



# Using the IDIN Brand

A Guide for Partners and Network Members

## Introduction

The IDIN logo is a visible and recognizable symbol of the International Development Innovation Network (IDIN) brand. By consistently applying the logo on all program communications from 2013-2017, we have built public awareness and promoted the program's work.

The following guidelines govern the use of the IDIN logo and corresponding brand after most official program activities close on September 30, 2017. Please review this guide if you use the IDIN logo or name on any digital or print materials, and adjust your materials accordingly.

## Who Can Use the IDIN Brand?

- **IDIN Network Members**
  - IDIN Network members are defined as individuals who participated in an International Development Design Summit between 2007 and 2017. IDIN Network members can use the IDIN logo and brand on their resumes, personal websites, and other materials to indicate their participation in a design summit and membership in the Network.
- **IDIN Consortium Partners**
  - IDIN Consortium Partners — MIT D-Lab, Olin College Affordable Design and Entrepreneurship, University of California Davis D-Lab and PIET Lab, Colorado State University Center for Advancement of Sustainable Enterprise, Kwame Nkrumah University of Science and Technology Intermediate Technology Transfer Unit, Singapore Polytechnic Learning Express, ECHO East Africa Impact Center, National Technology Business Centre, Vila Nova Esperança, Tet Centre, and Twende Social Innovation Center — can use the IDIN logo and brand to indicate their participation in and support for the IDIN program as an IDIN partner. This includes detailing your involvement in IDIN when applying for grants, demonstrating program capabilities, creating marketing materials, etc.
- **Innovation Centers**
  - Innovation Centers supported by the IDIN program between 2012 and 2017 may use the IDIN logo and brand to communicate their involvement in the IDIN Innovation Center Partners Working Group and to describe the financial and mentorship support they received as a part of the IDIN program.
- **Local Chapters**
  - IDIN Local Chapters — small groups of geographically co-located IDIN Network members who work together on local initiatives related to design, co-creation, and innovation — may use the IDIN logo and brand for naming and promoting their work together at the local level. For example, the IDIN local chapter in Uganda has registered for nonprofit status using the IDIN name. To qualify as an IDIN local chapter, the group should be at least half composed of individuals

who have attended an International Development Design Summit or Creative Capacity Building Training, and should embody the principles of the IDIN co-creation and participatory design approach.

- **Other Grantees**

- Many individuals have received financial support for projects not described above; for example, microgrants, picogrants, workshop grants, training grants, and student matching grants. In this case, you may use the IDIN logo and brand to describe the support you received as a part of this specific program.

## Describing the IDIN Program

If you need boilerplate language to describe the IDIN program in digital or print materials after September 30, 2017, please include the following language:

*The International Development Innovation Network (IDIN) was created by the Massachusetts Institute of Technology's D-Lab; implemented by a global consortium of academic, institutional, and innovation center partners; and a part of USAID's Higher Education Solutions Network in the U.S. Global Development Lab.*

*The IDIN Network is made up of more than 1,000 dynamic innovators from around the world who all share a common experience: attending an International Development Design Summit (IDDS) to create technologies with communities in developing countries. At IDDS, participants learned the design process, and applied that process to creating collaborative approaches and practical solutions addressing global poverty challenges.*

*After attending design summits, Network members have pursued hundreds of innovative projects, some from a summit and some of their own creation. With access to funding, training, mentorship, and workshop space, these innovators' prototypes become products designed to make a difference. You can learn more about the IDIN program's impact [here](#).*

*Although the primary funding for the IDIN program has ended, we expect that IDIN Network members will continue to work together and collaborate to make an impact in the world.*



## Logo Do's

1. Use a logo from IDIN's primary logo set, shown below. The logo may not appear in another configuration.



2. Use the IDIN color palette, shown below. The logo may not appear in any other colors other than those listed below or plain white.



PMS 300  
C100 M44 Y0 KO  
# 0079c1

PMS 172  
C0 M66 Y88 KO  
# f47735

PMS 382  
C29 M0 Y100 KO  
# c1d82f



PMS 1235  
C0 M29 Y91 KO  
# fdbb30

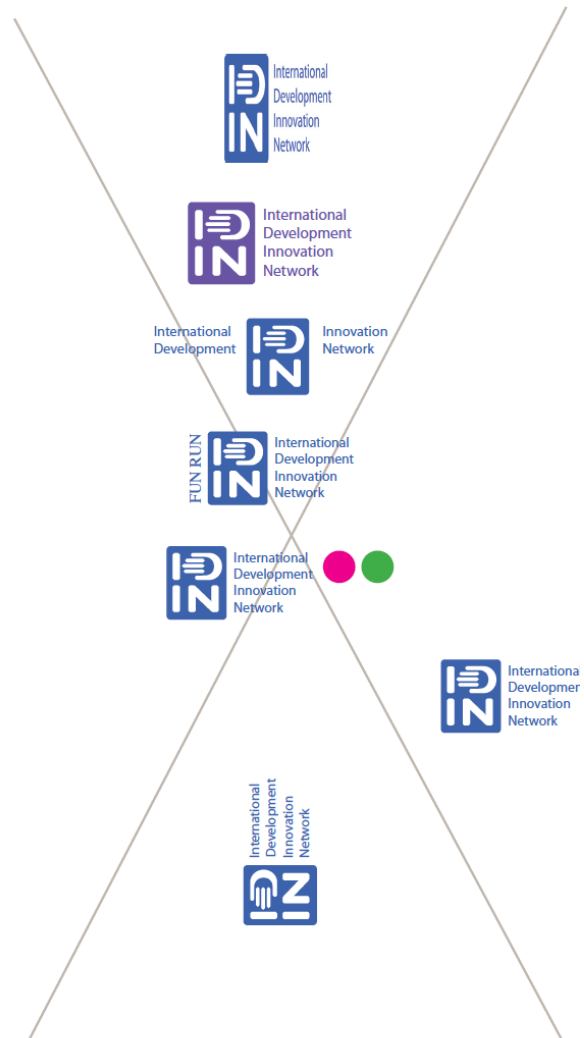
PMS 1245  
C0 M28 Y100 K18  
# d59f0f

BLACK

## Logo Don'ts

1. Don't misrepresent your relationship to the IDIN program. Please be clear about your affiliation with the program, network, and associated partners. Only use the brand to indicate that affiliation.

2. Don't stretch, compress, squash, or otherwise alter the proportions of the logo.
3. Don't use the logo in any colors other than those specified in this guide.
4. Don't remove elements, or rearrange elements of this logo outside of the variations provided in this guide.
5. Don't add or change elements or text in the logo in any way.
6. Don't place other graphic or text elements too close to the logo.
7. Don't bleed the logo or jam it up against a fold or edge.
8. Don't rotate or spin the logo.



## Using Other Brands Associated with IDIN

### **International Development Design Summits (IDDS)**

The International Development Design Summit brand is managed by the IDDS Steering Committee, and use is only granted to IDDS events approved by that committee.

Please contact [idders@mit.edu](mailto:idders@mit.edu) for more information.

### **D-Lab**

Please refrain from using the D-Lab logo and brand unless you are a D-Lab Scale-Ups Fellow or have an explicit partnership with D-Lab (not just IDIN).

If you have questions about using the D-Lab brand, please contact Nancy Adams at [nadamsx@mit.edu](mailto:nadamsx@mit.edu).

### **Massachusetts Institute of Technology (MIT)**

Please refrain from using the MIT logo and brand unless you have an explicit partnership with MIT.

If you have questions about using the MIT brand in association with work related to D-Lab, please contact Nancy Adams at [nadamsx@mit.edu](mailto:nadamsx@mit.edu).

All outside organizations wishing to use the MIT logo must go to MIT's Use of Name Office to obtain permission. They can be contacted at [tlo-uon@mit.edu](mailto:tlo-uon@mit.edu).

**United States Agency for International Development (USAID)**

Please refrain from using the USAID logo and brand unless you have an explicit partnership with USAID.

If you have questions about using the USAID brand in association with work related to IDIN, please contact Lauren McKown at [lmckown@mit.edu](mailto:lmckown@mit.edu).

All outside organizations wishing to use the USAID logo must contact staff at [dsomers@usaid.gov](mailto:dsomers@usaid.gov) and follow the [graphic standards manual](#).