



Operating Principles for Impact Management

BRAND GUIDELINES

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Introduction

This guideline is for use by the Secretariat, Signatories, and vendors to clarify the elements that make up the visual components of the Operating Principles for Impact Management (the Impact Principles*) brand. The visual components are made up of the following items: Typography; Color; and Logo Components and Usage.

These graphic standards help maintain consistent visual communication across various uses by the Secretariat and its Signatories. Correct and consistent usage of these standards is vital to the success of the Impact Principles. It will ensure that the brand stays strong and is easily recognized.

This guideline is designed to assist the Secretariat in the development of a consistent, powerful and global brand for the Operating Principles for Impact Management. The tree in the logo symbolizes growth, strength, wisdom, and renewal—the hope that the Impact Principles bring to the impact investing market.

ABOUT THE OPERATING PRINCIPLES FOR IMPACT MANAGEMENT

The Operating Principles for Impact Management were developed by a group of asset owners and asset managers to describe essential features of managing investments into companies or organizations with the intent to contribute to measurable positive social or environmental impact, alongside financial returns.

Signatories to the Impact Principles are a diverse group of impact investors, comprised of asset managers, asset owners, Multilateral Development Banks and Development Finance Institutions.

The Secretariat was created to oversee, administer, and support the continued promotion and adoption of the Impact Principles.

LOGO USAGE

The logo has been designed to strengthen and enhance the brand of the Operating Principles for Impact Management. Changing this logo in any way or recreating this logo is absolutely forbidden. For consistency of brand, as well as ease of use, it is imperative that users refer to this document when using the logo.

Any requests or questions about the logo and its use must be submitted to impactprinciples@ifc.org.

*NAME USAGE

Please use the full name:
“Operating Principles for Impact Management” or
the **“Impact Principles”** for short.

Never use the acronym “OPIM” or “the Operating Principles”
or “IFC’s Impact Principles.”

SIGNATORIES:

Signatories should refer to the
Signatory Usage Guidelines on page 8.



Typography: Open Sans Font*

Open Sans Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!
@#\$%&*{}<>[]

Open Sans Light Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!
@#\$%&*{}<>[]*

Open Sans Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!
@#\$%&*{}<>[]**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!
@#\$%&*{}<>[]***

*When Open Sans font is unavailable, Arial font is the alternate option.



Primary Colors

	Green PANTONE: 7728C RGB: 0, 100, 70 CMYK: 96, 36, 81, 28 HEX: #006446
	Yellow PANTONE: 123C RGB: 255 199 44 CMYK: 0 22 83 0 HEX: #FFC72C

Secondary Color

	Blue PANTONE: 5483C RGB: 76, 134, 142 CMYK: 65, 11, 25, 27 HEX: #4C868E
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Logo

FULL COLOR

The logo use on white background.



Operating Principles for
Impact Management

BLACK ONLY

The logo use on white background.



Operating Principles for
Impact Management

GRAYSCALE

The logo use on white background.



Operating Principles for
Impact Management

WHITE ONLY

The logo use on black or dark color background.



Operating Principles for
Impact Management

WHITE GRAYSCALE

The logo use on black or dark color background.



Operating Principles for
Impact Management



Logo Non-Interference Zone



Logo DOs and DON'Ts

DOs

- Use an official version of the logo
- Respect the non-interference zone around the logo
- Ensure that all staff of a Signatory is aware of the branding guidelines

DON'Ts

- Use logo if it is a poor quality reproduction
- Use unspecified colors for the logo
- Put text, graphics, page edges, imagery, etc. in non-interference zone
- Alter or typeset the logo
- Use the logo on a background that provides poor contrast
- Allow the logo to become distorted due to improper scaling



Logo Backgrounds

The logo should always be used on a background that gives it sufficient contrast to ensure readability.

On a light color background the full-color or black logo should be used as shown.

Acceptable



Operating Principles for
Impact Management



Operating Principles for
Impact Management

Unacceptable



Operating Principles for
Impact Management



Operating Principles for
Impact Management

On a dark colored background, use the white or white grayscale logo. The logo shown here is in a box, but this is only for this display option. Do not place the white logo in a box.

Acceptable



Operating Principles for
Impact Management



Operating Principles for
Impact Management

Unacceptable



Operating Principles for
Impact Management

For a photo background, only use a logo that provides good contrast on a dark area.

Acceptable



Operating Principles for
Impact Management

Unacceptable



Operating Principles for
Impact Management

Do not use the logo on a busy, textured or photo background.

Unacceptable



Operating Principles for
Impact Management

Unacceptable



Operating Principles for
Impact Management



Signatory Usage

Signatories may use the name “Operating Principles for Impact Management” and the logo (together, the “Marks”) in promotional, instructional, or reference materials, including on their websites, but not in connection with any offering of securities or other investment opportunity or interest. For clarity, the Marks may not be sublicensed or otherwise used in connection with any business or activity not within the scope of the Signatory’s Covered Assets. The Marks are the sole and exclusive property of IFC and must be used in a professional manner, in accordance with the Governing Provisions (including these IP Use Terms) and the terms of any license agreement or similar permission agreed with the Secretariat from time to time. Subject to the terms of the General Provisions of the Principles and the Signatory Letter, IFC grants to the Signatories a non-exclusive, royalty-free, non-transferable license, without the right to sublicense, to use the Marks solely for the purposes set forth in the General Provisions and the Signatory Letter.

Below is the approved use of the logo and the “Signatory to” text:

TYPE SET SIZING

“Signatory to” should be set in Open Sans Light. The words should be aligned left with the left side of the “tree” and align right with the “vertical rule” by the word “to”.

SPACING

The red “X”, the height of the capital letter in the words “Signatory to” is used as the spacing between the bottom of the “Signatory to” text and the top of the “tree”.



Please refer to the terms of the Governing Provisions for full guidance on referencing Signatory status. Contact the Secretariat at impactprinciples@ifc.org with any questions.