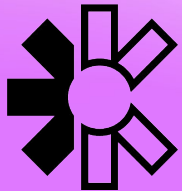


Network Brand Pack

November 2023



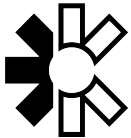
Open Knowledge

FOR A FAIR, SUSTAINABLE AND OPEN FUTURE

okfn.org
@okfn

Project Goals

- Provide consistency to the public presence of Network members across different channels
- Achieve the greatest number of chapters and members adopting the new brand
- Achieve a balance between global and local in which all parties feel comfortable
- Provide resources for chapters and members to correctly represent OKFN and Network values in their local contexts



Our Offers

1. A **brand guide** with:
 - A set of new designed **logos**, in accordance with OKFN visual identity
 - The possibility of choosing an **alternative colour palette** for your group, once it respect the guidelines
 - The possibility of choosing one of those **alternative colours to the main logo**



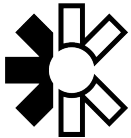
Our Offers



2. A **corporate brand and messaging document**
3. A set of **ready-made templates** as well as **dozens of assets** for the main communication needs
4. A **dedicated page** at okfn.org
5. **Individual advisory sessions** for chapters and members that commit to a rebranding project
6. Limited developer's time for a **website update** (or the implementation of a new website)

Brand Guidelines

Open Knowledge Foundation
Brandguide



1. Logo
2. Typography
3. Colours
4. Colours and typography
5. Colours and Gradients
6. Illustrations
7. Photography style
8. Businesscards
9. Businessletter
10. Social media icons
11. Social media examples
12. Ad examples
13. Rollup
14. Merchandising examples

New Member's Logo

Landscape
in colour



**Open Knowledge
Finland**

New Member's Logo

Landscape
in black



New Member's Logo

Landscape
in white



New Member's Logo

Portrait
in colour



Open Knowledge
Finland

New Member's Logo

Portrait
in black



**Open Knowledge
Finland**

New Member's Logo

Portrait
in white



New Member's Logo

Language Variation
(example)



Members have the option of localising their logos by following how the country name is written in local languages.

New Member's Logo

Language Variation
(example)



Members have the option of localising their logos by following how the country name is written in local languages.

New Member's Logo

Colour Variation
(example)



Members have the option to choose a unique color palette, as long as it follows the pattern of four colors that relate to each other as the default palette.

New Member's Logo

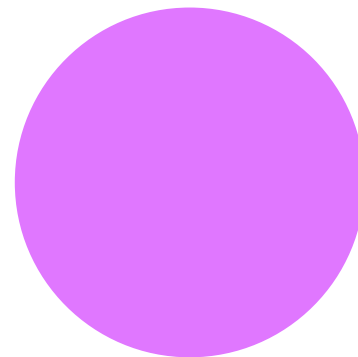
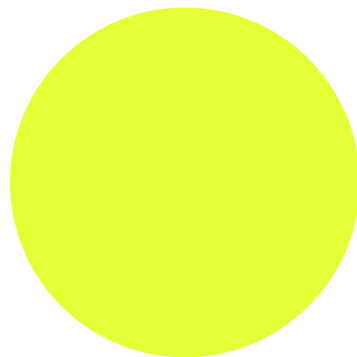
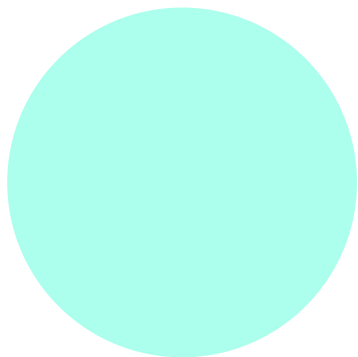
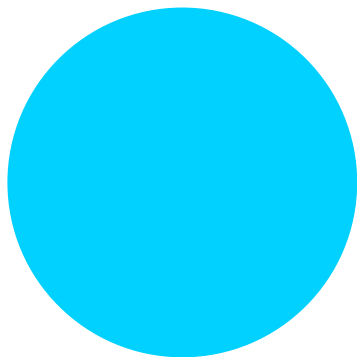
Colour Variation
(example)



Members have the option to choose a unique color palette, as long as it follows the pattern of four colors that relate to each other as the default palette.

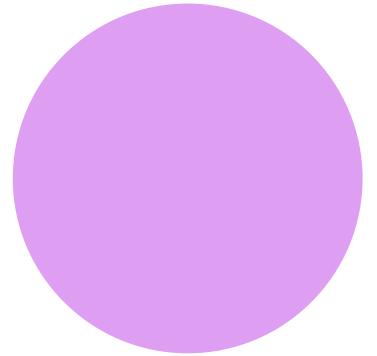
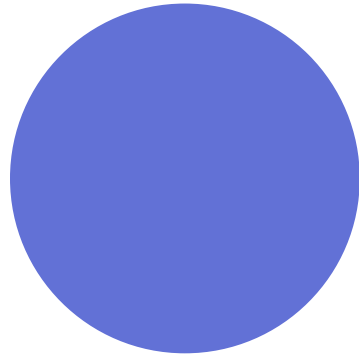
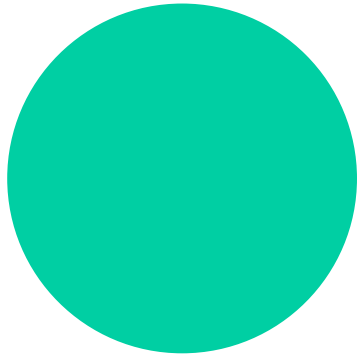
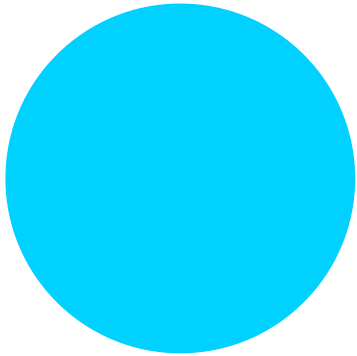
Color Palette

OKFN Official

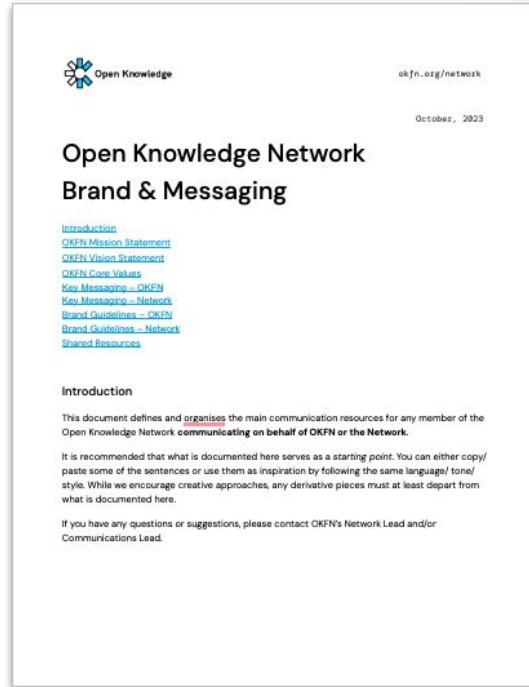


Color Palette

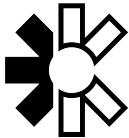
Alternative
(Brazil)



Messaging Document



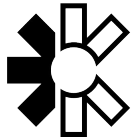
1. Introduction
2. Mission Statement
3. Vision Statement
4. Core Values
5. Key Messaging – OKFN
6. Key Messaging – Network
7. Brand Guidelines – OKFN
8. Brand Pack – Network
9. Shared Resources



Assets

Design Resources

- [Brand](#)
 - [Fonts](#)
 - [Illustrations](#)
 - [Logos - Network \(new\)](#)
 - [Logos - OKFN](#)
 - [Logos - Projects](#)
 - [Merchandising](#)
 - [Network Assets](#)
 - [Templates \(docs and slides\)](#)



Templates

1. [OKFN Intro Deck \(long-form\) \[COPY ME\]](#)
2. [OKFN Intro Deck \(short-form\) \[COPY ME\]](#)
3. [OKFN Intro Document \(colour\)](#)
4. [OKFN Services Offerings \(colour\)](#)
5. [OKFN Services Offerings Deck \[COPY ME\]](#)
6. [Template for sessions at events \[COPY ME\]](#)
7. [Template for tech demos \[COPY ME\]](#)
8. [OK Network Intro Deck \(long-form\) \[COPY ME\]](#)
9. Network Intro for New Members (*coming soon!*)

Page on okfn.org

All Network members already have an exclusive page on the okfn.org website. Check out [yours](#) to see if you need edits/updates.



The screenshot shows the website for Open Knowledge Foundation Germany. At the top left is the Open Knowledge logo with the tagline "FOR A FAIR, SUSTAINABLE AND OPEN FUTURE". The navigation menu includes "Who we are", "What we do", "Projects", "Global Movement", and "News", along with a search icon. A button labeled "Open Knowledge Network" is positioned below the navigation. The main heading reads "Open Knowledge Foundation Germany" next to a German flag. Below this is a paragraph of text: "We are an independent not-for-profit organisation based in Berlin, Germany. Our work at OKF DE goes beyond Germany since we consider ourselves as an active part of both German and European civil society. Open knowledge helps citizens to obtain information and enables informed opinion-making. It generates societal and economic value and is, in our view, indispensable for a functioning democracy. We strive to make open knowledge an integral component of the modern world, online as well as offline. This includes: better government, better education, better access to culture, better research and science, better technology and better economy." At the bottom of this section are four social media buttons: "Website", "Mastodon", "Twitter", and "Facebook". Below these is the heading "Core Team". The first team member listed is "Dr. Henriette Litta", with a small circular profile picture to her right.

Page on okfn.org

Editable Sections

1. Title
2. Flag
3. Description Text
4. Buttons
5. Team (People Cards)
6. 'More Information' Text



Open Knowledge Foundation Germany

We are an international not-for-profit organisation based in Berlin, Germany. Our work at OKF DE goes beyond Germany since we consider ourselves as an active part of both German and European society. Open Knowledge helps citizens to obtain information and enables informed opinion-making. It generates societal and economic value and is, in our view, indispensable for a functioning democracy. We strive to make open knowledge an integral component of the modern world, online as well as offline. This includes: better government, better education, better access to culture, better research and evidence, better technology and better economy.

Website Facebook YouTube LinkedIn

Core Team

Dr. Henriette Litta
Managing Director

Henriette is Managing Director of OKF Germany. She is a political scientist and has been thinking about the concept of e-democracy in a democratic society for 20 years now. Henriette's goal is to transfer good ideas from civil society to the political public in order to create an impact. Before coming to OKF, she co-created the tool Wiki-Q-Mat, named as the Herbie School of Governance during its start-up phase as well as for the think tank Expert Council on Migration.

More Information

Our work is only possible by working as a team. Find out more about our great team members in our [Team page](#).

More about the Network

Project Repository Global Directory

Don't miss a thing

Stay on top of what's happening in the #OpenMovement around the world. We will never spam you!

Your email:

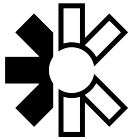
Privacy Policy	Work at OKF	Twitter	Open Knowledge under the MIT License
Press Policy	Open at OKF	YouTube	Open Knowledge under the Creative Commons Attribution-NonCommercial-ShareAlike license
Contact Us	Open at OKF	LinkedIn	Open Knowledge under the Creative Commons Attribution-NonCommercial-ShareAlike license
Terms of Use	Open at OKF	Open Knowledge	

Advisory/training sessions

We can run individual advisory and training sessions for members that commit to a rebranding project.



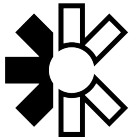
+ **YOU**



Website Update

We can support you in updating your own website, or in creating a new website, until the end of 2023.

(These resources are limited and will depend on the demand)



Open knowledge Belgium

About Team Activities Stories

A world where knowledge creates power for the many, not the few

That's a world we believe in. A goal we aim for. Open Knowledge Belgium is a grass roots organisation that consists of people, mainly volunteers, passionate about openness. We use advocacy, research, technology and projects to unlock information, enabling people to use and share knowledge.

[Get to know us](#)

Activities [Discover all activities](#)

Open summer of code →

Open Belgium →

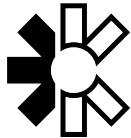
Stories [Discover all stories](#)

Open Knowledge Belgium General Assembly 2022
November 9, 2022

Website Update

We can support you in updating your own website, or in creating a new website, until the end of 2023.

(These resources are limited and will depend on the demand)



The screenshot shows the Open Knowledge Nepal website homepage. At the top left is the logo, and at the top right is a navigation menu with links for Home, Who we are, What we do, Projects, Blogs, and Contact. The main content area features a hero section with the text "Liberating Knowledge for Opportunities" and a quote: "A world where knowledge creates power for the many, not the few." Below this is a photograph of a group of people in a meeting. To the right of the hero section is an "About Us" section with a "Learn more" button. Below the "About Us" section is an "Our Impact" section with four statistics: 19 District Reached, 5K People Trained, 25 Project Developed, and 30 Partnership Created. At the bottom right, there is a "Training and Capacity Building" section.

Open Knowledge Nepal

Home Who we are What we do Projects Blogs Contact

Liberating Knowledge for Opportunities

"A world where knowledge creates power for the many, not the few."

This is the world we choose.

About Us

Open Knowledge Nepal is a non-profit civic tech organization composed of openness aficionados. We believe that the openness of data is powerful in order to have a participatory government with civil society, eventually leading to sustainable development. The organization has been involved in research, advocacy, training, workshops and developing tools related to open knowledge.

Learn more

Our Impact

We want to see "Open By Default" in the DNA of a knowledge society.

19 District Reached

5K People Trained

25 Project Developed

30 Partnership Created

Training and Capacity Building

We work with governments, journalists and citizens to

Website Update

This is the example of Brazil, which recently implemented a new visual identity and a new website, both in line with the new OKFN brand guidelines.

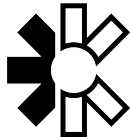


The screenshot shows the homepage of the Open Knowledge Brasil website. At the top left is the logo for Open Knowledge Brasil, which consists of a stylized flower icon with six petals. To the right of the logo is the text "Open Knowledge Brasil". In the top right corner, there is a navigation menu with the following items: "HOME", "EIXOS DE ATUAÇÃO", "PROJETOS", "NOTÍCIAS", "PUBLICAÇÕES", "PARTECIPAR", "APOIAR", and "SIGA A OKBR". Below the navigation menu is a large blue gradient banner with the text "Somos uma organização voltada à promoção da **transparência**". Below the banner is a section titled "EIXOS DE ATUAÇÃO" with two main areas. The first area is titled "Advocacy e **Pesquisa**" and features an icon of five stylized human figures. Below the icon is the text "Atuamos junto a outras organizações para defender políticas que promovam mais transparência governamental e uma governança mais aberta." and a link "SAIBA MAIS >". The second area is titled "Inovação **Cívica**" and features an icon of three lightbulbs. Below the icon is the text "O programa Ciência de Dados para Inovação Cívica atua com informações públicas e participação popular, utilizando automação de processos e tecnologias como inteligência artificial." and a link "SAIBA MAIS >". At the bottom of the page, there are two more icons: a network diagram and a gear with a house icon.

Advisory/training sessions

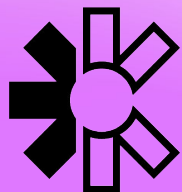
Are you interested in

- a rebranding?
- a customised logo?
- an advisory session for the rebranding implementation?
- a training session for corporate messaging?
- development support for your website?



Please reach out to sara.petti@okfn.org or lucas.pretti@okfn.org

Thank you!



Open Knowledge

FOR A FAIR, SUSTAINABLE AND OPEN FUTURE

