



Evidence Action Brand Standards: External Partner Guidelines

It is our goal to develop and maintain productive partnerships with external stakeholders and leverage opportunities to promote our common cause and messages. These guidelines are designed to safeguard the Evidence Action brand and provide our partners the information and visibility for co-branding or in co-marketing efforts.

About Evidence Action

Vision

Building a world where hundreds of millions of people in the poorest places have better opportunities and their lives are measurably improved.

Mission

Evidence Action aims to be a world leader in scaling evidence-based and cost-effective programs to reduce the burden of poverty.

Name usage

When referring to Evidence Action, it should always be rendered in full and not abbreviated.

Permission to Use

[Logo files and accompanying documentation for Evidence Action can be accessed here.](#)

Through transmission of these files or by contractual agreement, whichever comes first, you have permission to use the Evidence Action name and logo.

If you have questions about logo use, such as interpretations of logo use guidelines, reviewing logo executions, file types, or to get help determining the proper file for a specific use, please contact Evidence Action's Communications team:

communications@evidenceaction.org.

Prohibited use of the brand

Logo Usage

Primary Logo

The logo is composed of the wordmark set in T-Star TW and is complemented with the dynamic slash icon. The Evidence Action logo elements like the text or the diagonal line should not be modified, resized, or removed. When the logo needs to be modified for size, it must be done at scale to preserve the form and structure of the logo. An even margin of ample white space should be provided at the top, sides, and bottom of the logo, especially when used around other images or text. The default white space included in the files should be maintained.

To preserve the integrity of the brand, the correct Evidence Action logo must be used in order to ensure proper readability and adequate contrast. We strive to make our design work accessible to everyone. The Evidence Action color palette is high contrast by nature and by correctly pairing our colors, we achieve this goal. The color combinations presented below have been carefully selected to meet Level AA accessibility standards. According to WCAG AA guidelines, it is necessary to maintain a contrast ratio of at least 4.5:1 for regular text and 3:1 for larger text. When designing a new product, utilize these color combinations or check your design contrast at webaim.org/resources/contrastchecker.

Please refer to our [Style Guide](#) for details on:

- Logo types
- Colors
- File types
- Minimum size
- Clear space
- Logo choices when used with light or dark-colored backgrounds

Placement of Partner Logos

When displaying 2 more partner logos, the Evidence Action logo should be displayed correctly and not distorted or modified in any way, with enough space around it. Refer to our "Safe Space" rule in the Style Guide. The Evidence Action logo should never be altered or combined with another logo.

There are several types of partnership agreements; ones where we have an equal relationship, one where Evidence Action has the lead presence and one where the partner has the lead presence. These agreements may be determined in partnership agreements.

The default is to use our full color logo on a white background whenever possible. Please be sure the logo only appears once on a single page or screen.

Use of Evidence Action's digital and print assets

Evidence Action produces content for informational, educational, and marketing purposes across multiple platforms, including blogs, training materials, and informational brochures.

Most of our informational, educational, and marketing content can be licensed under CC BY-NC 4.0 (<https://creativecommons.org/licenses/by-nc/4.0>), unless otherwise specified. The content may be reproduced by external parties if the user gives credit to Evidence Action, provides a link to the license, and indicates if changes were made; it cannot be used for any commercial purpose.

The proper way to give credit to Evidence Action when licensing the content for others' use, is as follows (note - the link must be included):

Copyright © 2021 Evidence Action. This work is licensed under [CC BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0).

Please review the previous sections for more information on authorized, restricted, and prohibited use of our name and logo.

Images and videos are regulated under a separate copyright agreement. Please consult the following section *Use of images and videos by external parties* for more information.

If in doubt whether content can be licensed under a Creative Commons license, please contact the External Relations team at: communications@evidenceaction.org.

Use of images and videos by external parties

Images and videos produced by or on behalf of Evidence Action are copyright protected. Any external partner that wishes to use them must enter into a licensing agreement must be signed by an authorized representative of the Licensee. Please contact the External Relations team at: communications@evidenceaction.org to obtain a licensing agreement. Under our licensing agreement, Evidence Action grants to the Licensee a royalty-free, non-assignable, non-sublicensable, nonexclusive, worldwide, right and license to copy, distribute, display, publish, and otherwise use the photographs and videos described under the license.

For use of images and videos produced by a partner of Evidence Action with whom we have a reciprocal agreement of photo and video rights, we will indicate in the licensing agreement if there is a requirement to attribute a photo or video to a different organization or person other than Evidence Action.

Evidence Action may terminate the license granted at any time. Upon termination, the Licensee must immediately cease using the images and videos.