Digital Public Goods Alliance

A multi-stakeholder initiative launched in 2019 to accelerate attainment of the sustainable development goals in low- and middle-income countries by facilitating the discovery, development, use of and investment in digital public goods.

Visual Identity System

VI System is a package of visual elements that come together to represent the organization, those elements are the graphic imagery, color palette, fonts and a logo.
**Style Guide**

Full Name: Digital Public Goods Alliance  
Abbreviated Name: DPGA  
Tagline: Promoting digital public goods to create a more equitable world.

**Generally:**  
- Use capital letters D, P and G when referring to the alliance.  
- Use lower case d, p, and g when referring to digital public goods as a good rather than the DPGA.

**Use of open source:**  
- Open source is lowercase.  
- Hyphenate open-source as an adjective preceding a noun, as in open-source software.  
- Do not otherwise hyphenate open source.
Based on “impossible geometry”, this logo creates an optical illusion that represents the ability to solve seemingly impossible problems, by bringing different inputs together. It also gives the feeling of continuity, of movement and connection. It’s an alliance, but also a window and a door that can lead us to previously unimagined scenarios that break the paradigms of what can and cannot be done.

The triangle represents new stakeholders and partners that can join the alliance as well as digital solutions that can make existing efforts stronger. The square can also be seen as a nod to stacks and foundations that once set can be built upon.
Logo variations
Do Not

- Stretch/squash/distort
- Add drop shadows
- Change the color
- Change the font
- Change the order
Open Source Fonts:

- Now Alt | Titles
  - Thin
  - Light
  - Regular
  - Medium
  - Bold
  - Black
  - QWERTYUIOPASDFGHJKLMN
  - QWERTYUIOPASDFGHJKLMN
  - qwertyuiopasdfghjklzxcvbnm
  - qwertyuiopasdfghjklzxcvbnm
  - https://fontlibrary.org/en/font/now-alt

- Jost | Subtitles or Body text
  - Jost is a clean open source font. It can be used on titles and body text. This font family has 18 styles and 9 weights and it supports over 50 languages.
  - For languages not supported by Jost, please use Google Noto which is the most universal font family.
  - https://fonts.google.com/specimen/Jost
  - https://www.google.com/get/noto/
Types of projects that can become DPGs

Software

Data

Content

AI Models

Standards
Click on the logo to download a .png version.