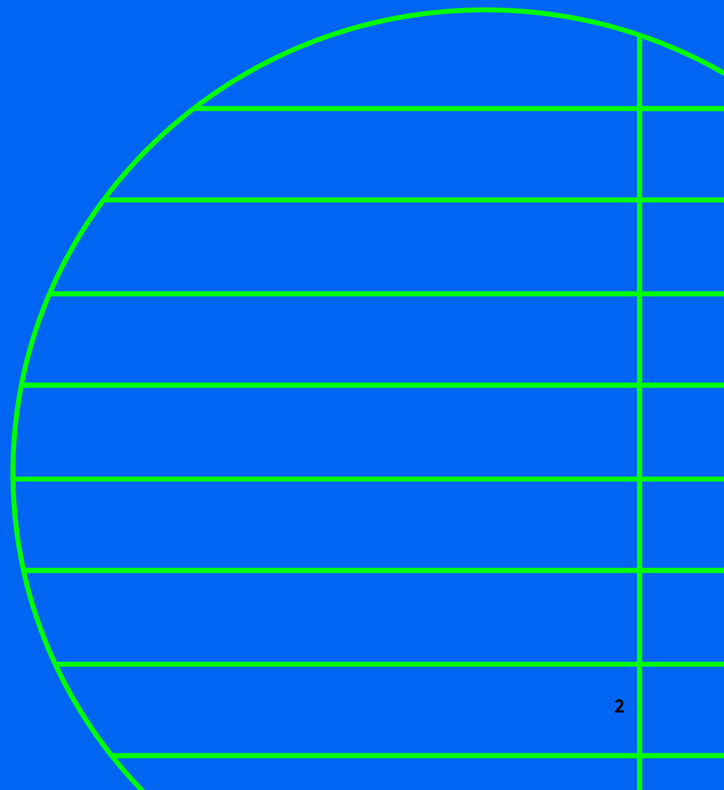
From the People of Japan

DX4Resilience

CONNECT INNOVATE ACCELERATE

Identity



Story

The concept behind the DX4Resilience identity was derived from transition – the operation or relation of a cause and its effect.

The broad notion behind the design centres around the idea of change from disruption to stability. The logo is a depiction of what the project can do for disaster risk reduction and recovery.

The logo form is a grid representing the technological interventions / digital solutions / strong collaborations & partnerships that the project will employ for long term impact. The logo type changes colour as it goes through the grid. The transition from dark to light is representative of how the project can alter the equation for vulnerable communities in reference to disaster preparedness.

DX4Resilience

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Logo Element

Each element of the logo has a fixed size and position. The size and proportion of any element in these fixed units should not be changed. The tagline should not be separated from the logo unit. The forthcoming slides on application of identity is a good reference for that.

Logo may only be reproduced from master artwork files and must not be redrawn.

Logo structure and Clear space

Leave ample space around the logo so that it stands out prominently.

Minimum negative space around the logo should be 100% of the ‘c’ letter space on top and bottom, right and left.

Clear space does not define the margins of the layout but the minimum distance from the adjacent content.

Only use the logo files provided in the brand package with the guidelines. They incorporate the clear space.

X = circular space of ‘c’

Brand Font | Proxima Nova | UNDP fonts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

Regular

dolore magna aliqua. Sed risus ultricies tristique nulla aliquet enim. Enim sed faucibus turpis in eu mi

Regular Italic

bibendum neque egestas. Enim lobortis scelerisque fermentum dui. Odio ut enim blandit volutpat

SemiBold

maecenas. Magna fermentum iaculis eu non diam phasellus vestibulum. Quam vulputate dignissim

Bold

suspendisse in est ante in nibh mauris. Semper eget duis at tellus at urna. Sed risus ultricies tristique

ExtraBold

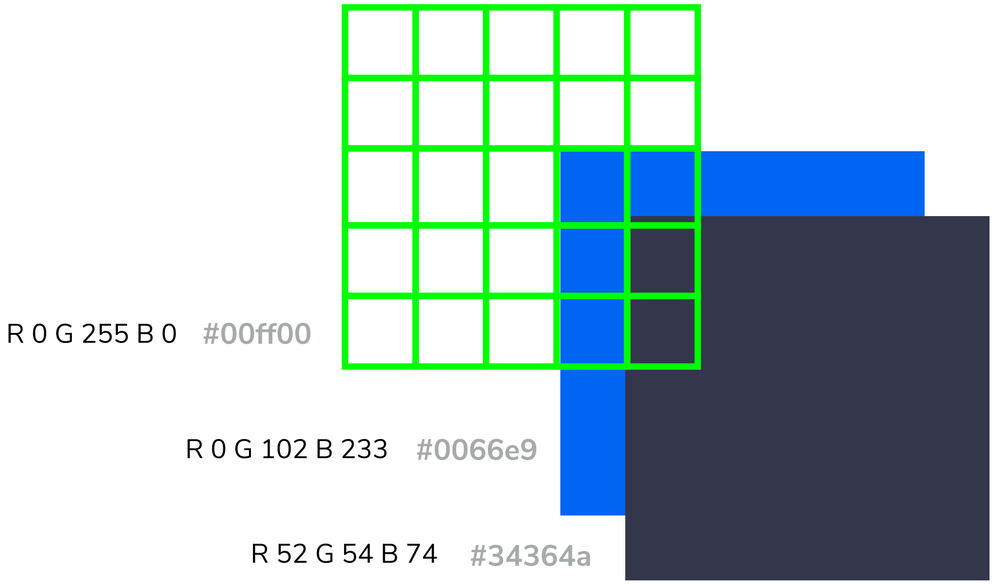
nulla aliquet enim. Enim lobortis scelerisque fermentum dui.

Black

Designed by **Mark Simonson Studio**

Proxima Nova is a hybrid that combines modern proportions with a geometric appearance.

Colour Palette



R 0 G 255 B 0 #00ff00

R 0 G 102 B 233 #0066e9

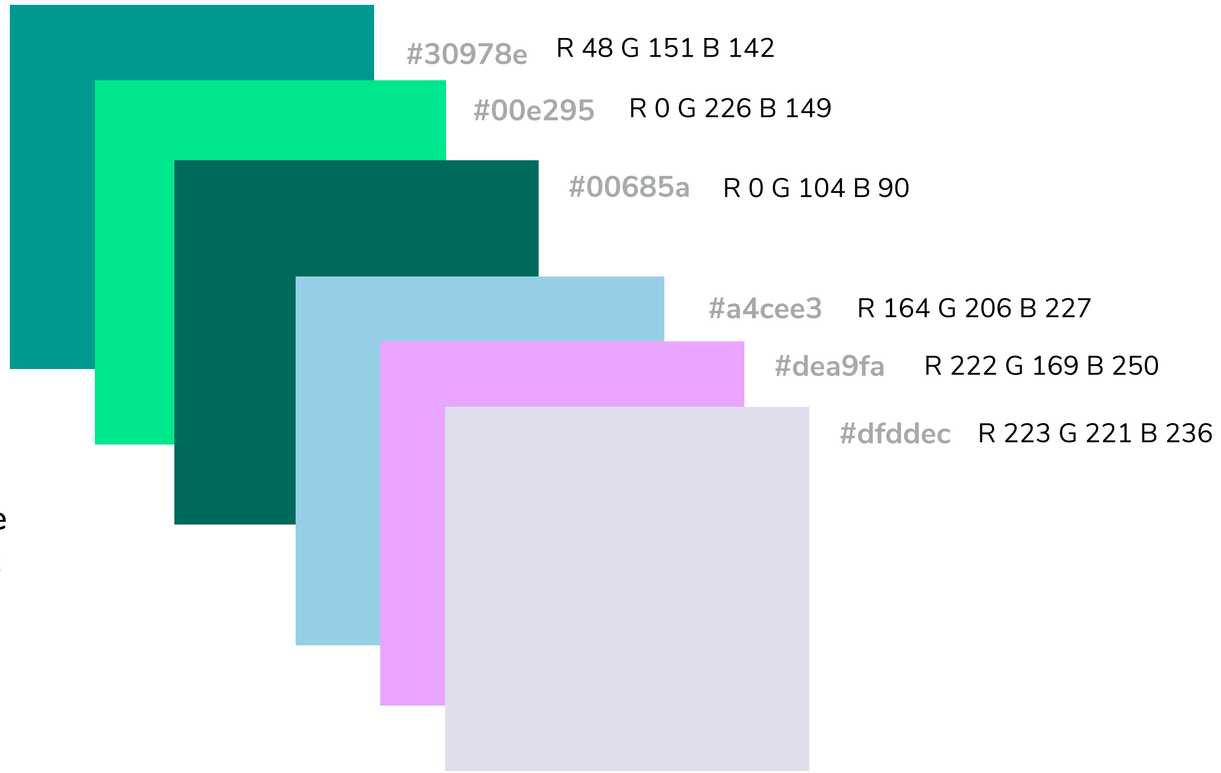
R 52 G 54 B 74 #34364a

PRIMARY

Use the three primary colours as the main palette across collaterals. It brings greater brand recall.

SECONDARY

The secondary palette can be used for other design elements, illustrations and generally where the primary palette is not sufficient.



#30978e R 48 G 151 B 142

#00e295 R 0 G 226 B 149

#00685a R 0 G 104 B 90

#a4cee3 R 164 G 206 B 227

#dea9fa R 222 G 169 B 250

#dfddec R 223 G 221 B 236

Logo Variations | Inverse

Primary Logo >

Logo variations are pre-defined units provided by the designer. They are to be used when the primary logo cannot suffice.

- On the dark blue background use the Inverse Version 1. While using this version, make sure the size of the logo is big enough so that the X is legible
- On the bright blue background use the Inverse Version 2.
- Use the Greyscale Version for black/white printing.
- Use the All-white Version in case the Inverse V1 does not suffice for black/white printing. It can be treated like an inverse option for the greyscale logo. This version should only be used on rare occasions.

Use the Primary Logo whenever possible.

Inverse Version 1

Inverse Version 2

Greyscale Version

All-white Version

Logo - Don’ts

- Do not use the logo in any other colour. Only use the logo versions provided with the brand package.
- Avoid using a busy or multi-coloured background behind the logo.
- Do not use the grid green as background behind the logo.
- Do not add effects to the logo.
- Do not separate the tagline from the logo unit.
- Do not rotate the logo. Legibility of the logo is crucial.

Minimum Size

Size restrictions are to maintain the legibility of the logo unit. The clarity of the logo is essential. The distortion in the logo will seem obscure if the logo is not sized correctly.

Please do not use the logo in a size that does not fall within suggested sizes.

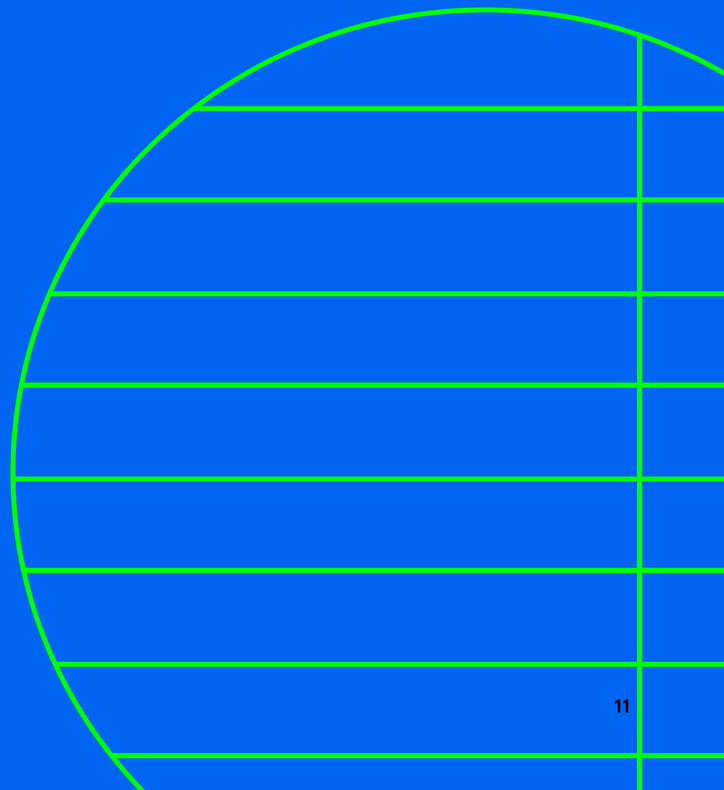
Print:

Width: 40mm

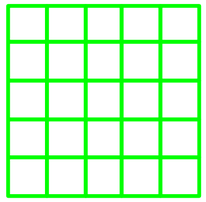
Digital:

Width: 300 pixels

Design Language

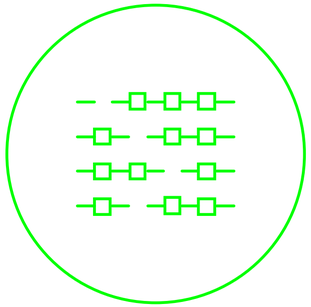


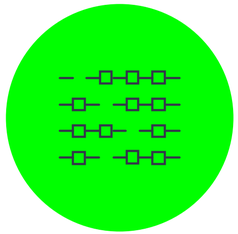
Icons



Taking forward the ‘grid’ graphic language from the logo. Squares become a common element in all the iconography – offset by circles.

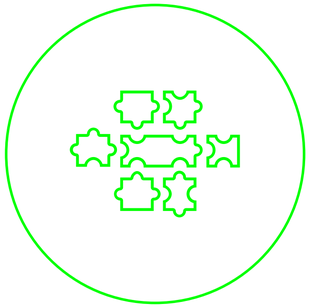
CONNECT

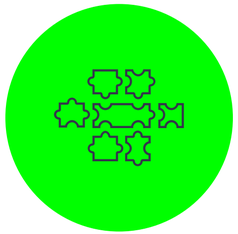




Circuit board like fuse points to signify **technology** as well as connectivity

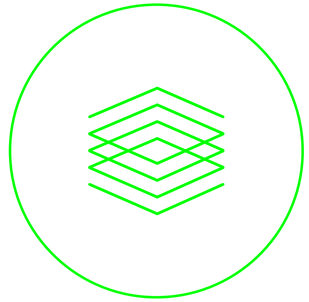
INNOVATE

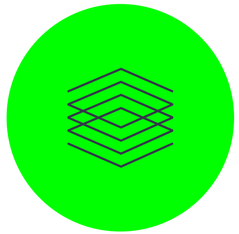




Pieces from a jigsaw puzzle to signify solutions that fit, custom made innovation. The pieces also denote the closely packed **vulnerable communities**.

ACCELERATE

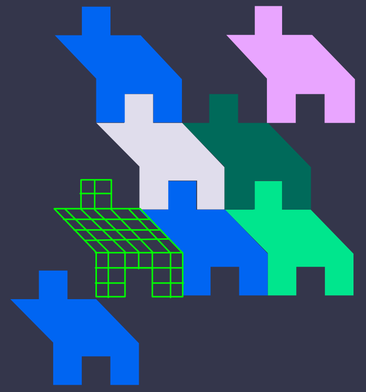




Illusion created by lines in motion connecting different points, showing a 3D shape. The symbol also signifies building **partnerships** and creating a foundation for the project.

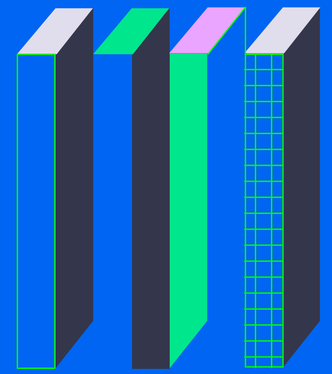
Illustrative Graphic Style

Use circles, lines and squares to create dynamic graphics, with movement and complexity



Using grid geometric techniques like tessellations to create illustrations.

https://en.wikipedia.org/wiki/Tessellation

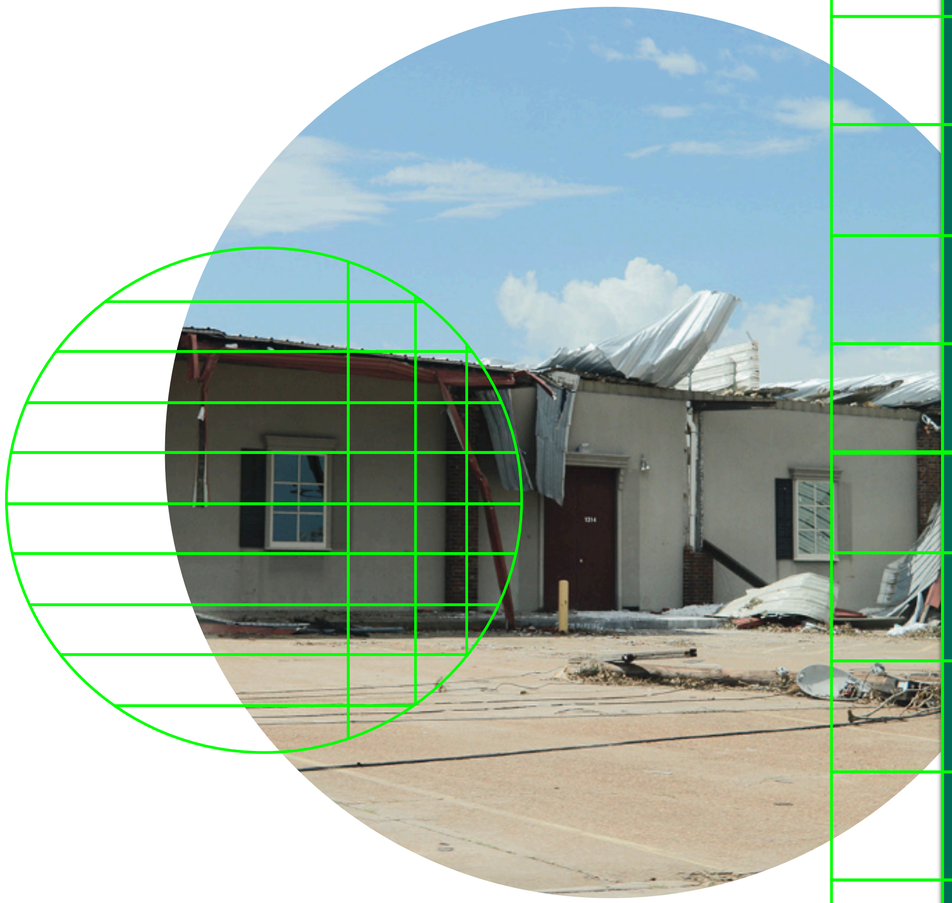


Use 3D techniques, like impossible shapes to expand the graphic language

https://en.wikipedia.org/wiki/Impossible_object

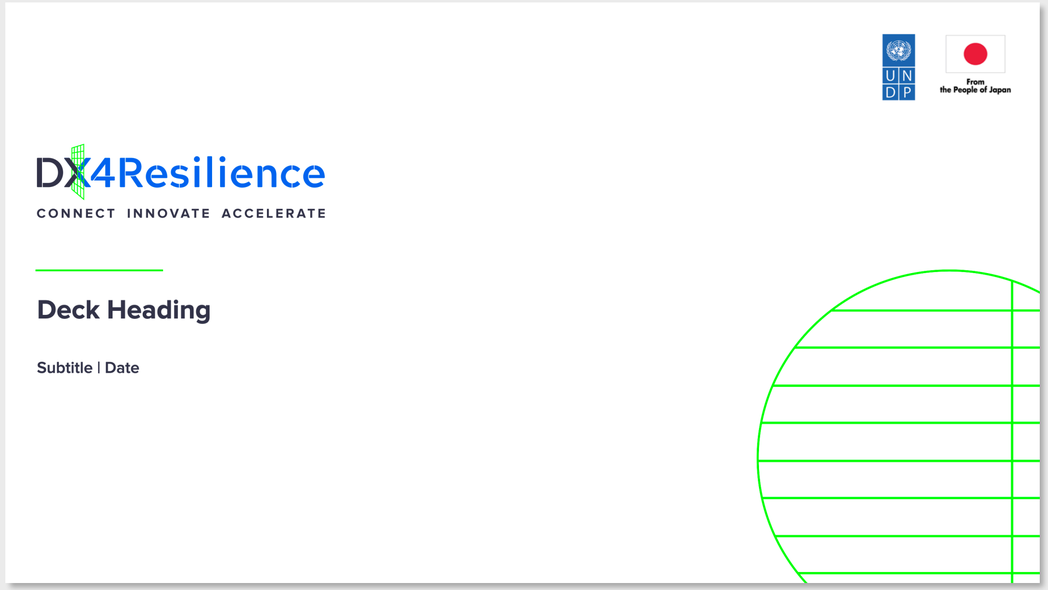
Photo Imagery Style

- Use a grid to layout images in proportional ways
- Imagery should be clean and clear
- Mask images in circles and squares to disrupt the grid

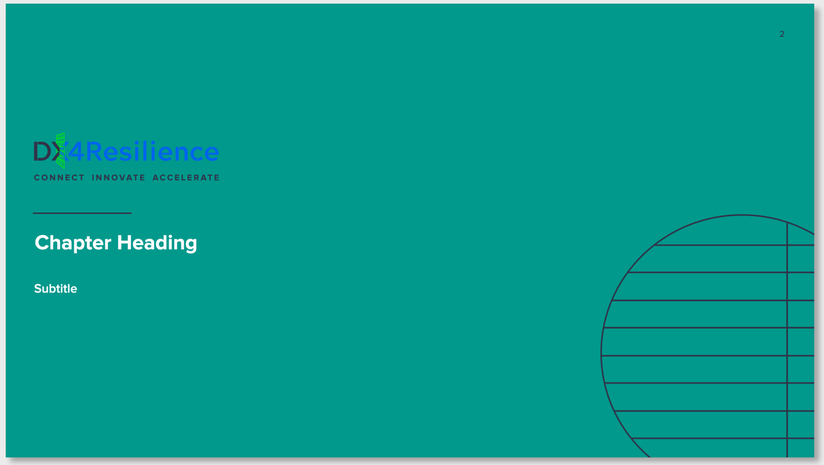


Deck Design

A PPT and Keynote deck template has been provided with the brand package. Use the Master grid and elements to maintain continuity, but explore the branding for new ways of presenting content.

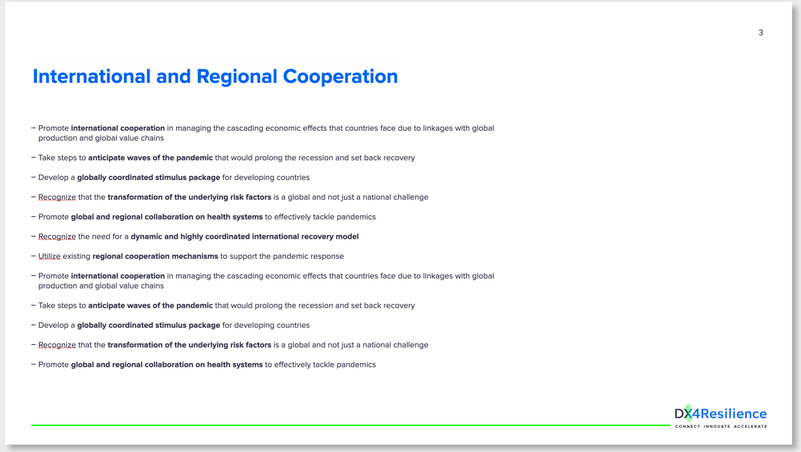


Title slide

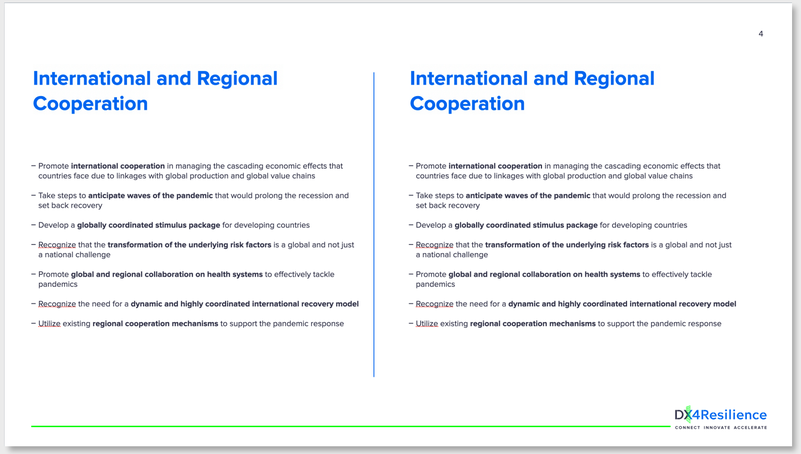


Chapter slide

Content slides



One column



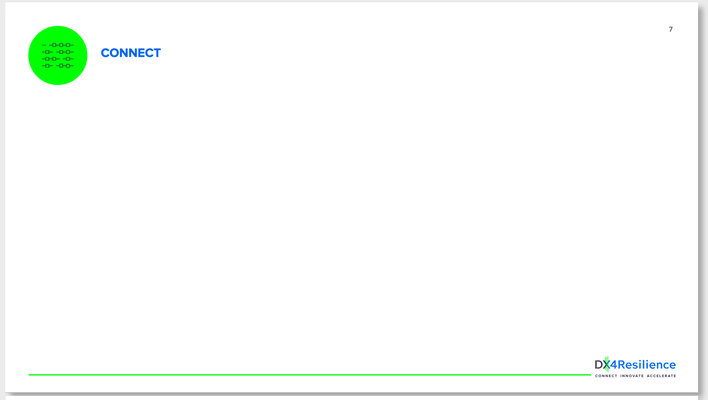
Two columns

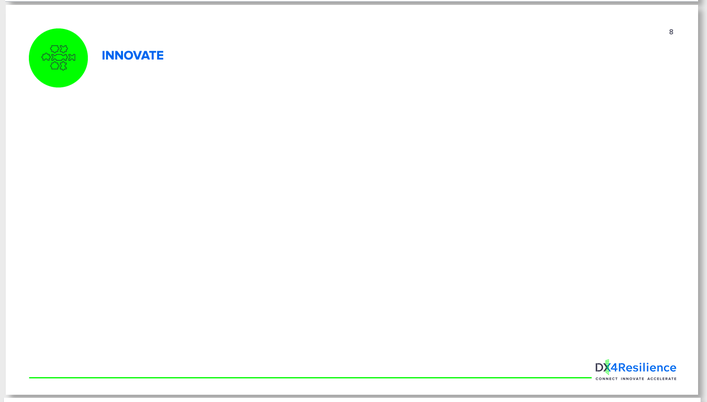
Deck Design

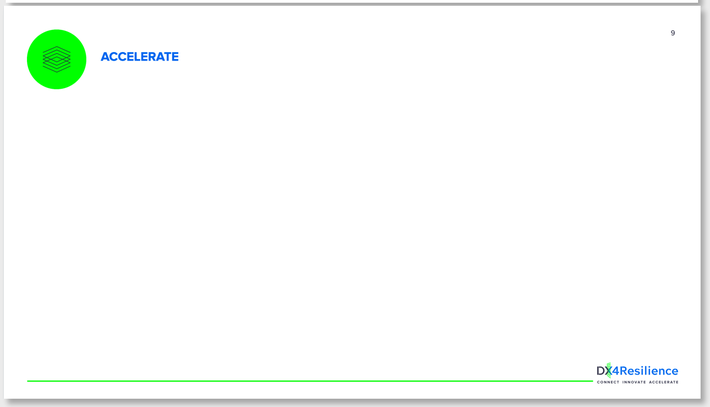
Text + Image slide

Infographic/Illustration + Text slide

< Highlight slides for the 3 Sub-heads



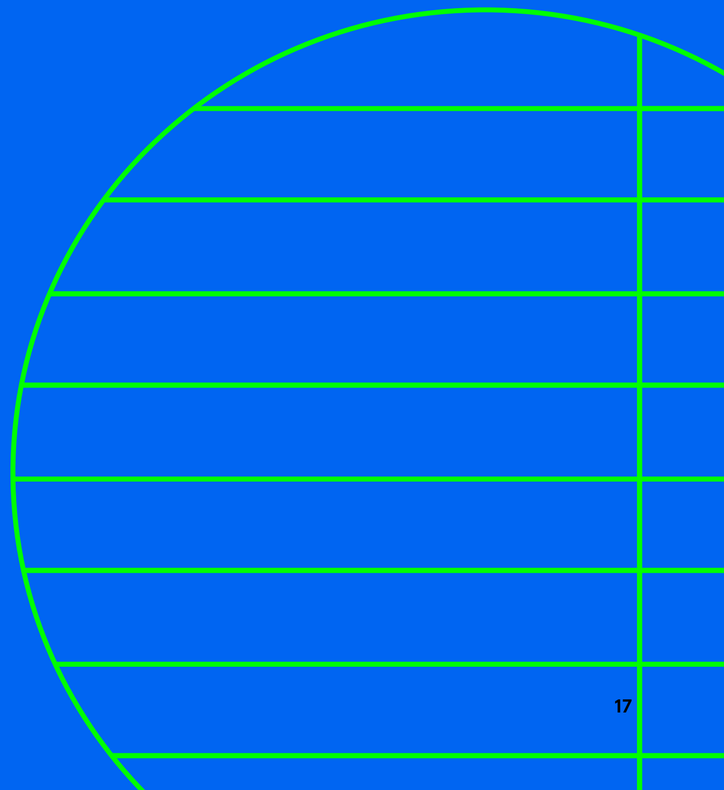




Closing slide

All decks should begin with the Title slide and end with the Closing slide.

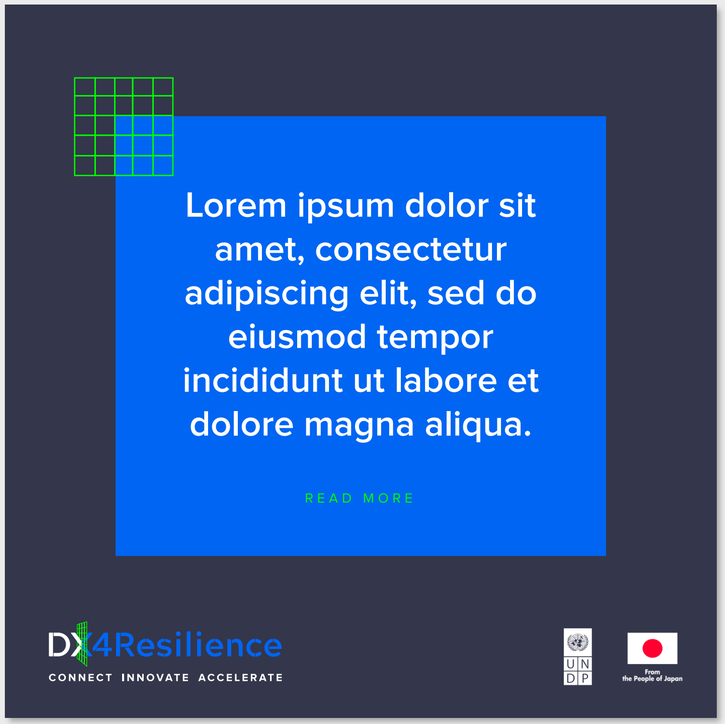
Social Media Design



Social Media Branding - Guidelines

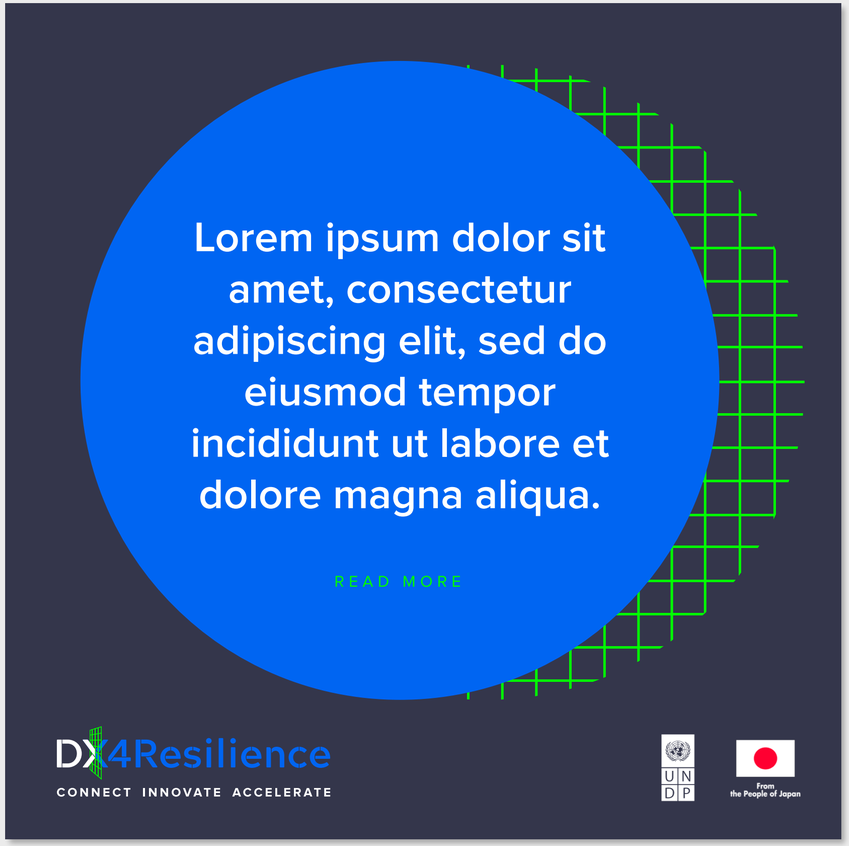
- The UNDP and Japan logos should be 20-30% smaller in comparison to the DX4R logo unit.
- Do not separate the tagline from the DX4R logo unit.
- Use the brighter shades in the palette for a more impactful social media presence.
- In the initial stages of branding use lighter background and the primary logo
- Photographs will have a great deal of affect on these designs, so choose ones that pop more, with higher contrast.
- Use colour blocking and the line graphics for brand recall.

Social Media Branding | 1080 x 1080px | Square



Primary colour palette

Social Media Branding | 1080 x 1080px | Square

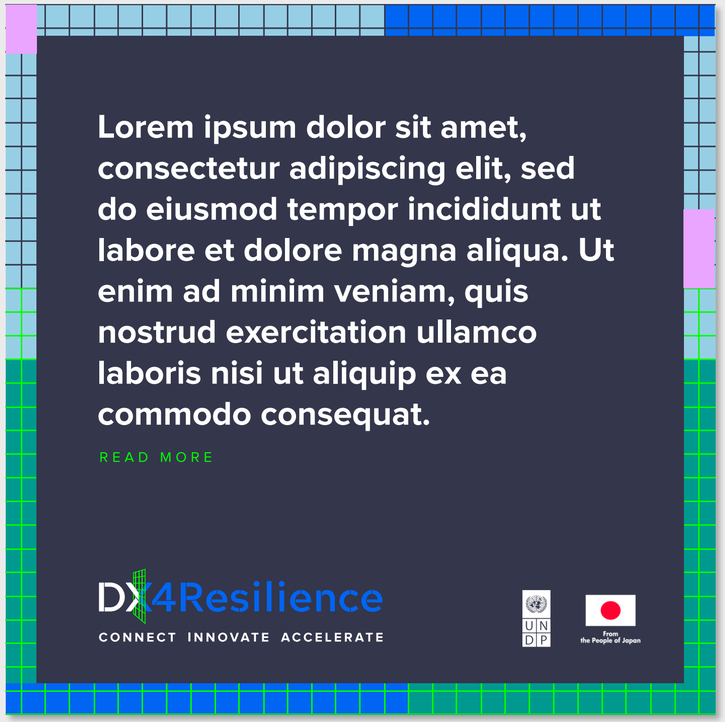


Primary colour palette

Social Media Branding | 1080 x 1080px | Square

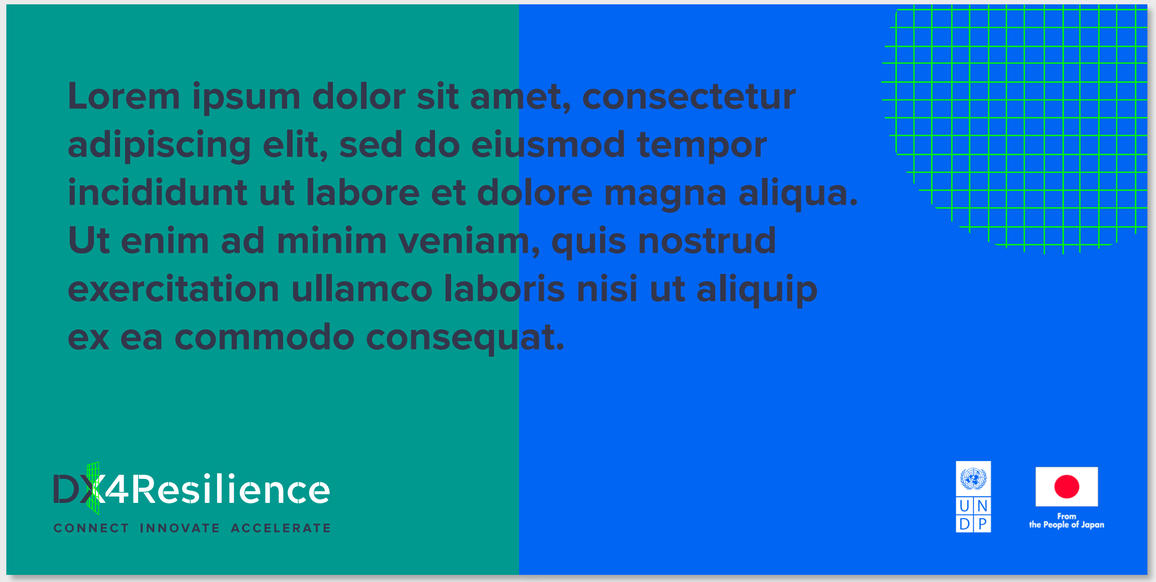
Secondary colour palette

Social Media Branding | 1080 x 1080px | Square



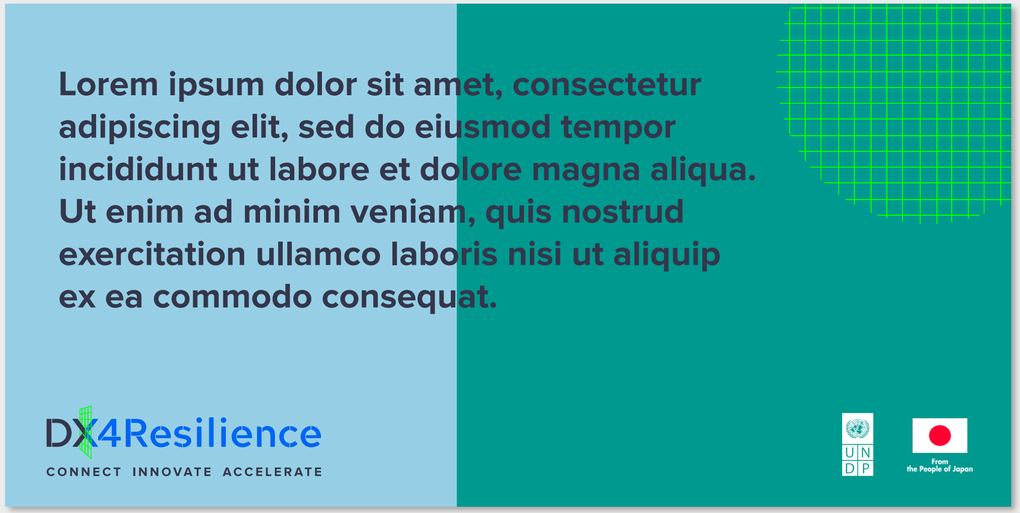
Secondary colour palette

Social Media Branding | 1024 x 512px | Banner



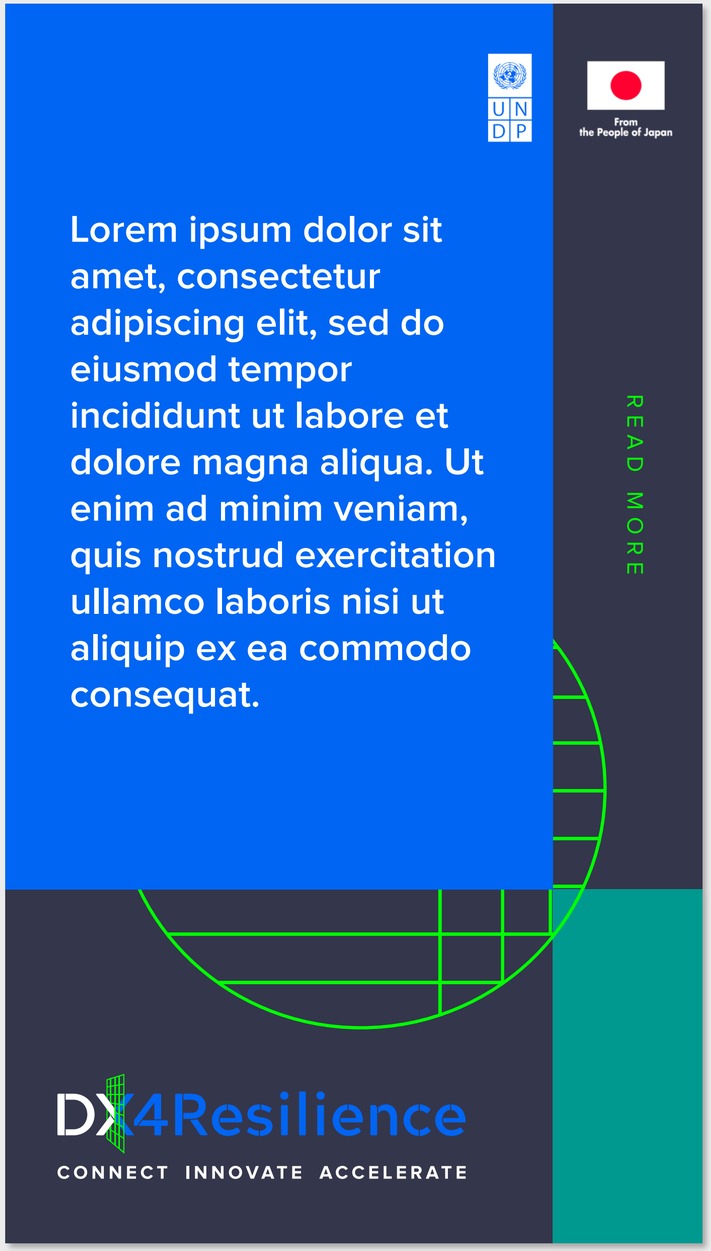
Primary colour palette

Social Media Branding | 1024 x 512px | Banner



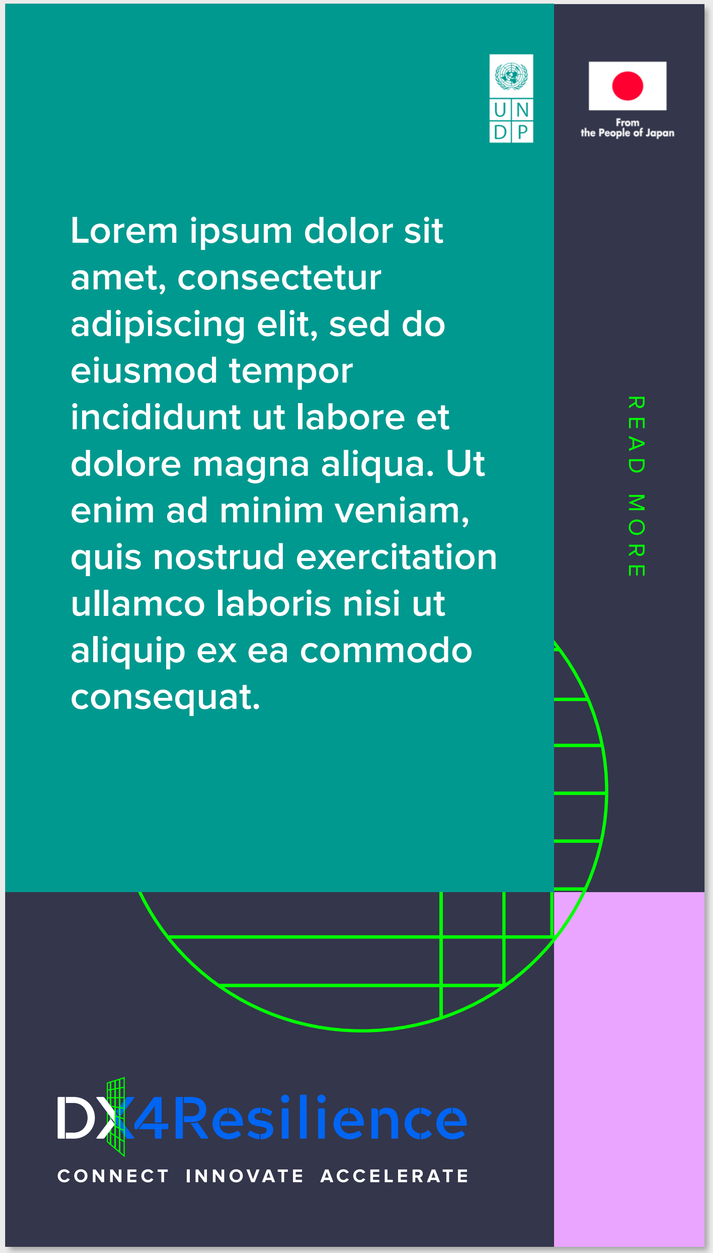
Secondary colour palette

Social Media Branding | 1080 x 1920px
| Vertical



Primary colour palette

Social Media Branding | 1080 x 1920px
| Vertical



Secondary colour palette

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sanchita.jain@icloud.com