



Content



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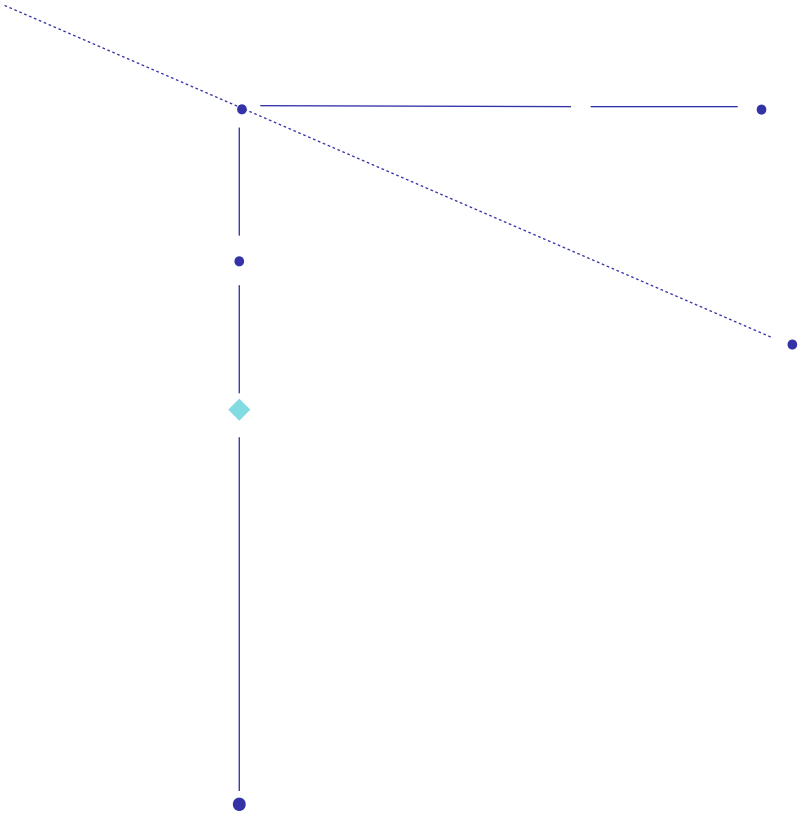
## Digital Public Goods Alliance

A multi-stakeholder initiative launched in 2019 to accelerate attainment of the sustainable development goals in low- and middle- income countries by facilitating the discovery, development, use of and investment in digital public goods.

### Visual Identity System

VI System is a package of visual elements that come together to represent the organization, those elements are the graphic imagery, color palette, fonts and a logo.

Digital  
Public  
Goods  
Alliance



Understanding the nature of the project

Digital world  
Global impact  
Human touch

Key Concepts

Sharing  
Connecting  
Expanding

Continuity, openness  
discovery, open source

Requires a Visual Identity that is:

Flexible  
Dynamic  
Accesible





Based on “*impossible geometry*”, this logo creates an optical illusion that represents **the ability to solve seemingly impossible problems, by bringing different inputs together**. It also gives the feeling of continuity, of movement and connection. It’s an alliance, but also a window and a door that can lead us to previously unimagined scenarios that break the paradigms of what can and cannot be done.

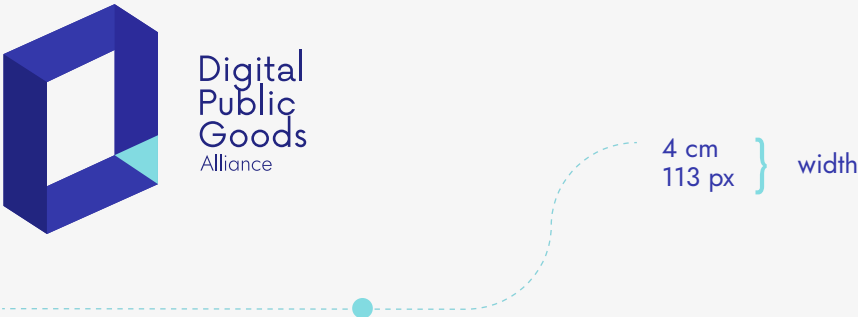
The triangle represents new stakeholders and partners that can join the alliance as well as **digital solutions that can make existing efforts stronger**. The square can also be seen as a nod to stacks and foundations that once set can be built upon.



Clearspace



Minimum Size



## Do Not

Stretch/squash/distort  
Add drop shadows  
Change the color  
Change the font  
Change the order



Primary Palette

Secondary Palette

C.100 M.100 Y.13 K.6  
R.33 G.33 B.128  
HEX.212180

C.96 M.97 Y.0 K.0  
R.44 G.38 B.155  
HEX.2C269B

C.90 M.88 Y.0 K.0  
R.51 G.51 B.171  
HEX.3333AB






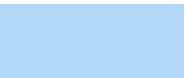

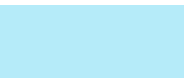
**07**  
C.44 M.0 Y.15 K.0  
R.130 G.119 B. 225  
HEX.82DBE1

C.44 M.14 Y.0 K.0  
R.131 G.190 B.246  
HEX.83BEF6

C.61 M.58 Y.0 K.0  
R.124 G.117 B.242  
HEX.7C75F2

C.0 M.50 Y.92 K.0  
R.255 G.149 B.42  
HEX.FF952A

C.75 M.12 Y.37 K.0  
R.42 G.168 B.168  
HEX.2AA8A8

				
HEX.B75A05	HEX.F47808	HEX.F69338	HEX.F8AE6A	HEX.FBC99B
				
HEX.AB2236	HEX.E63953	HEX.F06076	HEX.F28C9C	HEX.FFC4CC
				
HEX.BF3069	HEX.E6397E	HEX.FF73AA	HEX.FFA6C9	HEX.FFE1ED
				
HEX.4D29BA	HEX.7146F9	HEX.8565EB	HEX.A58EF0	HEX.CDBDFF
				
HEX.5147D1	HEX.7B71FF	HEX.A29CFF	HEX.BEBAFF	HEX.D9D6FF
				
HEX.204EA8	HEX.356AD4	HEX.5E8EEA	HEX.8BAEF0	HEX.C4D8FF
				
HEX.1863B8	HEX.2F88ED	HEX.4FA2FF	HEX.8AC1FF	HEX.BADBFF
				
HEX.2191B3	HEX.38B2D6	HEX.59C8EA	HEX.8CD6ED	HEX.BCEFFF
				
HEX.16727A	HEX.23A0AC	HEX.47C2CC	HEX.B4F3F7	HEX.B4F3F7
				
HEX.126B5B	HEX.249C87	HEX.2CBCA3	HEX.80D9C9	HEX.B8F2E8

Open Source Fonts:

Now Alt [ Digital  
Public  
Goods  
Jost [ Alliance

- Now Alt | Titles

Thin Light Regular **Medium Bold Black**

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

For languages or software not supported by Now Alt,  
please use Raleway Font.

[fontlibrary.org/en/font/now-alt](https://fontlibrary.org/en/font/now-alt)  
[fonts.google.com/specimen/Raleway](https://fonts.google.com/specimen/Raleway)

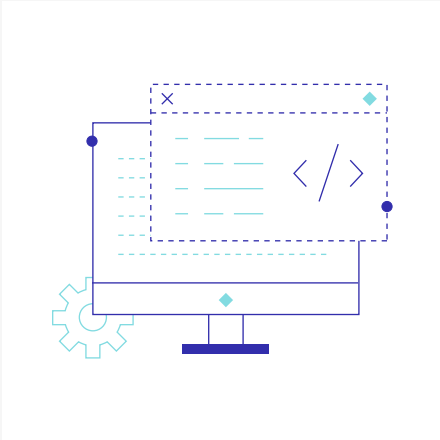
## Jost | **Subtitles** or Body text

Jost is a clean open source font. It can be used on titles  
and body text. This font family has 18 styles and 9  
weights and it supports over 50 languages.

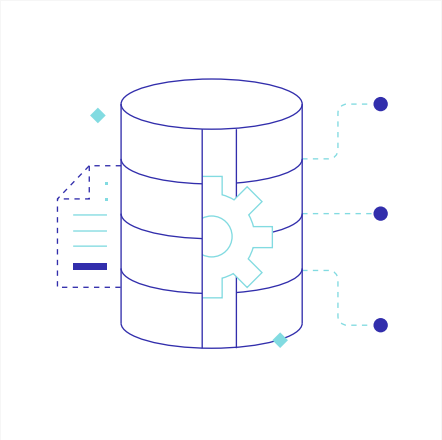
[fonts.google.com/specimen/Jost](https://fonts.google.com/specimen/Jost)

Types of projects that can become DPGs

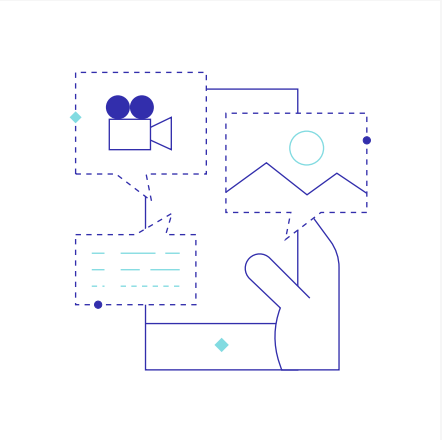
Software



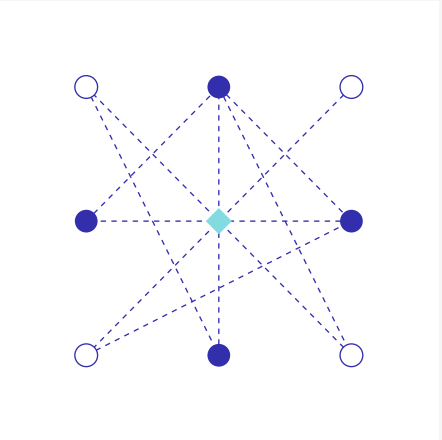
Data



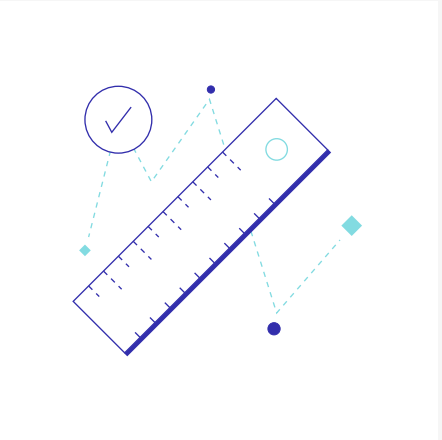
Content



AI Models



Standards









15 June 2021  
New York City,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis pretium eros. Phasellus sed odio mattis arcu tempus ultrices non eget ligula. Aliquam non felis ipsum. Nulla vitae nibh non lectus mattis efficitur velut elementum nisi, sed aliquam nulla sem in libero. Maecenas eget nisi eu egestas pharetra, enim auctor nisi. Donec ac tempor quam, vitae suscipit sem. Aliquam erat volutpat. Integer eros velit, eget scelerisque nec arcu. Donec pulvinar, ligula et lobortis fermentum, sem risus rutrum lectus, egestas commodo ex nunc ligula bibendum sed. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla pulvinar dapibus lectus sed porta.

Duis in porta arcu. Quisque malesuada lectus tempor erat laoreet dapibus. Proin ut porta nisi. Phasellus aliquet pulvinar blandit. In pretium mattis lorem, a consequat neque ultricies sed. Mauris eget leo efficitur, lobortis vitae. Duis finibus gravida facilis. Vestibulum dui purus, maximus eu tempus et, luctus eget urna. Integer in blandit felis. Morbi turpis lectus, fermentum in vestibulum et, pharetra id quam. Sed pharetra risus et sit amet rutrum. In eget diam vel eros commodo fringilla.

Maecenas sit amet mollis diam, ultricies vehicula libero. Praesent a nunc eu nisi faucibus blandit. Praesent et est ex Phasellus posuere arcu odio, at consectetur ex rutrum non. Nam ex dui, commodo a varius sit amet, lobortis, vitae sollicitudin mi molestie. Cras et dolor ut nunc dapibus tempor sagittis et lorem. Suspendisse blandit lobortis enim, at fermentum ex feugiat sed. Aliquam sagittis felis id nisi ultrices, et tristique purus gravida.

DPG Alliance,  
UNICEF House 3 United Nations Plaza,  
New York, NY, USA, 10017  
<https://digitalpublicgoods.net/>







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○  
○

# Promoting digital public goods to create a more equitable world

**Nominate** a Digital Publig Good



[digitalpublicgoods.net](https://digitalpublicgoods.net)