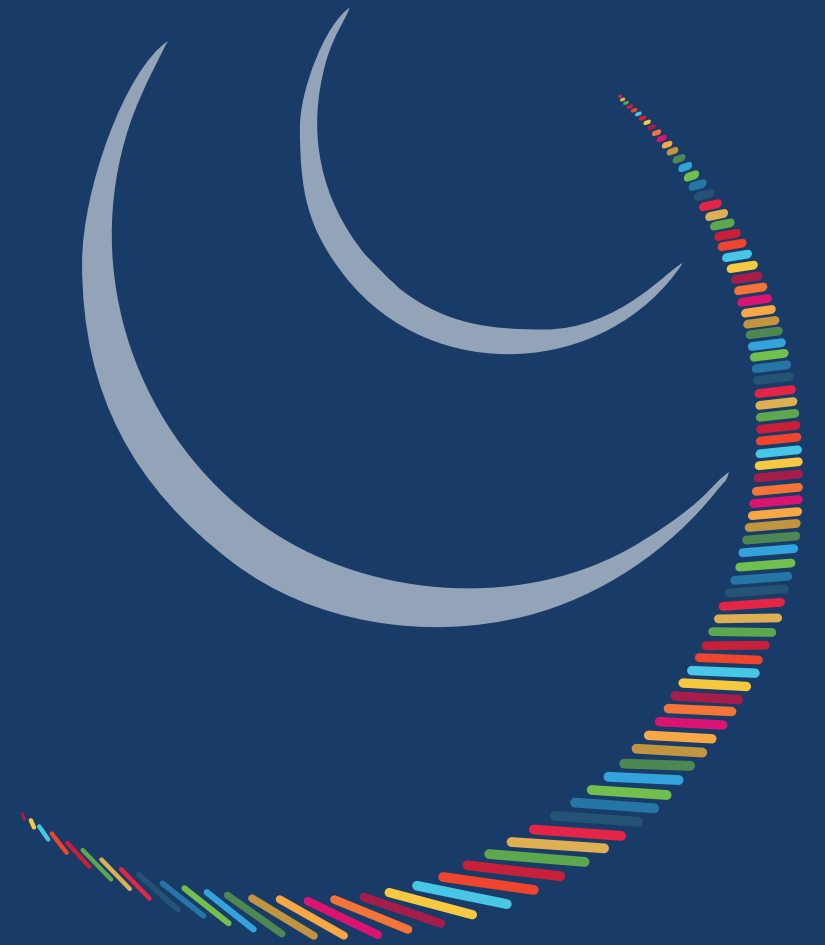


IPE GLOBAL BRANDING GUIDELINES



THIS MANUAL SETS
THE STANDARD FOR
**ALL IPE GLOBAL
COMMUNICATIONS**
AND KNOWLEDGE
PRODUCTS CREATED
BY THE ORGANISATION.



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1.0 INTRODUCTION

The **Branding and Visual Guideline Manual** is applicable to IPE Global Ltd (herein referred to as IPE Global) and its subsidiary companies.

The guidelines have been developed to **ensure consistency and uniformity in the visual style** used across all communication collaterals and platforms. Any deviation from these guidelines must be reviewed and approved.

In case any collateral is produced in partnership, we must follow the partners' requirements and guidelines, which may **take precedence over IPE Global's guidelines**.

This document contains **confidential and proprietary information** for use by all employees and personnel associated with IPE Global. This should not be produced in part or whole by anyone or any organisation without the written permission of IPE Global. Issue and distribution of all **subsequent amendments of this manual are controlled**.

Applicability of the Manual

The manual provides clear standards, templates, and resources for applying our brand **across various communication channels across all project/branch offices in India and across all international entities**.

Applicable to **marketing materials, official communications, collaterals, knowledge products, design elements, and digital assets**, this manual also extends to any other form of brand representation.

This is intended to be used by but not limited to:

Internal Teams: These include marketing, communications, design, project management, knowledge products, and human resources to ensure all materials reflect a unified brand.

External Partners: Including vendors, consultants, agencies, designers, and collaborators with whom IPE Global partners with, and any digital or written content produced by them representing IPE Global's work.

Further, this manual applies to these broad categories:

Marketing Collaterals: Brochures, banners, advertisements, presentations, corporate merchandise, promotional materials, etc.

Digital Content: Social media posts, website content and design, newsletters, email campaigns, etc.

Official Documents: Reports, proposals, EOIs, pitch decks, presentations, knowledge/ communications products, etc.

Event Branding: Signage, standees/ banners, tent cards, merchandise, and communication products for events and conferences, etc.

Media Engagement: Press releases, interviews, and public relations content.

Branding Exceptions

This guidance may not apply to projects funded by ministries/donors, which have their own regulations. Based on consensus/agreement from all involved parties, these guidelines can be adapted for specific projects/donor engagements.

In case of any clarification regarding the interpretation of the manual, you may touch base with the Corporate Communications (CC) Team of IPE Global.

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1.1 ABOUT US

Founded in 1998, IPE Global is one of the largest South Asia-based development and social sector advisory organisations working across Asia, Africa, and Europe. Headquartered in New Delhi, India, with six international offices in Cambodia, Ethiopia, Germany, Kenya, Philippines, and the United Kingdom, IPE Global has successfully undertaken over 1200 assignments with bilateral & multilateral agencies, governments, and the private sector in over 120 countries for partners like USAID, FCDO, World Bank, ADB, JICA, WHO, Niti Aayog, UN agencies, EU etc. and impacted 600 million+ lives globally. The Group offers a range of integrated, innovative, and high-quality consulting services across several sectors and enablers like Health, Nutrition, Education & Skills Development, Climate, Urban, Social Economic Empowerment, Gender, among others. (www.ipeglobal.com)

Each entity under the IPE Global umbrella operates independently yet aligns with the Group's overarching mission. These include [Triple Line Consulting Limited](#) (UK-based), IPE Global (Africa) Limited, [SAMRIDH Impact Solutions Private Limited](#) - SIS, and the [Centre for Knowledge and Development](#) - IPE Global Centre for Knowledge and Development (CKD)

Our Vision

To become a multi-disciplinary **'ideas powerhouse,'** bringing together cutting-edge knowledge and management skills to enable policy reforms for a more inclusive, equitable, and sustainable world.

Our Mission

To provide innovative solutions to address the global challenges of sustainable development.



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| 1.2 OUR CORE VALUES

IPE Global is committed to impacting lives with a human touch. Our core values form the underpinning of what we are and how we work together to serve our partners. Through our integrated services and futuristic enablers, we focus on **Human Development, Inclusive Growth & Resilience, and Good Governance**, to bring to the table bespoke solutions.



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| 2.0 BRAND APPLICATION

Our Approach

A strong brand identity is essential for building trust and driving impact. Our approach combines authenticity, purpose-driven human-centric storytelling, and consistent engagement to create a lasting impact. To ensure a high-quality brand image, our identity must be presented clearly, correctly, and consistently across all platforms.

Communication Guidelines

IPE Global's communication guidelines facilitate brand alignment and help build a cohesive brand experience across audiences and channels. They encompass all materials, both online and offline (for e.g. corporate website, flyers, brochure, print materials, etc.), created to disseminate information on behalf of the organisation. These products are solely owned and exclusively branded by IPE Global.

- All corporate materials must adhere to IPE Global's graphic standards, which encompass our designated typefaces and colour schemes, to consistently convey our authority and reinforce our brand identity.
- Only the approved, official IPE Global logo must be used (*Refer to Section 2.1*).
- International offices have their own logos subject to approvals (*Refer to Section 2.3*).



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2.0 BRAND APPLICATION

Overall Communication Guidelines

The following guidelines in this manual apply to IPE Global and its group companies, which operate independently yet align with the Group's overarching mission. These include Triple Line Consulting Limited, IPE Global (Africa) Limited, and SAMRIDH Impact Solutions Private Limited.

A] Applicable to All

1. PR & Media Policy Guidelines
2. Photo & Visual Guidelines
3. Video Guidelines
4. Social Media Guidelines
5. British English must be used across all communication materials. The language must:
 - be concise, clear, and conversational,
 - use active voice over passive voice,
 - embrace inclusivity through language,
 - be tailored as per the target audience,
 - have minimum complex phrases, acronyms, and colloquialisms,
 - follow a second-person narrative over a third-person

B] 1. SAMRIDH Impact Solution: Follows IPE Global's Branding Guidelines

2. Triple Line, IPE Global (Africa), Ethiopia, Germany and Philippines:
Follow Triple Line Branding Guidelines



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2.1

FOR IPE GLOBAL

| 2.1.1 OUR LOGO

The IPE Global logo represents the organisation’s core values and mission – of driving inclusive growth and sustainable development while bridging the inequality gap. The logo should be used on the top-right corner of all communication materials with exceptions being mutual agreements and prior consent to alter its position.

The three circular brush strokes in the logo represent an incomplete globe that goes on to give the following messages:

The globe represents the Earth - nature’s marvel of engineering, balance, and life enablement.

The circular shape signifies the relationship between cause and effect - culminating in a feedback loop of learning at the core of IPE Global values.

The three curves’ unevenness and dissimilarity highlight the inequalities in the world today and IPE Global’s role in reducing them.

The Earth’s rotation on its axis - dynamism centred around its values. The curves in the logo are incomplete, signifying much more work needs to be done before we can truly rest.



| 2.1.1 OUR LOGO

Over the Years

IPE Global logo has undergone transformation in the past years, to align with its evolving vision, values, and commitment to equitable and sustainable development globally.

The **IPE Global logo** must not be used in any external documents, products, or collaterals without prior official permission. Any form of alteration, distortion, re-creation, translation, or misuse of the logo is strictly prohibited. The logo is intended exclusively for use in projects, official documents, standalone publications, multimedia content, events, and other public communications that require acknowledgement of IPE Global's contribution.



1998: Founded by a few alumni of LSE, the official IPE Global logo drew inspiration from the LSE logo, symbolising a strong foundation and professionalism.



2012: Concentric circles introduced to indicate existing inequalities in the world and IPE Global's continued commitment towards reducing them.



2019: Numeric figure added to commemorate the 20th year, representing our collective effort towards transforming the lives of people and communities on the ground.



2023: Aligned with Global Goals, 17 UN SDG colours included to celebrate our 25-year journey, reflecting continued our commitment to inclusive and sustainable development.



2025: Reverted to the original logo, symbolising the organisation's legacy of trust and dedication to sustainable development, while continuing to innovate and adapt to evolving global challenges.

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| 2.1.1 OUR LOGO

Defining the Logo

The logo has three approved primary colour options - red, grey, and white. This is to ensure that the logo properly appears in print documents and digital content.

Clear Space

A minimum area surrounding the logo and type mark must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the edge of the collaterals. More than the minimum clear space is encouraged. **Minimum clear space on all sides of the logo and type mark equals the height of the “G” in our official logo and typemark.** Additional clear space may be required when co-branding materials with partner logos.

Option A

This is the most widely used version of the logo across web pages, publications, signs, stationery, and co-branding with other horizontal logos. *Do not re-create the logo or change the colours under any circumstances.*



MINIMUM CLEAR SPACE: HORIZONTAL LOGO

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| 2.1.1 OUR LOGO

Reverse Logo: When to Use

The logo variations have been developed for diverse collaterals and platforms but the message remains uniform. The usage of each type depends on the nature of communication materials and the versions should be strategically used depending on the background (e.g. black, white, dark, and light) to maintain visibility and brand integrity. *Any other logo variations are strictly prohibited except the ones listed below.*

Option B

Logo usage on red background



Option C

Logo usage on blue background



Option D

Logo usage on grey background



Option E

Logo usage for merchandise



Download

Official logo.

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| 2.1.1 OUR LOGO

Minimum Print Size

For all printed collaterals, a minimum print size has been established to ensure legibility.

A4 Size



A3 Size



A2 Size



Minimum Web Size

For all website designs, a minimum digital size has been established to ensure legibility.



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2.1.1 OUR LOGO

Incorrect Logos

Listed are a few examples of incorrect usage of the logo.



Correct Logos

Listed are the correct examples of usages of the logo.



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2.1.2 COLOUR PALETTE

The visual branding of IPE Global follows a clear and distinct colour palette to ensure consistency across communication products. The following colours – **4 primary and 7 secondary** – are the only approved official colours.

Primary Colour Palette

Used for logo, text, colour fields, and accent colours. IPE Blue may be used as a tint. IPE Red may not be used as a tint.

<p>CMYK: 1/99/97/0</p> <p>RGB: 235/34/39 Hex: #EB2227</p> 	<p>CMYK: 100/84/33/20</p> <p>RGB: 25/59/105 Hex: #193B69</p> 	
<p>CMYK: 0/0/0/0 (Page White)</p> <p>RGB: 255/255/255 Hex: #FFFFFF</p> 		
<p>CMYK: 82/71/59/75</p> <p>Pantone® Black 6 C RGB: 17/25/33 Hex: #111921</p>	<p>"Just Black" for Text</p> <p>CMYK: 0/0/0/100 RGB: 00/00/00 Hex: #000000</p>	

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2.1.2 COLOUR PALETTE

Secondary Colour Palette

Used for text, colour fields, and accent colours. Light grey and light blue may be used for text on a dark background. All secondary colours, except dark red, may be used as a tint.

100% Primary Red CMYK: 1/99/97/0 RGB: 235/34/39 Hex: #E82227	80% CMYK: 77/26/39/8 RGB: 50/139/145 Hex: #F04D51	60% CMYK: 0/66/41/0 RGB: 242/121/123 Hex: #F2797B	40% CMYK: 0/42/21/4 RGB: 247/168/170 Hex: #F7A6A8	20% CMYK: 0/20/9/0 RGB: 250/210/211 Hex: #FBD3D3
100% Primary Blue CMYK: 100/84/82/20 RGB: 215/76/41 Hex: #193A69	80% CMYK: 79/62/27/8 RGB: 72/97/135 Hex: #476287	60% CMYK: 58/41/22/1 RGB: 118/138/166 Hex: #7689A5	40% CMYK: 37/25/15/0 RGB: 163/175/194 Hex: #A3B1C3	20% CMYK: 17/10/6/0 RGB: 209/215/224 Hex: #D2D8E1
100% Primary Teal CMYK: 96/33/49/10 RGB: 0/121/126 Hex: #00797E	80% CMYK: 77/26/39/8 RGB: 50/139/145 Hex: #328B91	60% CMYK: 58/20/29/6 RGB: 106/159/166 Hex: #6A9FA6	40% CMYK: 38/13/20/4 RGB: 152/185/189 Hex: #98B9BD	20% CMYK: 19/7/10/2 RGB: 199/213/216 Hex: #C7D5D8
100% Highlight Orange CMYK: 0/54/94/0 RGB: 247/141/42 Hex: #F78D2A	80% CMYK: 0/42/72/0 RGB: 249/164/90 Hex: #F9A45A	60% CMYK: 0/32/52/0 RGB: 251/184/130 Hex: #FBB882	40% CMYK: 0/21/32/0 RGB: 253/207/172 Hex: #FDCFAC	20% CMYK: 0/10/16/0 RGB: 254/230/210 Hex: #FEE6D2
100% Primary Black CMYK: 96/33/49/10 RGB: 0/121/126 Hex: #111921	80% CMYK: 79/64/52/44 RGB: 49/62/72 Hex: #313E48	60% CMYK: 68/54/46/21 RGB: 86/96/105 Hex: #566069	40% CMYK: 54/42/37/4 RGB: 126/133/141 Hex: #7E858D	20% CMYK: 36/27/25/0 RGB: 167/172/177 Hex: #A7ACB1
100% Background Grey CMYK: 0/54/94/0 RGB: 247/141/42 Hex: #CFD3D3	80% CMYK: 14/9/10/0 RGB: 217/220/220 Hex: #D9DCDC	60% CMYK: 10/7/7/0 RGB: 226/227/228 Hex: #E2E3E4	40% CMYK: 7/4/4/0 RGB: 234/236/237 Hex: #EAECED	20% CMYK: 3/2/2/0 RGB: 244/244/244 Hex: #F4F4F4

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2.1.2 COLOUR PALETTE

Tertiary Palette

Along with the primary and secondary colour palettes, these tertiary colours are for use in building diagrams and data visualisations within documents and presentations.

Shade: 2 CMYK: 100/34/51/50 RGB: 0/77/79 Hex: #004D4F	Shade: 1 CMYK: 100/34/51/30 RGB: 0/98/102 Hex: #006266	Teal: 100% CMYK: 96/33/49/10 RGB: 0/121/126 Hex: #00797E	Tint: 80% CMYK: 77/26/39/8 RGB: 50/139/145 Hex: #328B91	Tint: 60% CMYK: 58/20/29/6 RGB: 106/159/166 Hex: #6A9FA6	Tint: 40% CMYK: 38/13/20/4 RGB: 152/185/189 Hex: #98B9BD
Shade: 2 CMYK: 23/67/100/10 RGB: 181/101/40 Hex: #B56528	Shade: 1 CMYK: 14/64/100/0 RGB: 216/118/41 Hex: #D87629	Orange: 100% CMYK: 0/54/94/0 RGB: 247/141/42 Hex: #F78D2A	Tint: 80% CMYK: 21/0/58/0 RGB: 207/226/140 Hex: #F9A45A	Tint: 60% CMYK: 0/32/52/0 RGB: 251/184/130 Hex: #FBB882	Tint: 40% CMYK: 0/21/32/0 RGB: 253/207/172 Hex: #FDCFAC
Shade: 2 CMYK: 50/18/100/6 RGB: 163/162/58 Hex: #88A23A	Shade: 1 CMYK: 39/8/88/3 RGB: 162/187/76 Hex: #A2BB4C	Data Viz: 100% CMYK: 27/0/73/0 RGB: 195/219/110 Hex: #C3DB6E	Tint: 80% CMYK: 21/0/58/0 RGB: 207/226/140 Hex: #CFE28C	Tint: 60% CMYK: 15/0/43/0 RGB: 220/233/168 Hex: #DCE9A8	Tint: 40% CMYK: 9/0/28/0 RGB: 233/241/197 Hex: #E9F1C5
Shade: 2 CMYK: 71/0/96/30 RGB: 51/139/58 Hex: #338B3A	Shade: 1 CMYK: 61/0/96/20 RGB: 89/159/61 Hex: #599F3D	Data Viz: 100% CMYK: 61/0/96/0 RGB: 110/190/74 Hex: #6EBE4A	80% CMYK: 48/0/75/0 RGB: 141/201/111 Hex: #8DC96F	60% CMYK: 36/0/56/0 RGB: 169/213/145 Hex: #A9D591	40% CMYK: 23/0/36/0 RGB: 199/226/181 Hex: #C7E2B5
Shade: 2 CMYK: 95/0/22/35 RGB: 0/126/146 Hex: #007E92	Shade: 1 CMYK: 95/0/22/20 RGB: 0/176/169 Hex: #0092A9	Data Viz: 100% CMYK: 95/0/22/0 RGB: 0/174/202 Hex: #00AECA	80% CMYK: 75/0/18/0 RGB: 0/187/210 Hex: #00BBD2	60% CMYK: 55/0/14/0 RGB: 101/202/218 Hex: #65CADA	40% CMYK: 35/0/9/0 RGB: 160/219/230 Hex: #A0DBE6
Shade: +40% CMYK: 0/87/48/30 RGB: 178/51/74 Hex: #B2334A	Shade: +20% CMYK: 0/87/42/10 RGB: 217/65/120 Hex: #D94161	Data Viz: 100% CMYK: 0/77/37/0 RGB: 241/98/120 Hex: #F16278	80% CMYK: 0/61/26/0 RGB: 243/131/146 Hex: #F38392	60% CMYK: 0/45/18/0 RGB: 246/162/171 Hex: #F6A2AB	40% CMYK: 0/30/11/0 RGB: 249/192/197 Hex: #F9C0C5

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2.1.3 OUR TYPEFACES

Primary Font

Typography is one of the most important design elements, which creates brand consistency across all materials. The primary font family for IPE Global is **Franklin Gothic**, which comes under Sans Serif and it has been selected for its clarity and readability. *Do not use any unapproved fonts.*

FRANKLIN GOTHIC BOOK
INCLUDING ITALICS

Typical uses: Headlines,
subheads, and body text.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890-!@#%&*()_{}:"<>?

FRANKLIN GOTHIC MEDIUM
INCLUDING ITALICS

Typical uses: Headlines,
subheads, and body text.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890-!@#%&*()_{}:"<>?

FRANKLIN GOTHIC DEMI
INCLUDING ITALICS

Typical uses: Captions and
subtitles.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890-!@#%&*()_{}:"<>?

All our typefaces are generally considered accessible font, for maximum readability and legibility.

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| 2.1.3 OUR TYPEFACES

Alternate Font

Gill Sans may be used when Franklin Gothic is not available. Like Franklin Gothic, Gill Sans is a clean, Sans Serif font—and it's typically easily accessible.

GILL SANS REGULAR
INCLUDING ITALICS
Typical uses: Body text,
captions, subtitles, and
blurbs.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890-!@#%[^]&*()_{}:"'<>?

GILL SANS BOLD
Typical uses: Headings,
subheading, body text,
and captions.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890-!@#%[^]&*()_{}:"'<>?

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| 2.1.4 TEMPLATE GUIDELINES

Specifications (for A4 print size)

A] Publications solely produced by IPE Global must carry the official logo on the cover page and an imprint on either the last page or an inside page.

Logo: Top right of cover page

Font: Franklin Gothic (*Refer to Section 2.1.3 for typefaces*)

Cover Page:

- Heading: 28 pts
- Subheading (if any): 18pts
- Paragraph/Body text (if any): 11pts -12pts

Inside Pages:

- Heading: 18pts
- Subheading: 13pts – 14pts
- Paragraph/Body text: 10pts-11pts
- Header & Footer: 9pts

Bold/Italic: *Refer to Section 2.1.3*

Alignment:

- Heading/Subheading: Left or Centre
- Paragraph/Body text: Justified

Colour Palette: *Refer to Section 2.1.2*

B] Publications produced in partnership with any external stakeholder must place the IPE Global logo as per the agreed and approved mandate in consultation with IPE Global.

Logo: Top right of the cover page/First inside page, and the back cover

Note: For any other print size, the stylesheet will vary. For e.g., In case of an A3 print, font size will increase by 50% of the standard given size, and for an A5 print size, it will reduce by 50%.

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2.1.6 SOCIAL MEDIA

IPE Global maintains an active presence across various social media platforms, including LinkedIn, Twitter, Facebook, Instagram, and YouTube. All/relevant platforms regularly help showcase and disseminate the multiple activities of IPE Global. Team CC is the custodian of all the corporate social media accounts. It is also the co-admin of all project-related social media handles created as part of the project requirement after the necessary donor/partner approval. Team CC must be informed if any new handle is being created within the project for the necessary support and validation.

Frequency of Update:

- Corporate: Updated on a daily basis
- Project(s): Thrice a week or maybe more in case of any specific requirements

Note:

- For any project-related post dissemination on corporate platforms, special project leads/communication leads must share the relevant information required, which may include a picture, caption text, logos, and disclaimer text (if any).
- Post must have prior approval from respective donors/partners to be tagged with their handles.
- An ideal lead time of 24 hours for posting across all corporate social media platforms must be given.

LinkedIn (@IPE Global Limited)

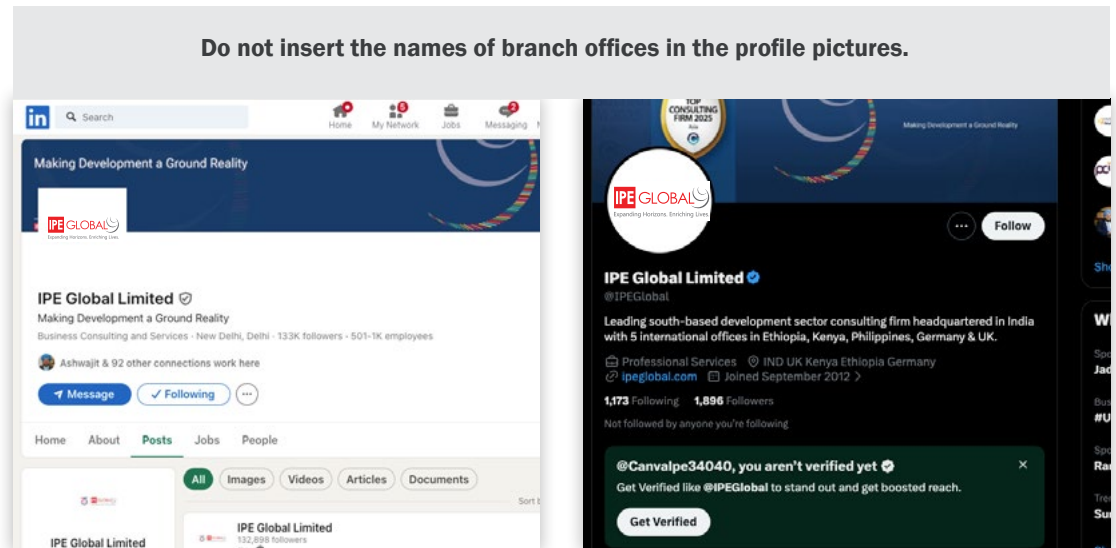
Profile picture: 400x400 px. Official IPE Global logo

Cover image: 1584x396px. In our primary indigo colour

Twitter (@IPEGlobal)

Profile picture: 400x400px. Official IPE Global logo

Cover image: 1500x1500px. In our primary indigo colour



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2.1.6 SOCIAL MEDIA

YouTube (@ipeglobal5388)

Channel icon: 400x400px. Official IPE Global logo
Cover image: 2560x1440 pixels. In our primary indigo colour

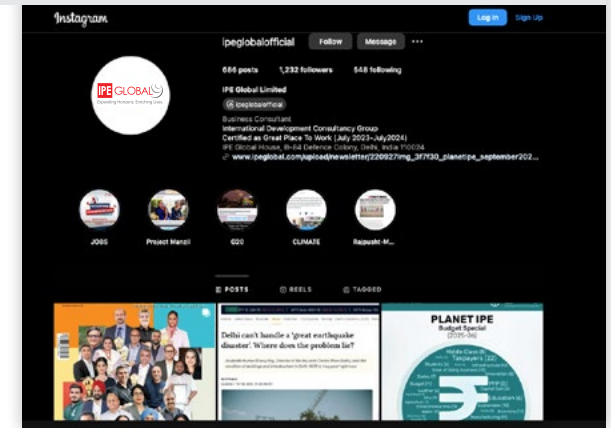
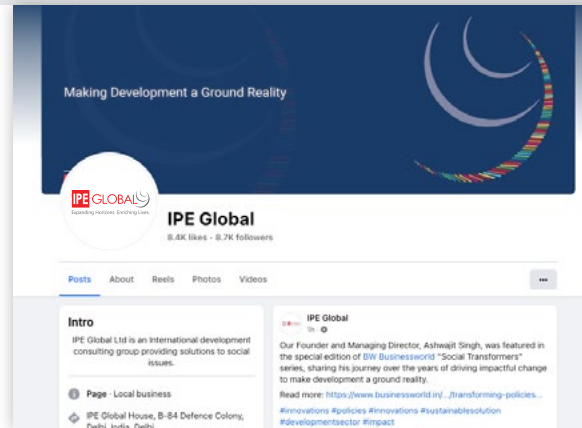
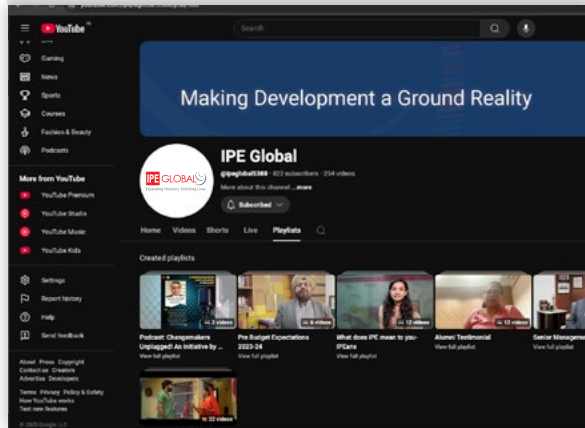
Facebook (@IPE Global)

Profile picture: 180x180px. Official IPE Global logo
Cover image: 815x315px. In our primary indigo colour

Instagram (@ipeglobalofficial)

Profile picture: 400x400px. Official IPE Global logo
Cover image: NA

Do not insert the names of branch offices in the profile pictures.



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2.1.7 LOGOS ACROSS ENTITIES

Podium Signs

Standard size: 2x4 feet and display high-resolution official IPE Global logo at the top centre. However, in case required, it may be scaled appropriately to fit the podium, maintaining proportions like those illustrated in this manual.



Podium Signs

Standeers

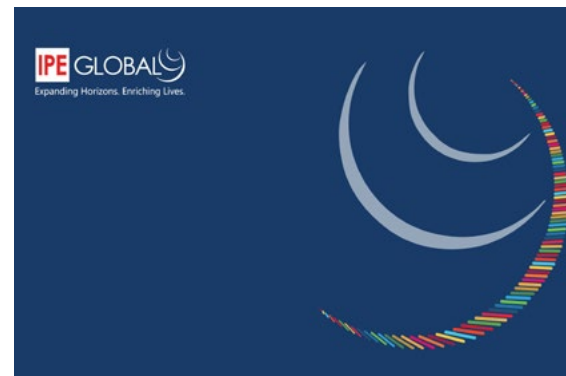
Standard size: 3 x 6 feet and display high-resolution official IPE Global logo on the top centre. However, in case required, it may be scaled appropriately to match the proportions shown in this manual for a consistent and professional appearance.



Standeers

Background for virtual meetings

Must be used to ensure a consistent branding and enhance the professional presence of the organisation during online engagements.



Background for virtual meetings

Media Checker board

Standard size: Anywhere between 7-9 feet, or depending on the space available at the venue.



Media checker board

Reference

1. Refer to Section 2.1.1 for official logo placements, size, and spacing for Podium and Standees.

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FOR SAMRIDH IMPACT SOLUTIONS (SIS)

2.2.1 ABOUT

SAMRIDH Impact Solutions (SIS) Pvt. Ltd., a subsidiary of IPE Global Ltd., unlocks the power of private sector innovations in solving critical socio-economic challenges in developing markets by connecting enterprises, investors, and donors. Backed by IPE Global's 25+ years of international development experience and strong presence across Asia and Africa, SIS bridges key gaps limiting the scalability and sustainability of impact-led enterprises. Through strategic partnerships and an ecosystem-strengthening approach, SIS offers integrated advisory services across three core areas: Impact Financing, Market Readiness & Access and Business Intelligence & Advisory. These services combine blended finance, fundraising, technical & commercial validation, regulatory support, due diligence, and innovative funding models to advance private sector led innovation – creating synergy between commercial viability and meaningful social impact in emerging economies.



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2.2.2 LOGO

Logo Colour: **Blue, Red, & Green**

Minimum Print & Web Size

A4 Size



W = 34 MM (1.33 INCHES)
MINIMUM PRINT SIZE:
LOGO

A3 Size



W = 55 MM (2.4 INCHES)
MINIMUM PRINT SIZE:
LOGO

A2 Size



W = 70 MM (2.7 INCHES)
MINIMUM PRINT SIZE:
LOGO

Correct Logos



Incorrect Logos



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1. Official logo.

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FOR INTERNATIONAL REGISTERED ENTITIES

All International and Branch Offices/registered entities, though, have their own logos to reflect their unique identity, they must carry the IPE Global identity.



TRIPLE LINE

Triple Line is a Division of IPE Global Limited, an international development consulting company providing expert technical assistance and solutions for equitable development and sustainable growth in developing countries.

For over 25 years, Triple Line has been committed to creating opportunities for people, protecting the environment, and generating prosperity in responsible ways that create lasting value, unleash innovation and build inclusion and equity.

2.3.1 LOGO

Usage

Our logo is robust and legible even at a small size, but as a rule, do not use it at a width less than 35mm and apply straightforward, yet flexible clear space guidelines.

Large Logos

At large display sizes, the exclusion zone, or “clear space” rule around our logo is 50% of the logo height.

Small Logos

At smaller sizes, further attention to the “clear space” rule is necessary, and a guideline of 100% the logo height as a minimum exclusion zone is applied.

Minimum Logo Size

As a general rule, please do not use our logo at less than 35mm wide; when used at this width, the logo is equivalent to a 15pt text size.

Minimum Size & Clear Space Rules



Exclusion zone for larger logo sizes (X = 50% of the logo height).



TRIPLELINE



Minimum exclusion zone for smaller logo sizes (Y = 100% of the logo height).

Download

1. Official logos.

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2.3.2 COLOUR PALETTE

Primary Colour

Our primary teal brand colour is one of the most critical parts of our visual identity and needs to feature within our presentations predominantly.

Metaphorically; the primary palette represents our shop window, and the faithful*

use of the primary teal colour on document covers and presentation materials will help ensure that our communications are consistent and recognisable.

Print vs Screen

Matching colours across print and screen is challenging. *When using our primary palette for printed documents and presentations, please use the CMYK reference whenever possible.

Primary Black & Just Black

Our primary cool black sits well with our primary teal. Still, for simplicity; “Just Black” represents the default black swatch found within most design software and is suitable for digital presentations and document body-copy text.

CMYK: 96/33/49/10 RGB: 0/121/126 Hex: #00797E		TRIPLELINE
CMYK: 0/0/0/0 (Page White) RGB: 255/255/255 Hex: #FFFFFF		TRIPLELINE
CMYK: 82/71/59/75 RGB: 17/25/33 Hex: #111921	"Just Black" for Text CMYK: 0/0/0/100 RGB: 00/00/00 Hex: #000000	TRIPLELINE

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2.3.2 COLOUR PALETTE

Secondary Colour

The secondary colour palette supports and complements the primary colour palette and is used to create the architecture of presentation materials.

Colour Palette Tints

Used with discretion, percentage tints of the primary and secondary colours are available for creating the internal page layouts for presentations and documents.

Please Note:

You can choose any percentage tint of the primary and secondary colours to design internal layouts for documents and presentations. However, please do this carefully and only use the orange highlight colour for design detail and to draw attention to information.

For digital presentations, you can also use a Hex: #000000 black (CMYK: 0/0/0/100), but please be aware that this black variant may appear as a dark grey and not a rich black when printed in CMYK.

100% Primary Teal CMYK: 96/33/49/10 RGB: 0/121/126 Hex: #00797e	80% CMYK: 77/26/39/8 RGB: 50/139/145 Hex: #328b91	60% CMYK: 58/20/29/6 RGB: 106/159/166 Hex: #6a9fa6	40% CMYK: 38/13/20/4 RGB: 152/185/189 Hex: #98b9bd	20% CMYK: 19/7/10/2 RGB: 199/213/216 Hex: #c7d5d8
100% Highlight Orange CMYK: 0/54/94/0 RGB: 247/141/42 Hex: #F78D2A	80% CMYK: 0/42/72/0 RGB: 249/164/90 Hex: #F9A45A	60% CMYK: 0/32/52/0 RGB: 251/184/130 Hex: #FBB882	40% CMYK: 0/21/32/0 RGB: 253/207/172 Hex: #FDCFAC	20% CMYK: 0/10/16/0 RGB: 254/230/210 Hex: #FEE6D2
100% Primary Black CMYK: 82/71/59/75 RGB: 17/25/33 Hex: #111921	100% Useful Grey CMYK: 79/64/52/44 RGB: 49/62/72 Hex: #313E48	80% CMYK: 68/54/46/21 RGB: 86/96/105 Hex: #566069	60% CMYK: 54/42/37/4 RGB: 126/133/141 Hex: #7E858D	40% CMYK: 36/27/25/0 RGB: 167/172/177 Hex: #A7ACB1
100% Background Grey CMYK: 18/12/13/0 RGB: 207/211/211 Hex: #CFD3D3	80% CMYK: 14/9/10/0 RGB: 217/220/220 Hex: #D9DCDC	60% CMYK: 10/7/7/0 RGB: 226/227/228 Hex: #E2E3E4	40% CMYK: 7/4/4/0 RGB: 234/236/237 Hex: #EAECED	20% CMYK: 3/2/2/0 RGB: 244/244/244 Hex: #F4F4F4

Note: For a more detailed colour palette, refer to [Triple Line Branding Guidelines](#).

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INTERNATIONAL OFFICES

IPE Global (Africa) Ltd, Ethiopia, Germany and the Philippines follow the branding guidelines and use the official logo of Triple Line Consulting.



| 3.0 MEDIA COVERAGES & PUBLIC RELATIONS

A. For IPE Global

- All media interactions, coverages, and PR events must be routed through Team CC with prior intimation. Direct engagement with the media without intimation is not permitted.
- For any media contributions, such as Op-ed, articles, quotes, or bytes, required to be published, prior intimation must be given to Team CC.
- All media contributions must be approved by respective project leads/department heads.
- All submissions must be received within the stipulated timeline.

For more, download [Media & PR Guidelines](#).

B. For Project Teams

- For any media article coverage support, Team CC must be informed ideally **72 hrs** in advance.
- In case any media support is required for an event or PR campaign, Team CC must be informed ideally a week in advance.
- A minimum of the following details must be shared with Team CC (though not limited):
 - o Written consent of the partner for press coverage and PR activities
 - o Sign-off on the press release
 - o Contact details of the project resource

Download

1. [Media & PR Guidelines](#)

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| 4.0 EVENTS & CAMPAIGNS

Events and campaigns underscore the spirit of collaboration and shared purpose between IPE Global, its partners, donors, and other external stakeholders. To maintain consistency and integrity across all communications, it is crucial to strictly adhere to the following events, co-branding, and campaign guidelines outlined below.

- A prior intimation of all events (either exclusively organised by IPE Global or project teams) with specific details on the nature of support required (Logistics, PR, Media, Design, etc.)
- In case of a media checkerboard must be created and approved by the CC team (*Refer to Section 2.1.7*). All other visual and branding guidelines must be adhered to.
- For external events or those organised in collaboration with donors/partners, the CC team must be informed at least 72 hours in advance to ensure compliance with the necessary branding guidelines.
- For logo placements in partnerships, *refer to Section 4.1 for the Co-branding guidelines*.
- In case of any media support, the following details to be given to the CC team at least 72 hours prior:
 - o Written consent of the partner for press coverage
 - o Sign-off on the press release
 - o Contact person from the project team

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4.1 CO-BRANDING FOR EVENTS

Logo Placements

Option A: IPE Global as Lead

- The official IPE Global logo should be positioned in the top-left corner, with partner logos on the right.
- Descenders may follow below the baseline.
- Ensure that all partner logos maintain visual balance is crucial, with no single logo appearing more prominent than the IPE Global logo. For defined clear space, [refer to Section 2.1.1](#).
- If a logo contains illustrations, fine lines, or small text, manual adjustments to its size may be necessary to match the logo size of IPE Global. The minimum required clear space between logos is illustrated in the image below.
- The above is applicable across all external media formats, including events, PR & Media.



Reference

1. For official logo usage, placement, minimum size, and colour palette, refer to Section 2.1.1.

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4.1 CO-BRANDING FOR EVENTS

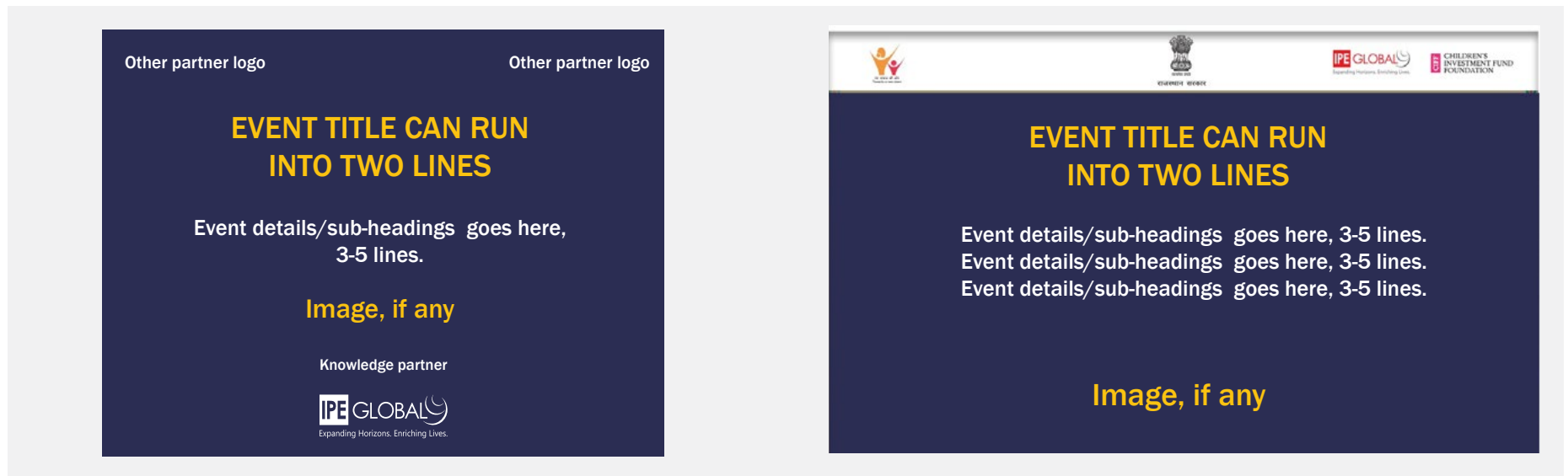
Option B: With Partners/Donors

The partner logo should be placed first, followed by the official IPE Global logo.

Other necessary compliance with guidelines is a must. This is applicable across all external media formats, including events, PR & Media.

Option C: With Government(s)

The government logos supersede all logos and **must be placed first**, followed by the rest of the logos as may be the case. This is applicable across all external media formats, including events, PR & Media.



Note: Option B and Option C can change depending upon the mandate received from different external stakeholders.

Reference

1. For official logo usage, placement, minimum size, and colour palette refer to Section 2.1.1.

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4.2 CAMPAIGNS

Campaigns are strategic communication initiatives designed to address specific issues of priority. These campaigns should be time-bound and targeted toward a defined audience.

A] All IPE Global-led campaigns or in partnership must comply with the following guidelines:

- The official logo of IPE Global must be included on all materials (*refer to Section 2.1.1*).
- Font selections must be within the Sans Serif family (*refer to Section 2.1.3*).
- Must maintain IPE Global’s distinctive visual identity by using approved brand colours (*refer to Section 2.1.2*).
- Ideally there must be provision for any new web page development/ hosting (if required) under www.ipeglobal.com
- Standalone creation of new social media platforms not required unless mandated by the project.
- Have necessary written approvals in place.
- Compliance with all other guidelines.

B] Campaigns conducted in partnership with external stakeholders, partners, or ministries:

This must reflect a unified and professional brand image. All joint communications should ensure proper representation of IPE Global and its collaborators, with logos, messaging, and design elements aligned as per all parties’ branding guidelines.

Refer to the Co-branding guidelines in Section 4.1.



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| 5.0 CLEARANCE & ENFORCEMENT

Clearance

The central communication team at IPE Global headquarters is responsible for clearing the majority of branding across all subsidiaries. In case of any further clarification, you can write to connect@ipeglobal.com.

Enforcement

It is everyone's responsibility to enforce branding standards. In most cases, branding violations are due to a lack of awareness and can easily be remedied. In cases where action does not comply with standards, corrective action must be taken. The following addresses how corrective action should occur.

Internal Awareness & Training

- Refresher training sessions on branding guidelines.
- Reference to brand assets and guidelines in case of anything.

Direct Feedback & Clarification

- Constructive feedback to the communication team.
- Understand the importance of brand consistency.

Guideline Enforcement & Approval Process

- Periodic review and approval process for brand materials.
- Compliance with support from the Corporate Risk & Compliance Team

Revision & Correction Measures

- Immediate corrections in case of any errors.
- Periodic updates of template given any changes happen to the guidelines.

Positive Reinforcement

- Recognise teams/departments that consistently follow branding guidelines.
- Showcase best practices to encourage compliance.

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| 6.0 WAIVERS & EXCEPTIONS

- Temporary deviations may be permitted for pilot projects, experimental campaigns (digital or non-digital), or urgent crisis communication, subject to prior approval.
- Exceptions may be granted for collaborations with external partners, where co-branding is required.
- Modifications to branding may be allowed for region-specific or culturally relevant adaptations, as long as they align with the overall brand identity.
- Legacy materials in circulation before updated guidelines may continue use for a limited transition period.
- Regulatory or legal requirements necessitating branding adjustments must be reviewed and approved on a case-by-case basis.
- Any waiver or exception must be approved by the CC Team or senior leadership and documented for future reference.

The purpose of this document is to ensure brand consistency and alignment with the organisation's vision. Everyone is encouraged to follow branding guidelines diligently to maintain a strong and professional brand presence.



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| 7. RESOURCES

1. Official Logos and approved variations:

- IPE Global
- SAMRIDH Impact Solutions
- International Offices
 - » Triple Line Consulting
 - » IPE Global (Africa) Ltd.
 - » Ethiopia, Germany & Philippines
 - » Cambodia

2. Triple Line Branding Guidelines

3. Guidelines/Other documents:

- Social Media Policy & Guidelines
- Media & PR Policy

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1. Can IPE Global logo be used in third-party communication collaterals?

Yes, but only with prior approval from the Corporate Communications team.

2. Can teams/sectors create their own marketing collaterals?

No. All collateral across sectors must adhere to the set Branding guidelines approved by the Corporate Communications team to maintain brand consistency.

3. Should all IPE Global subsidiaries adhere to IPE Global's branding guidelines?

CKD and Triple Line have their own Branding guidelines while certain guidelines of IPE Global are applicable to all its subsidiaries.

4. How should email signatures be formatted?

All employees must refer to the standardised email signature provided in the guidelines and reach out to IT support for any help.

5. Is it mandatory to use the IPE Global's tagline in all branding?

Yes, the tagline is part of the logo and should not be removed from any communication collateral.

6. Can project-specific branding override the IPE Global brand?

All project branding must be aligned with the partner/donor's branding guidelines or otherwise mutually agreed co-branding rules.

7. Will the templates be updated?

Yes. All templates are living documents and will be updated fortnightly.

8. Can branding guidelines evolve over time?

Yes. Updates are periodically issued. The latest version of the branding guidelines will be timely notified by the Corporate Communications team to all the IPE Global subsidiaries.

9. How are branded templates managed and distributed?

All the templates are created and maintained by the Communications Team. They will be updated fortnightly and uploaded on the online repository and employees must use the latest versions provided through internal channels.

10. What is the preferred usage of IPE Global's imagery?

Images must reflect inclusiveness, sustainability, professionalism, and field impact. Downloading copyright stock images is not permitted unless purchased. Photographs must be high resolution and properly credited.

11. What should I do if I notice incorrect branding?

Report it to the Corporate Communications at the headquarters, New Delhi for any correction & queries. Write to connect@ipeglobal.com

12. Who do I contact for any queries regarding branding application?

For any queries regarding branding guidelines, connect with the Corporate Communications team at the headquarters, New Delhi. Write to connect@ipeglobal.com

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