



DIVERSE.ORG

# Visual Identity Guide

Version 1.0

July 2018



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Diverse.org was founded by Jes and Nick – a mixed race couple – who feel like people should get to work where their unique contributions are appreciated. One day, while working in tech, they looked around and realized that there weren't many women around & there were even fewer minorities.

Jes & Nick decided to change that. Recognizing that the genesis of a career often begins with a solid internship, they founded Diverse.org to help the best companies to donate internships for award to extraordinarily talented and diverse candidates.



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## Who is this guide for?

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This guide is for anyone who is interested in using Diverse's brand assets in their marketing or communication about our company and briefly covers the guidelines that should be adhered to when using the downloadable assets provided on the Diverse Press Kit page of our website.

## Why is this guide important?

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The guidelines outlined in this document capture the general rules that Diverse has for using our brand assets and showcasing Diverse content.

Using our brand assets in a way that is consistent with these guidelines helps people to recognize references to our company and protects our trademarks.

It is important that you use Diverse approved assets and standards when you represent our company in any way.

We hope that this guide will be useful in helping you to meet those standards.



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This page captures a set of components that create the unique look and feel of the Diverse brand.

Diverse Icon



Logo Type

DIVERSE.ORG

Colors

HEX



ffffff



f2f3f8



9b9b9b



fd9043



9bc055



363d41

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font - Lato

Background



ffffff



f2f3f8



363d41

Tone

Inclusive, Transparent, Approachable



## Visual Identity Guide 1.0 July 2018

### General Do's & Don'ts

#### Do's

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- ✓ Do follow the guidelines provided in our Visual Identity Guide
- ✓ Do maintain enough space around the Diverse logo so that it remains legible and easily identifiable
- ✓ Do maintain the shape and proportions in the downloadable versions of our assets
- ✓ Do request permission when using our logo on TV or any other broadcast media

#### Don'ts

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- ✗ Don't claim any rights over the Diverse brand whether by trademark registration, domain name registration or anything else
- ✗ Don't change the design or color of our assets in any way
- ✗ Don't represent the Diverse brand in any way that implies partnership, sponsorship or endorsement
- ✗ Don't use the Diverse brand assets in relation to any illicit materials such as: pornography, illegal activities, or other unsavory dealings
- ✗ Don't use our brand assets or intellectual property on merchandise of any kind



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### The Diverse Icon & Logo

#### The “D” Icon



The “D” icon is one of our most recognizable and cherished assets. It is used to represent the Diverse brand on not only our proprietary platforms, but also third-party platforms such as social media channels.

#### Using the “D” Icon

The Diverse icon may be used when you are promoting our organization in news articles, on social media platforms and side-by-side with other brand logos that you might be representing in similar context.

#### The “Diverse” Logo



The Diverse logo is another iconic asset that we cherish in representing the Diverse brand. The “D” is always capitalized and the Diverse text should never be used separate from the icon.

#### Using the “Diverse” Logo

We encourage you to use our full logo when introducing us to unfamiliar audiences or in exclusive editorials/coverage. It is important to maintain adequate open space around the logo and to not modify the colors, format or proportions of it in any way.