New Incentives

STYLE GUIDE
The logo for New Incentives needs to demonstrate credibility as a cash transfer organization, while putting in the forefront those who form the core of the programs: the parent and the infant. The logo needs to be clean to express the values of accountability and transparency, while being approachable, modern, and universal. The logo will be applied to a variety of different mediums, including digital and print, so the color selections require a variety of considerations including display on large posters and hundreds of thousands of program cards. The logo mark needs to fit with New Incentives and All Babies Are Equal Initiative.
The Logo

New Incentives

Logomark

Logotype
Logo Construction
**Logo Color Palette**

**NI Green**
- R11 G165 B141
- C80% M11% Y55% K01%
- #0BA5B9

**NI Blue**
- R26 G57 B87
- C96% M77% Y41% K33%
- #1a3957

NI Green is a Generous and Relaxing color. It gives us Hope, Aspirations and feeling of Safety & Growth.

NI Blue is a color if Trust and Loyalty. It symbolizes Credibility, Inspiration and Wisdom.

**NI Grey**
- R124 G134 B147
- C55% M42% Y33% K03%
- #7c8693
Uniform Condensed 4

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09
Logo Application
Logo Application
All Babies Are Equal
Logo Construction

All Babies Are Equal
THANK YOU