



**Global
Diversity & Inclusion
Benchmarks**

*Standards for Organizations
Around the World*



The GDIB Style Guide

The GDIB Style Guide: Guidelines, Logo and Model Usage, Customization, and Accessibility

Purpose: It is important that we convey the Global Diversity & Inclusion Benchmarks name, image, and content clearly and consistently. As a requirement of the Permission Agreement, all GDIB print and other visual communication is expected to adhere to these guidelines. The GDIB Style Guide is considered a work-in-progress. As such, it will be reviewed regularly and updated as necessary. The guide is not intended to address every possible situation. Rather, it provides general principles and guidelines when presenting the GDIB in printed and other visual communication.

Permission Agreement Requirements : The requirements for use of the GDIB, as outlined in your signed permission agreement, include:

Requirement #1: Use of the GDIB constitutes an agreement to adhere to the copyright laws of the United States of America.

Requirement #2: Always attribute all or any portions of the work by including this statement in a prominent position: "From *Global Diversity & Inclusion Benchmarks: Standards for Organizations Around the World* © 2016 Julie O'Mara and Alan Richter. Used with permission. All Rights Reserved."

Requirement #3: Do not create translations or develop related or derivative works or versions based on the GDIB without special written permission from the authors.

Requirement #4: For all GDIB-related communication, follow The GDIB Style Guide.

Contact: If you have specific questions not covered in our guidelines, or general questions about how to proceed with a project, they should be addressed to: Julie O'Mara, at GDIB@diversitycollegium.org or call + 702 - 541 - 8920 between 7:00am and 7:00pm UTC - 8 or United States Pacific time zone.

Graphic Design: Shawndra Cox-Diaz of Out of Proportion Studios <http://1bigoops.com>



THE GDIB LOGO	01
THE GDIB MODEL & COPYRIGHT	05
THE GDIB SWIRLS	08
OTHER GRAPHIC GUIDELINES	10
THE GDIB COLORS	11
THE GDIB FONTS	12
CUSTOMIZATION	13
ACCESSIBILITY	15



THE GDIB LOGO & LOGOTYPE

Standard GDIB Logo (Vertical)



Global Diversity & Inclusion Benchmarks

The Standard GDIB Logo (Vertical Logo) is the main, primary logo to be used for all print and visual communication. Given other layout needs and when necessary, two (2) other acceptable alternate versions are below and can be used. All versions consist of what are referred to as the "GDIB Logo" and the "GDIB Logotype". While the logo and logotype are permitted to exist on their own, no other lock-up combinations of the logo and logotype are permitted (see "unacceptable GDIB logo treatments" on page 4). For readability and accessibility, the logo and logotype are placed on a light colored background.

You may find and download the GDIB Logo at www.diversitycollegium.org. Navigate to Global D&I Benchmarks and locate download options under "Logos."

GDIB Logo Alternate 1 (Horizontal)



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GDIB Logo Alternate 2 (Horizontal Extended)



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The Standard GDIB Logo



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The Standard GDIB Logo Stand-alone



The GDIB Logotype Stand-alone

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Unacceptable Uses of the GDIB Logo



Standard Rule

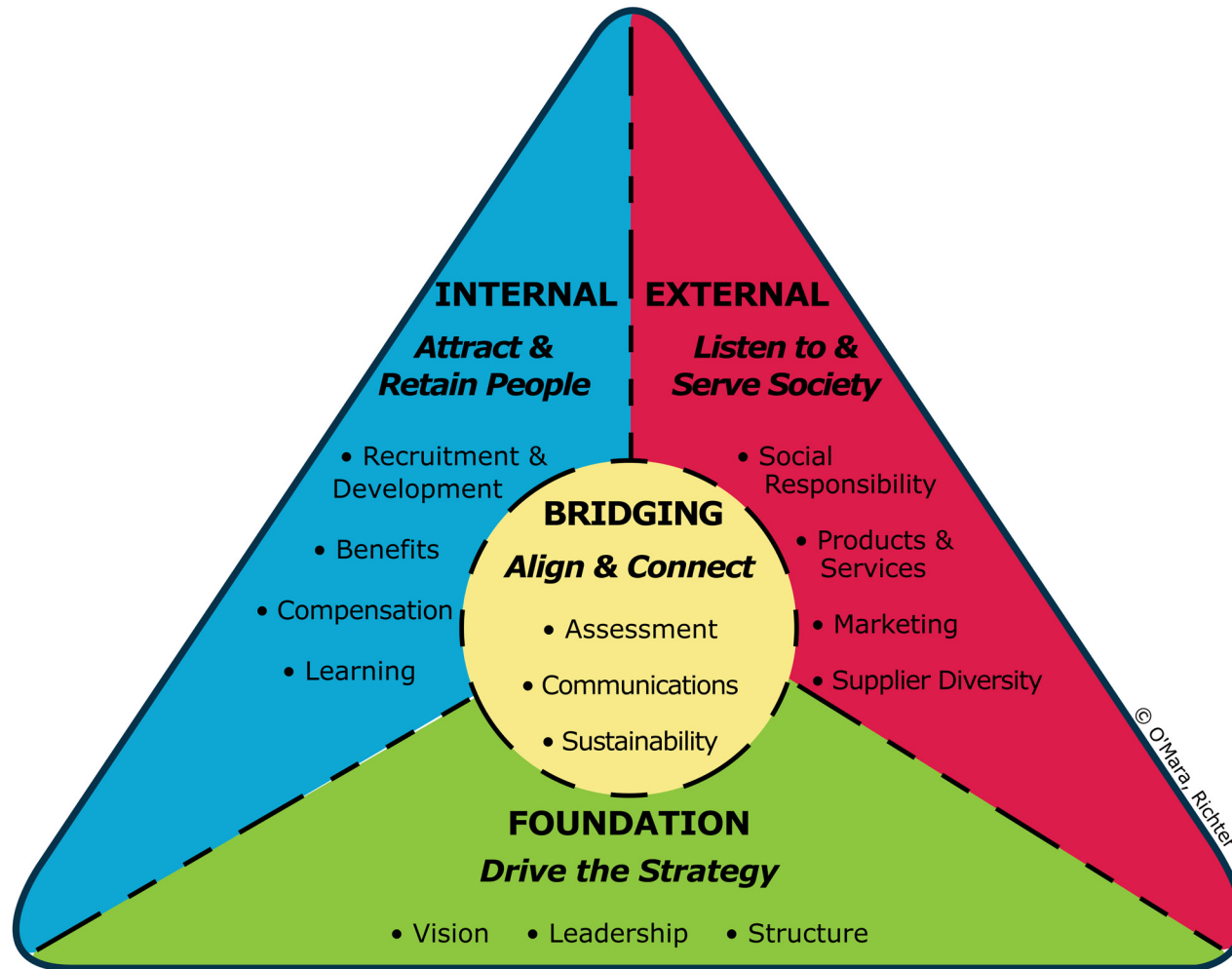
This logo, while neat and well aligned, is not an acceptable GDIB Logo and Logotype lock-up. It is not permissible to create new combinations for the logo and logotype pairings.

The GDIB Logo cannot be made to fit into a space or layout option on an angle. It is to remain perpendicular to the margins of the document.

The GDIB Logo cannot be warped or distorted. When scaling the logo to a particular size, carefully scale proportionately.



THE GDIB MODEL



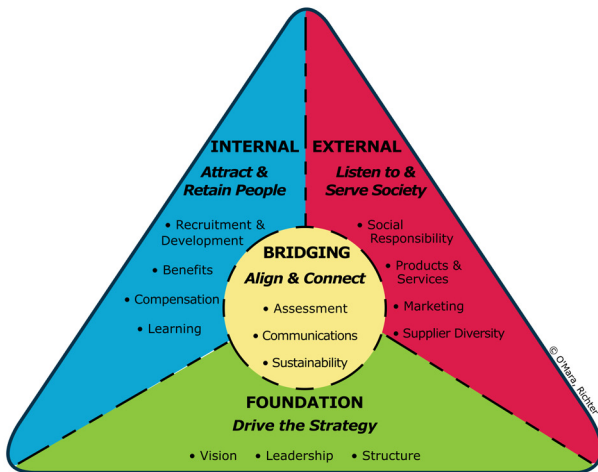
Global Diversity & Inclusion Benchmarks

The GDIB Model is copyrighted and therefore cannot be altered in any way. The GDIB Model consists of three (3) components – the model, the model title, and the copyright. These components are not permissible to exist on their own. The GDIB Model is to remain intact, in its 3 component design, for all print and visual communication.

You may find and download the GDIB Model at www.diversitycollegium.org. Navigate to Global D&I Benchmarks and locate download options under "Model."



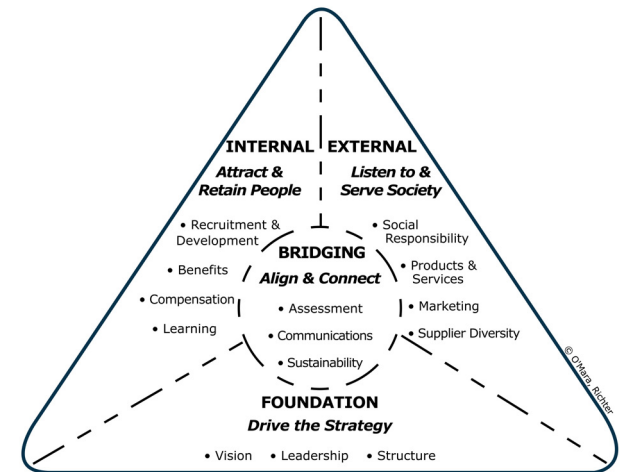
Acceptable GDIB Model Treatments



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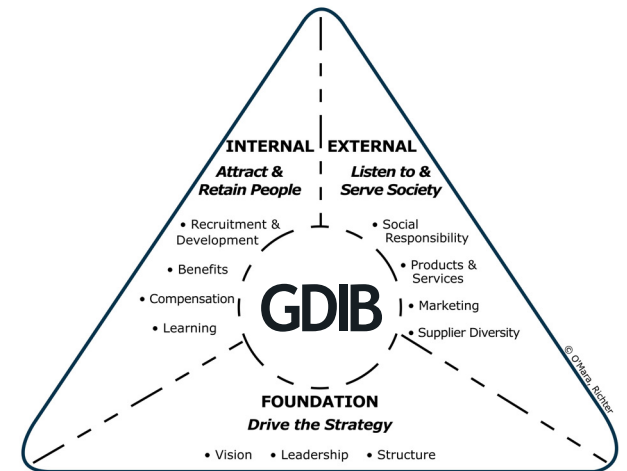
Unacceptable GDIB Model Treatments



Missing title. Not permissible.



Missing copyright. Not permissible.



Altered text. Not permissible.





THE GDIB SWIRLS

There are a number of different decorative elements used throughout the GDIB and its corresponding collateral that we refer to as the GDIB Swirls. While you are welcome to use them as you see fit, there is one particular set of swirls that should lead. They are “*GDIB Lead Swirls” and often go on covers of documents such as this style guide.

You may find and download the GDIB Swirls at www.diversitycollegium.org. Navigate to Global D&I Benchmarks and locate download options under “Swirls.”



OTHER GRAPHIC GUIDELINES

Primary GDIB Colors



r=22 g=168 b=209
c=74 m=15 y=08 k=00
hex#= 16a8d1



r=217 g=28 b=77
c=08 m=100 y=64 k=01
hex#= d91c4d



r=247 g=231 b=139
c=05 m=03 y=59 k=00
hex#= f7e78b



r=144 g=196 b=72
c=49 m=01 y=98 k=00
hex#= 90c448

The colors of the GDIB Logo and Model are derived and inspired from a combination of symbolism from various cultures. We chose green for Foundation representing nature and renewal, blue for Internal representing harmony and order, red for External representing passion and strength, and yellow for Bridging representing optimism and imagination. All are in a vibrant hue representing the vitality needed for the work to succeed. The secondary colors of the GDIB (black, gray, and navy) are available to support and complement the primary colors.

Secondary GDIB Colors



r=20 g=30 b=35
c=81 m=68 y=62 k=100
hex#= 141e22



r=67 g=76 b=80
c=72 m=58 y=54 k=36
hex#= 434c50



r=5 g=51 b=75
c=99 m=76 y=46 k=42
hex#= 05334b



Primary GDIB Fonts

The primary GDIB Fonts – Calibri and Verdana – were chosen for readability and accessibility. For print and other visual communication, the preferred treatments and uses of the fonts are available below.

HEADLINES: CALIBRI BOLD CAPS (20 PT.) HEX#: 707274

SUBHEADS: VERDANA REGULAR CAPS (16 PT.) HEX#: 385B70

Action Statements: Calibri Italic (14 pt.) HEX#: 1f465e

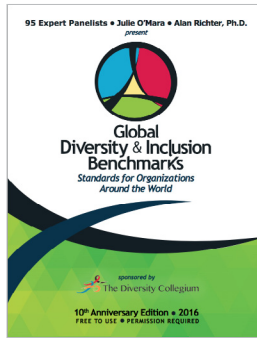
DESCRIPTIVE TITLES: CALIBRI BOLD (11 PT. - 13 PT.) HEX#: 000000

Body Copy: Verdana Regular (10 pt. - 12 pt.) HEX#: 333333



CUSTOMIZATION OF THE GDIB

Customization



Customization of the GDIB – in its entirety, parts, sections, and components – is permissible only with special written approval from the authors. The GDIB is created by two (2) authors, the 95 Expert Panelists, and many others involved in the development, enhancement, and sponsorship of the GDIB. Their approach involved a systematic, recursive, and rigorous process of collecting expert input, combining suggestions, cross-checking ideas, and submitting changes for further review and comment. Every component of the GDIB – Logo, Model, Visual Graphics, Booklet Design, Content, and Accessibility – was artistically designed for high quality, learner-engagement, with a focus on readability. As such, the integrity of the GDIB must be respected.

Approved Customization Requests	Unapproved Customization Requests
Generally approved standard requests for customization include adding your organization logo, sponsorship, a statement of support, suggestions for use, or other information or terminology related to a specific sector or industry, by changing a term such as “employees” to “associates.”	Requests that will generally not be approved include proposed customization altering the substance of the GDIB or that does not follow the parameters in The Style Guide. For example, changing the GDIB Model to remove one of the four groups, moving some of the Benchmarks into another level, or using different colors for the logo or model.

For customization of the GDIB entailing several or significant approved changes, we suggest working with a professional designer of your choice. At your discretion, you may also contract with the GDIB graphic designer – Shawndra Cox-Diaz, Out Of Proportion Studios <http://1bigoops.com>.



ACCESSIBILITY OF THE GDIB

Following the W3C Web Accessibility Initiative (WAI) guidelines – the international standard for web accessibility – the GDIB was designed with the following in mind:

- The standard font used throughout is chosen to be easily legible.
- Wherever possible, live text is used instead of graphics, to reduce the download time of pages.
- No information is exclusively being conveyed using color. This doesn't mean that color is not used to organize and represent information; instead it means that there are also other, non-color dependent ways of doing this.
- If you have difficulty accessing the GDIB or have any comments or feedback, please do not hesitate to contact us.

We encourage compliance with the W3C guidelines.

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