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INNER DEVELOPMENT GOALS
SYMBOL
Transformational Skills for Sustainable Development
The white version of the lockup is ONLY to be used if necessary.
SPACE AROUND LOGOTYPE

Always leave a clear space area around the logotype equal to the height of the i in the wordmark.
HORIZONTAL LOGOTYPE

The horizontal logotype is ONLY to be used if necessary, for example on small areas such as email signature.
Always leave a clear space area around the logotype equal to the height of the I in the wordmark.
LOGOTYPE DON’TS

DO NOT change the color of the logotype

DO NOT use the black logotype over bold colors

DO NOT change the size ratio or position of the logotype

DO NOT change the typeface in the logotype
Helvetica Now (Text and Display) is the font which we use for all the communication for Inner Development Goals.

Helvetica Now Text

**Bold — Main Title**

**Regular — Secondary Title**

**Subtitle / Helvetica Now Text Bold & Regular**

Helvetica Now Text

**Bold - Subtitle**

**Regular — Sub-Subtitle**

**Text / Helvetica Now Text Light & Medium**

Helvetica Now Text Light

Main Copy

Helvetica Now Text Medium

Copy Highlight
COLORS

PRIMARY

BEING – Beige
RGB: 212 | 184 | 140
HEX: #d4b88c
CMYK: 11 | 30 | 46 | 2
Pantone: 467 C

THINKING – Pink
RGB: 229 | 133 | 161
HEX: #e585a1
CMYK: 0 | 58 | 13 | 0
Pantone: 701 C

RELATING – Red
RGB: 232 | 65 | 57
HEX: #e84139
CMYK: 0 | 81 | 80 | 0
Pantone: 179 C

COLLABORATING – Orange
RGB: 255 | 104 | 33
HEX: #ff6821
CMYK: 0 | 70 | 89 | 0
Pantone: 165 C

ACTING – Burgundy
RGB: 102 | 26 | 48
HEX: #661a30
CMYK: 28 | 94 | 65 | 41
Pantone: 7421 C

SECONDARY

Light Grey
RGB: 245 | 245 | 245
HEX: #f5f5f5
CMYK: 4 | 3 | 3 | 0
Pantone: 663 C

Jet Black
RGB: 0 | 0 | 0
HEX: #000000
CMYK: 60 | 50 | 50 | 100
Pantone: Black C

White
RGB: 255 | 255 | 255
HEX: #ffffff
CMYK: 0 | 0 | 0 | 0
Pantone: Bright White