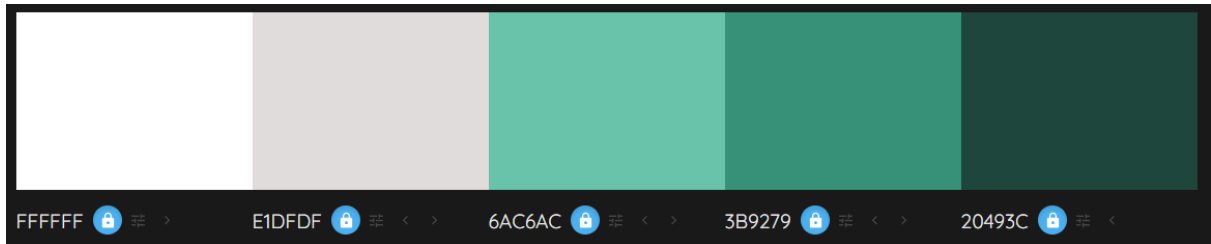


## Example colour palette



## Other logos that we like

**IMPORTANT** - please don't reuse design elements from these directly: we list them to give an idea of general style only.

Lead Exposure Elimination Project (LEEP) (<https://leadelimination.org/>)



“Cairo amen” logo (<https://99designs.com/profiles/casign/designs/2228488>)



“Talk” logo (<https://www.logopony.com/logo-design/letter/>)



Maternal Health Initiative (MHI) (<https://maternalhealthinitiative.org/>)



Pure Earth (<https://www.lumetalix.com/wp-content/uploads/2024/05/PureEarthBC-1-1.png>)



Malaria Consortium

([https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSie8wJQjGbJzF2i5TTA3zCRE3i-s-k72\\_9Yg&s](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSie8wJQjGbJzF2i5TTA3zCRE3i-s-k72_9Yg&s))



## Logos that we dislike

Chick-Fil-A's – not serious enough ([https://en.m.wikipedia.org/wiki/File:Chick-fil-A\\_Logo.svg](https://en.m.wikipedia.org/wiki/File:Chick-fil-A_Logo.svg))



Clinton Health Access Initiative – old-fashioned-looking ([https://www.clintonhealthaccess.org/wp-content/uploads/2020/08/Clinton\\_Health\\_Access\\_Initiative.png](https://www.clintonhealthaccess.org/wp-content/uploads/2020/08/Clinton_Health_Access_Initiative.png))



Africa Policy Research Institute – icon is too complex (<https://afripoli.org/>)

