



Branding & Style Guide

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Logo

The Intercultural Development Inventory logo reflects the bright confidence, wisdom and authenticity of the IDI brand, the tool and its administrators. The layered “D” in the logo bug symbolizes inclusion, progress and development—all key components of the IDI brand.

The logo is crisp, simple and legible in a variety of sizes. There are two orientations: horizontal and stacked. The horizontal version is preferred and should be used most often. The stacked version is a good alternative for applications with width limitations that would make the horizontal logo look very small.

The company name is set in Nimbus Sans, a friendly but authoritative geometric sans serif font. It has a relatively neutral personality that appeals to a wide and varied audience.

The logo bug and text are all one color—#5F0028. This is IDI’s original burgundy, which is easily recognizable by IDI’s current clients. The white “D” in the logo is transparent.

HORIZONTAL LOGO (PREFERRED)



STACKED LOGO



LOGO BUG



LOGO COLOR



PMS: 209

CMYK: 38/100/63/53

RGB: 95/0/40

HEX: #5F0028

LOGO FONT

Nimbus Sans Regular

Logo Usage

The IDI logo should be used in burgundy whenever possible. If the logo is running on a dark background color, or if the background color clashes with the burgundy, please use the white or black versions of the logo instead.

The logo should never be altered in any way including stretching, skewing, titling, layout, color or font modification.

The IDI logo and all mentions of the Intercultural Development Inventory and its properties should follow the [IDI Trademark Guidelines](#).

ALTERNATE COLOR OPTIONS



SPACING



Be sure to allow spacing around all sides of the logo equal to or greater than the width of the "I" in the logo bug.

INCORRECT USAGE



Logo Bug Usage

In cases where the logo is running at a size that would make the logo text unreadable, the logo bug may be used instead.

The logo bug is for internal use only.



Color Palette

IDI is a well-established organization with a loyal following and strong reputation. Deep burgundy has long been the primary color for their brand, and continues to be their hallmark hue. It is a bold, rich, classic color that communicates these same characteristics embodied by the company.

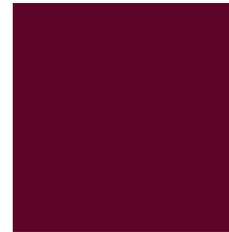
IDI burgundy should be used almost exclusively at 100% strength, paired most often with white or black.

IDI's supporting color palette includes bright purple, teal and blue—injecting youthful energy and optimism into IDI communication. These colors are meant as accents to IDI burgundy, which should always be the primary color used.

GRADIENTS

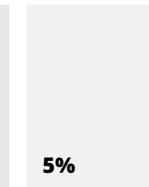
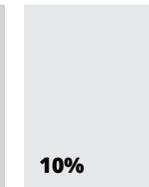
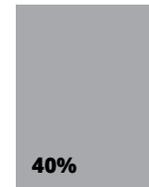
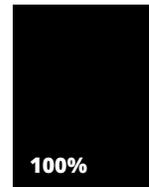


PMS
209
CMYK
38/100/63/53
RGB
95/0/40
HEX
#5F0028

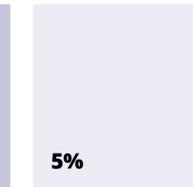
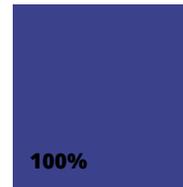


CMYK
0/0/0/0
RGB
255/255/255
HEX
#FFFFFF

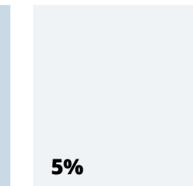
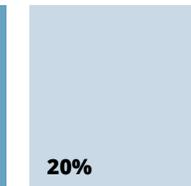
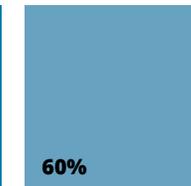
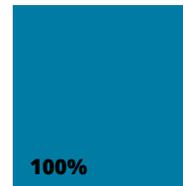
CMYK
0/0/0/100
RGB
0/0/0
HEX
#000000



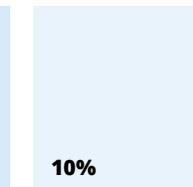
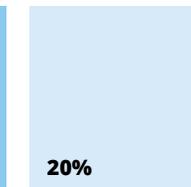
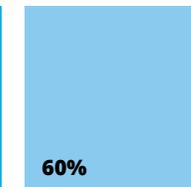
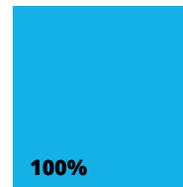
CMYK
86/82/0/15
RGB
60/65/140
HEX
#3C418C



CMYK
100/40/25/0
RGB
0/124/164
HEX
#007CA4



CMYK
70/10/0/0
RGB
24/177/231
HEX
#18B1E7



Typography Guide

Consistent use of typography across print and online media will further strengthen IDI's brand identity. It's important to use the approved brand typeface in all IDI communications unless it's truly not possible to do so.

Open Sans is a friendly, accessible and highly legible font family. It is popular, well-loved and free to download. Open Sans should be used in all IDI communications, from headlines to footnotes.

Titles and display text should be set in Open Sans Extrabold. Other copy elements can use the other font weights in the Open Sans family.

To aid with accessibility, avoid using all-caps type treatments and make sure there is ample color contrast between text and background.

In the rare cases when Open Sans is not available, substitute another neutral sans serif such as Helvetica or Arial instead.

HEADLINES & DISPLAY TEXT

Open Sans Extrabold

SUPPORTING FONT & BODY COPY

Open Sans family

IDI Title Sample Copy

Tem veleges ex experrovid et occus est accae. Name nobis quo explaces simusda qui.

Subhead here

Tem veleges ex experrovid et occus est accae. Name nobis quo explaces simusda **Eque illignatur atat re vid.Orempore peditiuntis** remqui vel id min pe voluptasime qui beriae sitiaterm untio tem cum reri ut et fugitat ectotatur?

Ene erovid *moditius doluptas* ut est peles amus, officim eturio que volor si ut.

HEADLINE/TITLE
OPEN SANS EXTRABOLD
-10PT TRACKING, 110% LEADING

CALL-OUT TEXT
OPEN SANS REGULAR
130% LEADING

SUBHEAD
OPEN SANS BOLD
130% LEADING

BODY
OPEN SANS REG, BOLD, ITALIC
130% LEADING, .125" SPACE
BETWEEN PARAGRAPHS

Supporting Graphics

Patterns

In addition to the logo and approved photography, IDI has developed a library of approved branded background patterns which may be used in marketing materials.

Monochromatic patterns (file names “_mono”) have a subtle color contrast and can appear behind the IDI logo and text without interfering with legibility.

Multi-color patterns (file names “_multi”) have high contrast colors and should not appear behind text. These patterns can be used as colorful, energetic elements in page layouts and promotional products.

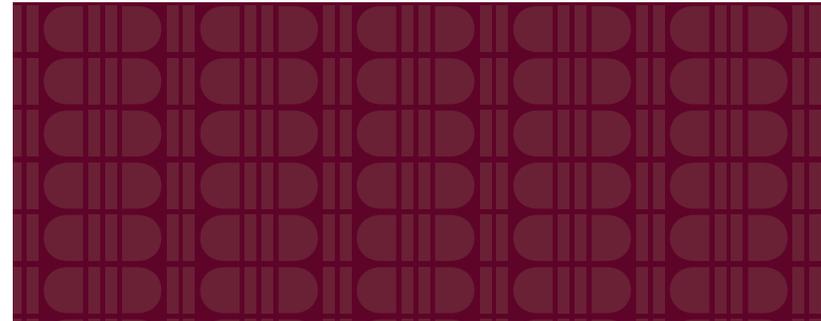
Branded patterns are designed using approved color combinations drawn from the IDI brand palette and should not be altered in any way.

Approved background patterns are available for download in the IDI Marketing Kit.

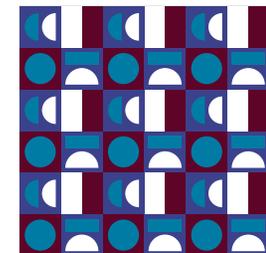
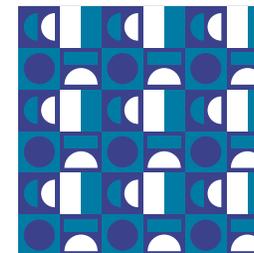
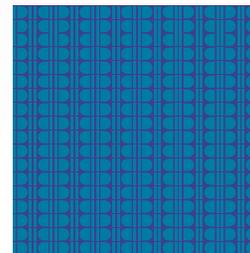


APPROVED PATTERNS

MONOCHROMATIC



MULTI-COLOR



Supporting Graphics

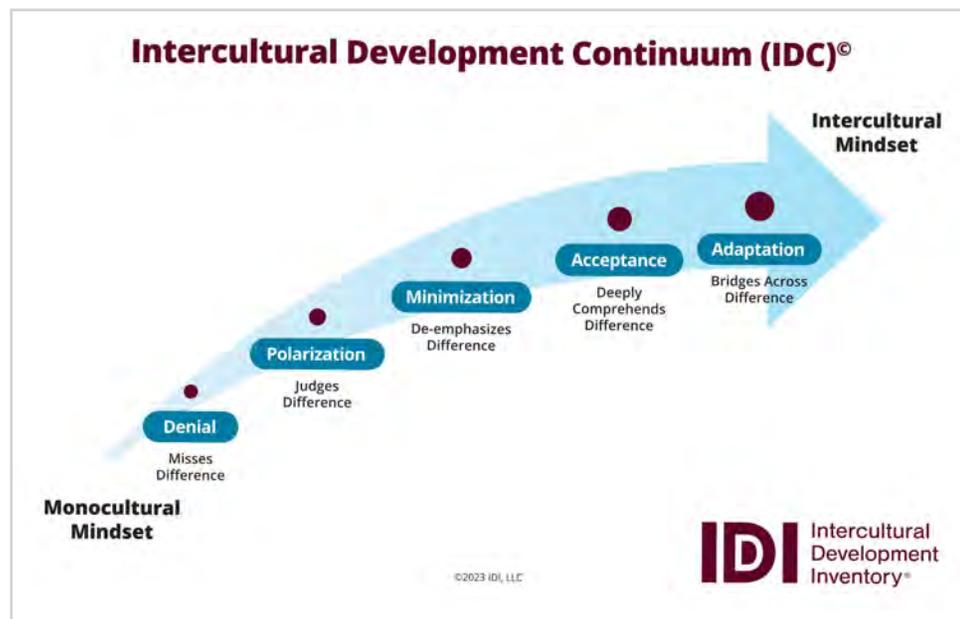
Intercultural Development Continuum[®]

The Intercultural Development Continuum (IDC)[®] is the most important supporting graphic in the IDI library—it offers the clearest picture of what IDI assessment results mean and how the five stages of intercultural development relate to each other.

Each stage represents a person's ability to interpret and adapt to cultural similarities and differences. Moving from left to right along the arrow, the stages range from least complex (Denial) to most complex (Adaptation).

The IDC is a key visual tool that helps organizations and individuals chart a path for continued growth along the continuum.

The IDC graphic should never be altered or reproduced in any way. It is available for download in the IDI Marketing Kit.



IDI, LLC Trademarks, Copyrights and References

Use of Registered Trademark Symbol

The registered trademark symbol ® must appear on the first mention or citation of the following items as indicated:

- Intercultural Development Inventory®
- IDI®
- Intercultural Development Plan®
- IDP®
- IDI Guided Development®
- IDI Logo

Use of Copyright Symbol

The copyright symbol © must appear on the first mention or citation of the following items as indicated:

- Intercultural Development Continuum©
- IDC©