

LEADS

Learn. Adapt. Scale.

Better evidence. Greater impact.

LEADS helps development teams learn in real time, adapt using evidence and experimentation, and scale what works.

WHY LEADS

Development that learns as it goes



Source: LEADS page, worldbank.org

THE LOGO

Four arrows, one continuous cycle



Deep Blue · Evidence
Trust, stability and expertise.

Teal · Learn
Growth, learning and partnership.

Yellow · Scale
Optimism and possibility.

Orange · Adapt
Action, energy and progress.

LOGO LOCKUPS

One logo, four ways to use it



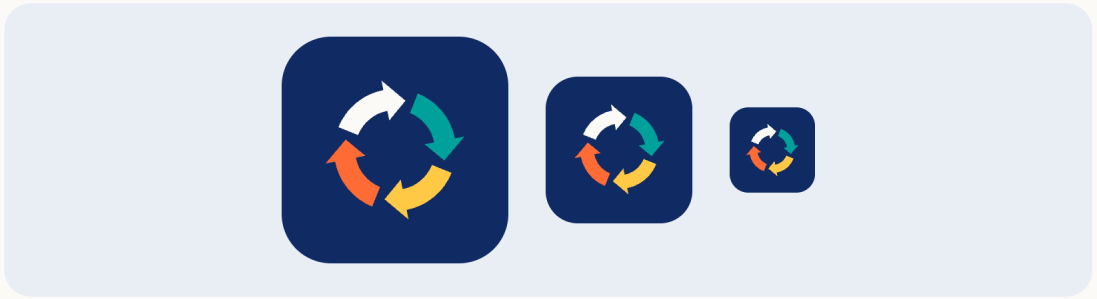
PRIMARY



WORDMARK FIRST



REVERSED ON DEEP BLUE



APP ICON AND SMALL SIZES

COLOUR PALETTE

Bold, warm and optimistic

#102A63

Deep Blue

Trust, stability, expertise

#00A19A

Teal

Growth, learning, partnership

#FF6B35

Orange

Action, energy, progress

#FFC845

Yellow

Optimism, possibility

#FBFAF6

Off White

Clarity, space, balance



Rough balance: Off White 35%, Deep Blue 30%, Teal 15%, Orange 12%, Yellow 8%. Deep Blue text on Teal, Orange and Yellow; white text only on Deep Blue.

TYPOGRAPHY

Montserrat and Lato

Montserrat

HEADLINES AND ACCENTS

Better evidence. Greater impact.

L E A R N . A D A P T . S C A L E .

Lato

BODY TEXT AND SUPPORTING CONTENT

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Both typefaces are free on Google Fonts

GRAPHIC LANGUAGE

Four motifs, one system



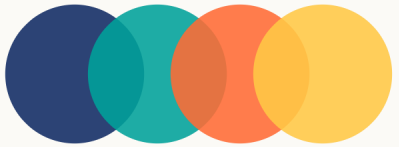
The Learning Loop

A continuous cycle of learning, adaptation and scale.



Forward Motion

From evidence to action to impact.



Connections

People, ideas, partnerships and scale.



Flexible Shapes

A modular system for different layouts and uses.

KEY MESSAGES

What we say, in a line

Better evidence. Greater impact.

From evidence to action.

Turning evidence into lasting impact.

Evidence for a more equitable, resilient world.

IN USE

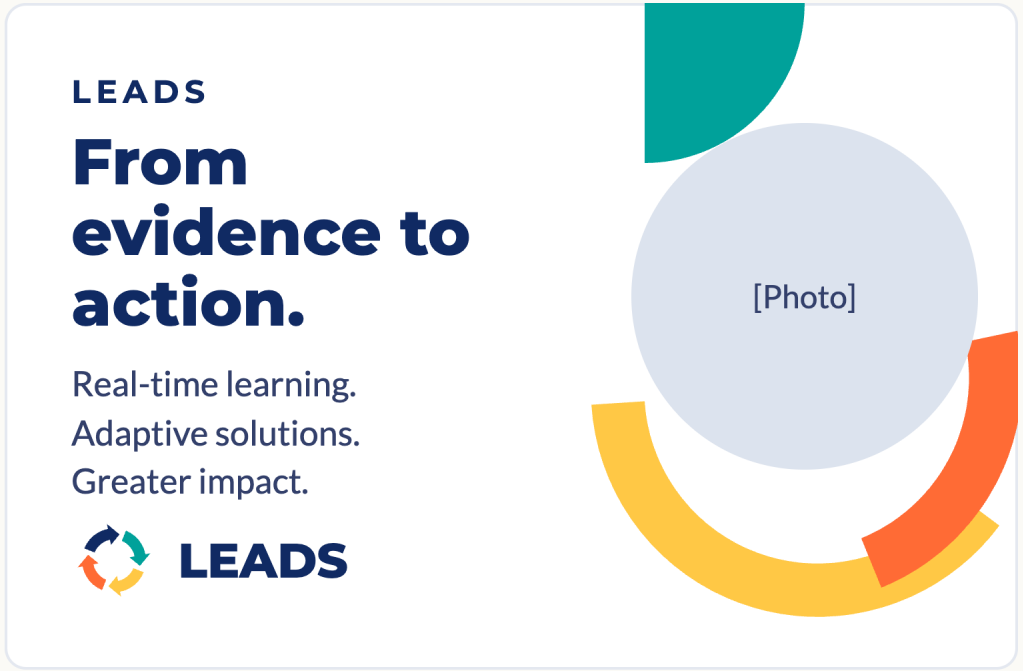
Web banner and hero image



Photo goes behind a Deep Blue overlay; shapes crop at the right edge

IN USE

Social, product and print



SOCIAL / SLIDE



APP TILE



REPORT COVER