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Brand Guidelines

GPRBA

Global Partnership for Results-Based Approaches

The Global Partnership on Results-Based (GPRBA) and Visual Identity

High-quality, cost-effective, and technically sound communication products serve an important role in raising awareness, visibility, and understanding of the work that we do around Results-Based Financing (RBF) and the tools associated with the financing mechanism.

Established in 2003 and operating within the World Bank Group, GPRBA helps to improve the delivery of basic services, including water, sanitation, energy, health and education, for low-income communities that might otherwise go unserved, usually due to the high-cost of access and the lack of service providers willing to extend to poor areas.

Drawing on our lessons learned from diverse programs in 29 countries across seven sectors, GPRBA serves as a Center of Expertise on RBF and convenes leading thinkers in development finance to share knowledge and best practices and explore bold new financing approaches to benefit low-income households. Together, we promote results-based financing as essential to fostering human and economic development.

The program, initially established to test output-based aid (OBA), was known as the Global Partnership on Output-based Aid (GPOBA) until February 2019. It was renamed to the Global Partnership on Results-Based Approaches (GPRBA) to reflect a new emphasis on testing other types of results-based financing approaches.

At the heart of this process (of changing our name) is the new GPRBA logo, developed from a rigorous process informed by staff and stakeholder input. The design of the logo, which is an iconic representation of the work we do on focusing on results and verification, brings the GPRBA brand to life and visually symbolizes what we do.

The GPRBA logo, brand and visual identity are valuable corporate assets* that must be used consistently in the proper forms. We created this guide to make it easy for our partners and key stakeholders to apply our new look. We appreciate your participation in contributing to our standardized visual expression.

We share our partners' determination to unlock additional resources and move infrastructure and social services projects forward for immediate and long-term impact for low-income communities.

Our Mission Statement

The Global Partnership for Results-based Approaches (GPRBA) provides innovative financing solutions that link funding to actual results achieved. Our results-based financing (RBF) approaches provide access to basic services like water and sanitation, energy, health and education for low-income families and communities that might otherwise go unserved.

By bringing together public and private sector funders to maximize resources and designing effective incentives for service providers to reach underserved low-income communities, we give people the chance for a better life.

Any comments or requests for guidance in interpreting or using these guidelines should be referred to rbfinfo@gprba.org.

The GPRBA Team

**Any of our partners who wish to use any of our corporate assets such as logos and templates should send us an email to rbfinfo@gprba.org to get clearance and permission to use our identity.*

LOGOS

STANDARD VERSION

Variations of the primary logo.

STANDARD COLOR LOGO

STANDARD BLACK LOGO

STANDARD GRAYSCALE LOGO

STANDARD WHITE LOGO

To get the GPRBA logo files and get permission, please send an email to rbfinfo@gprba.org.

LOGOS CONTINUED

TAGLINE VERSION

Variations of the primary logo with the full acronym spelled out as a tagline.

TAGLINE COLOR LOGO

GPRBA
Global Partnership for Results-Based Approaches

GPRBA
Global Partnership for Results-Based Approaches

TAGLINE BLACK LOGO

GPRBA
Global Partnership for Results-Based Approaches

TAGLINE GRAYSCALE LOGO

GPRBA
Global Partnership for Results-Based Approaches

TAGLINE WHITE LOGO

LOGOS CONTINUED

STACKED VERSION

Variations of the logo with the globe centered above the arconym.

STACKED COLOR LOGO

STACKED BLACK LOGO

STACKED GRAYSCALE LOGO

STACKED WHITE LOGO

LOGOS CONTINUED

LOGOMARK VERSION

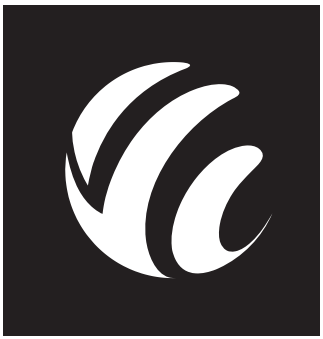
Variations of the globe portion of the logo used separately from the acronym.

LOGOMARK COLOR LOGO

LOGOMARK BLACK LOGO

LOGOMARK GRAYSCALE LOGO

LOGOMARK WHITE LOGO



LOGO USAGE

APPROPRIATE USE

How to use and not use logo variations in certain situations.

Size Restrictions

Tagline versions of the logo should only be used when desired at larger sizes to ensure readability of words. When using the primary logo otherwise, the standard logo should be selected.

Clear Branding

Logomark versions should only be used in situations where GPRBA branding has already been clearly established, preferably when the a full logo is also present on the material.

Visibility

Color logo variations work best on white and are difficult to see overlapped on photography. If there is no clear space light enough for the logo to be clearly visible when placed on, it is reccomended to use a white or other light-colored transparency behind the logo to boost visibility. In some cases the white variations of the logo may be more appropriate to use instead. Logo placed over photos should never be placed on busy or cluttered areas for maximum readability.

COLOR PALETTE

All secondary and tertiary colors should be used with at least one primary color, never alone.

PRIMARY COLORS	SECONDARY COLORS	TERTIARY COLORS
BLACK ROCK CMYK 21/19/0/77 RGB 46/47/58 HEX #2E2F3A	HEATHERED GRAY CMYK 0/6/17/41 RGB 151/142/126 HEX #978E7E	FALLOW CMYK 0/18/43/26 RGB 189/155/107 HEX #BD9B6B
GLACIER CMYK 32/8/0/27 RGB 125/170/185 HEX #7DAAB9	BURNT UMBER CMYK 0/70/95/47 RGB 181/62/43 HEX #872907	COMET CMYK 9/9/0/56 RGB 50/71/102 HEX #676771

FONTS

Roboto is the **primary** brand typeface and should be used as the first-choice for design & layout.

ROBOTO FONT FAMILY

Roboto Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Thin Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Regular Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Medium Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Roboto Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

FONTS CONTINUED

Open Sans is the **alternative** brand typeface and should be used when Roboto is not available for use.

OPEN SANS FAMILY

Open Sans Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Regular Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Semibold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Semibold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Extrabold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Open Sans Extrabold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

FONTS CONTINUED

Nexa is the **display** brand typeface and should be used only for large format cover and headline text.

NEXA FAMILY

Nexa Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Thin Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Light Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Light Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Book Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Regular Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa Bold Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa XBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nexa XBold Italics
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

TEMPLATES

FOUR PAGE DOCUMENT

p1

BLENDED FINANCE

Month 2018

This is Headline Text Headline Text Headline Text Headline Text Headline Text

COUNTRY
Country Name

GPRBA PROJECT YEARS
Year – Year

PROJECT PARTNERS
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BLENDED FINANCE APPROACH
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BACKGROUND AND ENABLING ENVIRONMENT
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1 This is a footnote

This learning note is part of a series developed by the Global Partnership on Results-Based Aid (GPRBA) to analyze and showcase experiences where results-based finance (RBF) has been used to leverage private finance through a blended finance approach.

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BLENDED FINANCE APPROACH
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RESULTS
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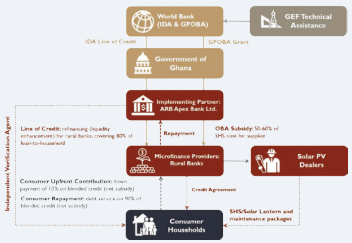
FIGURE 1. Financial Flows Structure



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SUCCESS FACTORS
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References

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ABOUT GPRBA Part of the World Bank Group, the Global Partnership on Reotule-based Aid (GPRBA) provides innovative financing solutions that link funding to actual results achieved. Our results-based financing (RBF) approaches provide access to basic services like water and sanitation, energy, health and education for low-income families and communities that might otherwise go unserved. By bringing together public and private sector funders to maximize resources, and designing effective incentives for service providers to reach underserved low-income communities, we give people the chance for a better life. Visit www.gpoba.org to learn more.

TEMPLATES CONTINUED

TWO PAGE DOCUMENT

NOTE NUMBER XX » MONTH 2018

LESSONS LEARNED

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DEVELOPMENT CHALLENGE

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THE PROJECT AND ITS PARTNERS

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RESULTS

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LESSONS LEARNED

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