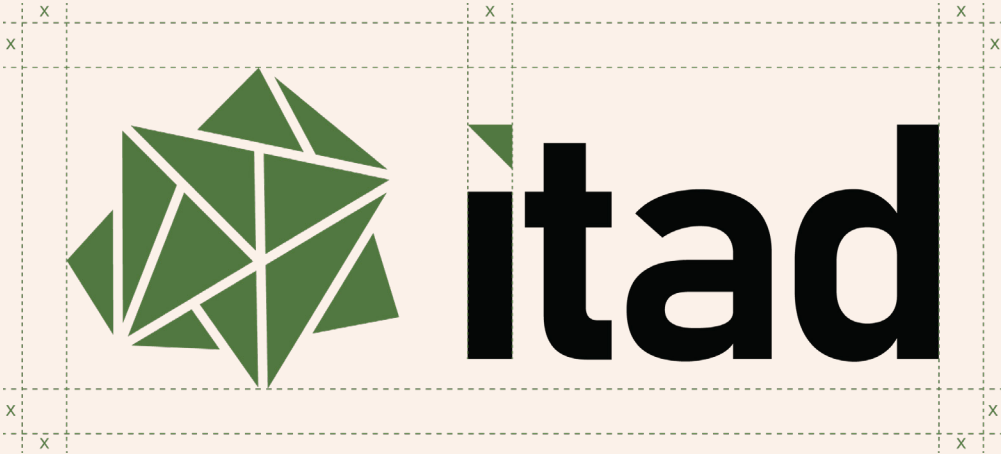
The logo can be used in different variations depending on its background colours and needs. These are the variations that can be used when the main logos are not available.

The logo emblems are used when space is very limited, for example in social media profile pictures.

Please contact us to download our main logos and logo variations.

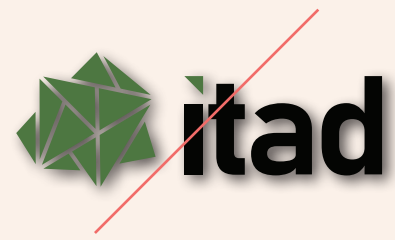






**Clearspace**

To ensure prominence and legibility, the logo should always be surrounded by a minimum area of clear space. The clear space must remain free of other elements, such as text, icons and graphics.



**Don't**  
add embellishments, drop shadows or any other effects.



**Don't**  
tilt or skew any part of the logo.



**Don't**  
change the colour or tint of the logo outside of the specified logo variations.



**Don't**  
recreate the logo in a different font.



**Don't**  
place the logo against a background colour or image without enough contrast.



**Don't**  
use a JPEG version or a screenshot of the logo on a coloured background. Always use the transparent image file of the logo. Transparent file types are: PNG, EPS or SVG for web.

**Logo don'ts**

Here are some examples of incorrect usage of our logo.

Our brand colour palette represents who we are and aligns with our brand personality traits: helpful, expert, collaborative and always inclusive.

Our colour palette is a mix of vibrant and muted colours. It is made up of modern, fresh tones that look soft, inviting and rich.

It is divided into three groups, each made up of three colours.

Brand colours



Dark Green

#136051  
C:88 M:40 Y:69 K:29  
R:18 G:97 B:81



Forest Green

#51773f  
C:71 M:33 Y:91 K:19  
R:81 G:120 B:64



Light Green

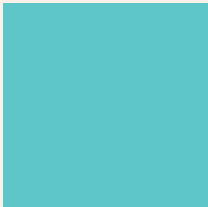
#c2d4bb  
C:24 M:7 Y:29 K:0  
R:194 G:214 B:189

Core colours



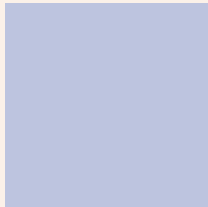
Salmon

#f26d69  
C:0 M:72 Y:52 K:0  
R:242 G:108 B:106



Blue

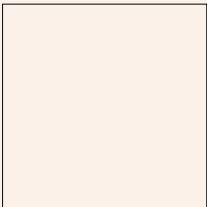
#5dc6c9  
C:58 M:0 Y:24 K:0  
R:92 G:198 B:202



Lavender

#bec3df  
C:24 M:18 Y:2 K:0  
R:190 G:196 B:225

Accent colours



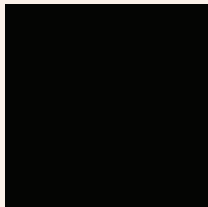
Cream

#fcf0e6  
C:1 M:5 Y:7 K:0  
R:253 G:243 B:233



White

#ffffff  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255



Black

#000000  
C:75 M:68 Y:67 K:90  
R:0 G:0 B:0

Additional colours



### Colour ratio

The core brand colours and the Cream colour are the most used ones throughout the brand.

The Salmon, Blue and Lavender are used as accent colours and support the rest of the palette by bringing the brand graphics to life.

Certain rules apply to the use of brand colours. They are outlined on this page.

### Rule 01

Itad visuals, whether internal or external, should always have Forest Green as one of the colours present. This rule does not apply to visuals that are void of colour.

### Rule 02

All brand colours should be used in their correct tints and vibrancies. When unsure about a colour, always refer back to the previous page of this brand book.

### Rule 03

When using accent colours, Salmon should be the most used colour, with Lavender and Blue used sparingly.

### Rule 04

Whenever possible, assets should have a Cream coloured background. In certain cases, for example for assets created on Microsoft Word, White is used as a background colour.




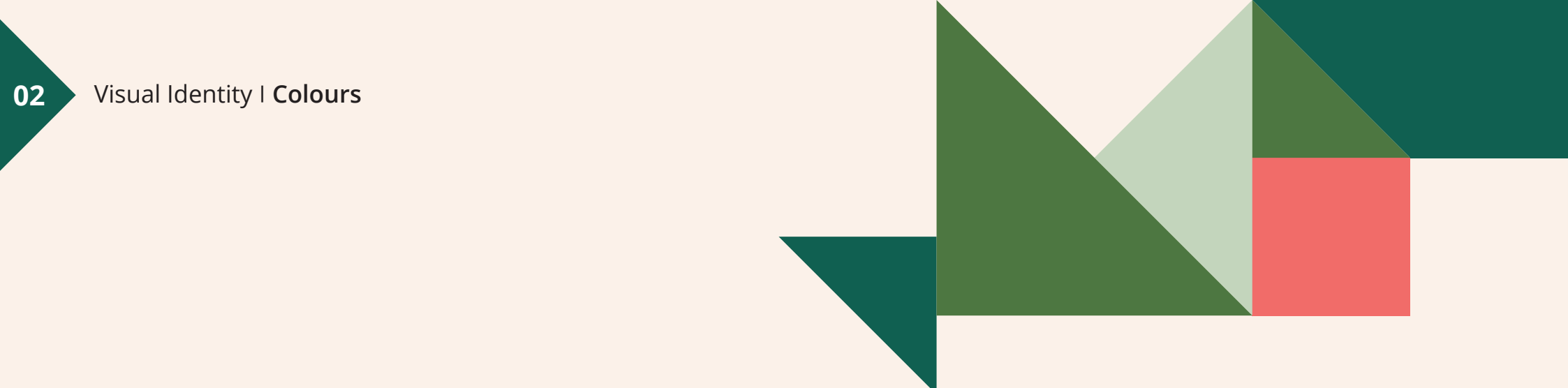
Colour tints

Only when necessary, for example in certain data visualisations that require more than six colours, different tints of each brand colour can be used.

These tints coincide with the preset MS tints for our brand colours. To create the tints in MS programmes, you need to create a new 'theme' with the brand colours. The tints will then be automatically created within the programme.



|   |  |
|---|--|
|    | <b>Dark Green</b><br>#136051<br>C:88 M:40 Y:69 K:29<br>R:18 G:97 B:81    |
|    | <b>Forest Green</b><br>#51773f<br>C:71 M:33 Y:91 K:19<br>R:81 G:120 B:64 |
|    | <b>Light Green</b><br>#c2d4bb<br>C:24 M:7 Y:29 K:0<br>R:194 G:214 B:189  |
|    | <b>Salmon</b><br>#f26d69<br>C:0 M:72 Y:52 K:0<br>R:242 G:108 B:106       |
|    | <b>Blue</b><br>#5dc6c9<br>C:58 M:0 Y:24 K:0<br>R:92 G:198 B:202          |
|   | <b>Lavender</b><br>#bec3df<br>C:24 M:18 Y:2 K:0<br>R:190 G:196 B:225     |
|  | <b>Cream</b><br>#fcf0e6<br>C:1 M:5 Y:7 K:0<br>R:253 G:243 B:233          |
|  | <b>White</b><br>#ffffff<br>C:0 M:0 Y:0 K:0<br>R:255 G:255 B:255          |
|  | <b>Black</b><br>#000000<br>C:75 M:68 Y:67 K:90<br>R:0 G:0 B:0            |



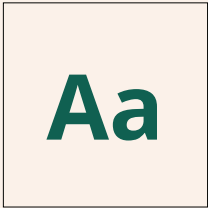
Accessibility

Each colour combination is tested and aligned with the web content accessibility guidelines (WCAG) to make sure text is always accessible throughout the brand.

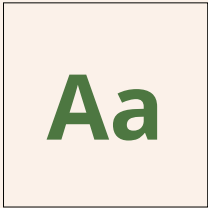
In most cases, Cream and White are used as the background colour. Text on those backgrounds can be Black, Dark Green or Forest Green.



**Background** Cream  
**Text** Black



**Background** Cream  
**Text** Dark Green



**Background** Cream  
**Text** Forest Green



**Background** White  
**Text** Black



**Background** White  
**Text** Dark Green



**Background** White  
**Text** Forest Green



**Background** Light Green  
**Text** Black, Dark Green



**Background** Forest Green  
**Text** Cream, White



**Background** Salmon  
**Text** Black



**Background** Dark Green  
**Text** Cream, White, Light Green



**Background** Blue  
**Text** Black



**Background** Lavender  
**Text** Black

**Accessibility**

Other colour combinations can be used but sparingly. Here are all the accessible combinations. Any other colour combination is considered inaccessible and should be avoided in all Itad visuals.



**Background** Black  
**Text** Cream, White, Light Green, Salmon, Lavender, Blue

**Brand font**

Open Sans is a humanist sans serif typeface that was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimised for print and web, and has excellent legibility characteristics in its letterforms, making it fully accessible.

Our main typographic palette consists of Open Sans used for headlines, subheadings as well as body copy.



**Main brand font: Open Sans**

Light

Regular

*Italic*

Semibold

**Bold**

**Extrabold**



**Headline font:**  
Open Sans

Extra bold  
or Bold

**Sub-headline font:**  
Open Sans

Bold  
or Semi bold

**Body copy font:**  
Open Sans

Regular  
or Light

# This is a headline

## This is a sub-headline

This is a body copy. Lorem ipsum dolor sit amet. Da conem es maxime explique preicab iniscipsam quunduci dolessime consequeture autem fuga. Minctis molorem volesse quasini molut eniendae volorio mod es excerov itionsecerum reperum volenis est, is re sum ipsum fugia quisquam volum reius, odis nihiciis quo cum qui tempore.

This is an example of how you can use the different font weights.

**Alternative font**

When Open Sans is not available, an alternative font can be used.

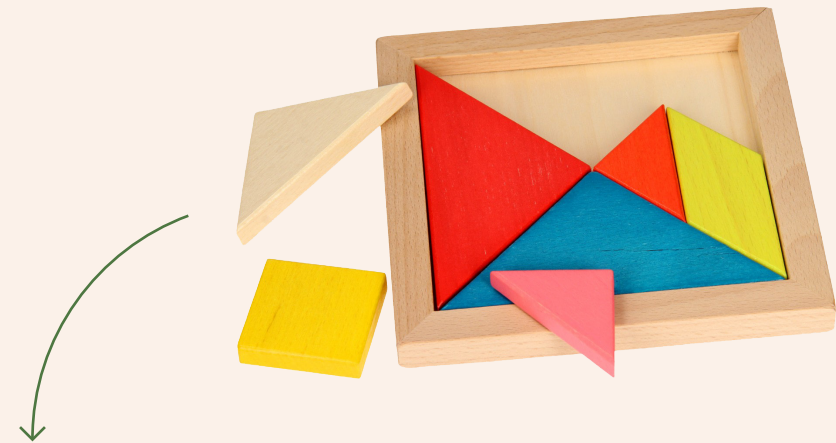
Grandview is a sans serif typeface which was designed to be legible at a distance. It is also designed for use in body text but retains the same qualities of high legibility, with subtle adjustments for long-form reading.

Grandview is used as the main font for Microsoft Word, Powerpoint and other MS programmes.

A large, bold, green 'Aa' in the Grandview font, centered on the page. The 'A' is a simple sans-serif capital, and the 'a' is a lowercase letter with a rounded bowl and a small tail.

Regular

**Bold****Alternative font: Grandview**



### Geometric shapes

The geometric shapes used as the main brand elements for this identity are inspired by the Tangram puzzle.

These shapes represent data on a grid-like system. They create a bridge between the different sections of the brand visuals; a bridge of information.

The idea behind the Tangram puzzle is to shift the pieces to create new shapes and to transform something into something else. Through that movement, Itad lives across ever-shifting global spaces and evolves and shifts to move with the world.

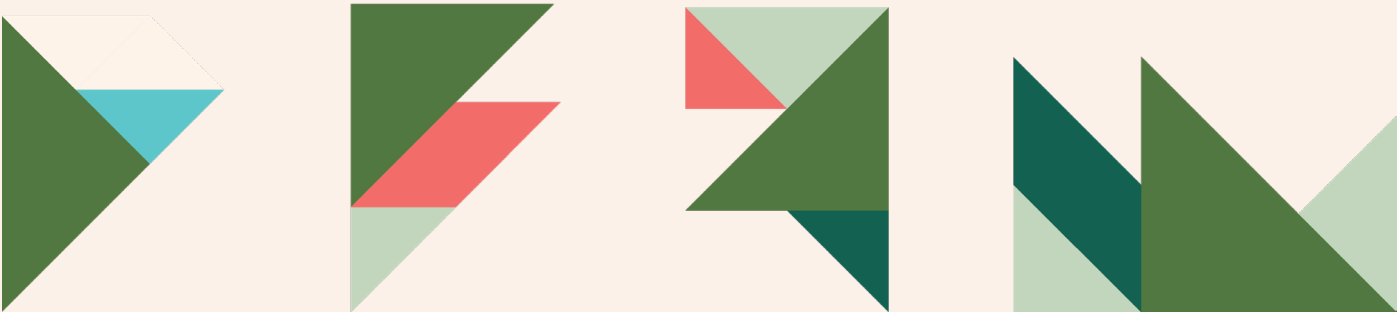




**Shapes as clusters**

The shapes created by the  
Tangram puzzle can be used as  
individual shapes or as small  
clusters of two or several shapes  
coming together.

Please contact us to download our  
range of shape clusters.



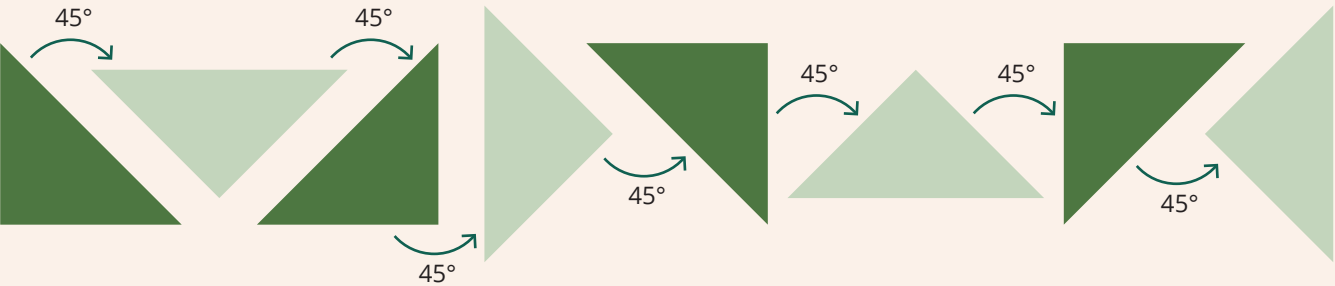
### Shapes as bridges

The shapes can also come together to create bridges across the visuals. These bridges do not have to be connected fully from one side of the page to the other.

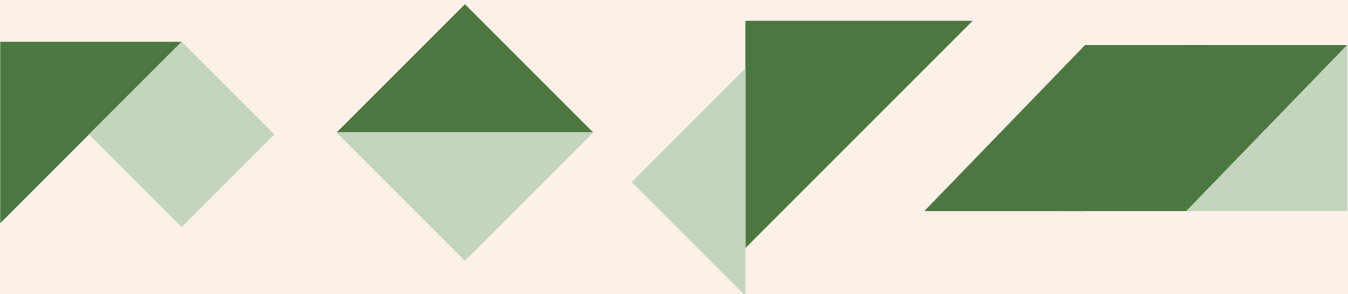
Please contact us to download our range of shape bridges.



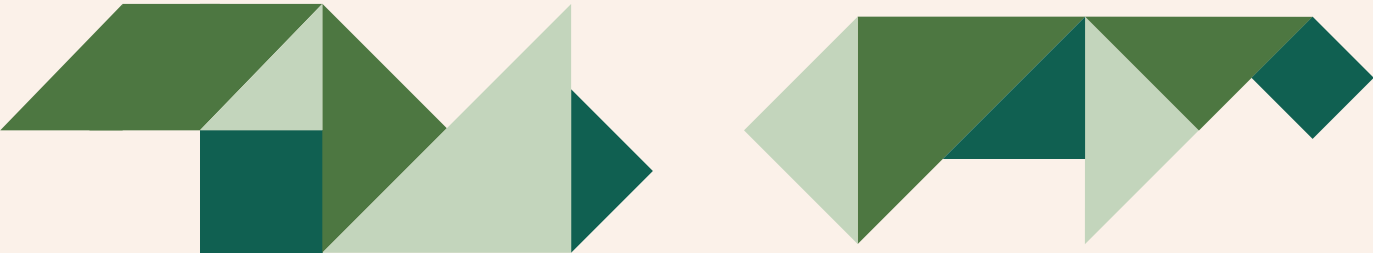
Shapes can only be rotated at 45 degree angles



They come together and align on similar angles



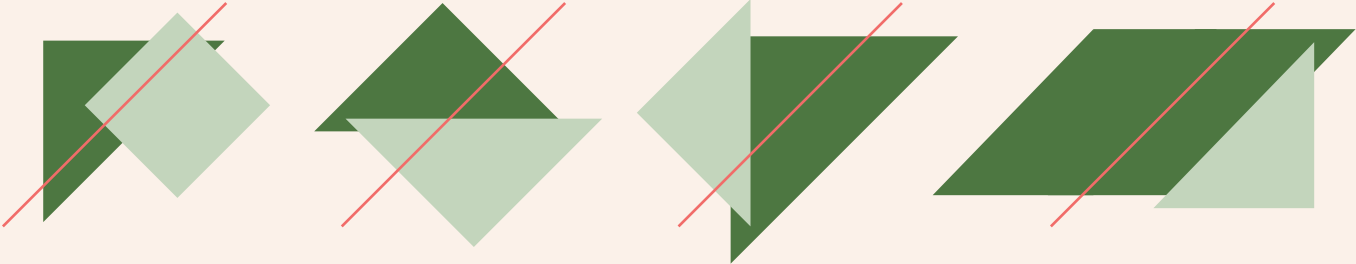
More shapes can be added to build bigger clusters and bridges



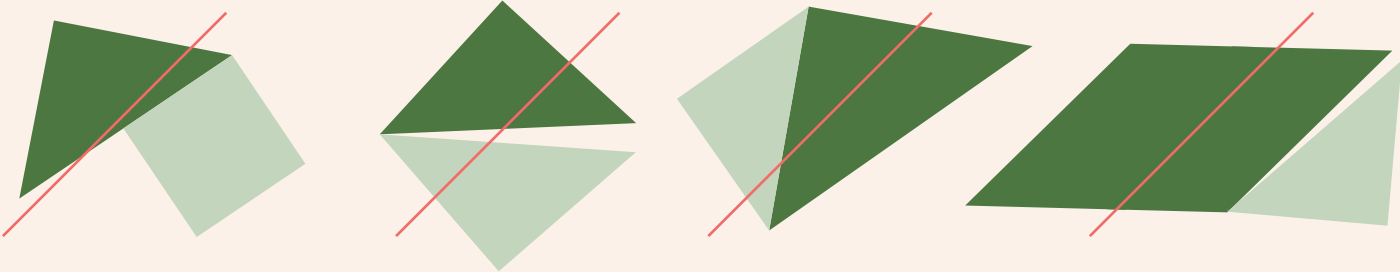
How to create shape clusters

The Tangram shapes can be rotated at 45 degree angles. They come together and align on similar angles and edges. Along those similar lines, the shapes can shift to create dynamic clusters.

Shapes should not overlap



They should not be rotated to random angles



How not to create shape clusters

When creating shape clusters, make sure the shapes do not overlap on top of each other. They should also never be rotated to random angles, either individually or as a whole cluster. And finally, they should not be overused on a single visual, or used as small visual elements.

They should not be overused or be very small on visuals





**Shapes as image frames**

Individual shapes as well as shape clusters can also be used as images frames. Here are some examples of shape clusters used as image frames.

Several images within frames can be used on the same visual as long as they do not become overwhelming.

Please contact us to download our range of image frames.



Shape clusters used for images should not be overcomplicated



Do no crop people's faces with the shapes

Shapes as image frames

When creating shape clusters to be used as image frames, it is necessarily to not overcomplicate the final grouped shape.

It is also important to make sure the images sit properly within the shape frame, without cropping out people's faces.

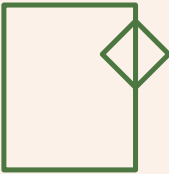


Brand icons

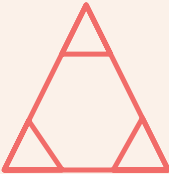
Each icon is associated with a specific brand value. Always make sure to use these correctly.

When adding additional icons, use minimal line geometric shapes whenever possible. If you are downloading icons from online sources, try to choose the most geometric ones possible.

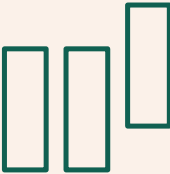
Icons are not associated with any particular colour. You can incorporate them into any colour combination.



Making a difference



Equality and inclusiveness



Technical excellence and innovation



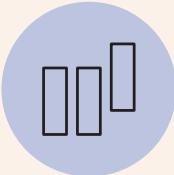
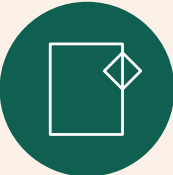
Collaboration and learning



Environmental action



Personal development



Photography

Photography is an important part of telling stories. It helps us to communicate the importance and impact of our work, and to generate awareness, understanding and engagement among audiences (including funders, partners and communities of practice).

All our photography should be selected and used with ethical integrity. This means deliberately considering the risks and impacts of our image choices on the individuals and communities that we are working with, as well as the impact of our communications on audiences.

Please refer to our ethical content guidelines for more information.





# 03 Brand Expression





Report

Our reports are created on Microsoft Word and follow our brand identity. Guidelines for elements, fonts, and colours should be followed from this brand book and the templates provided.



### Letterhead

Here is an example of our branded letterhead, showcasing our logo and brand typography.







### Powerpoint presentation

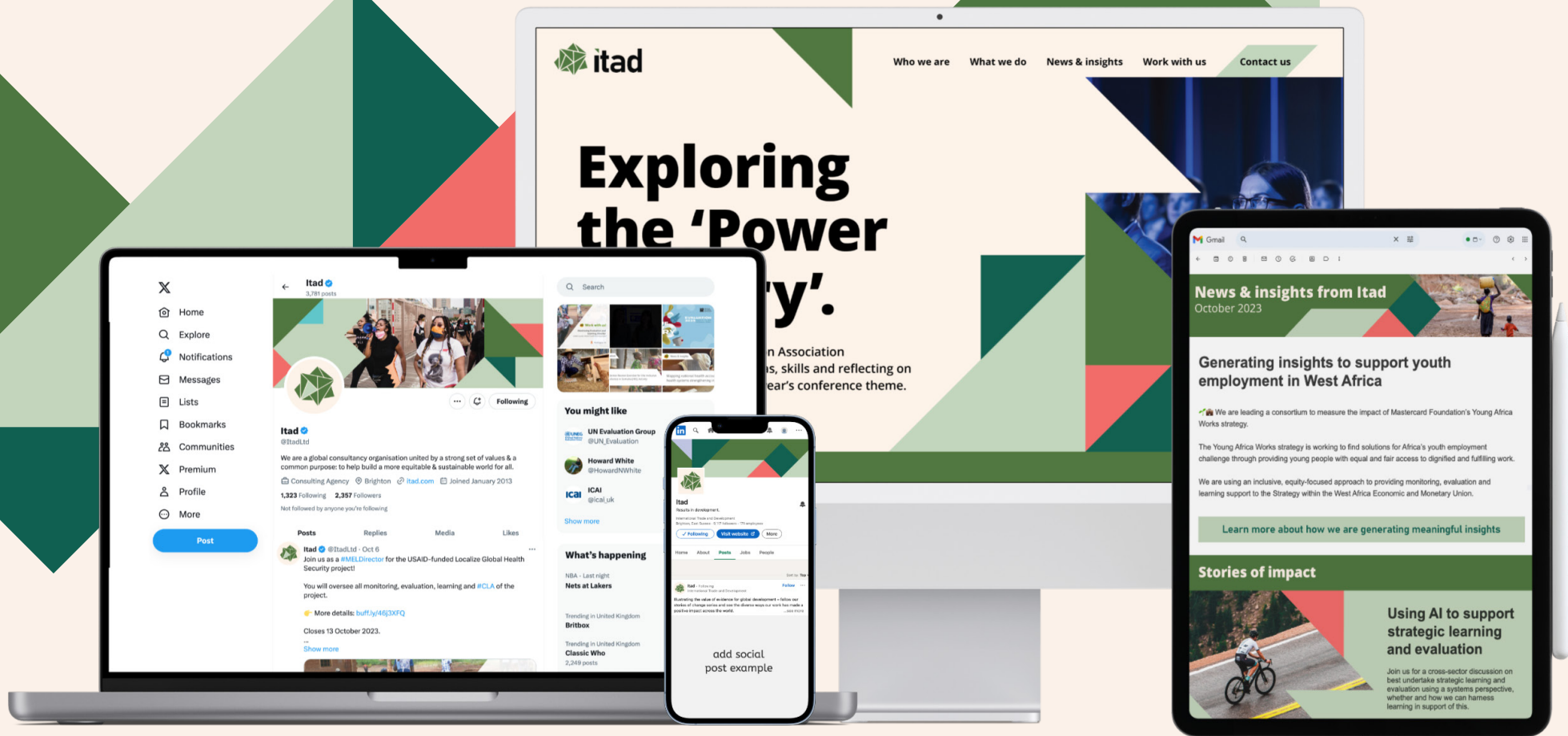
Here are some examples of slides from our Powerpoint presentation.



### Social media posts

Overall, visual content for social media should be in line with Itad's brand identity. Guidelines for elements, fonts, and colours should be followed from this brand book and the templates provided.







[www.itad.com](http://www.itad.com)

Please get in touch if you require access to our brand assets and templates, or if you have a query about our brand identity.

[knowledgehub@itad.com](mailto:knowledgehub@itad.com)

+44 (0)1273 765 250