

Brand Guidelines



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A graphic element consisting of a light purple horizontal bar. On the left side, there is a dark purple arrow pointing to the right. In the center of the bar, the word "Logo" is written in a white, sans-serif font. On the right side of the bar, there is a decorative pattern of white circles of varying sizes arranged in a grid-like fashion.

Primary Logos



These logos are the primary branding devices for DI-verse

The DI-verse logotype seamlessly integrates a lettermark and a wordmark. The initial segment of the logo intertwines the letters “D” and “I” to signify disability inclusion. The subsequent portion consists of a wordmark spelling out ‘verse’ connoting a ‘universe’ where disability is embraced as the norm rather than an exception. A hyphen serves as the unifying element, connecting these two components harmoniously.

Overall, the logo encapsulates a broader concept, representing diversity in its entirety.

Either of the logos can be used as our primary branding device as the later is designed to signify DI-verse as an initiative of AIF.

Logo Versions

Full Color (Primary)

The full-color logo must be given preference over all other versions. Wherever possible, the communication design should be considered to accommodate the use of the full-color logo.



Reverse

Utilize the reverse logo with a white body and a colored dot when displaying on dark backgrounds or when unable to incorporate the full-color logo. The default reverse logo features a bright pink dot over the “i”. If the logo is placed against a pink background, the dot will be tekhelet.



Short Format (Favicons and Profiles Only)

While our primary logo should always be used where size permits, for a social media profile picture or web icon, utilize the short format of the logo with only ‘di’. By default, use the logo against the white background. However, there is a reverse logo where the white ‘di’ with a ‘pink’ dot features on a ‘tekhelet’ background that can be used, if need be.



Logo Background

- The visual identity should always be used in full color against a solid background, ideally white
- Use the primary shades – purple, bright pink and tekhlet for the background with white text wherever required
- Overlaying it onto busy photography, a cluttered backdrop or background without sufficient contrast is not recommended
- Solid black or white versions have been created as alternatives, but these should only be used when necessary



Logo Space and Structure

- The construction of the DI-verse visual identity follows a rectangle-based grid
- Clear space must be maintained on all sides of the logo. This makes it more readable and easily differentiated from other elements in its environment



Logo Placement

Logo Placement

There are many places where the DI-verse logo can sit. Wherever possible, it should be locked to the right corner of the page, presentation, or panel

Center Alignment

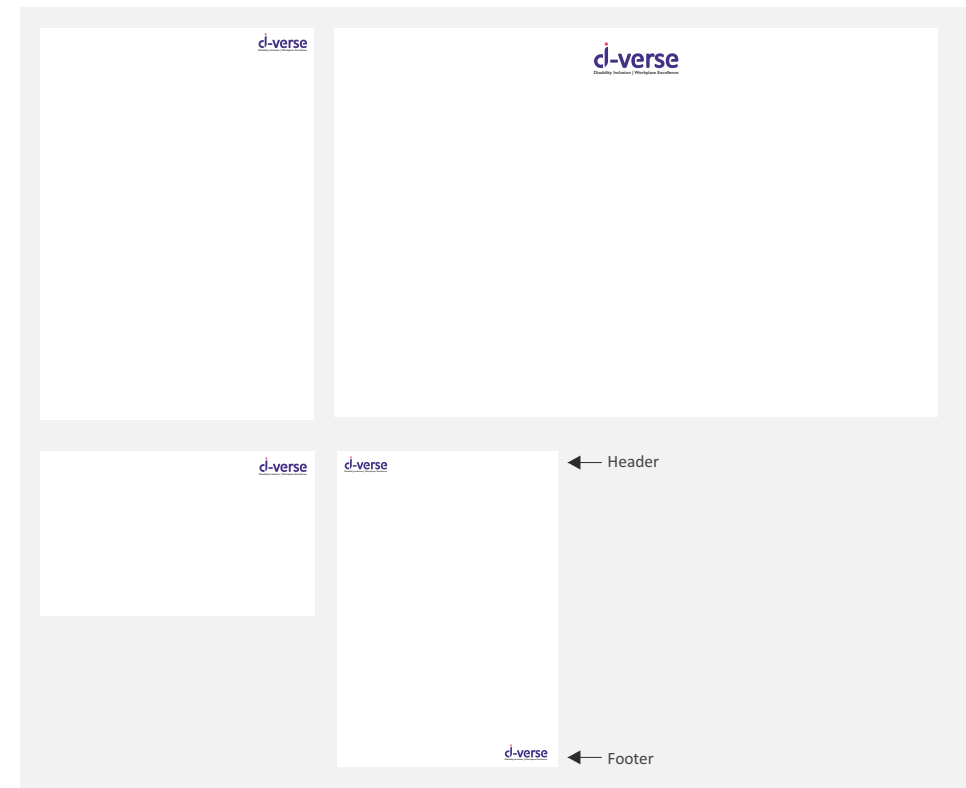
There are a few exceptions where a center-aligned logo will be needed. In these scenarios, the logo should be locked to either the top or bottom of the page

Watermark

It is not recommended to use watermarks as they may pose accessibility challenges

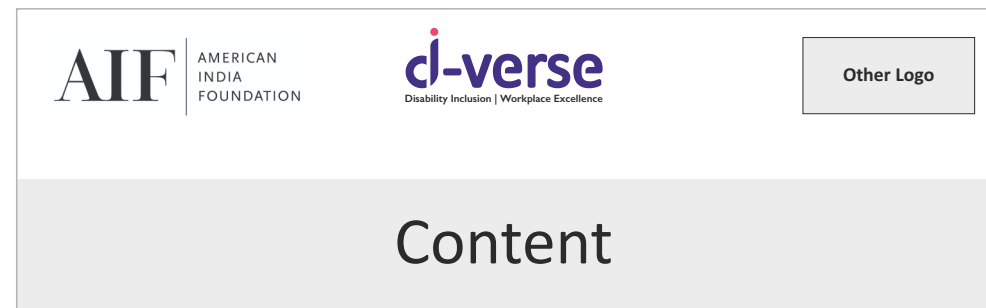
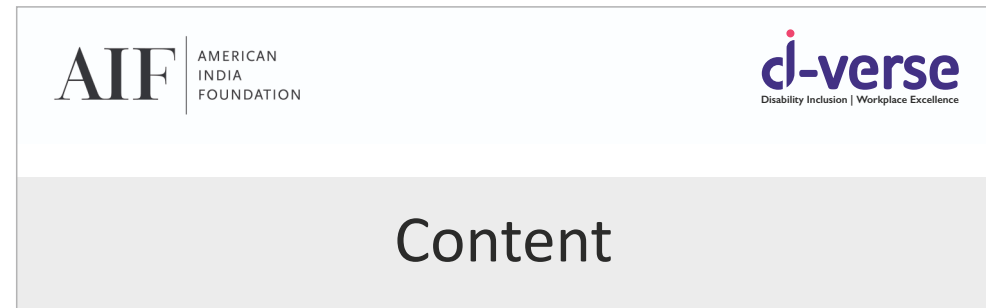
Headers and Footers

There could be a requirement to utilize the logo in the header or the footer. When adding to the header, it is recommended to lock the logo on the top left corner because the eye naturally starts scanning from the left. While placing the logo in the footer, lock it in the bottom right corner as it gives a balanced visual appeal



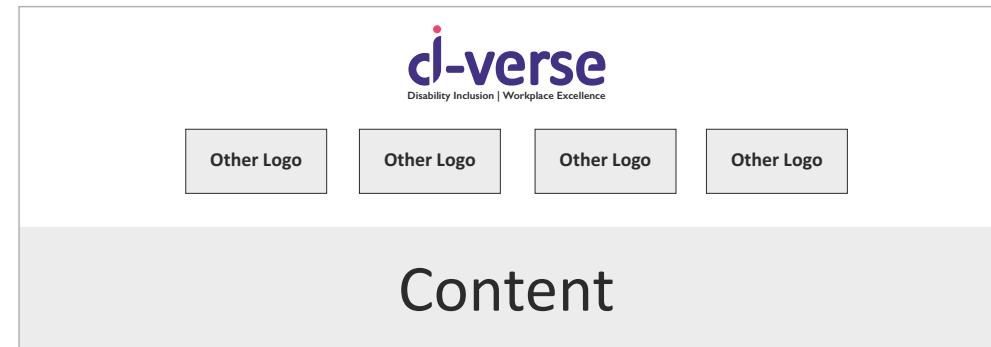
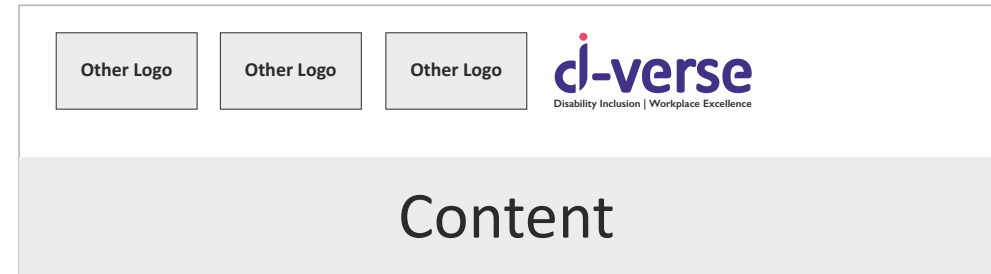
Use of Logo with Other Logos

- While DI-verse is a subsidiary of AIF and could partner with other corporates for the program, the entity must appear separate from the other entities
- If the AIF and DI-verse logos are being used together on a document or deck, it is suggested to lock the AIF logo on the top left corner and the DI-verse logo on the top right corner
- When combining two partner logos with the DI-verse logo, ensure that the DI-verse logo is anchored at the top center of the document



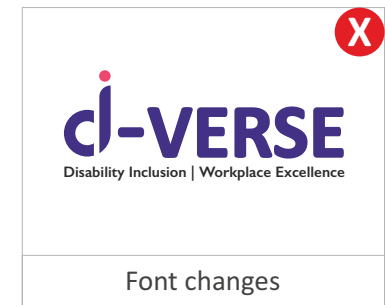
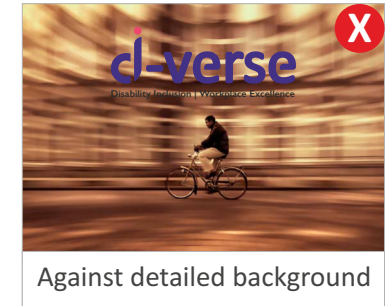
Use of Logo with Other Logos

- In cases where there are more than two partner logos along with the DI-verse logo, arrange the logos starting from the top left corner, prioritizing their level of collaboration. Ensure that the DI-verse logo is positioned as the last logo in the sequence
- In specific cases, the DI-verse logo could be locked in the center and other partner logos could come beneath the DI-verse logo, as per importance from left to right



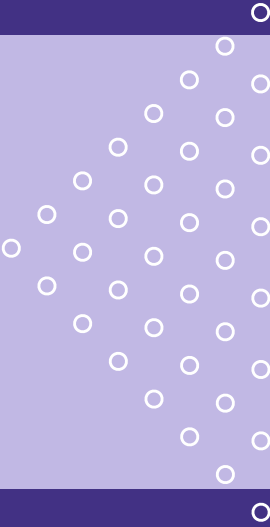
Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here for logo misuse. Avoid all the mentioned cases for better accessibility of the logo.





Color





Primary Palette

The primary color palette for DI-verse is a collection of carefully chosen colors. They combine to create a unique color family that is high on contrast.

It consists of 3 different colors - purple, bright pink and tekhlet. All the shades are the heart of our visual identity landscape, and they can be used with the secondary colors (lighter shade variants of the primary colors) to make impactful creatives.

Purple

Hex : #81017F
RGB : 129/1/127
CMYK : 45/100/5/35

Bright Pink

Hex : #EF466F
RGB : 239/70/111
CMYK : 0/86/38/0

Tekhlet

Hex : #423184
RGB : 66/49/132
CMYK : 89/92/5/16

Secondary Palette

The secondary color palette for DI-verse is a collection of 3 lighter variants of the primary shade palette, a color to bring a pop to the designs and two standard colors for monochromes. These can be used with the primary shades to balance the design elements.

The following are the colors:

Lighter variants - lavender pink, mimi pink, periwinkle

Pop color - jonquil

Standard colors - black and white

Lavender Pink

Hex : #FEA5DF
RGB : 254/165/223
CMYK : 5/42/0/0

Mimi Pink

Hex : #FAD6E2
RGB : 250/214/226
CMYK : 1/24/4/1

Periwinkle

Hex : #C1B8E4
RGB : 193/184/228
CMYK : 30/30/0/03

Jonquil

Hex : #FCD032
RGB : 252/208/49
CMYK : 1/17/89/1

Black

Hex : #000000
RGB : 0/0/0
CMYK : 0/0/0/100

White

Hex : #FFFFFF
RGB : 255/255/255
CMYK : 0/0/0/0



Typography



Typefaces: Print and Digital

Calibri is the primary typeface for all communication products like documents, brochures, newsletters, presentation decks and other print and digital collaterals produced for DI-verse.

Century Gothic can be used for the headings to break the monotony if required.

Aa

Calibri

Aa

Century Gothic



Typefaces: Website

Typefaces for the website have been chosen from the San Serif family of fonts.

Main Typefaces: Century Gothic for headings, Proxima Nova for the body text.

Neutral: Calibri (restricted use only).

Aa
Century Gothic

Aa
Proxima Nova



Typefaces: Social Media

For social media, the fonts must be stylish, decorative and modern yet minimal, readable and accessible.

The fonts chosen are Quick Sand and Nautica Rounded.

Aa
Nautica

Aa
Quick Sand

Font Sizes



Website

Heading

Minimum 18pt

Sub-Heading

Minimum 16pt

Body

Minimum 14pt

The website should allow users to zoom in up to 200% without the assistance of a screen magnifier and without losing any content or functionality.



Digital & Print

Heading

Minimum 14pt

Sub-Heading

Minimum 14pt

Body

Minimum 12pt



Social Media

There are no specific limitations on font sizes for social media creatives; however, it is advisable to adhere to a minimum font size of 10 pt.

Typographic Style



Case

Default case is sentence case. Title case can be used for product names, service names and proper titles.

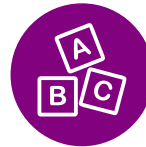
Avoid the use of 'all caps' in copy.

It can be used sparingly as a design element with headlines and subheads.



Dates

To avoid confusion, always write dates in the Day-Month-Year format, with the month spelled out in words and the day and year in numerals. Example: 12 December 2023



Abbreviations

Minimize the use of abbreviations and acronyms. When including an acronym in an Alt tag, insert spaces between characters for improved clarity.



Numericals

Avoid the use of Roman Numerals and unfamiliar symbols in text where possible. These can confuse readers and are likely to be read incorrectly by screen readers.

Numbers above 1000 need commas to assist with readability. It is important to use a comma and not a space as screen readers can interpret numerals separated by a space as separate numbers.

Typographic Style



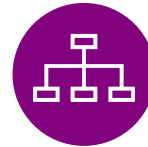
Use of Emphasis

Communicate emphasis through words instead of relying on bold, italic, or underline styles, as screen readers may not inform the user about the presence of the latter. Also, refrain from underlining text as they can be mistaken for links.



Hyperlinks

Keep the hyperlink visually distinctive and refrain from using generic link text like “Click Here,” “More,” and “Read More.” Hyperlinked text should always provide a clear and descriptive indication of the linked content.



Type Hierarchies

While type sizes fluctuate across different applications and document sizes, the type weight and overall relationship between styles remains the same.

The Headline is always larger than the Body.

Likewise, heading levels always decrease in size. Heading 3 is smaller than Heading 2 and Heading 2 is smaller than Heading 1.



Alignment

Default alignment of text should be left-aligned and never right-aligned or justified. Text can be centered when using small blocks of copy such as infographics and table headings.



Accessibility

Accessibility Guide

Think about accessibility right from the start, rather than addressing it as an afterthought at the end of a project. This not only helps prevent rework but also saves time and effort.



Colour Considerations

Ensure that the colour contrast ratio between the text and background is at least 7:1 for normal text and 4.5:1 for large text.

Avoid relying solely on colour to convey information in graphs. Implement texture overlays or labels to provide alternative means of conveying information.



Keyboard Accessibility

Make sure visitors can navigate your website with a keyboard or keyboard replacement, either alone or along with other assistive technology like screen readers.

Thoroughly test all links to make sure that anything that can be accomplished with a mouse can also be done with a keyboard.



Alt Text Description

Every image on your pages, website and social media must have an alternative text description for those using a screen reader, and all your videos must have captions, descriptions or transcripts.

Accessibility Guide

Think about accessibility right from the start, rather than addressing it as an afterthought at the end of a project. This not only helps prevent rework but also saves time and effort.



White Space

Maintain a minimum line height of 1.15 to 1.5 for text and provide ample padding around interactive elements. This ensures content is well-distinguished and legible, especially for users with visual or cognitive impairments. While white space doesn't necessarily mean eliminating all elements, it involves purposeful arrangement, minimizing clutter and contributing to a clean, organized design that is both visually appealing and accessible to a diverse audience.



Page Layout

Have a linear, logical page layout. For example, ensure the page has headings, subheadings, paragraphs and bullets to convey your message.

Ensure the spacing between your lines is consistent.

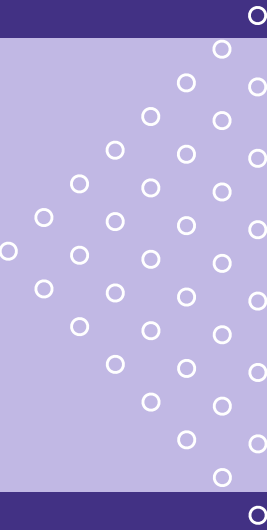


Lists

Lists are an ideal way of separating information and presenting it in a simplified format. It communicates the message effectively but only if used in moderation. Lists can be bullet-pointed or numbered.

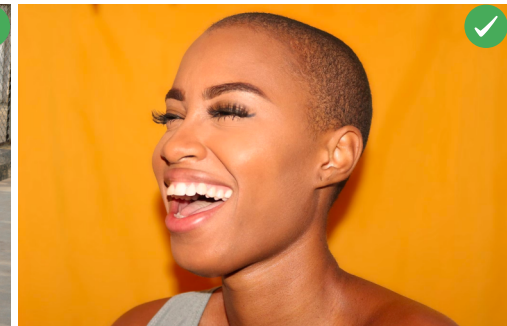


Image Guidelines



Choosing Images

- Select images that convey a sense of inspiration and upliftment. The visuals should reflect the positive impact and spirit of the DI-verse
- Prioritize authentic and meaningful photography. Choose images that capture real moments, emotions, and experiences related to DI-verse's mission and activities
- Wherever possible, use images from the brand library



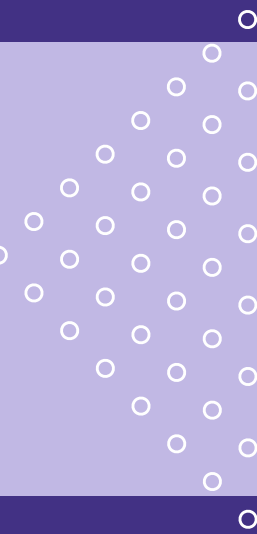
Images to Avoid

- Avoid obvious stock photos
- Avoid images treated with effects or filters. Instead, use clean, natural images
- Avoid stretching images to suit a certain aspect ratio
- Avoid portrayal of people with disabilities in a pitiful or helpless manner





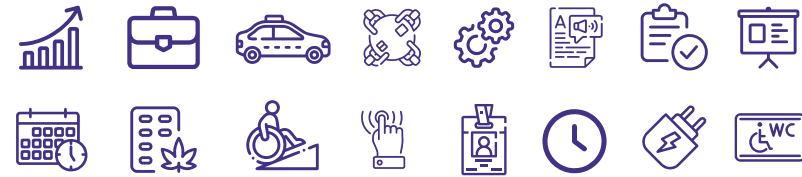
Iconography



Use of Icons

- Enhance navigation and understanding of the content with purposeful icon use, avoid decoration
- Place icons to the left or on top of the text for a cohesive visual experience
- Avoid cluttering or overuse of icons to prevent confusion
- Ensure the icons can be enlarged without compromising the clarity

Workplace



Digital



Event



PwD





Social Media

Social Media



Alt Text

Utilize the alternative text option for all images including for carousels.

If the image contains text, ensure all text is included in the post's caption or added as alt text.



Videos

For videos with voiceovers, incorporate closed captions (CC). For videos without voiceovers, describe the visual and audio elements in the caption.

Ensure best practice by always providing a transcript or a brief description of the video in the caption.



Hashtags

Avoid using hashtags in the middle of sentences. Only place them the end of the caption.

Capitalize each word in hashtags for improved readability.

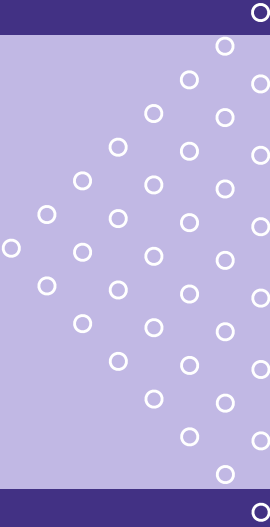


Emoji

Limit the use of emojis to enhance accessibility.



Boilerplate





Boilerplate

Short Boilerplate

DI-verse, an Initiative of the American India Foundation, partners with corporations to unlock the full potential of India's workforce by championing disability inclusion. The goal is to ensure equal opportunities and empower individuals with disabilities to access excellent career prospects. Through expert guidance, awareness programs, and an accessibility certification program, DI-verse enables India's top corporations to become truly inclusive. DI-verse aims to make disability inclusion the norm, not an exception.



Boilerplate

Long Boilerplate

DI-verse, an American India Foundation initiative, is dedicated to transforming corporations into inclusive environments committed to both social impact and financial advancement of persons with disabilities (PwDs). Our goal is to ensure equitable opportunities, promoting PwDs' active representation in the workforce and their meaningful contribution to India's economic growth.

DI-verse enables companies to prioritize skills over disabilities, offering impactful solutions to attract and retain top talent, enhance productivity, and cultivate an inclusive work culture. Through its certification program, DI-verse guides corporations in seamlessly integrating accessibility into various aspects of their operations, including communication strategies, policies, infrastructure, and hiring practices.



Media Consent Form

Media Consent Form



Media Consent Form

Dear _____ [PARTY'S FULL NAME],

This media consent form is valid starting _____ [Date], and you, the undersigned party, agree to the following terms:

Consent for Use of Digital Media: I give my permission for DI-verse (the "Company") or any third party including an agency, client, publication or other organizations or institutions related to DI-verse to use or reproduce digital media featuring me or including information about me. This includes photos or other content, in any form or media, for sharing with the public to promote the Company.

Use of Photos/Information: I agree that the Company may use these photos or information with or without mentioning my name. I also agree that the Company may seek copyright of these materials in their name.

Release of Liability: By giving this consent, I release the Company and all the third parties from any liabilities.

Age Certification: I certify that I am 21 years of age or older.

Accepted and agreed by:

Signature:.....

Date:.....

Print Name:.....

Address:.....

.....

Email:.....

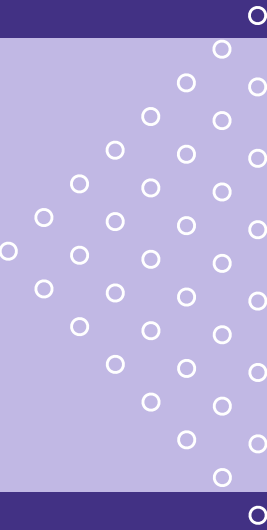
Telephone:.....

Yours sincerely,
Shreya Ralli
For and on behalf of DI-verse

[Click here to download the form](#)

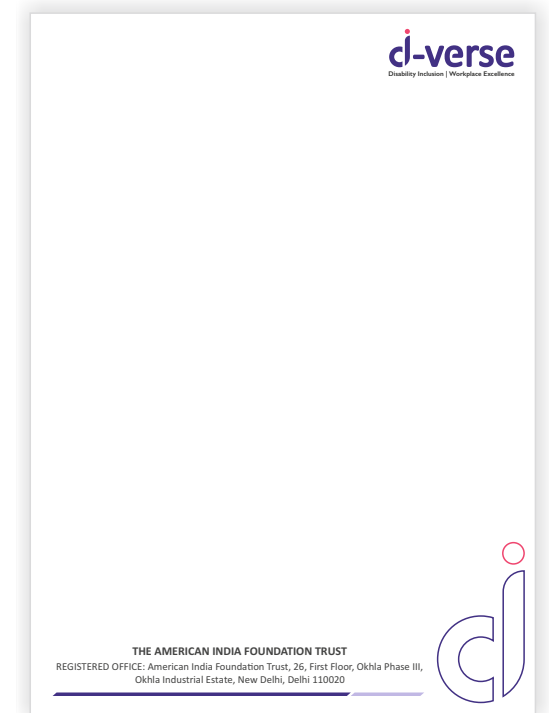


Corporate Guidelines



Branding

Letter Head



Envelope

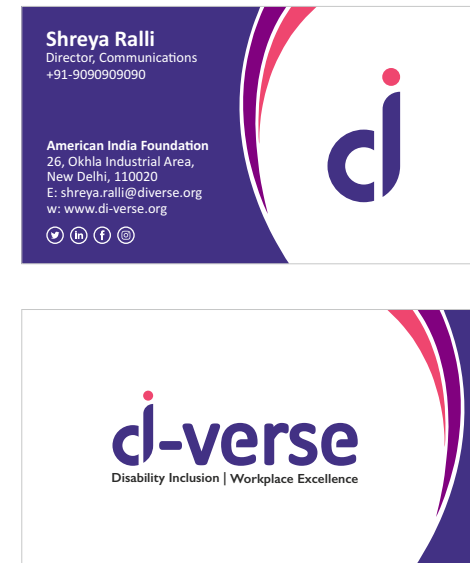


Branding

Writing Pad and Pen



Business Card




Presentation

Official corporate template must always be used for engagement and interactions with donors, partners, volunteers as well as the policy makers and beneficiaries of the program. This will be updated regularly, so it is important to ensure that the latest version is being used.

Nevertheless, it is crucial to ensure that each slide is meticulously crafted in accordance with the branding guidelines for better accessibility.

Title + Content



There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet.


dj-verse
Quality | Inclusion | Workplace | Innovation

03

Infographic + Content

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet.

- 01 There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.
- 02 There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.
- 03 There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.
- 04 There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.









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06

Factors/Measurement

How marketers define engagement when measuring social success


 72% Like and comments	 62% Share and Retweets	 60% Interaction with consumers
 34% Revenue attribution	 30% Inspiring consumers to take action	 25% Inspiring an emotional response

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09

Case Study

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet.



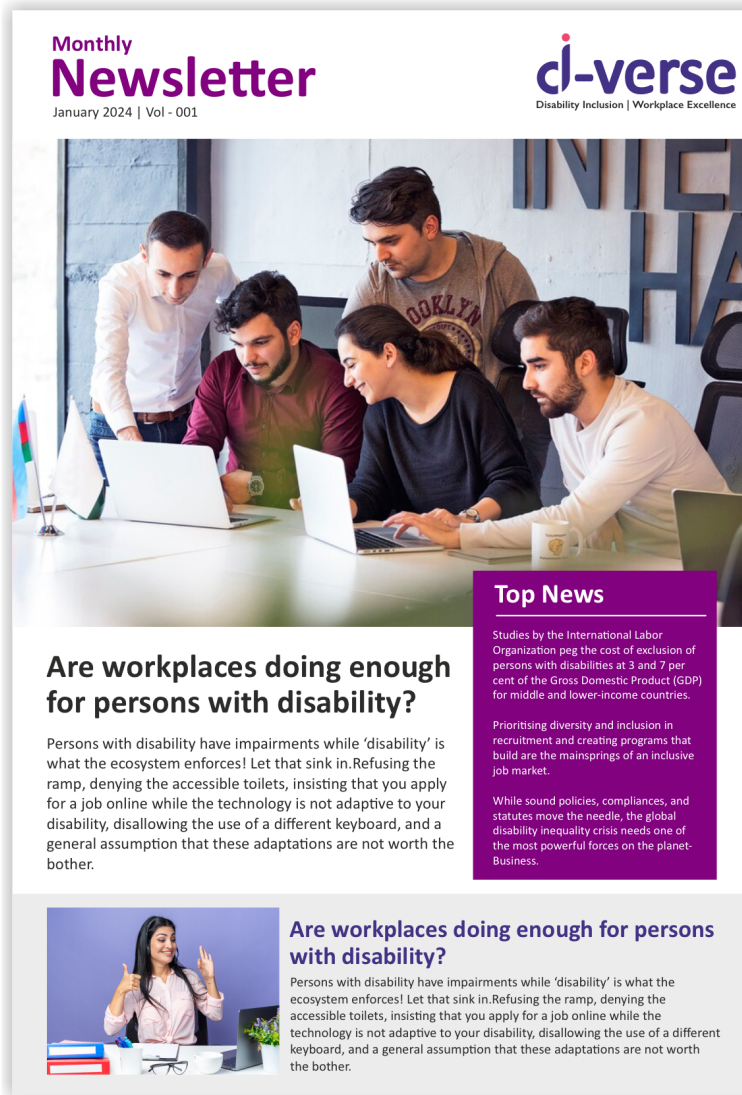
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10

Newsletter

Newsletters play a crucial role in engaging both internal and external audiences. Serving as a dynamic communication tool, newsletters foster transparency and connection via providing timely updates on the program.

Here, the showcased design is illustrative and may evolve to meet changing communication needs and aesthetics.



Monthly
Newsletter

January 2024 | Vol - 001

d-verse
Disability Inclusion | Workplace Excellence



Top News

Studies by the International Labor Organization peg the cost of exclusion of persons with disabilities at 3 and 7 per cent of the Gross Domestic Product (GDP) for middle and lower-income countries.

Prioritising diversity and inclusion in recruitment and creating programs that build are the mainsprings of an inclusive job market.

While sound policies, compliances, and statutes move the needle, the global disability inequality crisis needs one of the most powerful forces on the planet-Business.

Are workplaces doing enough for persons with disability?

Persons with disability have impairments while 'disability' is what the ecosystem enforces! Let that sink in. Refusing the ramp, denying the accessible toilets, insisting that you apply for a job online while the technology is not adaptive to your disability, disallowing the use of a different keyboard, and a general assumption that these adaptations are not worth the bother.



Are workplaces doing enough for persons with disability?

Persons with disability have impairments while 'disability' is what the ecosystem enforces! Let that sink in. Refusing the ramp, denying the accessible toilets, insisting that you apply for a job online while the technology is not adaptive to your disability, disallowing the use of a different keyboard, and a general assumption that these adaptations are not worth the bother.

Email Signature

- Use Calibri 14pt for your personal emails
- Make sure your email signature uses the approved template





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W: www.di-verse.org    

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Disability Inclusion | Workplace Excellence



Sources



Sources

- [Web Content Accessibility Guidelines 2.2](#)
- [UN Disability Inclusive Communication Guidelines](#)
- [How to Choose A Font for Accessibility](#)
- [Common Color Accessibility Issues](#)
- [How do you test the readability and usability of your accessibility icons?](#)
- [How to Make Accessible Icons](#)
- [Accessibility on Instagram](#)
- [Tips to Improve Accessibility on LinkedIn](#)