

BRAND GUIDELINES



INTRODUCTION

Boilerplate

IREX is an independent nonprofit organization dedicated to building a more just, prosperous, and inclusive world by empowering youth, cultivating leaders, strengthening institutions, and extending access to quality education and information.



Primary Orientation



Secondary Orientation

Our corporate identity is the expression of who we are as an organization. More than stylistic, it reflects our culture, our sense of purpose and even our place in the world.

Maintaining our brand is an important responsibility that requires a sensitive understanding of the nuances that make it our own.

When possible, the primary orientation version of the logo should be used. There may be situations where space is at a premium. In these cases the secondary orientation may be used.

LOGO | COLOR VERSIONS



While the preferred use of the logo is the full color version on white, flexibility for practical reasons is important.

The full color logo should only be placed on white or neutral backgrounds. This is critical to ensuring impact and recognition of the IREX logo.

The greyscale version of the logo should only be used for one-color print projects.

*For further guidance contact the [Communications department](#).

LOGO ON A LIGHT BACKGROUND

LOGO ON A DARK BACKGROUND



GREYSCALE LOGO





Always apply the IREX logo with the proportionate amount of clear space indicated. This will ensure that the logo is consistently represented, easily identified and allowed the space it needs around it to maintain its impact.

The clear space is the minimum space required between the logo and any other elements of the layout that gives it “breathing room.” Clear space is also the minimum distance allowed between the logo and the edge of a printed or online application.

The clear space used around the IREX logo should be equal to the distance between the top of ‘IREX’ and the top of the IREX mark.

LOGO | INCORRECT USAGE

Never reverse the color scheme of the Primary Logo or change the color of the logo's text. It reverses the emphasis on our name and weakens the overall concept and design.



Never use the old IREX logo



Never reproduce the primary logo in any color other than that which is outlined in this style guide.



Never use the "Make a Better World" tagline.



Never stretch or smush the logo so that the proportions change



Never add a country name beside or under the IREX logo.



Never separate the landmark icon from the 'IREX' text.



Brands are cumulative, a collection of elements that cumulate into a singular impression. Through consistent usage of the logo and other brand elements they build equity and recognition over time.

Brands are also fragile. If you "break" the branding by not adhering to some basic rules, the branding loses its impact and can even cause confusion. That's why it's important to avoid creating new versions of the logo, even if visually they support good design.



Partnerships are an important part of IREX's business and as such a graphic device to show this relationship is important.

When combining a partner logo with the IREX logo, don't let the partner logo overshadow the IREX logo.

Be sure to apply the correct amount of clear space (x) between the IREX logo and the partner logo, this will ensure that the IREX logo has appropriate impact and prominence.



1. USAID



2. State Department

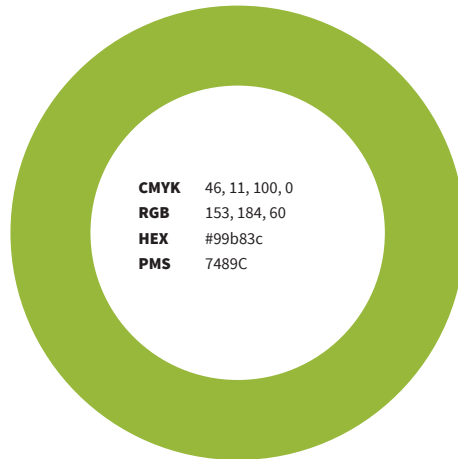
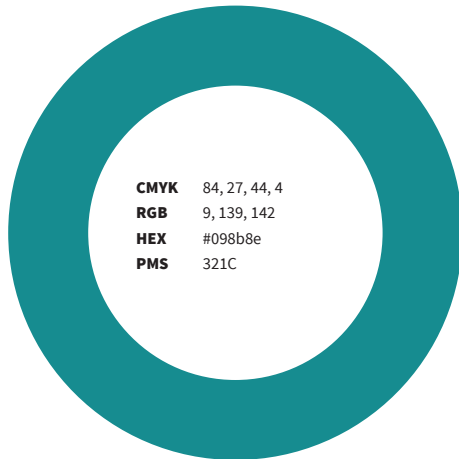
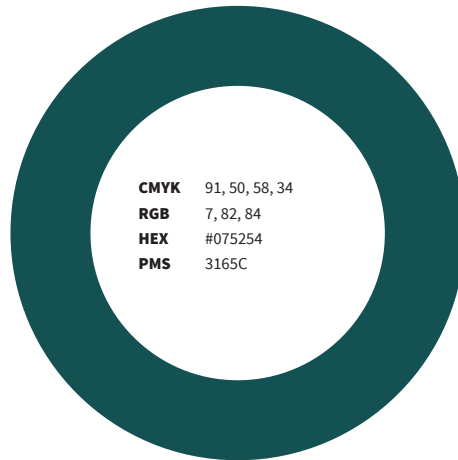
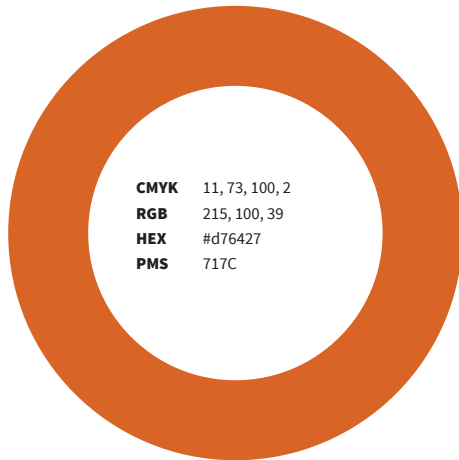
Many partners may have strict logo guidelines of their own. In these instances it is permissible to deviate from the partner logo lockup above. See examples to the left.

1. USAID
2. State Department

Note: When using the State Department's logo, the U.S. flag must also be used.

BRAND COLORS

Primary Brand Colors



Secondary Brand Colors



CMYK 14, 3, 8, 0
RGB 216, 230, 230
HEX #d8e6e6



CMYK 42, 27, 31, 0
RGB 154, 167, 167
HEX #9ba7a7



CMYK 88, 60, 64, 65
RGB 8, 44, 45
HEX #0a2c2d



CMYK 70, 0, 28, 0
RGB 37, 189, 193
HEX #23bec2



CMYK 36, 0, 96, 0
RGB 176, 210, 61
HEX #afd53b



CMYK 0, 57, 96, 0
RGB 246, 136, 38
HEX #ff881f

Color is a dominant visual component of our brand. Applying it proportionately throughout the design process will ensure a balanced result that accurately captures our brand.

For Headlines & Key Calls to Action

Museo Sans 700 AaBbCcDdEeFfGg

For Body Copy & Support Text

Source Sans Pro Bold - AaBbCcDdEeFfGg

Source Sans Pro Bold Italic - AaBbCcDdEeFfGg

Source Sans Pro Semibold - AaBbCcDdEeFfGg

Source Sans Pro Semibold Italic - AaBbCcDdEeFfGg

Source Sans Pro Regular - AaBbCcDdEeFfGg

Source Sans Pro Italic - AaBbCcDdEeFfGg

Source Sans Pro Light Italic - AaBbCcDdEeFfGg

Source Sans Pro Light Italic - AaBbCcDdEeFfGg

Alternate Typeface (for use when Museo and/or Source Sans Pro are not available)

Arial Bold - AaBbCcDdEeFfGg

Arial Bold Italic - AaBbCcDdEeFfGg

Arial Regular - AaBbCcDdEeFfGg

Arial Italic - AaBbCcDdEeFfGg

The IREX brand utilizes two typefaces for professionally designed materials: Museo Sans and Source Sans Pro. Only these two typefaces may be used on these types of materials for the IREX brand.

For Headlines or key calls to action, use Museo Sans 700.

For all other support and body copy, use the Source Sans Pro Font Family. The content of the message and the length of the content should determine the weight and size of the font, as well as the choice of all caps or lowercase letters.

Alternate typeface

If you do not have Museo Sans 700 and Source Sans Pro, please use Arial instead. Arial is fine for PowerPoint slides, Word documents, and other day-to-day materials that do not require a professional designer.

Note: Do not try to replicate the logo's typeface for use in headlines or body copy.