Logo

Logo_Transparent should be used as primary.

Logo_White_Transparent should be used when the background color is dark.
The All Babies Are Equal logo should be used in documents and materials geared towards our Nigerian stakeholders.

The Logomarks can be used wherever appropriate.
Uniform Condensed
Bold or Regular

*Substitute: Roboto Condensed Bold or Regular*

This font is used in our logo and is primarily used for titles and headings.

It can be displayed in sentence case or in all caps.
Montserrat
Regular

Montserrat is a sans serif font and is the primary paragraph font. It should be used on the website for most text.

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Colors

As reflected in our logo, NI Green and NI Blue are the primary colors of our brand.

Designs should be kept simple and clean with plenty of negative space.
The secondary colors can be used to complement NI Green and NI Blue, but should not drown out the primary colors of the brand.

It is also appropriate to use transparent version of NI Green and NI Blue or the gold and purple.

A true white (#FFFFFF) can be substituted for #FFFDFB when printing.
Logo Application

These are examples of how New Incentives' logo should be used.
Tone

In our written and visual materials, we are...

Transparent

We share not only our successes but also what we are learning, and we admit our mistakes.

Positive

We use positive framing, focusing on our strengths and areas for growth.

Participant-focused

We always bring the message back to what’s most important – saving the lives of real human beings; it's not just about numbers.

Accessible

While we love to share data and evidence, we do so in a way that is easy for everyone to understand.

Inclusive and Respectful

We acknowledge the work of partners, caregivers, and everyone who makes our work possible, and we use a respectful tone when speaking about all of them.