



BRAND IDENTITY GUIDE

Research Fairness Initiative

Developing Standards for Research Partnerships

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VISION, MISSION & VALUES

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VISION, MISSION & VALUES



1. Introduction

Research Fairness Initiative encourages fair Research & Innovation Partnerships globally.

The first pragmatic tool to consider all the key metrics involved in research & innovation partnerships, which helps organizations to formulate and improve their existing partnership policies & practices for stimulating equity in research collaborations globally. The report generated by the tool provides Global Learning, Accountability and Benchmarking.

Our Brand identity will help us to better serve the people and the organizations:

1. Affected by unfair research partnerships
2. Following ethical foundations in research collaborations

This guide reflects our story – the vision, mission and values that unite us in our cause. It also contains practical information about our identity, logo, language and trademark to help our partners outside the organization in their campaigns, events and various forms of communication. Its aim is to provide clarity and consistency to our partnerships.

As we progress together, we will all be required to adjust and think in fresh ways.

2. Vision



PROF. CAREL IJSSELMUIDEN
Executive Director
Council on Health Research for Development

“The Research Fairness Initiative aims to bring equality and fairness into the heart of science and innovation by targeting the quality and equality of a core requirement of research: the partnerships needed to do research and deliver innovation.

Developed primarily to improve health, equity and development in low income countries, the RFI is actually a strategic instrument for all key actors in all research and innovation, everywhere. Fair and equitable partnerships are essential for excellence, impact and sustainability of local and global research and innovation. The RFI is the instrument to make this happen consistently and progressively.”

2. Vision

“To endeavour towards standards describing best practice in research & innovation collaborations, which help partners to build transparent governance systems for better social benefit, health, global learning and sustainable development worldwide.”

We are putting in a tremendous amount of hard work to erode inequalities in research collaboration and are moving steadily to achieve our vision. We believe that awareness among researchers, scientists, governments, corporates world leaders, decision-makers, activists and people looking for capacity building and ethical grounds in research partnerships will help us to bring closer to our vision.

3. Mission

“The RFI should become the new normal for research organisations, institutions, funders, business and non-profits. It is probably the one and only opportunity to look strategically at how your institution creates, manages and exits partnerships. We aim for the RFI to become a global standard, and for the results to become a systematic global learning platform on how to keep getting better.”

- To help our users create trusting, lasting, transparent and effective research and innovation partnerships
- To assist and support organizations in improving research partnership performance, benefits and to learn from the implementation of a robust system.
- Capacity building and improvement of research collaboration quality in Low- and Middle-Income Countries (LMICs).
- To establish generic quality management system requirements that provide ethical foundations aimed at building confidence in research partnerships for organizations and people worldwide.
- To provide guidance & global learning to ensure continued credibility in research collaboration.

4. Tag Line

“Better Partnerships, Better Science.”

Our goal is to identify global benchmarks in research partnerships for better scientific research performance and opportunities.

5. Values

Transparency

Collaborations

Passion

Reverence

Innovation

Effectiveness

At RFI, each one of us embrace the same organisational values which greatly influence our engagement internally, as well as with partners outside the organization.

6. Slogan

“Making Quality Research & Innovation Partnerships for a Better World.”

We aim is change the course of research collaboration for our partners and help them to deliver quality research innovation for social and scientific development.

BRAND ELEMENTS



1. Introduction

The visual appearance of an organization, an enterprise or any sort of brand is a crucial part of its corporate identity.

The first visual to be seen is the logo; people usually identify the brand through the logo. It is therefore important to use this element in a consistent manner, standardized for all forms of publication and reproduction.

This guide helps to use the RFI logo in the right way and to maintain the corporate identity of the RFI.

2. Research Fairness Initiative Logo



01 Logo Significance

02 Full Colour Logo

03 Black & White Logo

04 Greyscale Logo

05 Clear Space

06 Backgrounds

07 Examples of Misuse

01 Logo Significance



The ultimate goal of the RFI is to help create fair, equitable and ethically impeccable research partnerships and this, all over the globe.

The logo visualises this goal through the use of the Yin Yang symbol, rather connecting than separating the hemispheres of the globe.

The harmony of the two chosen and complementary colours – shades of blue and yellow – underlines the ideal behind the RFI's efforts.

02 Full Colour Logo

The logo colours are not to be altered and must be used as follows. For printing, CMYK and Pantone are to be used.



RFI Yellow:

C 0	R 249	Hex	Pantone
M 32	G 182	#fab71d	7549 C
Y 91	B 29		
K 0			

RFI Blue:

C 95	R 8	Hex	Pantone
M 63	G 86	#0a5687	7692 C
Y 24	B 134		
K 8			

03 Black & White Logo



Black and White are to be used at 100% and are not to be altered. If a document is to be printed in black & white, the Black & White logo is to be used. The Greyscale logo can be used when appropriate.



Black:	C 0	R 30	Hex	Pantone
	M 0	G 30	#666666	Process BlackC
	Y 0	B 30		
	K 100			

04 Greyscale Logo

The greyscale logo is fixed and should not be altered.



Dark Grey:

C 61	R 83	Hex	Pantone
M 51	G 83	#535353	424 C
Y 49	B 83		
K 44			

Light Grey:

C 27	R 196	Hex	Pantone
M 18	G 199	#c4c7c8	428 C
Y 19	B 200		
K 1			

05 Clear Space



A clear space around the logo has to be respected in order to guarantee its visibility. The margin around the RFI Logo is at least twice the size of a capital letter (R, F or I); Text, Graphics, Illustrations and Photos are to be placed outside this margin.

Minimal size of the RFI Logo

The minimal size of the RFI Logo is 25 mm (width) for printed documents and 100 pixels (width) on the screen.



06 Backgrounds



The RFI Logo in its full colour or black & white version must only appear on white or light coloured backgrounds. The inversed black and white version can be used for dark coloured backgrounds. No version of the logo is to be used on photographic backgrounds.



07 Examples of Misuse



No alteration of the RFI Logo is allowed – no creative elements, no modification of colours or typography, no stretching or compressing, no modification of the logo configuration, no use of the logo in another context.



3. Use of the RFI Logo



Partners and Certified RFI Users

The use of the RFI Logo, respecting these guidelines, for any sort of printed or digital publication is strictly reserved to our partners and certified RFI users upon written agreement.

Commercial use of the logo is prohibited unless an explicit written authorization is given.

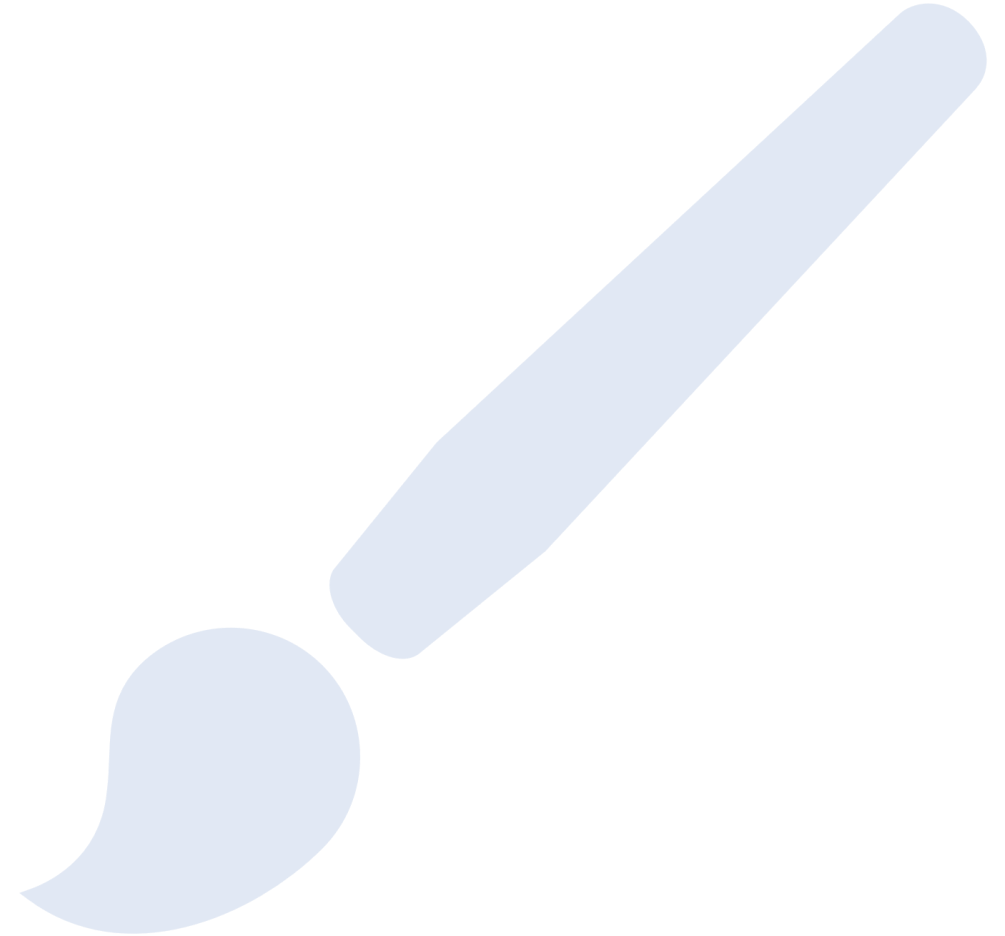
The RFI Logo must only be used in a context that supports or promotes the vision and mission of the RFI.

We kindly ask our partners and collaborators to respect these guidelines and to inform us about any misuse of the RFI Logo.

4. Colours

01 Primary Colours

02 Secondary Colours



01 Primary Colours



The primary colours are fixed and consist of two complementary shades of blue and yellow that can be used in their tinted version (10%) e.g. for backgrounds.

CMYK: 95 / 63 / 24 / 8
RGB: 8 / 86 / 134
Hex: #0a5687
Pantone: 7692 C

CMYK: 12 / 4 / 4 / 0
RGB: 230 / 238 / 243
Hex: #e6eef3
Pantone: 7541 C

CMYK: 0 / 32 / 91 / 0
RGB: 249 / 182 / 29
Hex: #fab71d
Pantone: 7549 C

CMYK: 1 / 2 / 11 / 0
RGB: 254 / 248 / 232
Hex: #fef8e8
Pantone: DS 2-9 C

02 Secondary Colours



The secondary colours are used for additional elements in publications such as different chapters, graphs, or others that require colour coding. We suggest the following but leave it to the designer's responsibility to select other harmonizing colours.

CMYK: 31 / 100 / 66 / 44
RGB: 122 / 7 / 40
Hex: #7a0728
Pantone: 202 C

CMYK: 13 / 90 / 100 / 4
RGB: 204 / 51 / 0
Hex: #cc3300
Pantone: 1665 C

CMYK: 100 / 88 / 40 / 36
RGB: 5 / 36 / 83
Hex: #052453
Pantone: 655 C

CMYK: 41 / 0 / 56 / 0
RGB: 169 / 209 / 142
Hex: #a9d18e
Pantone: 358 C

CMYK: 7 / 18 / 88 / 1
RGB: 242 / 203 / 41
Hex: #f2cb29
Pantone: 115 C

CMYK: 94 / 60 / 23 / 8
RGB: 1 / 89 / 137
Hex: #015989
Pantone: 647 C

CMYK: 1 / 11 / 9 / 0
RGB: 250 / 234 / 229
Hex: #faeae5
Pantone: 705 C

CMYK: 18 / 6 / 0 / 0
RGB: 215 / 230 / 253
Hex: #d7e6fd
Pantone: 2707 C

CMYK: 26 / 9 / 42 / 1
RGB: 202 / 210 / 166
Hex: #cad2a6
Pantone: 7797 C

CMYK: 4 / 5 / 43 / 0
RGB: 254 / 247 / 231
Hex: #faeba9
Pantone: 7402 C

5. Typography

Avenir LT Std 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z

abcdefghijklmnopqrstuvwxy

1234567890.,!%():;@ \$#&

Avenir LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890.,!%():;@ \$#&

Avenir Next LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890.,!%():;@ \$#&

Avenir Family

Designed in 1988 by Adrian Frutiger, the Avenir font family is a sans serif typeface that was created with regard to the 21st century. Freed from strict geometric overtones, Avenir has a great legibility and can be used for both, textbody and headlines. In 2004, Frutiger reworked Avenir together with Akira Kobayashi; the result being Avenir Next.

We leave it to the designers to choose from the Avenir family, including Avenir Next but suggest to select for

Text: Avenir LT Std 45 Book (bold or italic to highlight)

Headlines: Avenir LT Std 65 Medium (regular or bold)

Subheadlines: Avenir Next LT Pro Light (regular or bold)

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