

# Brand Book

2022



**idh**  
transforming markets



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# 1.0 — Introduction

The role of this document is to provide guidance around our brand application to maintain the integrity and consistency of our brand expression.

This brand book includes our brand positioning, use of our key brand assets and a breakdown of our extended brand palette, plus applied examples of how to bring the brand to life.





**IDH, a global  
organization  
transforming  
markets.**

**people**

**planet**

**progress**



# 2.0

# Brand Positioning

**Welcome to the IDH brand**

**Before we get into the detail, we'd like you to get to know us a little bit more. Who we are, what drives us and the change we want to create in the world.**



## 2.1 — Brand Positioning

Who we are

**We are the Collaborative Change Agent.  
We communicate with empowering  
simplicity and champion inclusivity,  
courage, and integrity**



## 2.1 — Brand Positioning

### What we do

**We leverage the power of markets to create better jobs, better incomes, a better environment and gender equality for all**



## 2.1 — Brand Positioning

How we act

**By convening, co-creating and  
co-financing inclusive and sustainable  
solutions that catalyze change at scale**



## 2.1 — Brand Positioning

### Why we exist

**We do this to put people, planet,  
and progress at the heart of markets**



# 2.1 — Brand Positioning on a page

## Who

We are the Collaborative Change Agent.  
We communicate with empowering simplicity  
and champion inclusivity, courage, and integrity

## What

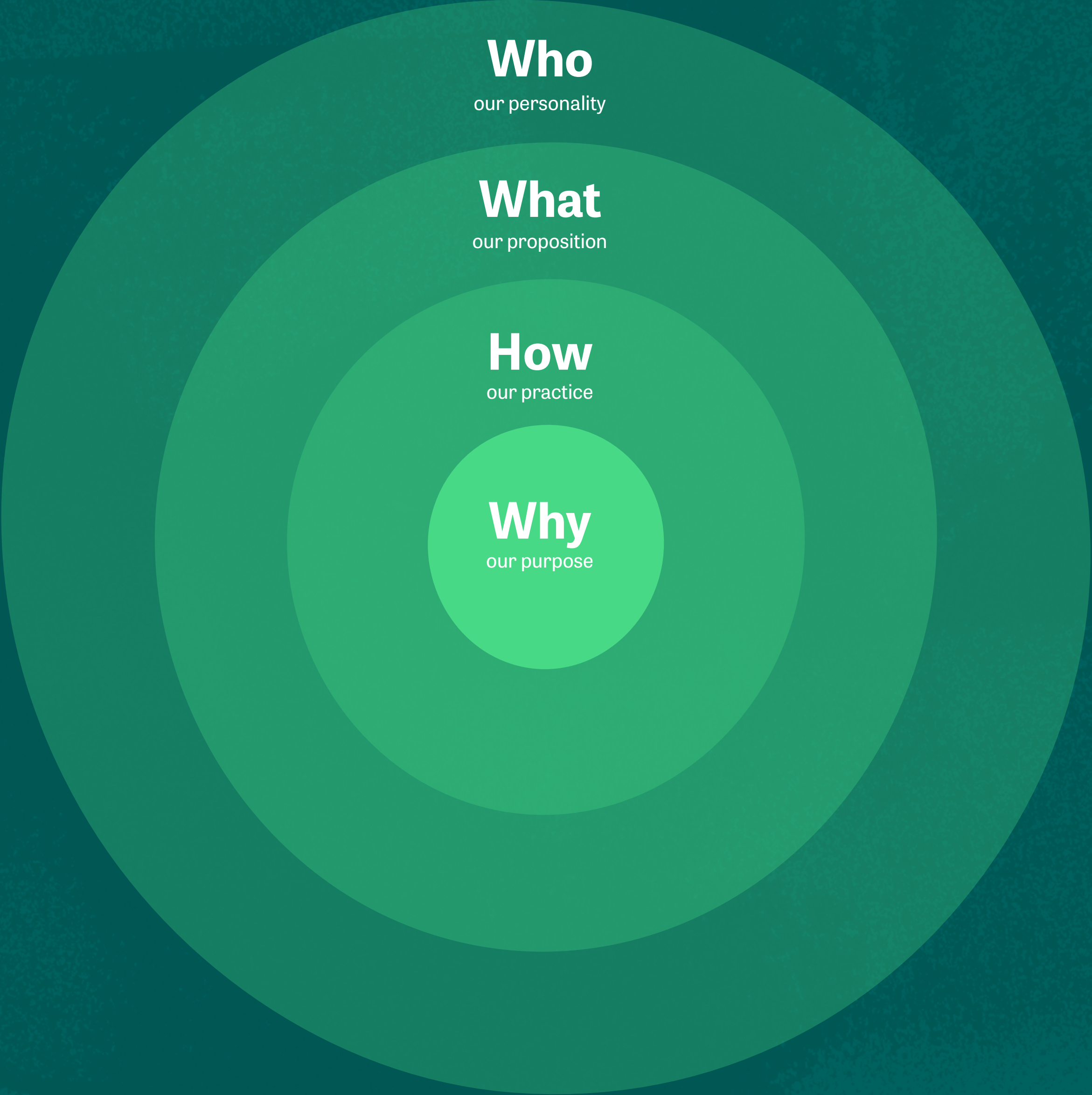
We leverage the power of markets to  
create better jobs, better incomes, a better  
environment and gender equality for all

## How

By convening, co-creating and co-financing  
inclusive and sustainable solutions that catalyze  
change at scale

## Why

We do this to put people, planet, and progress  
at the heart of markets





## 2.2 – Boiler plate

### Our boiler plate

**The general text we send to media, use in factsheets and human resources vacancies. It explains who we are and aligns us all with one core story.**

IDH aims to put people, planet, and progress at the heart of trade by leveraging the power of markets to create better jobs, better incomes, a better environment, and gender equality for all. To achieve this objective, IDH brings together people within corporations, the global financial sector, and governments with influence over global value chains to co-create and co-invest.

A network organization headquartered in the Netherlands, IDH has around 380 employees globally, operating in 20 landscapes and 12 commodities and sourcing regions, with over 1000 public and private partners. In 13 years of operation, IDH has generated over 390 M in private sector investment and support for new impactful business models.

IDH's work is made possible because of the funding and trust of various public and private donors, among which the Governments of the Netherlands and Switzerland and private foundations.



## 2.3 – Audiences

### Primary

Our primary focus is on people who have the most influence over global supply chains

#### Investors

Impact investors, pensions, lenders, and insurers that want to invest in a better world

#### Corporations

That control large percentages of commodity supply chains and apply business and farming models that have large effects on people and planet

#### Policy Makers

That determine how their nations' and the companies and workers within them engage with and receive goods from global markets

### Secondary

While vital to our success, our communication is not orientated towards stakeholders that have little or no influence over global supply chains

#### Funders

That keep us in operation and help us scale change

#### Civil Society Orgs

That provide critical information and perspectives on realities in the field



# 2.4 – Brand Values



## Courage

We empower courageous people around the world to act as agents of positive change in the face of intimidating challenges



## Integrity

We are independent, credible, and trustworthy to all stakeholders, including ourselves



## Inclusivity

We build broad alliances based on mutual respect to create and implement sustainable solutions



# 3.0

## Tone of Voice



3.1 — Tone of Voice

# Empowering Simplicity

We empower audiences to take collaborative action. We strive to include everyone in our thinking through clear, accessible and encouraging language and invite them to join us in having difficult discussions and creating powerful solutions to lead to lasting change. We use American English in our communication.

**Refreshingly  
clear**

We avoid jargon and stand out with language that creates clarity through openness and accessibility.

**Realistically  
optimistic**

In the face of increasingly complex challenges, we communicate optimism about the power of courage and ingenuity to create bold solutions. But we are never naive.

**Creatively  
provocative**

We create the spark that ignites thought and action, encouraging people to face inconvenient truths and consider radical solutions.



# 4.0

## Guiding Beliefs



## 4.1 — Guiding Beliefs

### Our guiding beliefs

**The fundamental convictions  
that led to the creation of IDH and  
that continue to guide us today**





**We believe the world is not black and white  
- we see it in color.**



An aerial, high-angle photograph of a large container port. The image is filled with rows of colorful shipping containers in shades of blue, orange, red, and white. Yellow gantry cranes are visible, moving containers between the ships and the land. The ground is marked with yellow lines and labels like 'P4', 'P5', 'P6', and 'P7'. The overall scene conveys a sense of organized complexity and industrial activity.

**We believe in the power of human ingenuity  
to create solutions to complex problems.**



A high-angle, top-down photograph of a diverse group of people standing in a circle, with their hands stacked on top of each other in the center. The group includes individuals of various ethnicities, ages, and genders. One person on the left wears a vibrant, multi-colored headscarf. The background is a plain, light-colored floor. The overall mood is one of unity and teamwork.

**We believe that better solutions are created  
when diverse people come together to collaborate.**



An aerial view of a large container ship sailing on a deep blue ocean. The ship is loaded with many colorful shipping containers in shades of red, yellow, and blue. The ship's hull is dark red. In the background, there are distant, hazy mountains under a clear sky. The text "We believe markets have the power to make trade more inclusive and sustainable." is overlaid in white, bold, sans-serif font across the middle of the image.

**We believe markets have the power to make  
trade more inclusive and sustainable.**



A low-angle, upward-looking photograph of several modern skyscrapers. The buildings are constructed with dark glass and steel, with many windows illuminated from within, creating a warm glow against the cool, overcast sky. The perspective makes the buildings appear to converge towards the top of the frame, emphasizing their height and density.

**But markets are driven by the pursuit of efficiency  
and short-term profit maximization, without  
concern for people and planet.**



A photograph of four farmers working in a field. The field is filled with rows of young green plants, likely corn seedlings, growing in black plastic mulch. The farmers are wearing traditional wide-brimmed straw hats. One farmer in the background is wearing a light brown shirt and dark pants, holding a white sack. Another farmer on the left is wearing a grey shirt and yellow pants, bending over. In the foreground, two farmers are kneeling; one is wearing an orange shirt and the other a green shirt. They are both holding white sacks. The background shows a dense line of trees and a hillside.

**So we believe conscious intervention is needed to shift the private sector's focus toward the long term, for public good.**





**That's what we call progress.**



# 5.0

# Key Brand Assets

**In this chapter we'll introduce our primary brand assets, their flexibility, usage and some watch outs**



## 5.1 — Our Brand Mark

**We have captured the essence of our purpose within our Brand Mark. The fluid form represents our mission to be the catalyst of change and our commitment to sustainable innovation.**

**To confidently challenge the status quo we create a movement that stimulates a Ripple.**



# 5.2 — Primary Brand Mark

With our Brand Mark we represent our role of delivering positive impact and it's effect, radiating positivity and constantly moving (affecting change) together.

Primary Brand Mark - negative



The Brand Mark color should always have maximum standout and clearly contrast the color it is placed on.

(Note - Only use a black Brand Mark when absolutely necessary, such as with instances with specific print restrictions).

Primary Brand Mark - positive





# 5.3 — Key Brand Assets Overview

The primary Brand Mark is used as a lock-up in most instances, but there is some flexibility in how the Brand Mark can be used to ensure it is consistent, legible and confident in it's placement.

For our Ripple icon, we also have the possibility to play with scale in certain applications (see section 6.0 for reference).

The Brand Mark files can be located [here](#).

Primary Brand Mark



IDH Ripple

Word mark

Tagline



transforming markets



# 5.4 — Brand Mark Usage at Scale

Always use the primary Brand Mark where possible. For instances of extreme formats where this is not possible, we have a set of adapted Brand Marks.

The recommended minimum size that the primary Brand Mark can be shown effectively is at (112pxls/40mm).

In exceptional circumstances a smaller Brand Mark lock-up has been created.

Recommended minimum size for primary Brand Mark (4 cm / 112 pixels)



Small scale Brand Mark (recommended for use below 2.5 cm / 80 pixels)

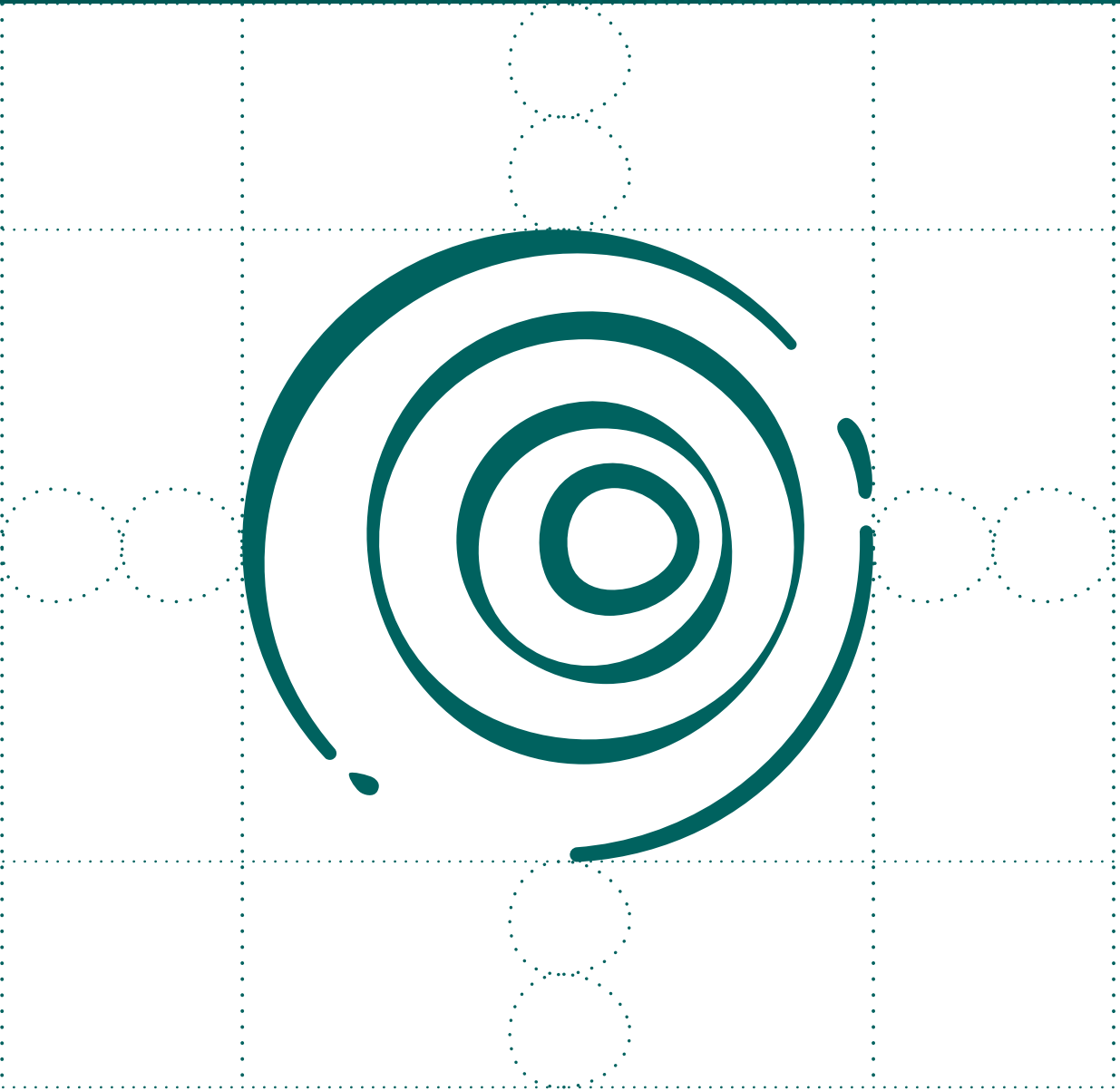




# 5.5 — Brand Mark Exclusion Zone

The IDH Brand Mark has a set exclusion zone that is equal to the counter of the letter I in size.

In cases where the Brand Mark or Ripple element sit close to the edge of the page (ie: for a letterhead or a sign-off), an exclusion zone equal to 2 times the counter should be used.



Dear Mr J Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat. Ut enim ad minim Duis uilisi. laoreet dolore magna quam erat volutpat. Ut wisi enim dm inim ven



# 5.6 — Partner Lockup

When using the Brand Mark with a partner Brand Mark make sure to respect the clear space for both IDH and the relevant partner Brand Mark.

Make sure to align the Brand Marks horizontally and keep four times clearing width in-between the two Brand Marks as shown on the example on this page.

In instances where the logo is so small the tagline becomes illegible, then the extreme small format Brand Mark may be used.

In instances with extremely wide partner Brand Marks, the IDH Brand Mark without tagline is preferred.



Small format use



WORLD  
RESOURCES  
INSTITUTE





# 5.7 – Brand Mark Mis-use



✗ Do not rotate the Brand Mark.



✗ Do not change the typeface.



✗ Do not re-color or use the Brand Mark in any color other than white or forest green.



✗ Do not stretch the Brand Mark.



✗ Do not place the Brand Mark on top of complex patterns or graphics.



✗ Do not change the sizes of the individual elements.



✗ Do not warp or distort the Brand Mark.



✗ Do not add any effects to the Brand Mark.



✗ Do not use different colors for the Ripple and wordmark.



✗ Do not place the Brand Mark on top of the Ripple shape.



# 6.0

# Brand Palette

**Our extended brand palette gives richness to our eco-system and ensures all brand applications feel truly IDH**



# 6.1 – Colors

Primary

Forest

Hex: 00625f

RGB: 0/98/95

CMYK: 89/0/45/60

Pantone: 7720 C

80%

33817f

60%

66a19f

40%

99c0bf

20%

cce0df

Cloud

Hex: ffffff

RGB: 255/255/255

CMYK: 0/0/0/0

Pantone: N/A

Field

Hex: 47d985

RGB: 71/217/133

CMYK: 56/0/58/0

Pantone: 7479 C

6ce19d

91e8b6

b5f0ce

daf7e7

Secondary

Ocean

Hex: 0098ff

RGB: 0/152/255

CMYK: 85/21/0/0

Pantone: 2925 C

4

Sun

Hex: ffc505

RGB: 255/197/5

CMYK: 0/12/98/0

Pantone: 7548 C

4

Sunset

Hex: ff5d00

RGB: 255/93/0

CMYK: 0/65/100/0

Pantone: Orange 021 C

4

Cocoa

Hex: 78321e

RGB: 120/50/30

CMYK: 12/80/100/60

Pantone: 168 C

4

Stone

Hex: 2d2d32

RGB: 45/45/50

CMYK: 52/59/45/80

Pantone: 412 C

4

Tone on tones

IDH Brand Book

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# 6.2 — Color Pairing

Using brand assets such as the Ripple as a graphic device on a colored background can add a lot of personality and fun to a touchpoint.

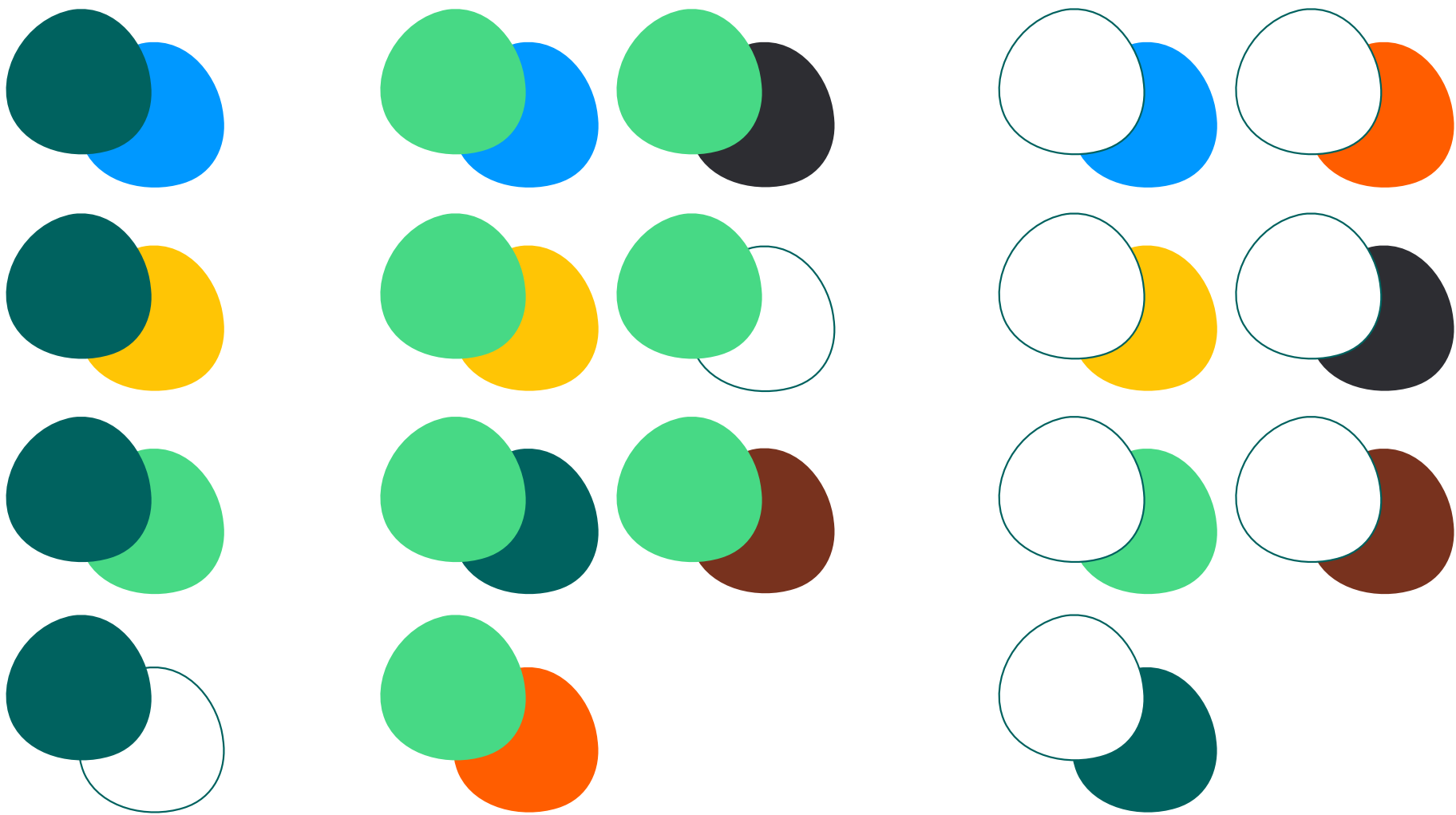
To make sure the expression is consistent we’ve made a selection of approved color combinations from our brand color palette.

Please ensure that you only use these combinations when using the brand colors in a design.

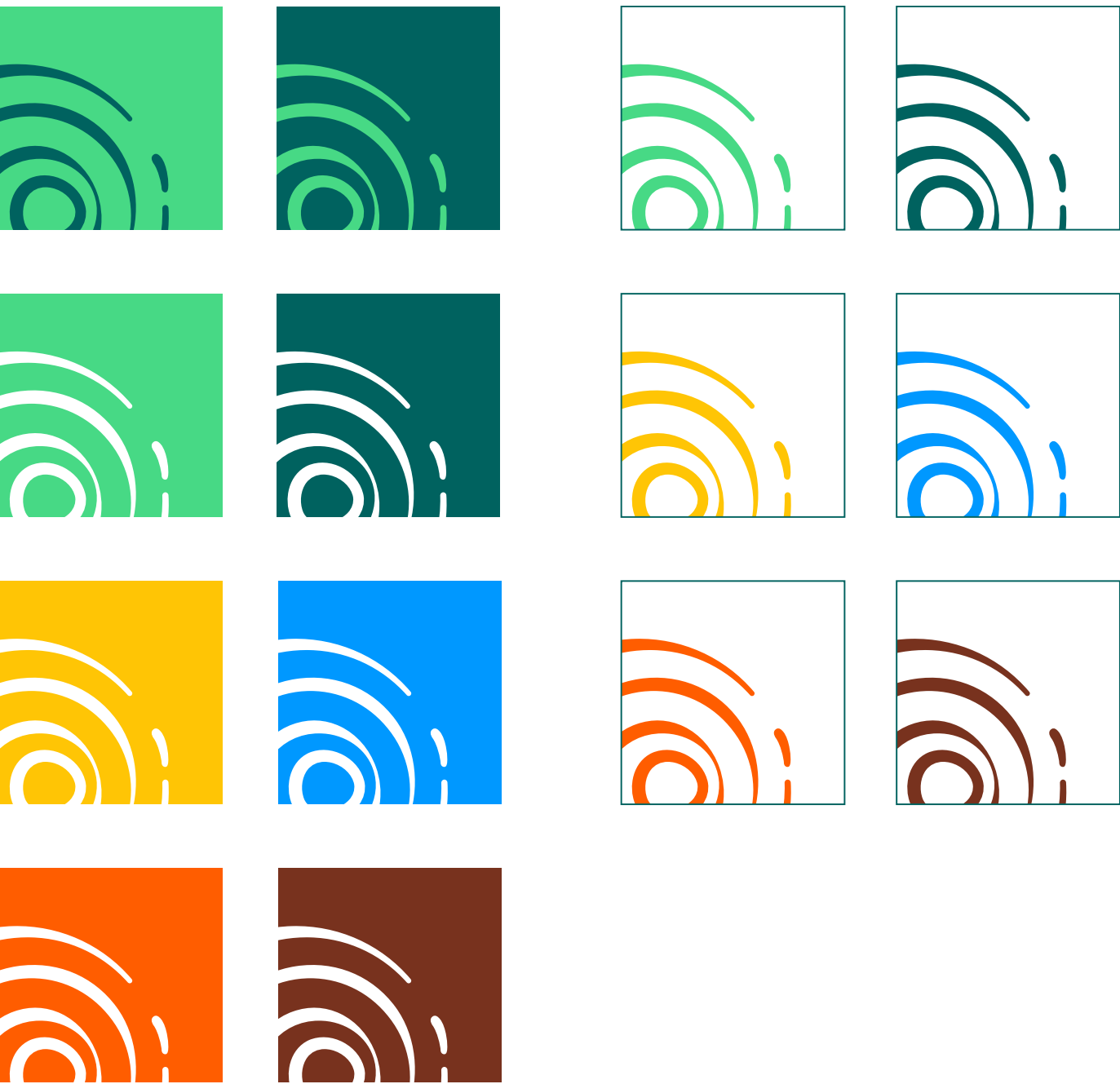
## Using color combinations in digital formats

Typography: When using typography and interactive elements over colored backgrounds we should always ensure WCAG compliant contrast for those with visual impairments.

### General color combinations



### Ripple color combinations



### Accepted contrast





# 6.3 – Typography

For headlines we use Roc Grotesk bold. Roc Grotesk may also be used in sub-headlines if needed.

For body copy we use Tablet Gothic Regular. This typeface matches the feeling of Roc Grotesk but is easier to read in smaller sizes, and comes with many different weights.

For instances where neither font can be used (such as in programs that do not support imported fonts - ie: PowerPoint), the fonts are to be substituted with Arial Regular for body copy and Arial Bold for headlines.

For designers, both Roc Grotesk and Tablet Gothic are free to use as part of the Adobe CC Subscription. Instructions on how to activate fonts are below:

<https://helpx.adobe.com/au/creative-cloud/help/add-fonts.html>

AaBb

## For headlines

Roc Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#

Roc Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#

## Substituted (default) fonts

Arial Regular

AaBb

Arial Bold

AaBb

AaBb

## For body copy

Tablet Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#

Tablet Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#



# 6.4 – Typography Mis-use

Many of the rules from Section 5.7 also apply to the use of text. Some additional rules have been added for further guidance.

**We are transforming markets.**

- ✗ Do not warp or distort any text.

**We are transforming markets.**

- ✗ Do not place text over a fully opaque ripple.

**We are transforming markets.**

- ✗ Do not use text with brand colors that do not pair together clearly.

**We are transforming markets.**

- ✗ Do not alter the tracking (letter spacing) of the text.

**We are transforming markets.**

- ✗ Do not use hand-drawn text, unless instructed otherwise.

**We are transforming markets.**

- ✗ Do not use Tablet Gothic for large Headings.

**We are transforming markets.**

- ✗ Do not use a typeface that is not part of the IDH brand, unless instructed otherwise.



## 6.4 — IDH Ripple Graphic Element

Our Ripple icon is also used as a graphic element to support the visual language and design expressions. It adds recognition, engagement and helps with application consistency.

The icon is flexible in how we can crop, apply color and integrate with photography when applied into design expressions.

(See section 7.0 for design application examples).





# 6.5 – Ripple Application

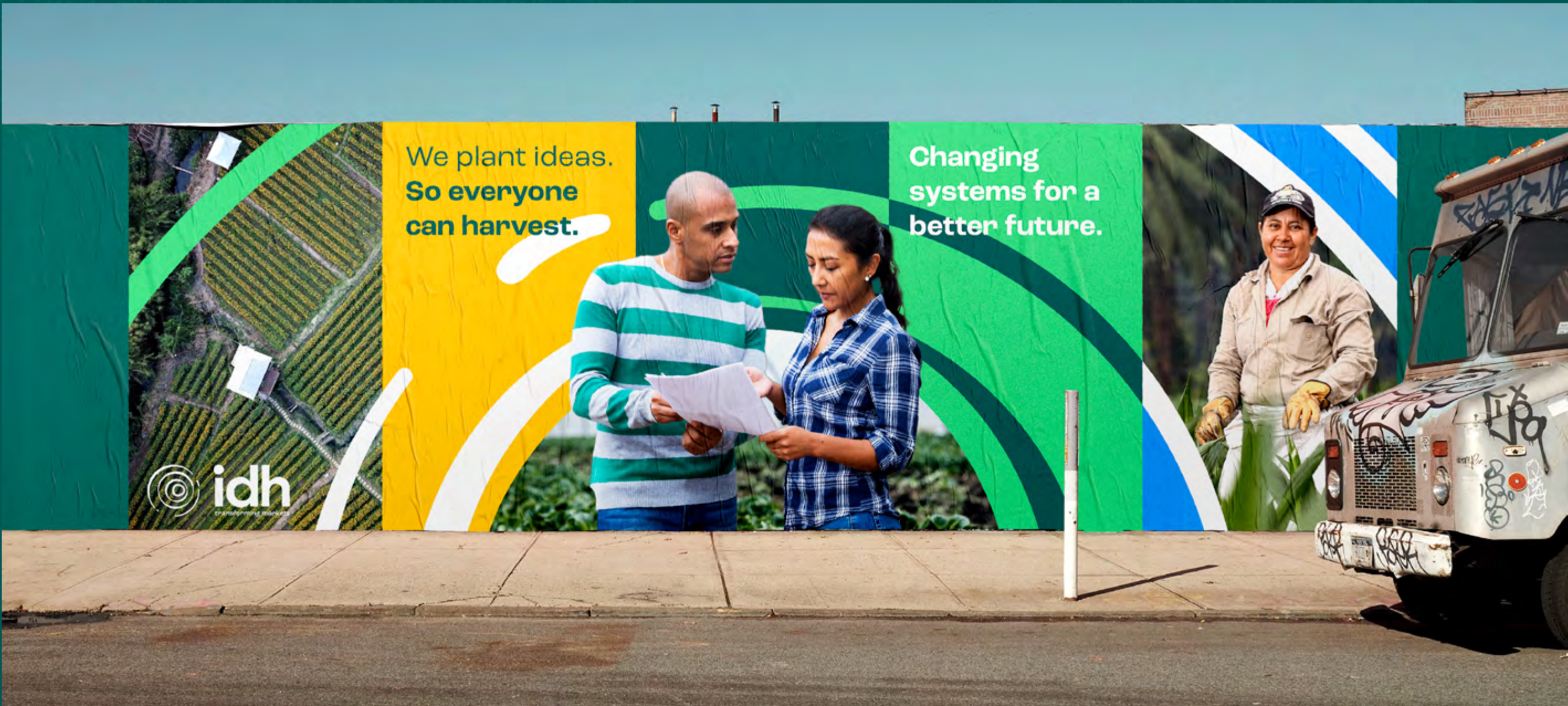
When using the organic circle as a holding device for images, extra depth can be added by having elements of the photo break out of the shape.

The Ripple can be used on different backgrounds or together with images.

It may be rotated, in order to best fit the design, for example in the example images here. **However, if the full ripple shape is visible in its entirety, it must be kept in the correct rotation, as per the logo.**

When used with images it can be applied behind the primary subject of the photo to add an extra level of dynamism. It can also be added either inside or outside the holding device, depending on the relevant touchpoint.

The Ripple can also be used without images on a colorful background.



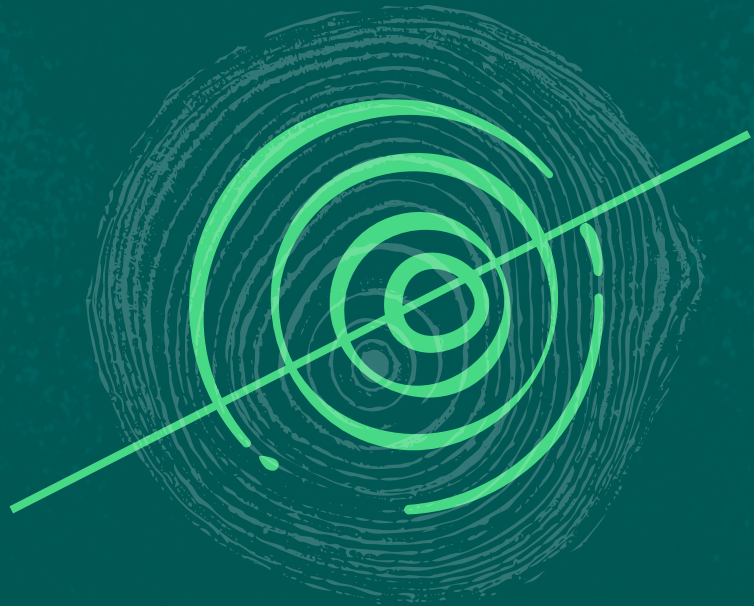


# 6.6 — Ripple Mis-use

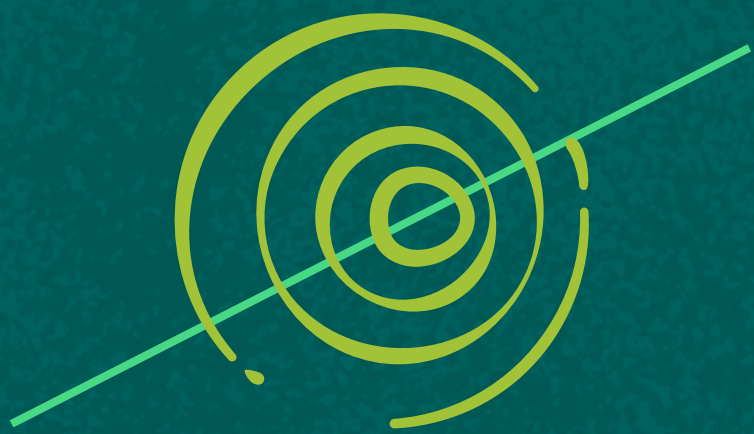
The same rules from Section 5.7 apply to the use of the IDH Ripple icon. Some additional rules have been added for further guidance.



✗ Do not overlap multiple Ripple icons.



✗ Do not mix the Ripple with other complex textures or graphics.



✗ Do not use colors outside the IDH Brand Palette.



✗ Do not rearrange the elements of the Ripple.



✗ Do not add illustrations to the Ripple.



✗ Do not warp or distort the Brand Mark.



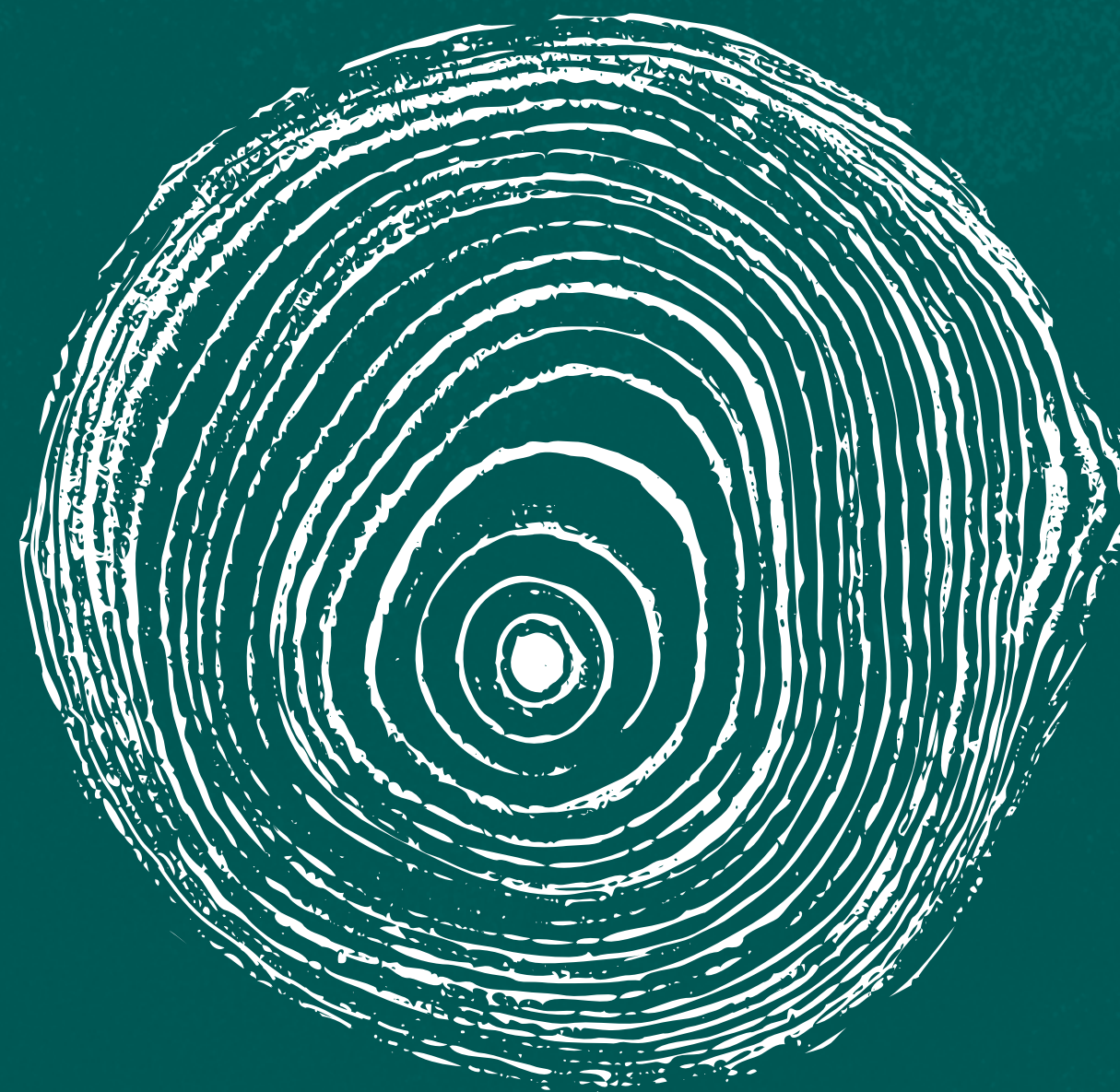
## 6.7 — Textures

Our texture palette adds an organic feeling to the brand while connecting to our people, planet and progress.

Only use these textures for brand application.

Our textures reflect our brand icon in how they naturally radiate outwards from it's core, forming a circular outline.

We use these textures to add depth to colored backgrounds and bring through a human touch within data visualization and illustration.



**Inspiring Growth**



**Human Touch**



## 6.8 — Texture Application

**Inspiring Growth**

**Human Touch**



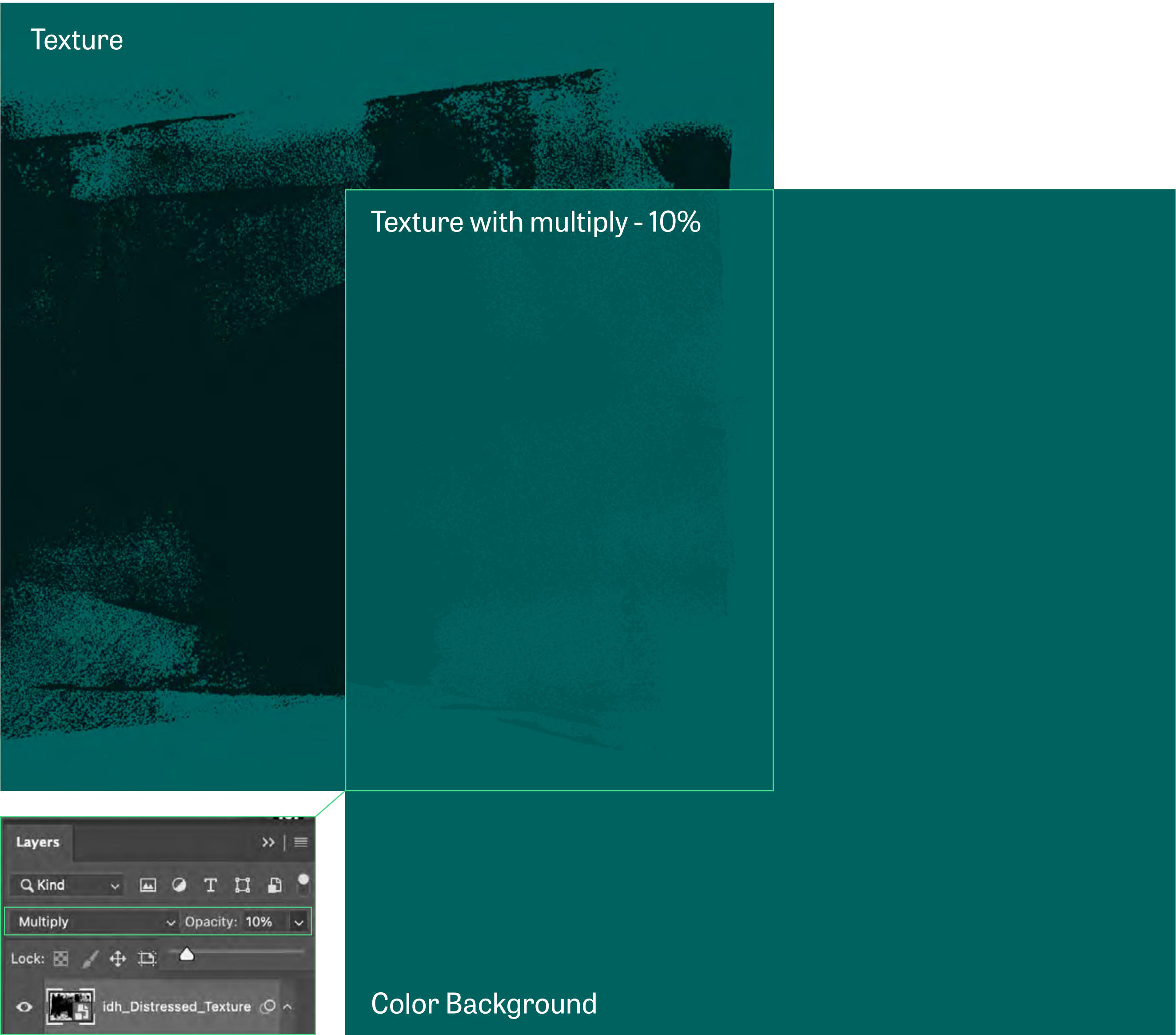
# 6.9 — Background Texture

We also use a more subtle texture in combination with our color palette to create some texture in the background. This adds to the overall hand-crafted nature of our brand.

The texture should be applied with a very low opacity on top of a solid color.

Blending mode should be set to ‘Multiply’ when using a black texture.

Keep in mind this texture is supposed to be subtle and not immediately noticeable.





# 6.10 — Brand Value Icons

Our brand values define who we are and helps guide our brand beliefs and brand principles.

We support our brand values with a visual representation through iconography and color.



**Courage**  
Sunset Orange: Evoking optimism, action and strength



**Integrity**  
Forest Green: Reflects trust, loyalty and transparency



**Inclusivity**  
Sun Yellow: Represents warmth, compassion and welcome





# 6.11 — Icon Style

Our icons are a shorthand to help convey concepts that are central to our brand in an immediate, non-verbal way and can be used in infographics, reports etc.

The icons come in two variations: One with a circular holding shape (pebble) and one without.

The circular holding shape connects back to the Brand Mark and the imperfection in the illustration celebrates the people behind everything that we do.

The circular holding shape can be used on top of a busy background to ensure clarity of the icons.

**For designers with access to the master icon files:**

When multiple pebble icons are displayed together, the background pebble can be rotated by 30° at a time to add variation to the overall design.





# 6.12 — Icon Color Combinations

Certain rules apply for pairing icons with colours.

This page should be used as a guide for selecting the correct icon.

Each icon name corresponds with the relevant icon folder.

Always ensure you use RGB for digital and CMYK for print materials.

'Pebble White'								
'Pebble Transparent'								
'Pebble Light Green'								
'Pebble Dark Green'								
'Icon White'								
'Icon Light Green'								
'Icon Dark Green'								



# 6.13 — Icon Mis-use

The same rules from Section 5.7 apply to the use of the IDH icon set. Some additional rules have been added for further guidance.



✗ Do not warp or distort the icon shape.



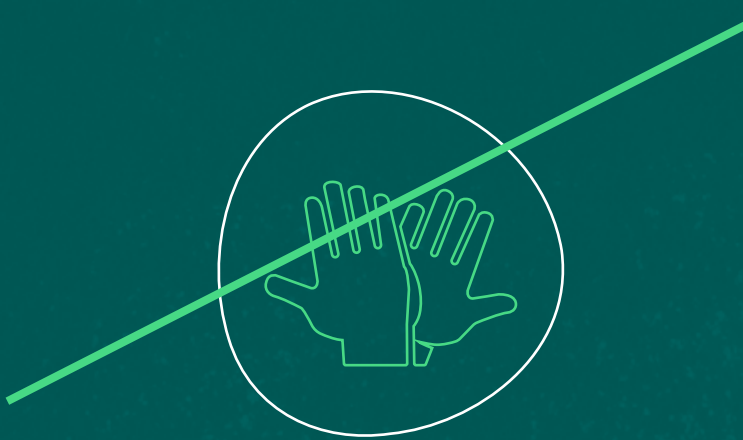
✗ Do not change the size relationship between the icon and pebble shape.



✗ Do not mix colors when using the icon and pebble shape.



✗ Do not use icons on top of the IDH Ripple.



✗ Do not use a stroke for the pebble shape or icon.



✗ Do not rotate the icon and pebble together.



## 6.14 — Illustration Style

We celebrate creativity and welcome a broad and eclectic illustration style for our illustrations. Illustrations should be created using lines and shapes that have a hand-crafted nature to them. Avoid straight and single width lines.

We always use the IDH color palette and overlay our brand textures to make every illustration feel undeniably IDH.

– Please provide the following guidance to illustrators to ensure our aesthetic is cohesive and not restrictive:

### Briefing an Illustrator:

All illustrations should emanate positivity. Our style feels layered and hand-crafted, not computer generated. Our lines are never straight nor single width, we celebrate imperfection.

Use the brand color palette to create solid color blocks and overlay our texture palette to give depth to your illustrations.

Have fun and think conceptually.



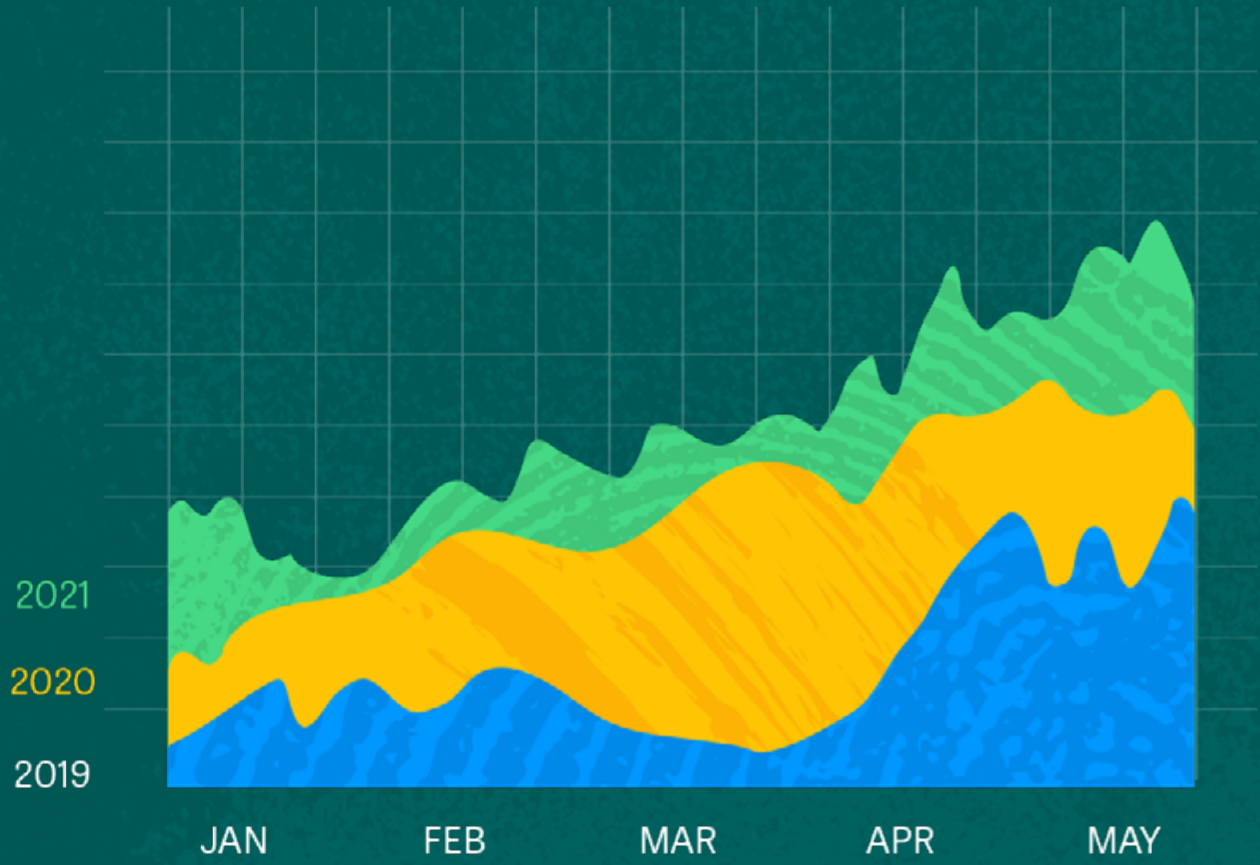
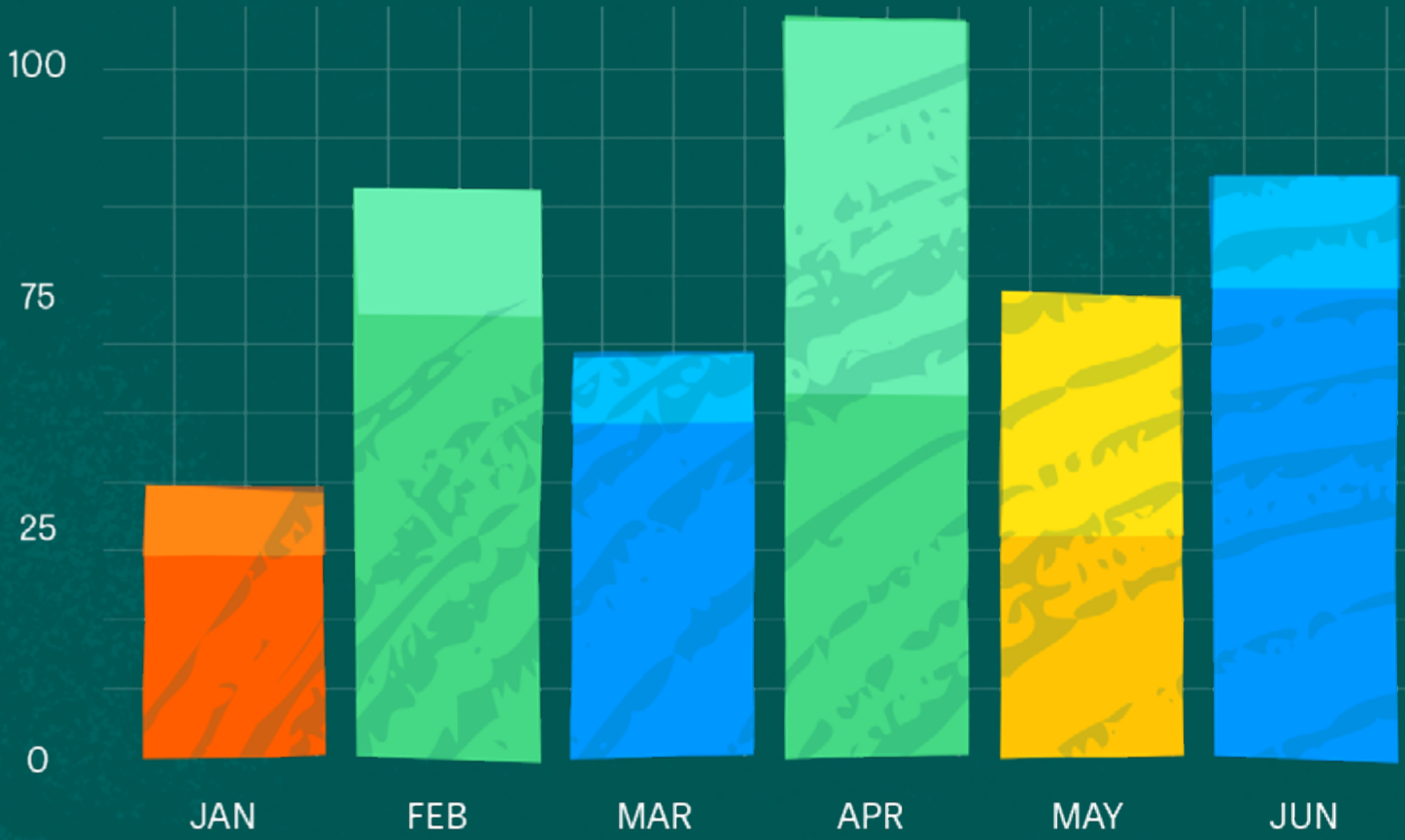
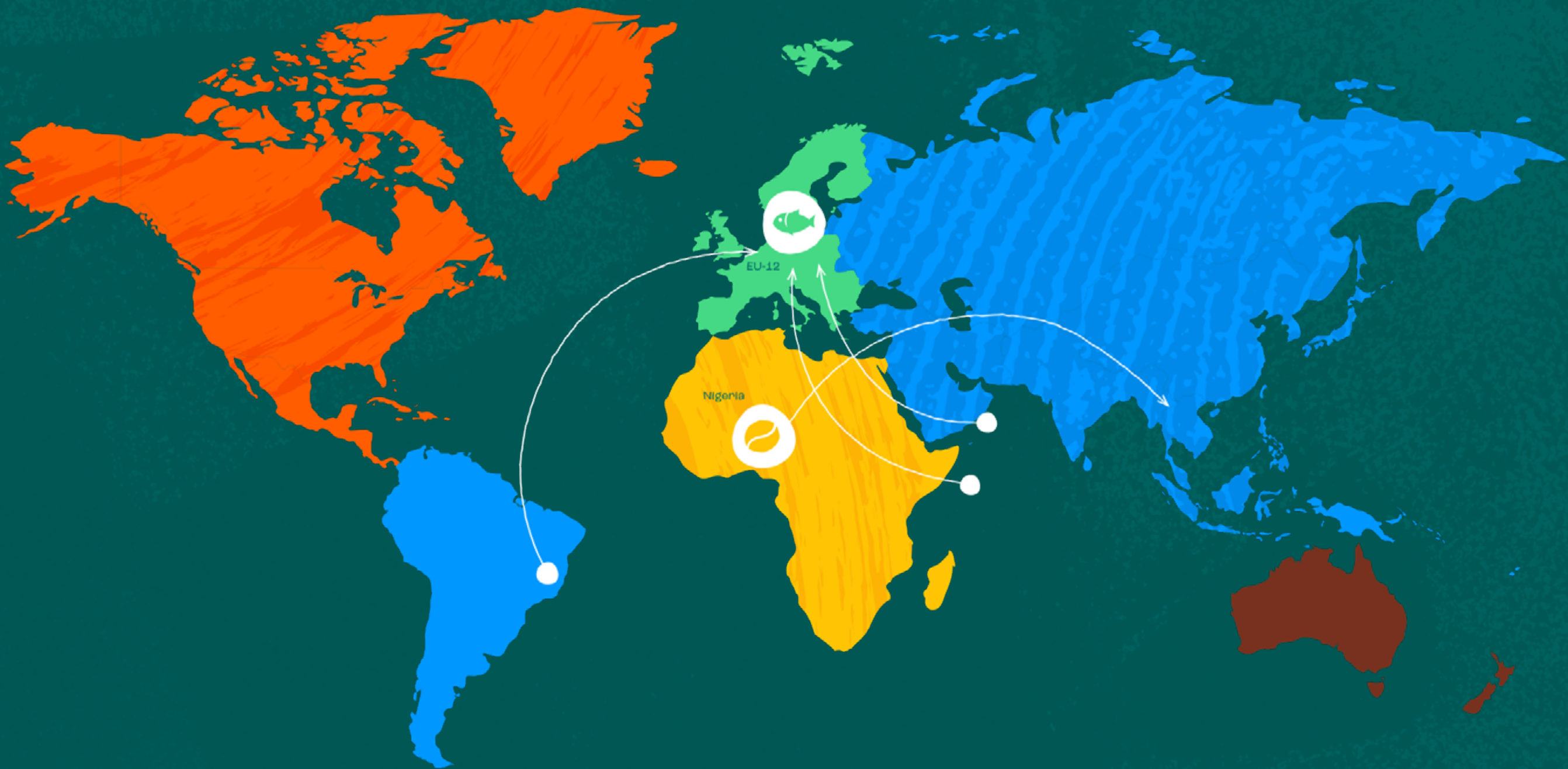


# 6.15 — Infographic Examples

Our infographic language make information accessible and human. Texture and hand illustrated elements add depth and bring our data to life.

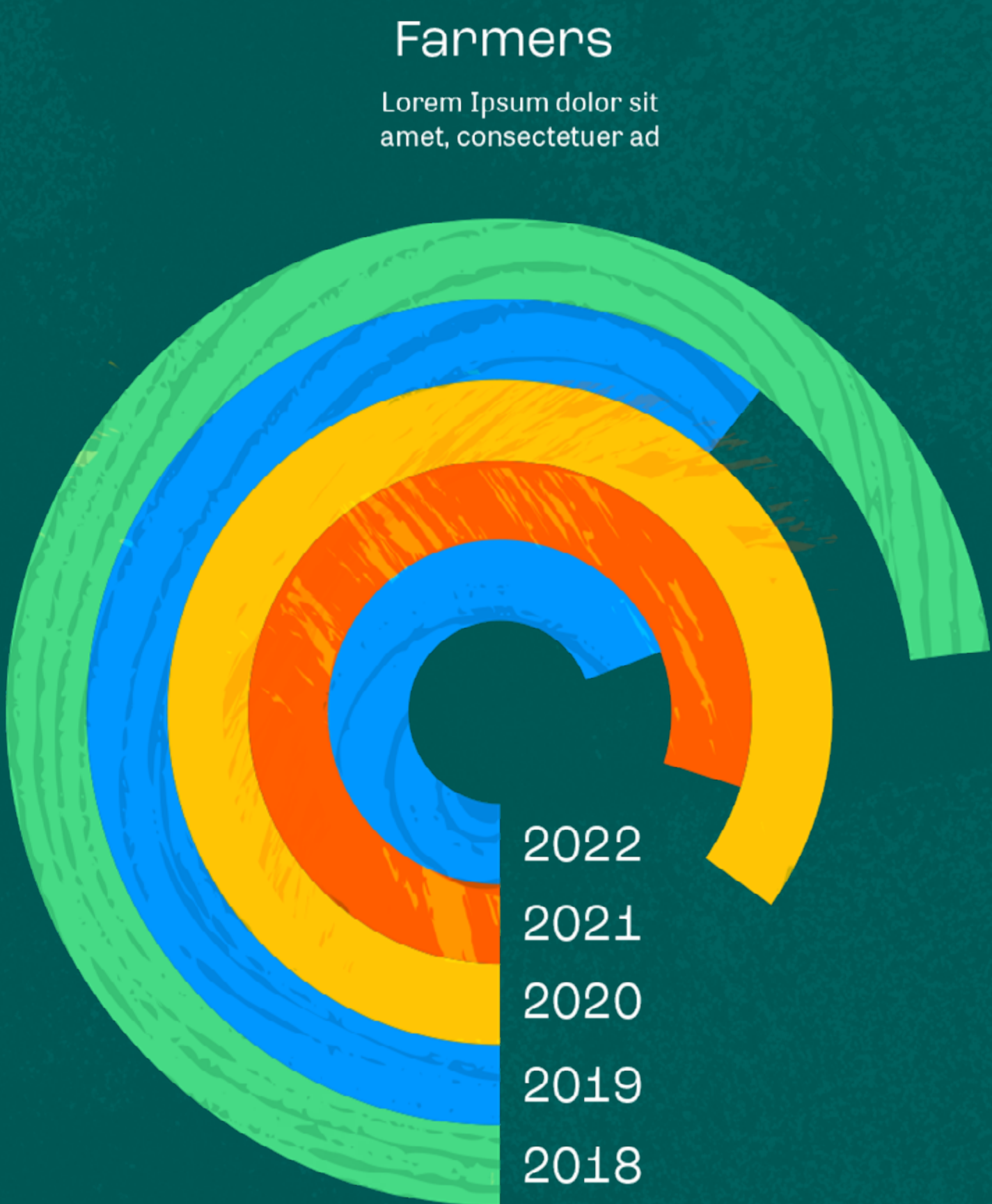
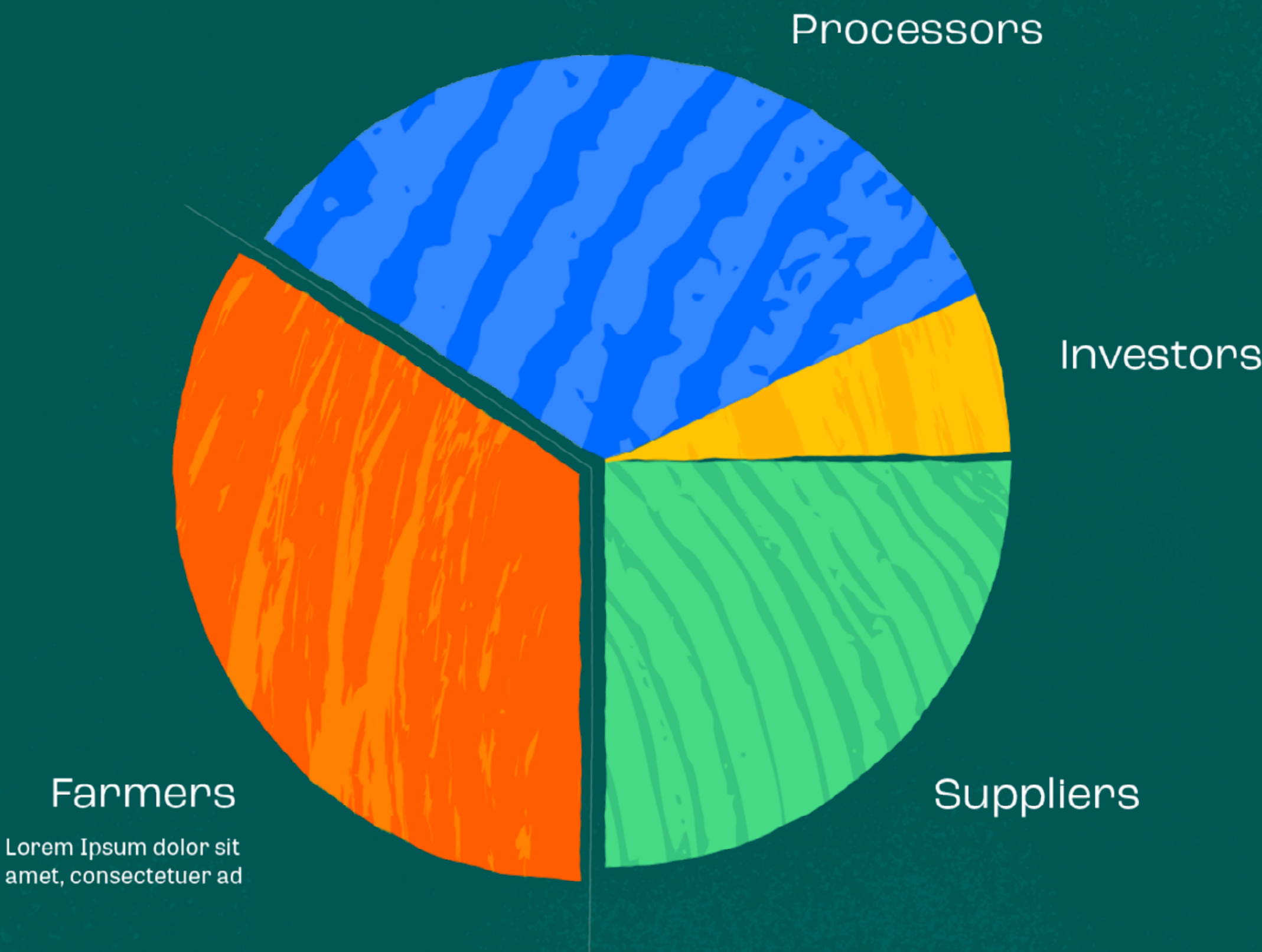
Lines and arrows should feel irregular and hand crafted.

In instances where large volumes of metrics or statistics need to be shown, use the full range of tones within the brand color palette.





# 6.16 — Further Examples





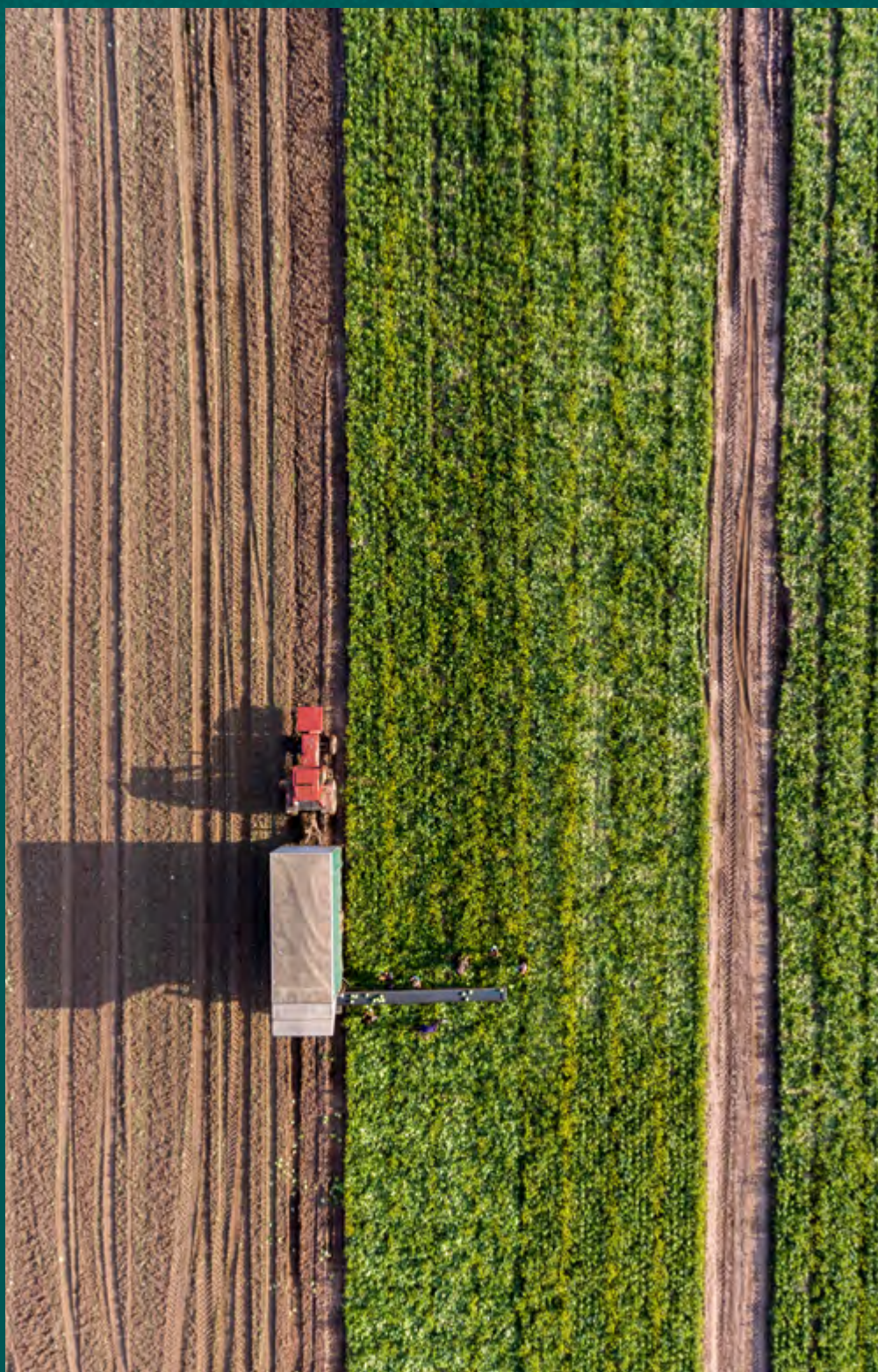
# 6.17 — Photography

At IDH we shine a light on change makers and depict them with positivity and authenticity.

We reflect our world by capturing authentic stories and case studies. Highlighting transformation and positive impact with real, genuine people and partners whose lives we interact with on a daily basis.

We showcase people at every point of our journey, from boardrooms to farmers.

We represent our global footprint and our geographically diverse programs by using imagery that feels authentic to regions and cultures.





# 6.18 — Photography Art Direction

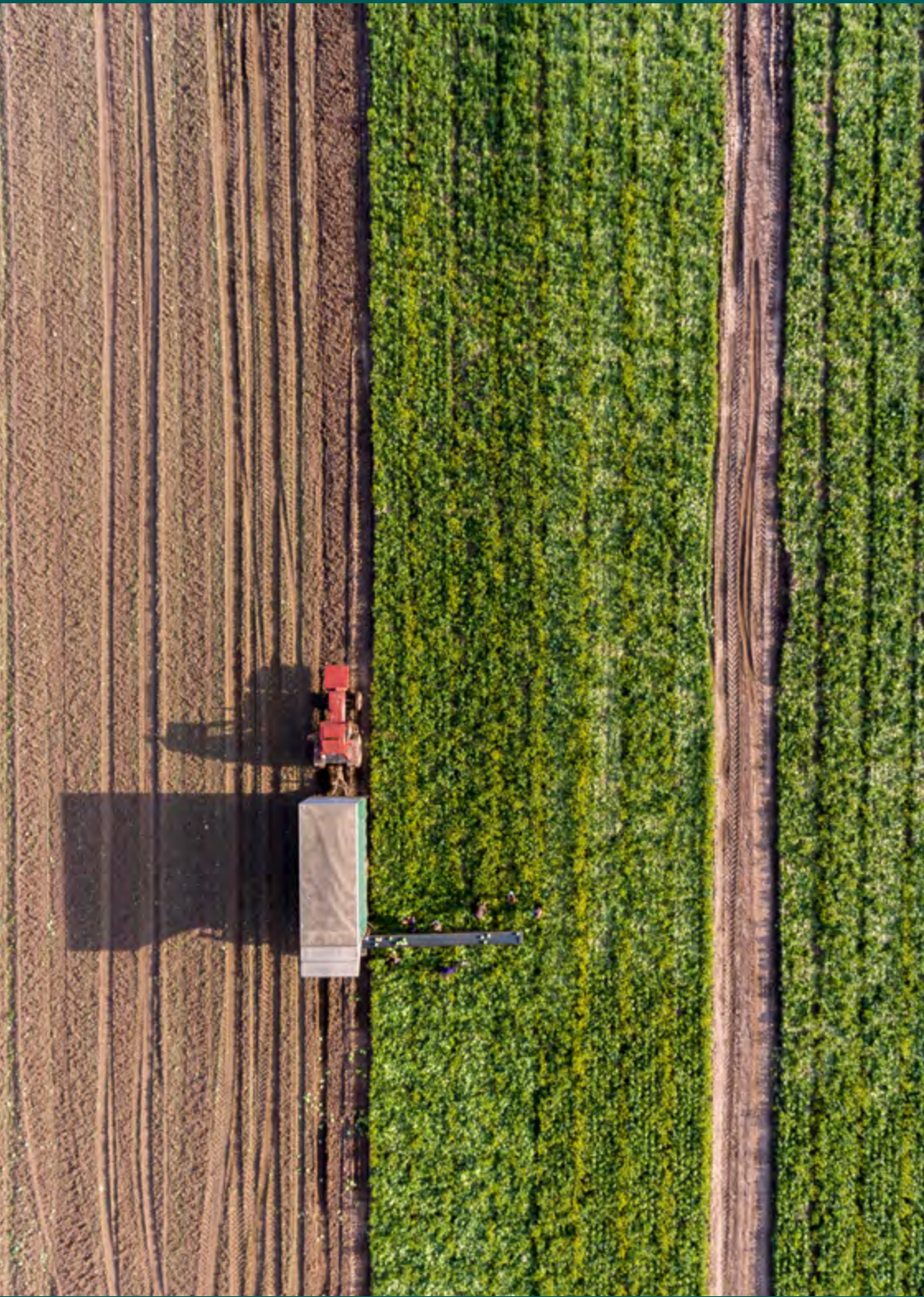
## People:

We show people at eye level, whether directly engaging through one on one eye contact with the camera or as a participant to add engagement and transport ourselves to that moment and setting.



## Planet:

When capturing the planet we use aerial perspectives to highlight scale.





## 6.19 — Art Direction Watch-Outs

Where possible, avoid using images with an overly staged feeling or people staring directly into the camera.

Don't use stock images with graphics .

Use images from real situations, not cold studio photos with a plain background and avoid overly clichéd photography.

Do not use images that show impoverished or disempowered people or scenes.

Ensure that any images used are of suitable quality and resolution. Images should not appear blurry or noticeably pixelated.





# 6.20 — Photography Usage & Creation

## Cropping

When cropping your images it's important to understand the context of what you want to show. If it's a specific individual or action, be sure to focus attention on the subject without cropping out the context.



## Depth of field

When creating or commissioning new imagery, using depth of field effect is a technique that can add authenticity and engagement. This is done through creating a zone in sharp focus while the remaining parts of the image are out of focus.

Th advantage is that the viewer is immersed into the scene or setting while there is also a clear highlight on the subject, especially when featuring multiple people.





# 6.21 — Photography Usage & Creation Watch-Outs

## Cropping

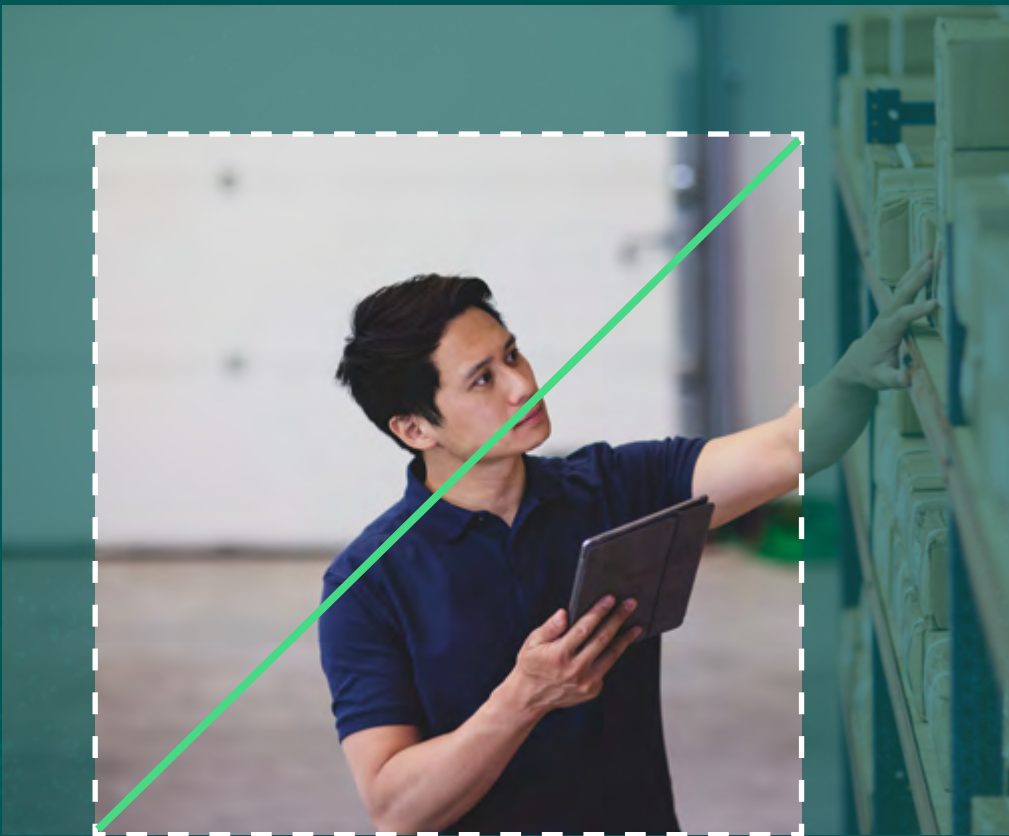
When applying imagery always consider the following:

- Composition
- Focus on the subject
- Clear context for what the image represents

Featured are some examples of incorrect cropping.

## Why?

The context (shelves) are cropped out



## Why?

Cropping off the top of the woman's head



## Why?

The main body of the image is a window and white wall offering a strange composition



## Why?

Cropping into the truck lacks interest or scale





# 7.0

# Brand Application



# 7.1— A4 Layout (vertical)

On a vertical A4 layout we use an 8 -column grid to organise our content.

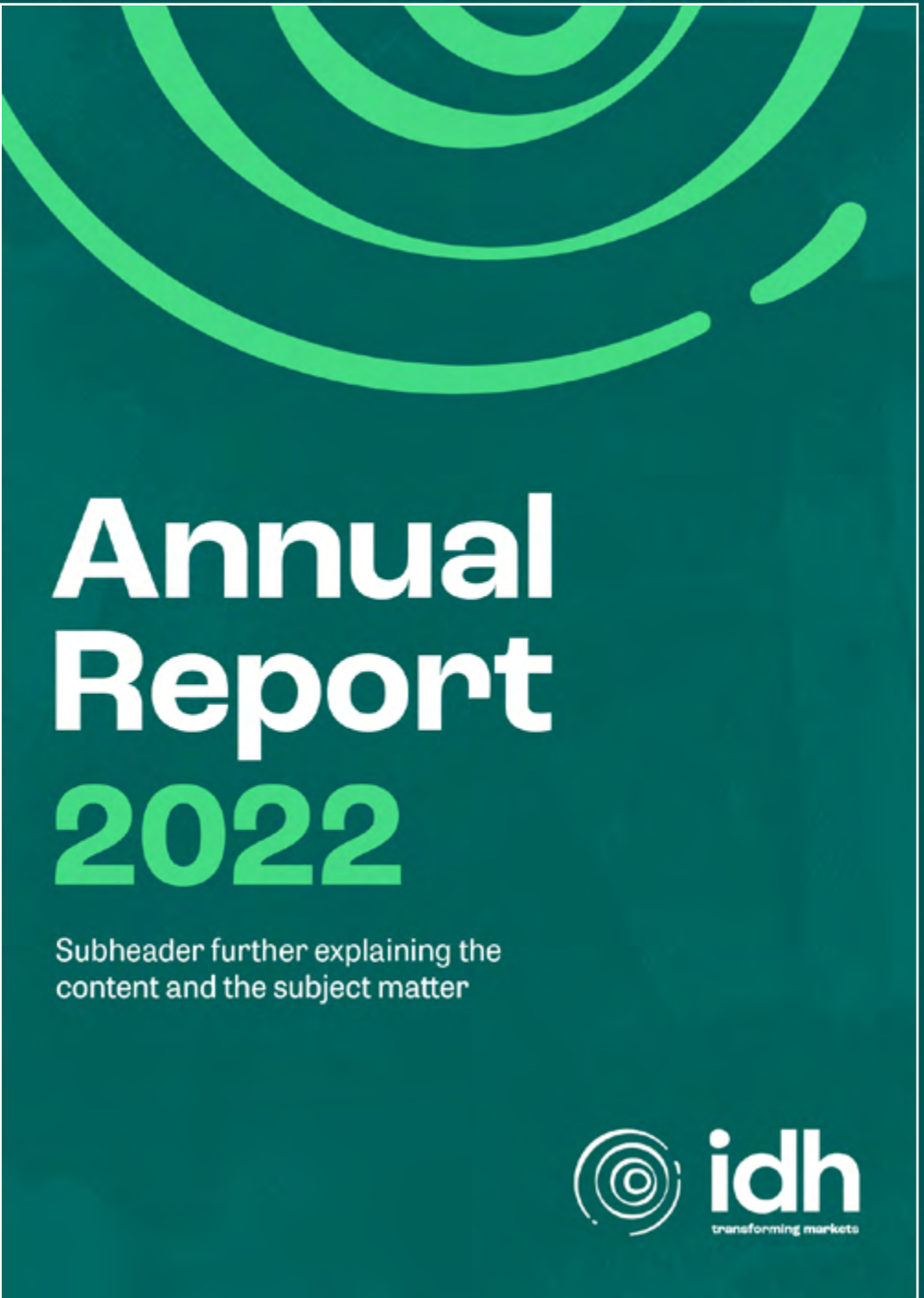
On the spread we keep the left column empty to make room for the IDH icon in the left, and to give the copy some room to breathe.

For body copy we use text blocks that are either 3 or 4 columns wide depending on the content and space available.

Try to respect the relationship between the headline, sub-headline and body text. Optimally the sub-headline is 5 times smaller than the headline while the body copy is 4/5 the size of the sub header.

The petite text that is used for images or graphics is 75% the size of the body copy and set in Tablet Gothic Oblique.

So in this example the header is 75pt, 75 divided by 5 is 15, so the sub-headline is 15pt 80% of 15 is 12, so the body copy is 12pt. 75% of 12 is 9 so the petite image text is 9pt.



Cover



Spread

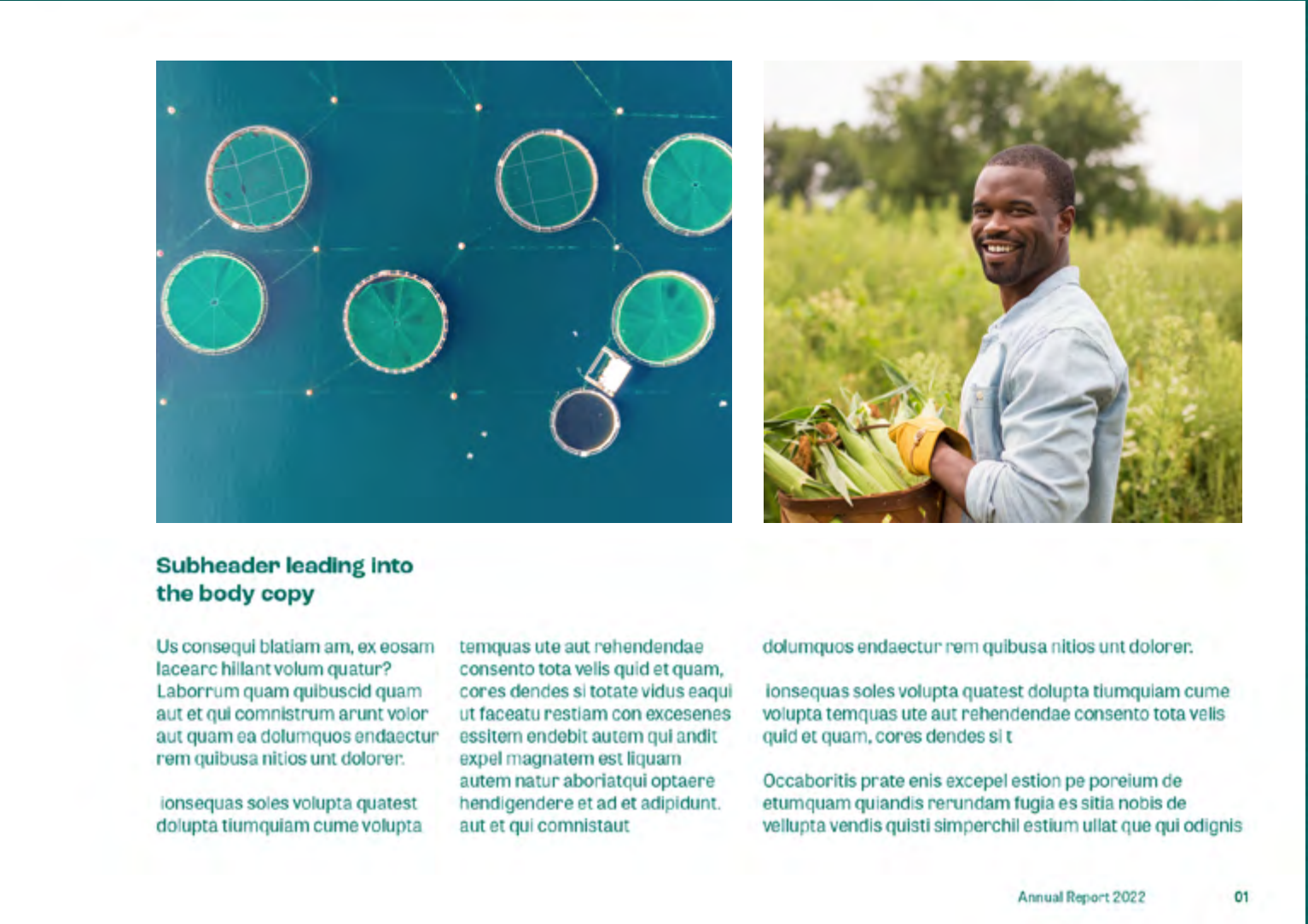


# 7.2 – A4 Layout (horizontal)

On a horizontal A4 layout and on our widescreen presentation slides we use a 12-column grid. It's wider than the A4 vertical grid to compensate for the extra width we have to work with.

For body copy we use text blocks that are either 3 or 6 columns wide.

Otherwise the exact same rules from the vertical layout apply here.





# 7.3 – Microsoft Word Templates

There are two Microsoft Word templates available:

A letterhead (using Arial font), which can be updated to reflect the relevant staff location and contact information.

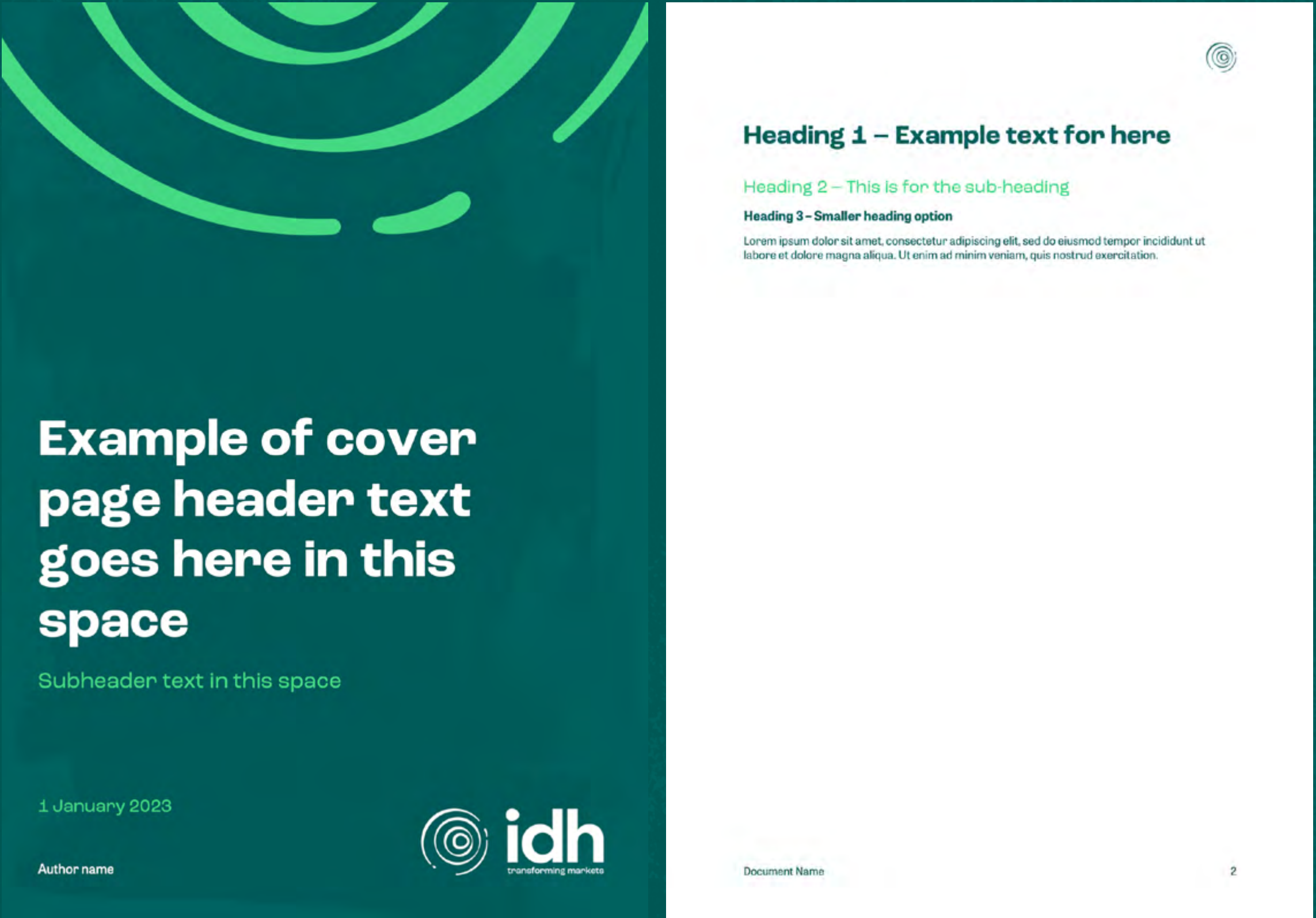
A standard template (using the IDH brand fonts), which includes a cover page, contents and some basic styles for colour and fonts.

In some instances, when the brand fonts are not installed, Microsoft Word may still list the font name (e.g. ‘Tablet Gothic’), but the text appears in Arial or a substitute font. It is ok to continue to use the template in this case.

Letterhead template



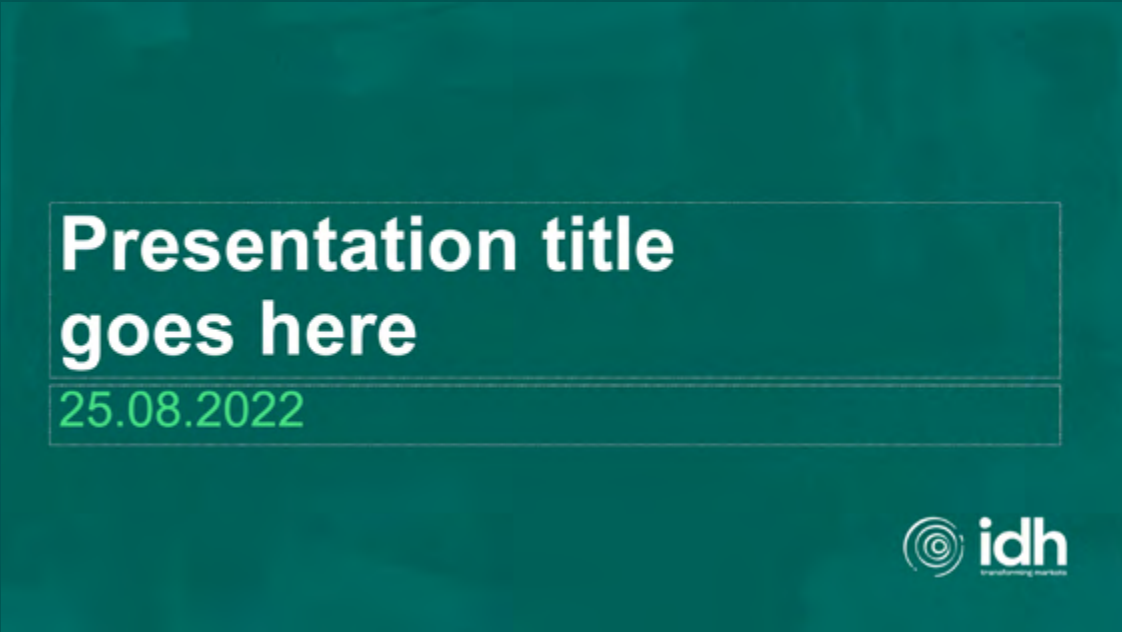
General template



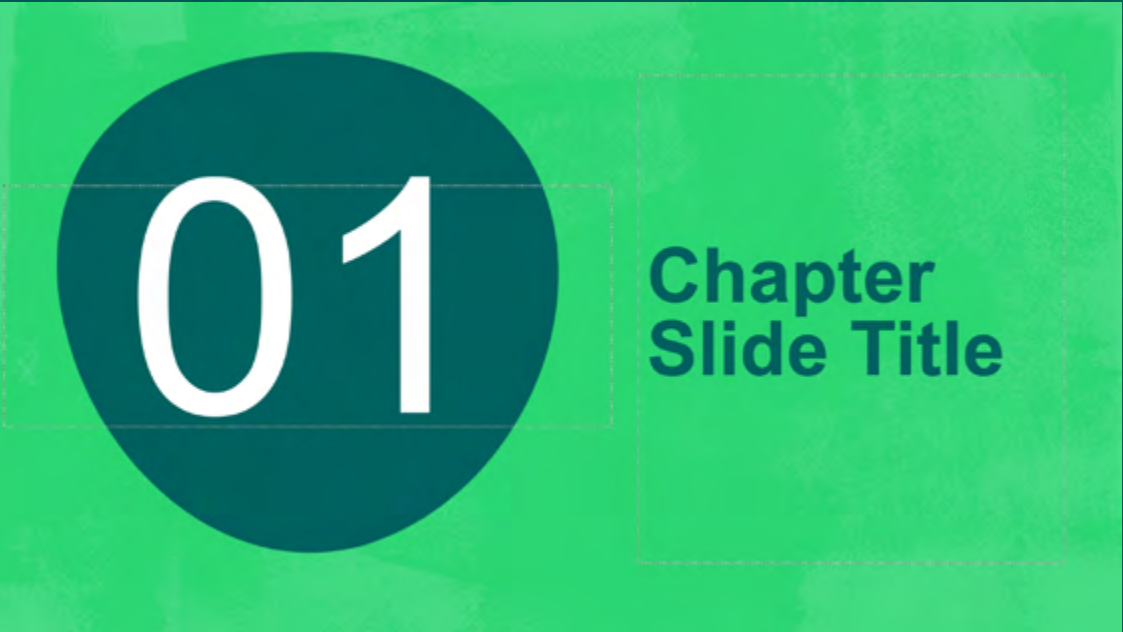


# 7.4 – PowerPoint Presentation Template

Cover slide



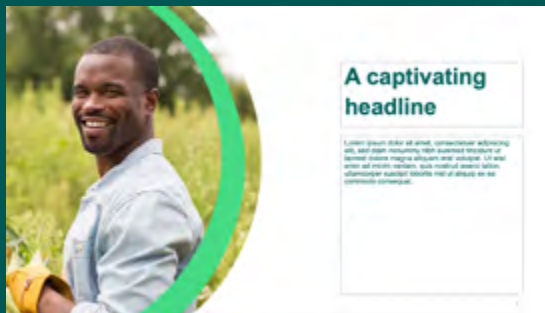
Chapter slide



Text + image slide



Text slide





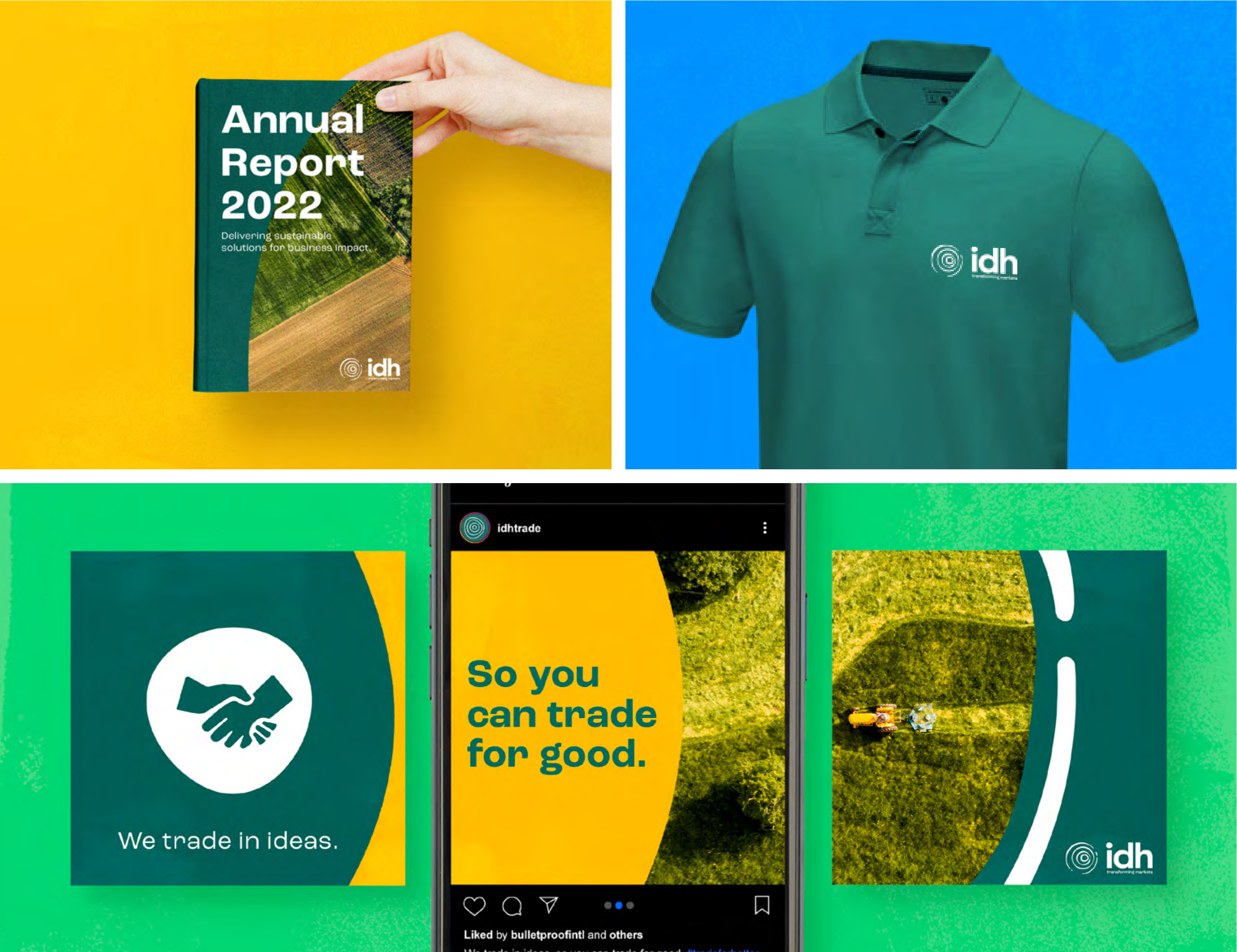
# 8.0

# Inspiration

**On the following pages we will show some points of inspiration on how to apply the brand to different touchpoints**



8.1 — Inspiration





255401



possibilities are  
The ~~population~~ is  
expanding  
exponentially.





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We plant ideas.  
**So everyone  
can harvest.**



Changing  
systems for a  
better future.





# 9.0

# Contacts



## 9.1 – Contacts

**Gillian Evans**

**Global Brand and  
Communication Manager**

**[Evans@idhtrade.org](mailto:Evans@idhtrade.org)**