



# **Branding & Style Guide**

Last updated: August 2023

# Table of Contents

Logo ... **3**

Logo Usage ... **4**

Color Palette ... **6**

Typography Guide ... **7**

Supporting Graphics ... **8**

IDI, LLC Trademarks, Copyrights  
and References ... **10**

# 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



Intercultural  
Development  
Inventory®



Intercultural  
Development  
Inventory®

## 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.



Sign up for our upcoming seminar today.

Find out how  
the IDI can  
help your  
company.



# 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.

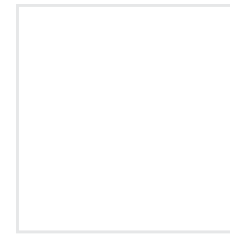
IDI burgundy should be used almost exclusively at 100% strength, paired most often with white or black.

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

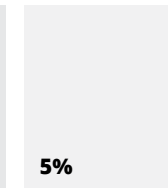
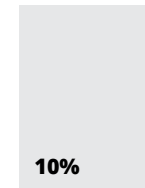
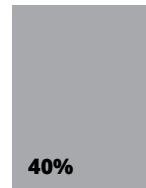
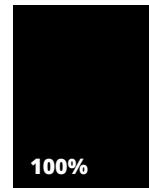


**PMS**  
209  
**CMYK**  
38/100/63/53  
**RGB**  
95/0/40  
**HEX**  
#5F0028

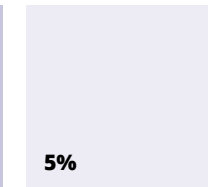
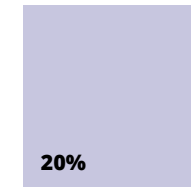
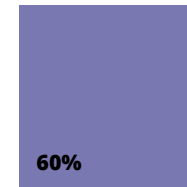
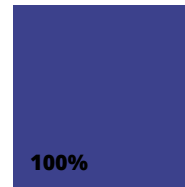


**CMYK**  
0/0/0/0  
**RGB**  
255/255/255  
**HEX**  
#FFFFFF

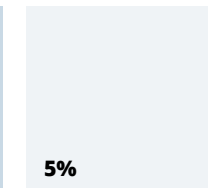
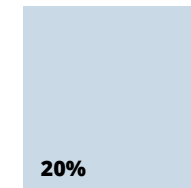
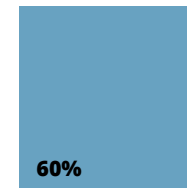
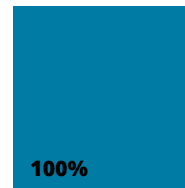
**CMYK**  
0/0/0/100  
**RGB**  
0/0/0  
**HEX**  
#000000



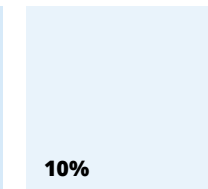
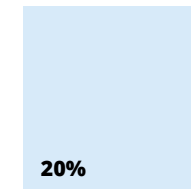
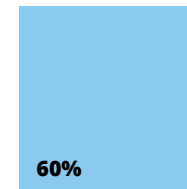
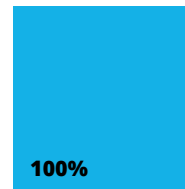
**CMYK**  
86/82/0/15  
**RGB**  
60/65/140  
**HEX**  
#3C418C



**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 veleces ex experrovid et  
occus est accae. Name nobis  
quo explaces simusda qui.

### Subhead here

Tem veleces 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 sitiitem 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.

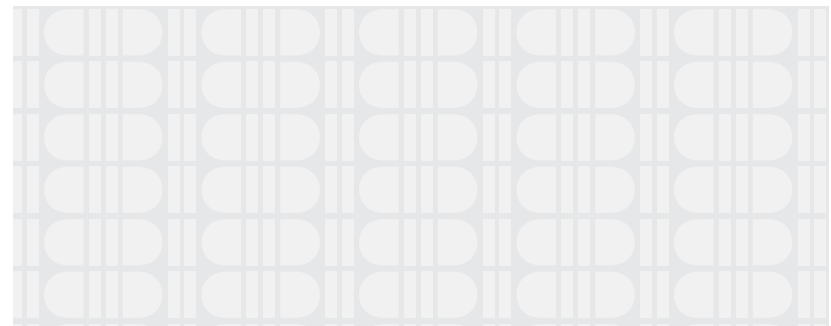
Branded patterns are designed using approved color combinations drawn from the IDI brand palette and should not be altered in any way.

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

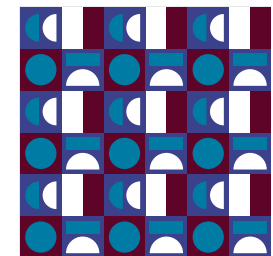
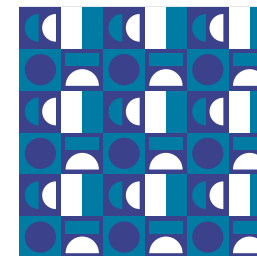
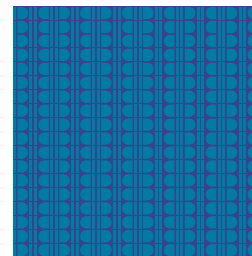


### APPROVED PATTERNS

#### MONOCHROMATIC



#### MULTI-COLOR





# Supporting Graphics

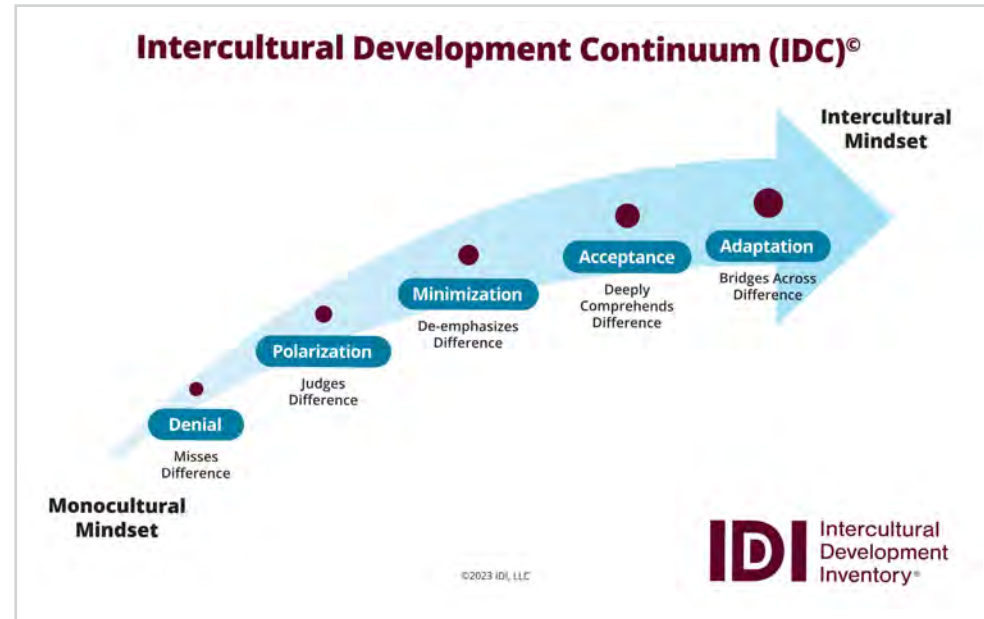
## Intercultural Development Continuum<sup>®</sup>

The Intercultural Development Continuum (IDC)<sup>®</sup> 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©