P3 INSTITUTE
Purpose. Progress. Prosperity

Brand Guidelines

Welcome to the P3 Institute Visual Identity Guidelines. This document is your essential resource for understanding and implementing our brand’s visual language.

Inside, you’ll find the core elements of our identity, from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

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Brand Overview

The P3 Institute is a “policy institute” that studies hard problems in the world through research and partnerships with leading academic institutions. We will promote our point-of-view through modern channels (podcasts, maybe substack, youtube). I would probably want pointers. The objective function would be to suggest real policy modifications and promotion of them.

To shape a world where complex policy problems are no longer debated in isolation, but translated into clear, actionable solutions that drive real-world impact.

We envision a future where rigorous research doesn’t sit in journals, but actively influences decisions, institutions, and everyday life.

Brand Overview

P3 Institute is a modern policy institute that bridges the gap between deep academic research and practical policy implementation.

We partner with leading academic institutions to study complex global challenges, then translate those insights into clear recommendations and distribute them through accessible, modern platforms.

We are not just observers of policy. We are catalysts for change.

This is our elevator pitch. It is the most concise way to describe the brand's value proposition to a new audience.

Research that moves policy forward.

Core Values

Intellectual Rigor	We prioritize depth, accuracy, and evidence-based thinking in every insight we produce.
Clarity Over Complexity	We simplify without dumbing down. Ideas should be understood, not just admired.
Relevance	We focus on problems that matter now and shape what comes next.
Action-Oriented	We don’t stop at analysis. Every insight should lead to a tangible policy direction.
Collaborative Thinking	We believe the best solutions emerge from partnerships across disciplines and institutions.

Tone of Voice

Clear and Direct	No jargon for the sake of sounding smart. If it's complicated, we explain it better.
Thoughtful and Analytical	Every statement is grounded, structured, and intentional.
Confident, Not Arrogant	We stand behind our ideas without overselling them.
Modern and Accessible	We speak like a 2026 institution, not a dusty think tank from 1983.

Logo

Logomark

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.

Logo



Logotype

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Logo

INSTITUTE

Purpose . Progress . Prosperity

Logo Construcion

Logo



Logo on White

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



Logo on Primary

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



Logo on Secondary

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

Logo



Minimun Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.



Logomark

Print: 10mm
Digital: 50px



Logotype

Print: 50mm
Digital: 150px



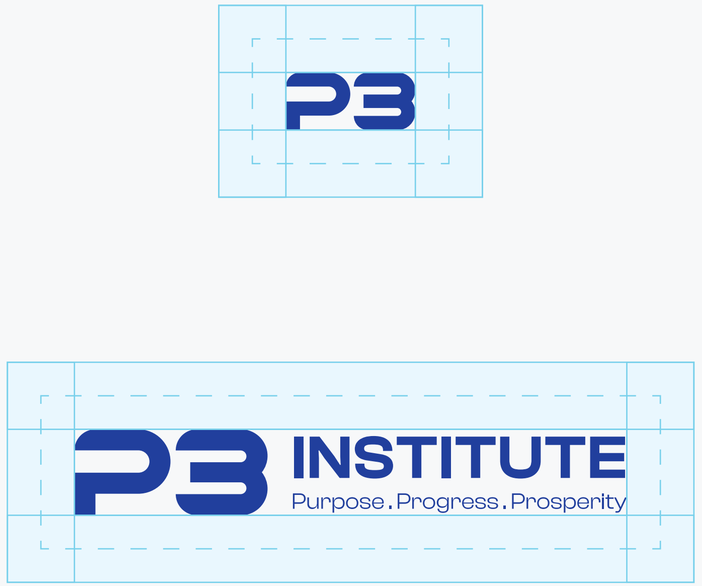
Full Logo

Print: 50mm
Digital: 150px

Clearspace

Logo

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.



Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

Logo









Co-branding

When our logo appears alongside a partner, specific rules apply to ensure equal visual weight and separation.

Logo

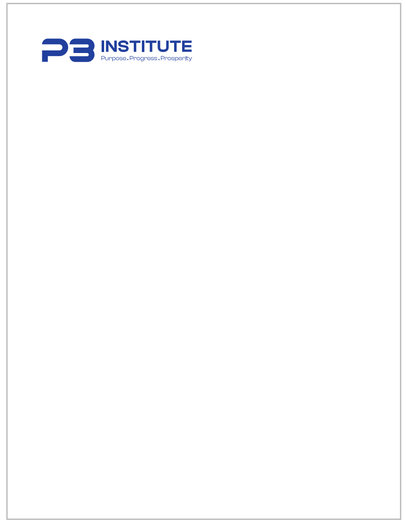


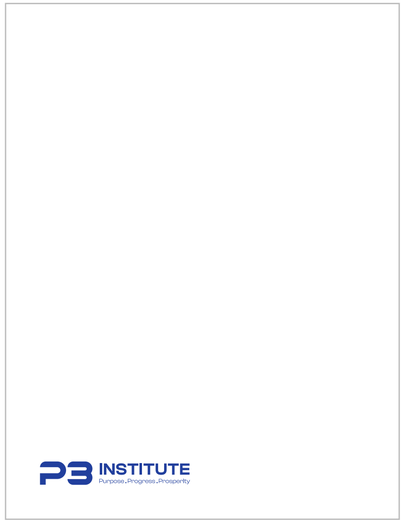


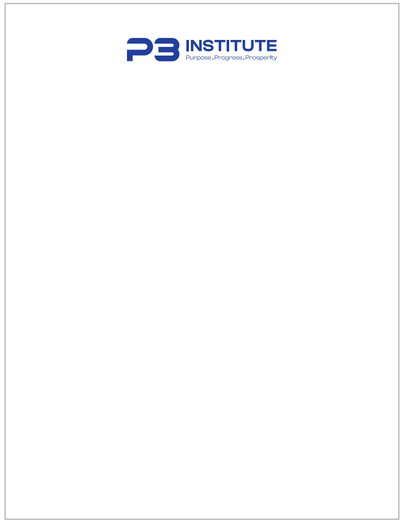
Logo Placement

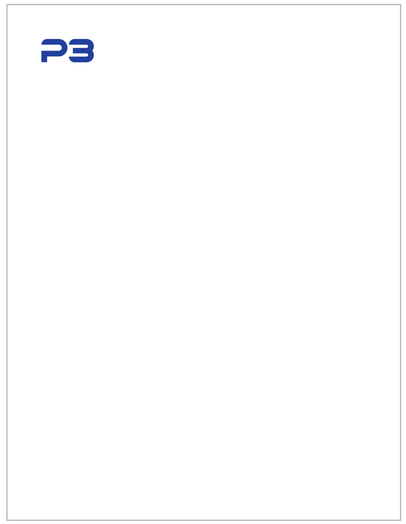
Consistency creates recognition. These define the approved anchoring points for the logo across various canvas sizes.

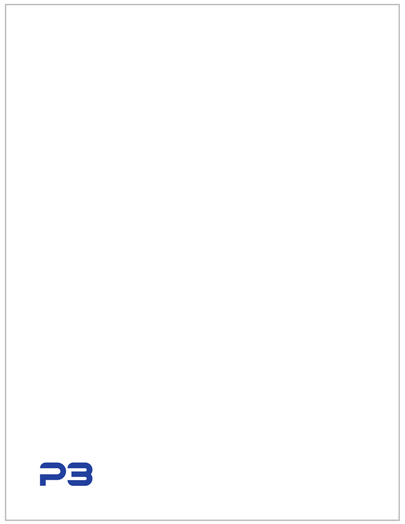
Logo

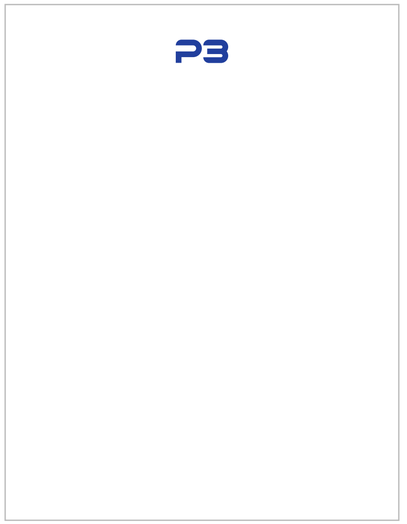












Logo Misuse

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.



DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO


EXIT

Colors

Primary Palette

Our palette is the most emotive part of our identity. Usage must remain consistent to build strong brand recognition.

Colors

Primary Color
HEX #213f9d
RGB 33, 63, 157
CMYK 79, 60, 0, 38

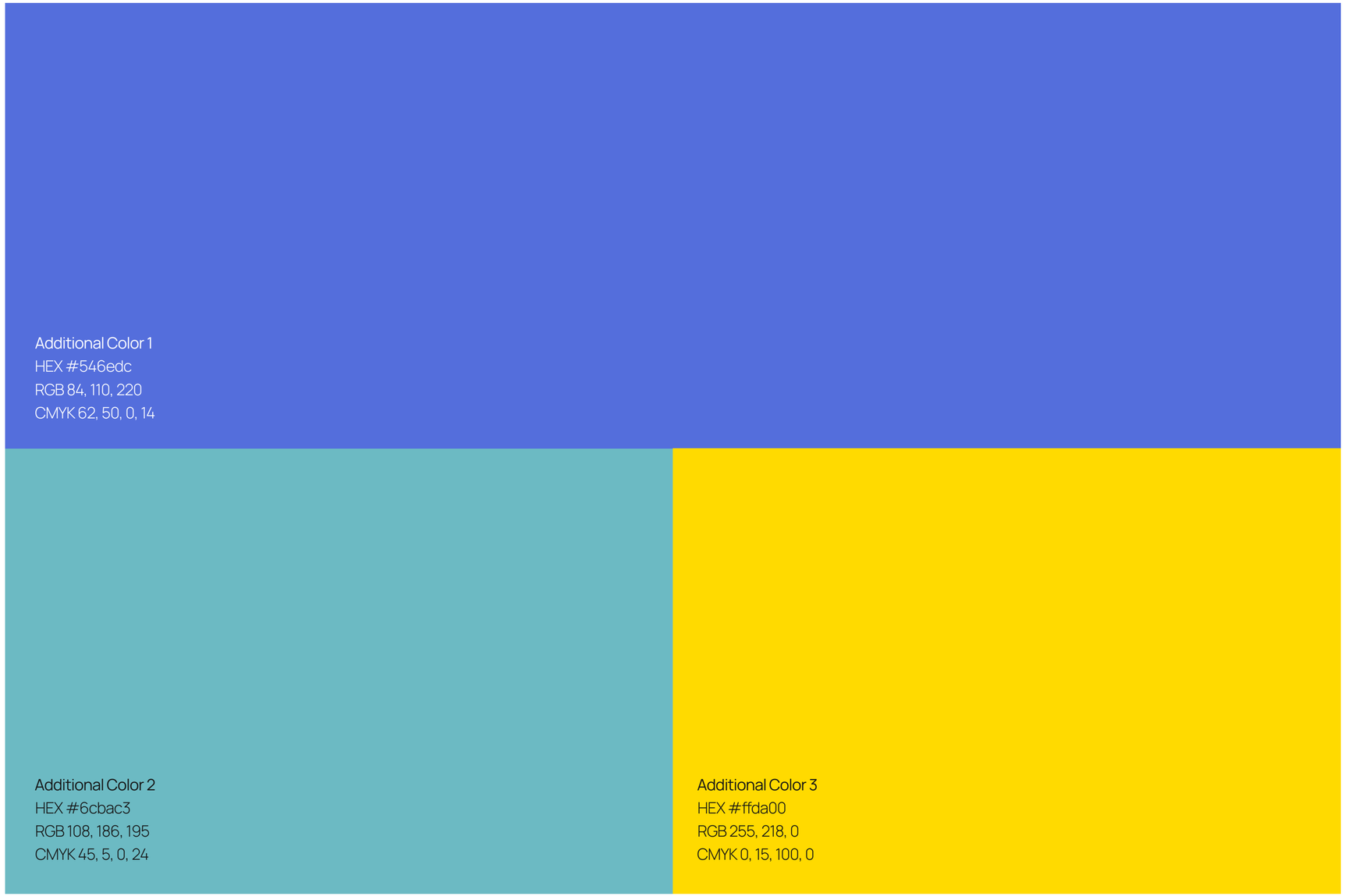
Secondary Color
HEX #081548
RGB 8, 21, 72
CMYK 89, 71, 0, 72

Tertiary Color
HEX #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Secondary Palette

Our palette is the most emotive part of our identity. Usage must remain consistent to build strong brand recognition.

Colors



Neutral Palette

Neutrals provide the necessary negative space for our primary colors to shine. They are the backbone of our UI and layout.

Colors

Black
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0

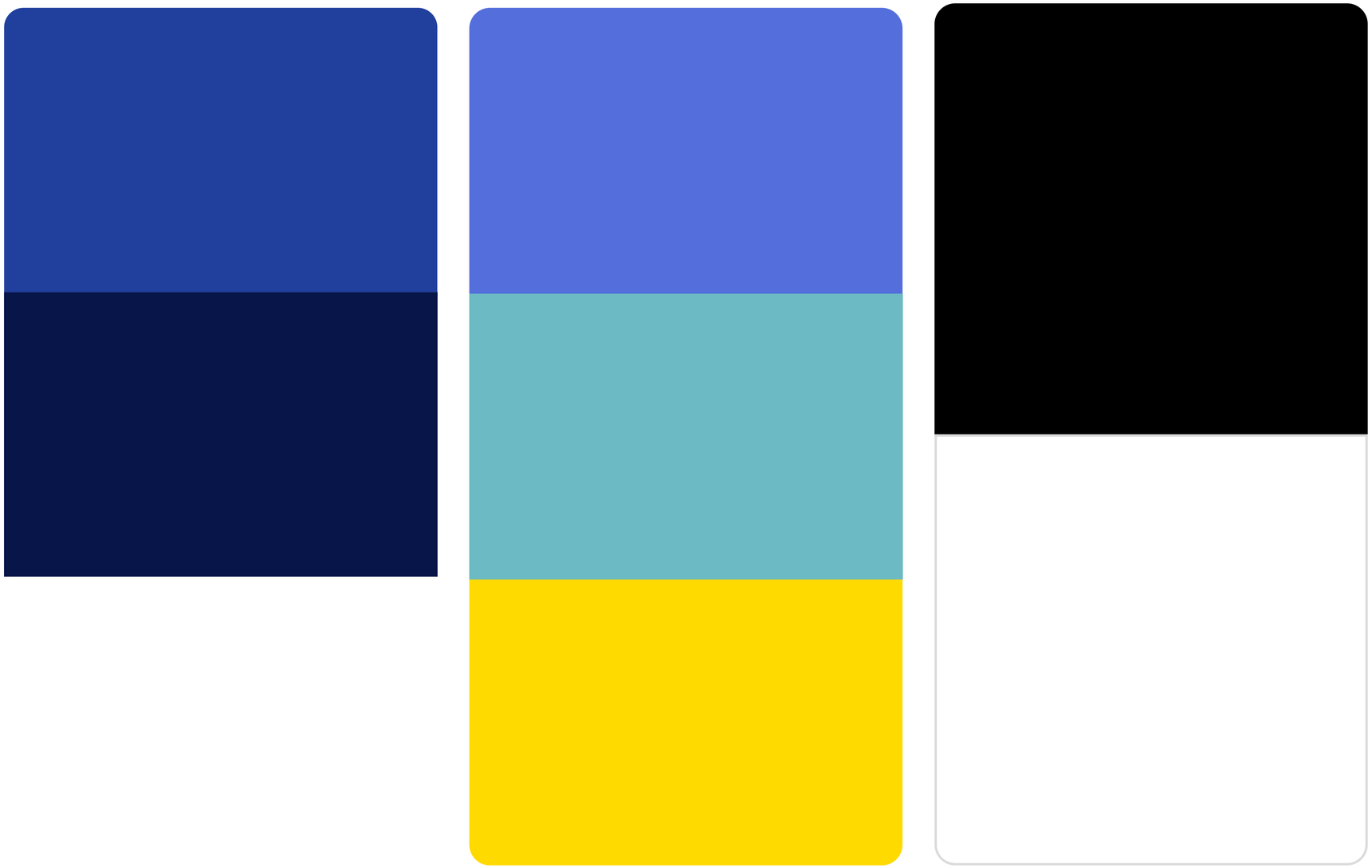
Custom 2
HEX #a0a0a0
RGB 160, 160, 160
CMYK 0, 0, 0, 37

Custom 3
HEX #dbdbdb
RGB 219, 219, 219
CMYK 0, 0, 0, 14

White
HEX #ffffff
RGB 250, 250, 250
CMYK 0, 0, 0, 0

Color Ratio

To prevent visual clutter, we adhere to a strict usage ratio. This ensures our bold colors remain impactful and aren't overused.



60%

30%

10%

Typography

Typeface

Our brand typeface is clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Manrope - SemiBold

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'< >,./?

Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Typography

Header:
Manrope - SemiBold

Manrope - SemiBold is our leading font

Sub-Header:
Manrope - Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Body Text:
Manrope - Light

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations:
Manrope - Regular

Visit the website to learn more

Button:
Manrope - Regular

Learn more

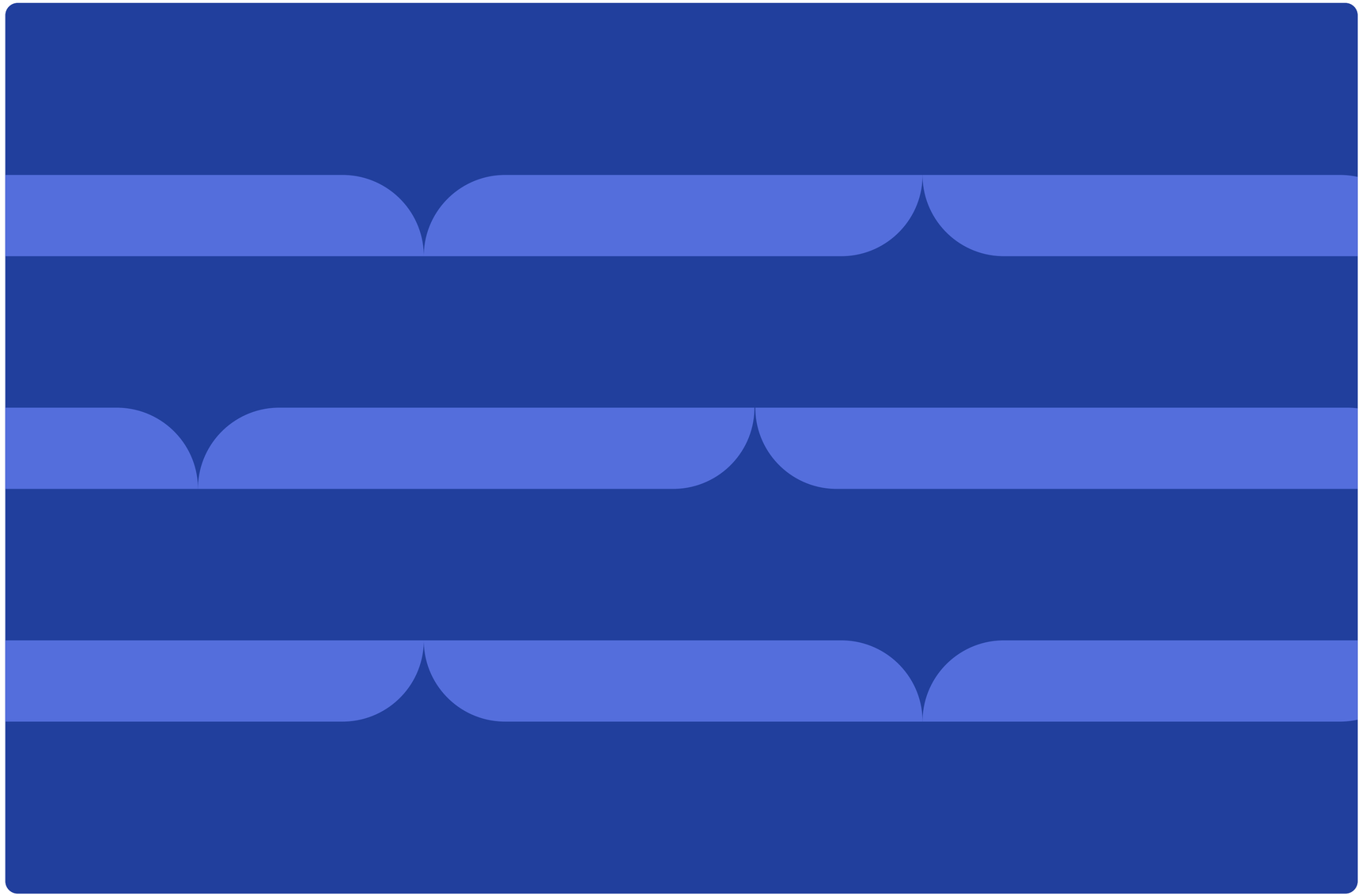


Graphic Elements

Pattern One

The brand pattern is a unique graphic element used to add texture and visual interest.

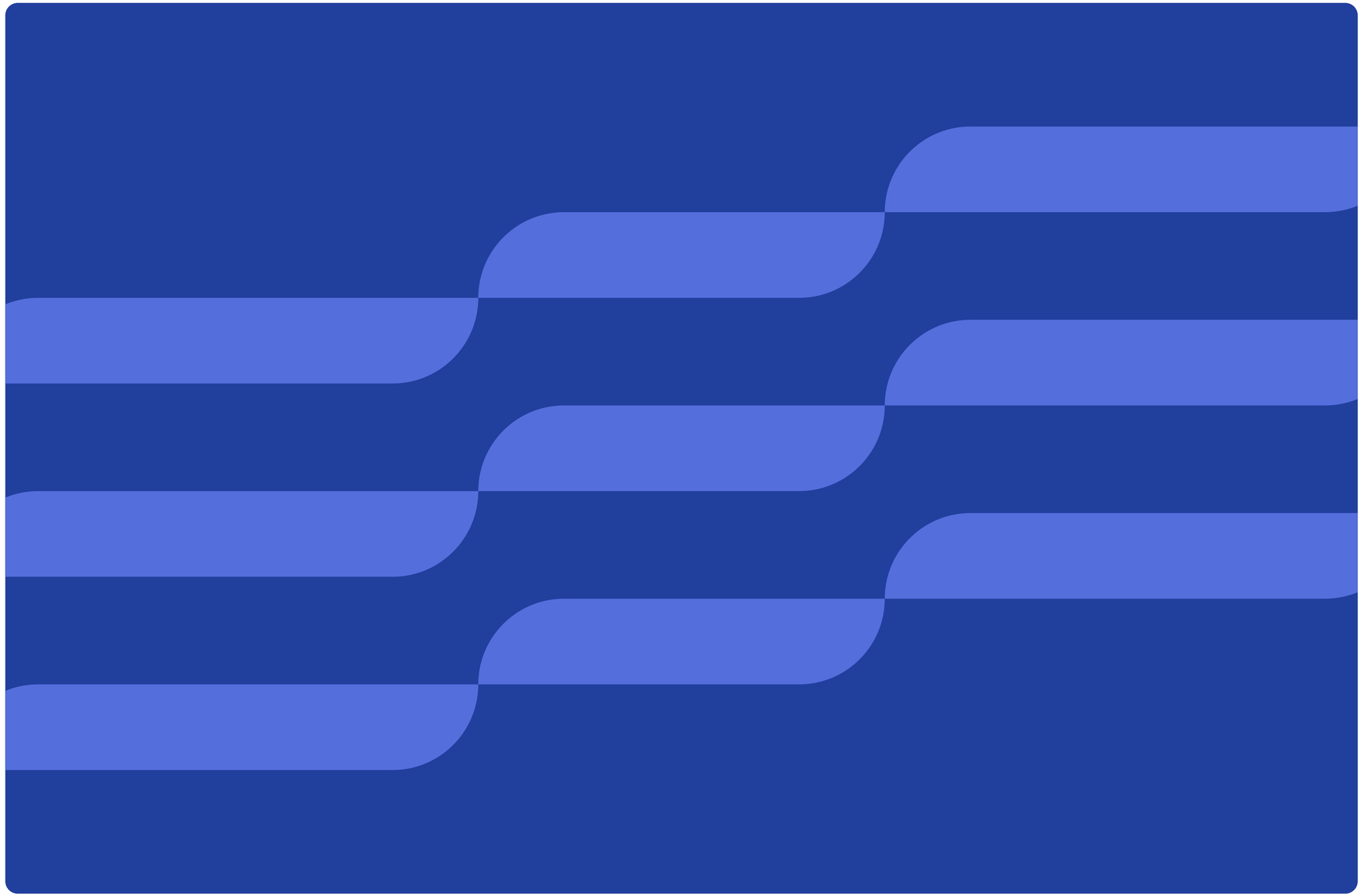
Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.



Pattern Two

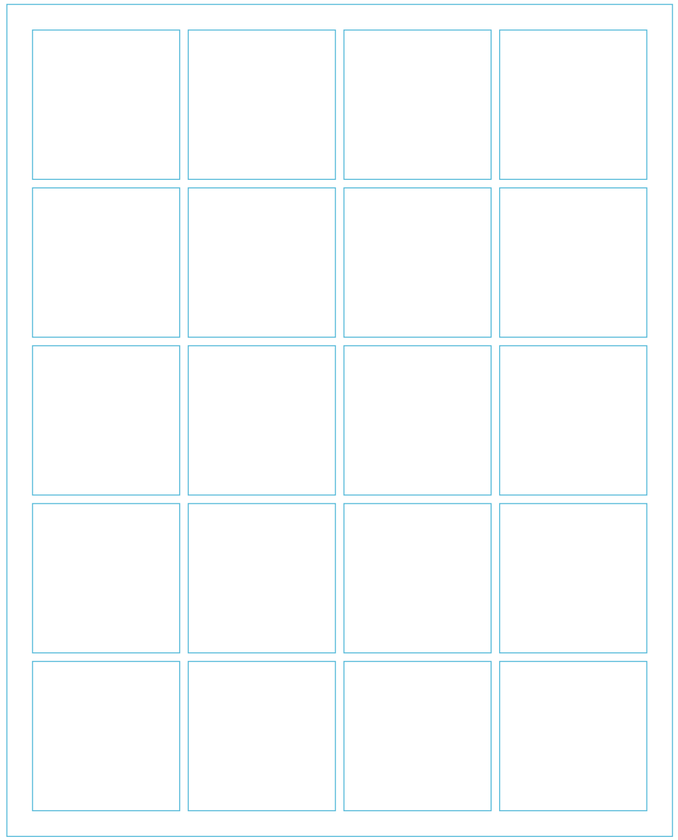
The brand pattern is a unique graphic element used to add texture and visual interest.

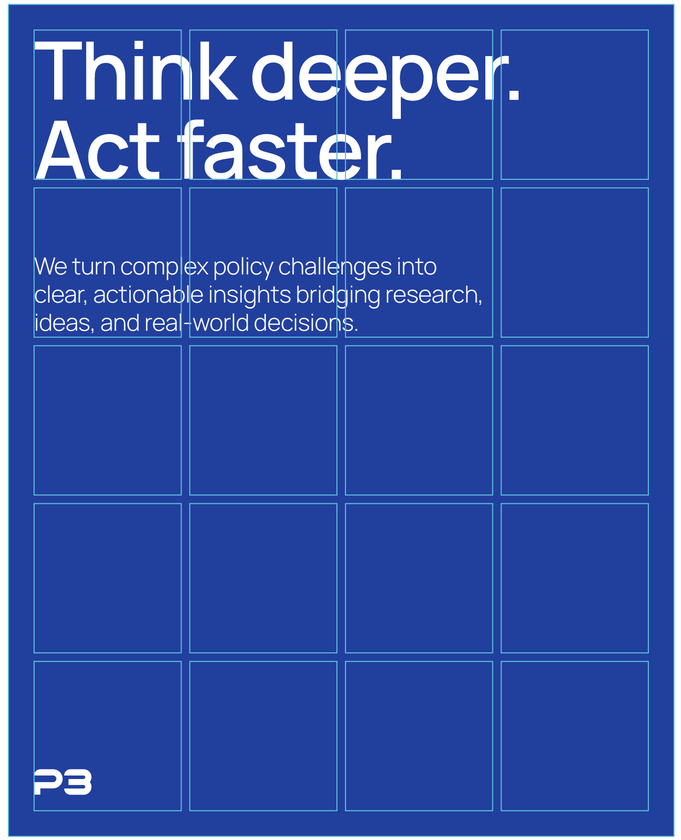
Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.



Layout System

The grid provides order and rhythm to our communications. It ensures that all layouts feel cohesive, regardless of the format.





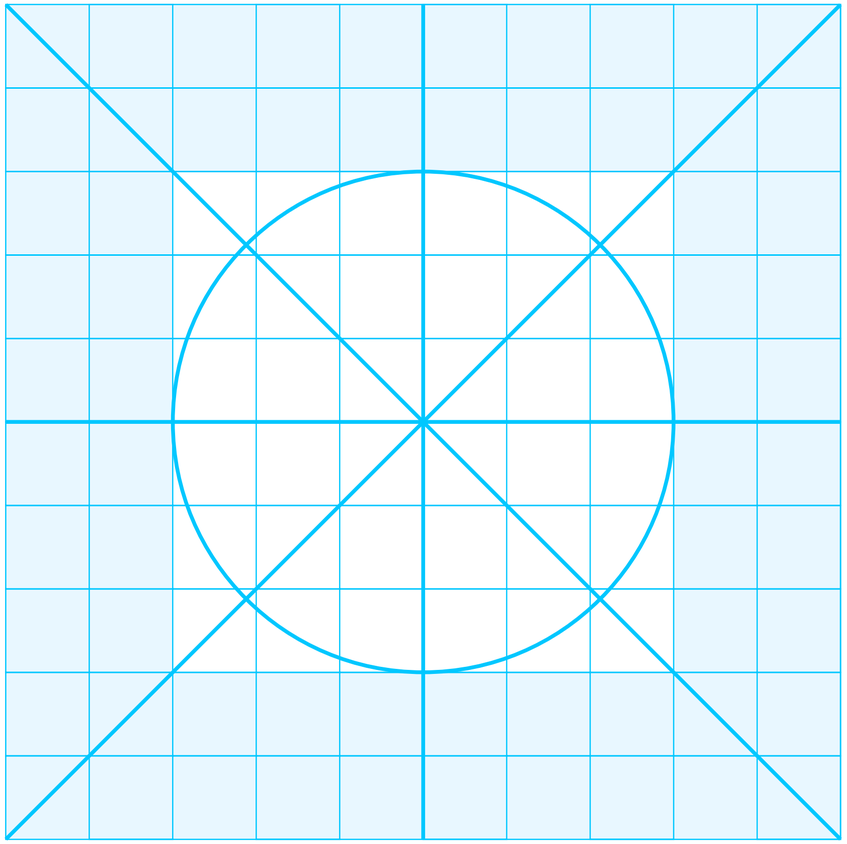

RESERVED
PARKING

Iconography

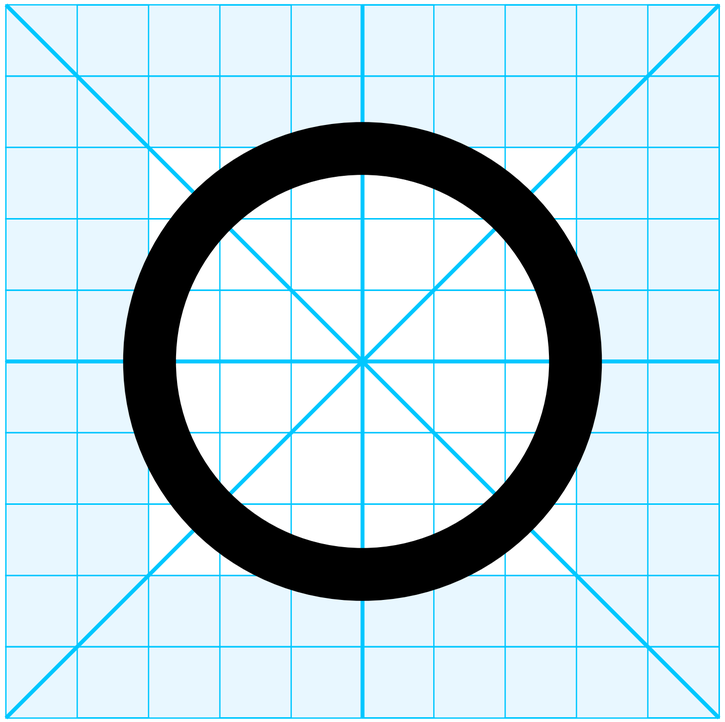
Grid System

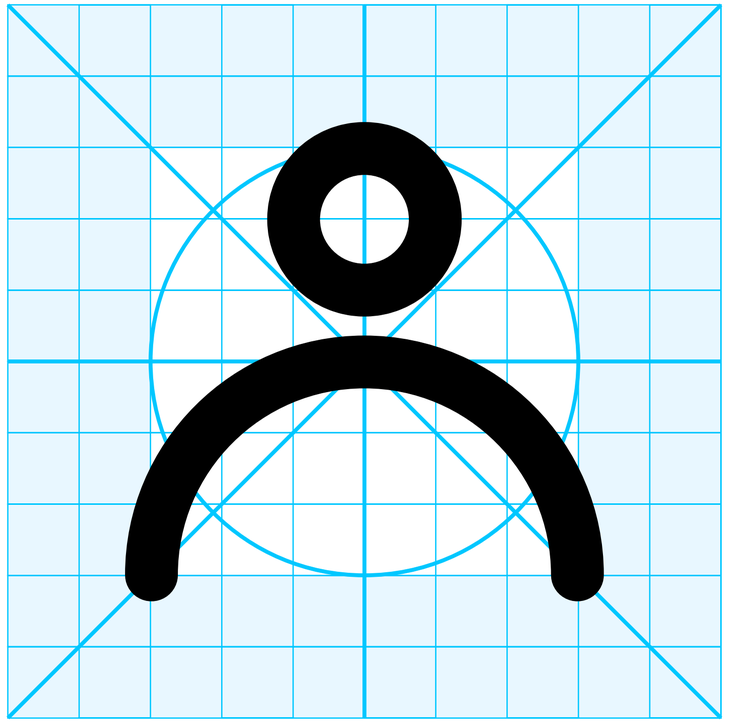
This construction guide illustrates the geometric precision behind our icons.

Examples of the 10px grid units, key-lines and margins.



Example of icons drawn on the grid.





Icons

Our icon set is designed for clear and simple communication. The consistent visual style ensures a cohesive look across all platforms.

Use them to enhance usability and guide users.

Iconography


Justice & Policy


Community & Stakeholders


Funding & Resources


Strategic Focus


Data Distribution


Partnership & Collaboration


Excellence & Standards


Network & Communication


Institutional Work


Financial Systems


Achievement & Outcomes


Economic Policy


Growth & Development


Global Perspective

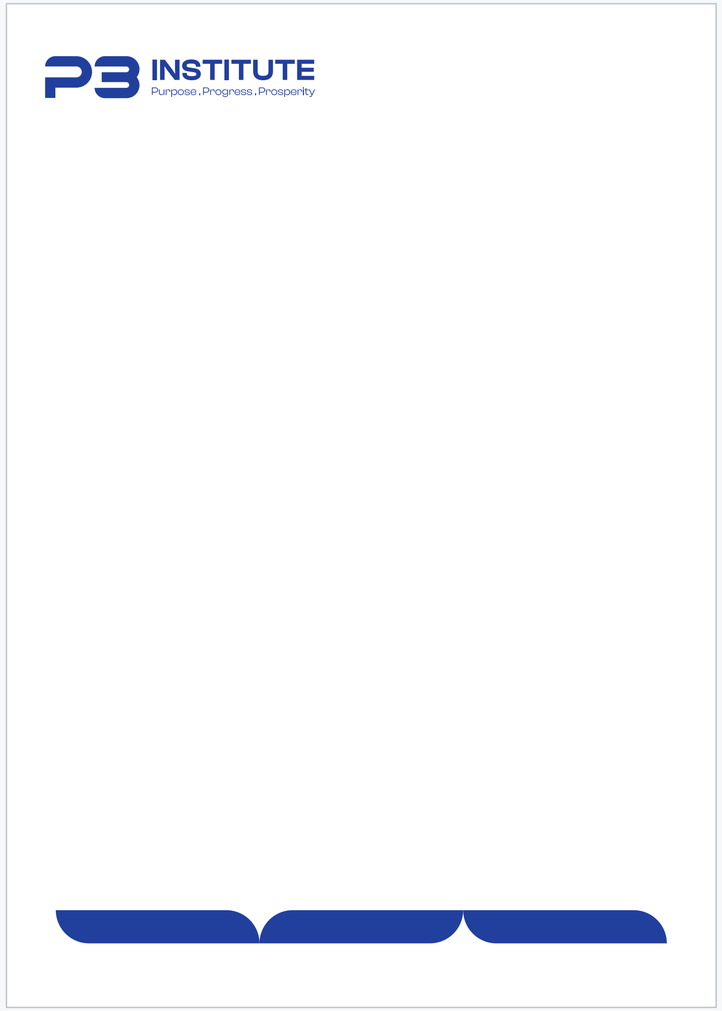

Progress & Direction


John Steinbeck
Sweet Thursday

Corporate Assets

Letterhead & Cover

Use the official templates for all letterheads and document covers. This ensures professional communications are consistent and always on-brand.

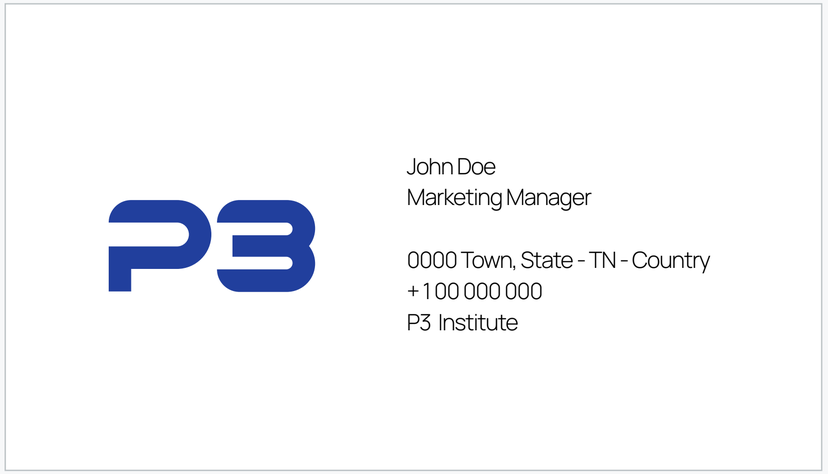




Business Card

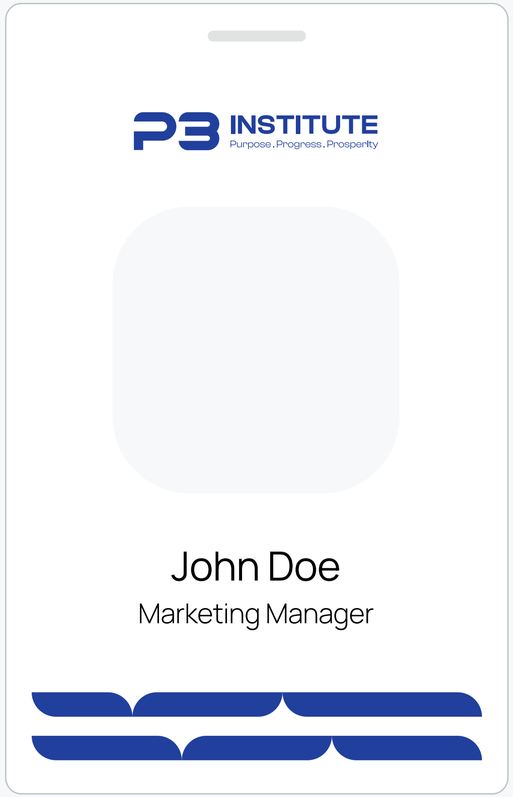
Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.

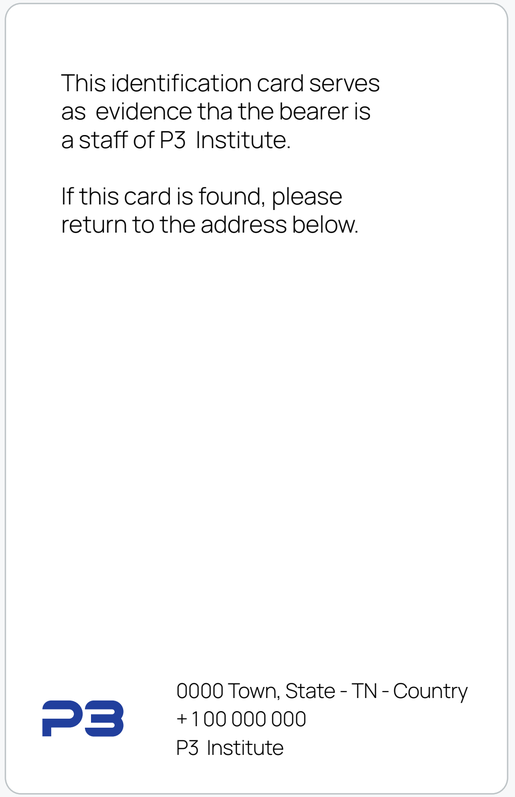


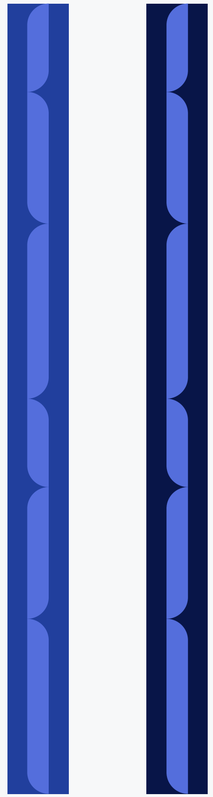


ID Card & Lanyard

Employee identification should be functional and legible from a distance while fostering a sense of belonging.



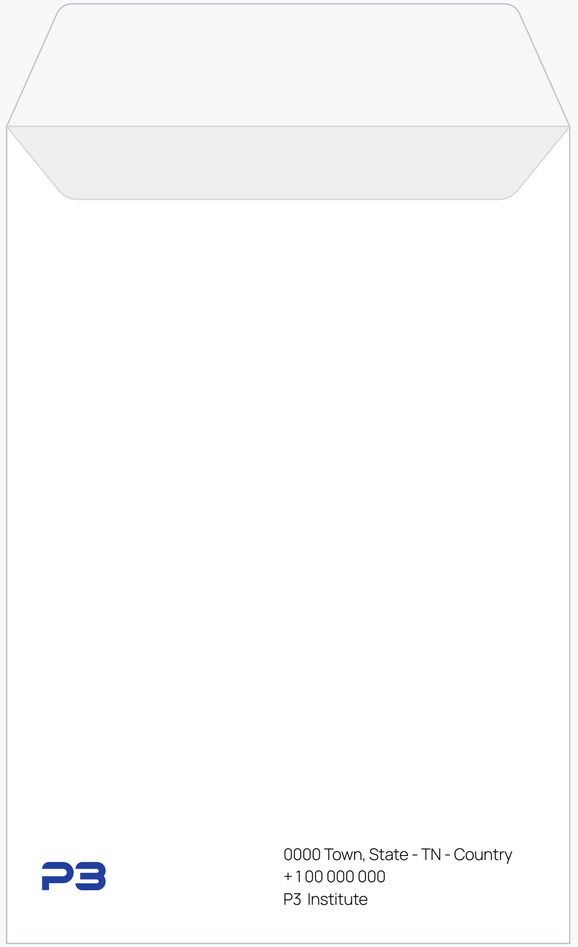




Envelope

Our stationery is minimal, ensuring that the recipient focuses on the content within.





Folder

Presentation folders house our most important documents. The design serves as a professional wrapper that elevates the materials inside.





Photography

Composition

Composition rules ensure our imagery feels intentional. We avoid chaotic framing in favor of clean lines and clear focal points.

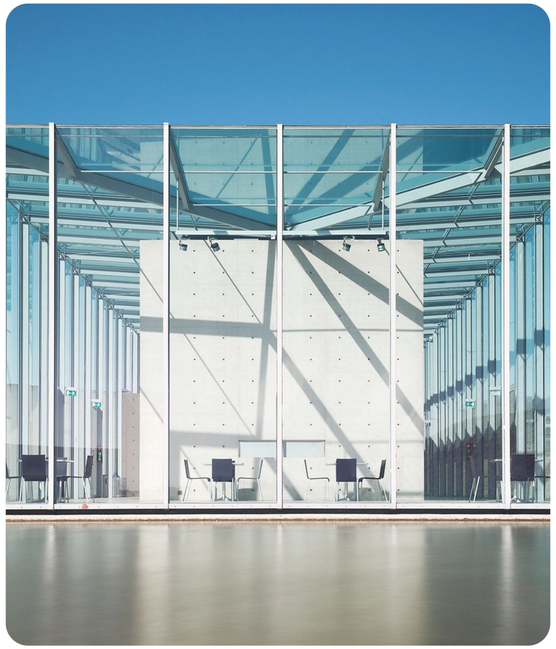


Photo Directions

Our photography captures real moments of thinking, collaboration, and analysis.

We focus on clarity, natural light, and intentional composition avoiding staged or overly polished scenes.

Every image should feel human, grounded, and reflective of how



Focused Thinking

Capture quiet, thoughtful moments where ideas are being formed reading, writing, or reflecting.

The subject should feel natural and unposed, with emphasis on concentration and clarity.



Collaborative Insight

Show small, engaged discussions where ideas are exchanged and refined.

Avoid formal meeting setups focus on authentic interaction and shared attention.



Data in Practice

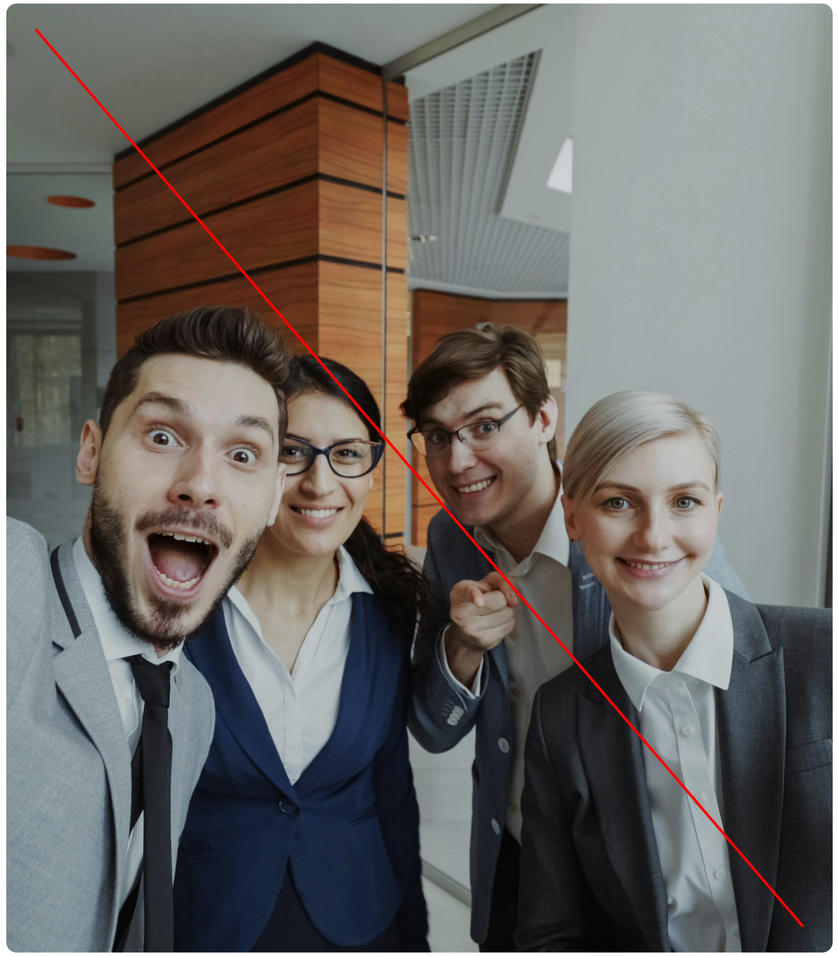
Highlight the analytical side of the work data, systems, and structured thinking.

Visuals should feel clean, modern, and grounded in real tools and interfaces.

Photo Misuses

- To maintain brand quality, avoid photography that is overly staged, poorly lit, generic, or heavily filtered.
- All imagery should feel authentic and align with our brand's personality.





Social Media

Social Icon

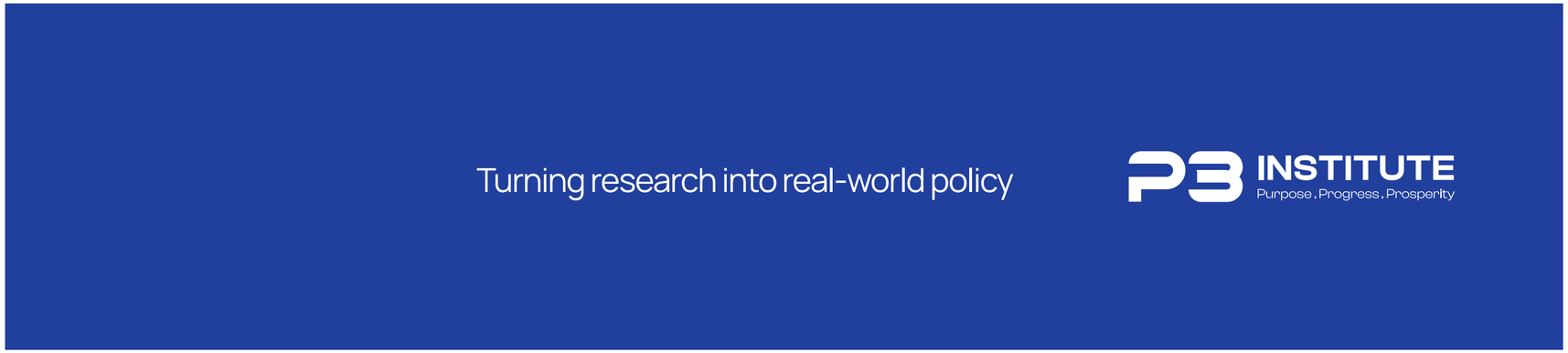
Social Media

In a crowded feed, our avatar must be instantly recognizable. We use a simplified version of our mark optimized for circular and square crops.



Social Banners

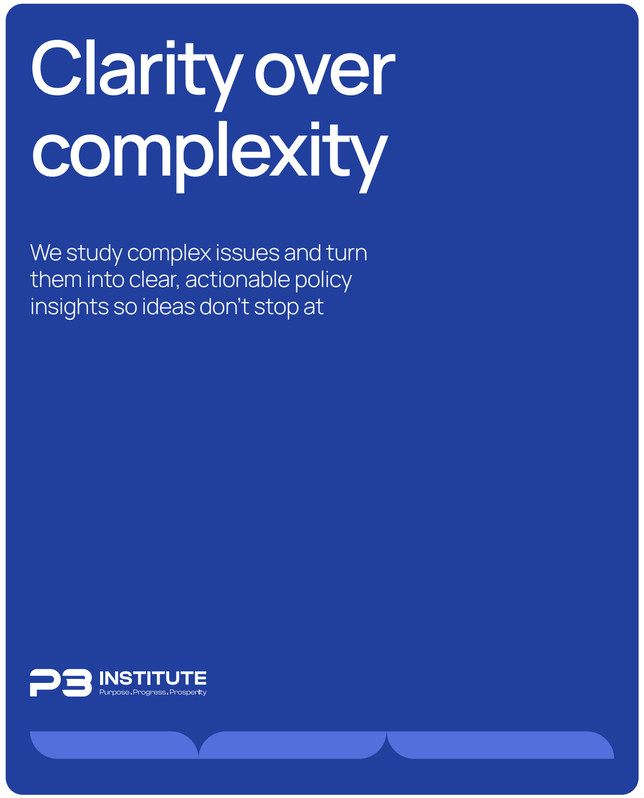
Profile headers are our digital billboards. They provide context and atmosphere to our social presence without competing with the profile picture.

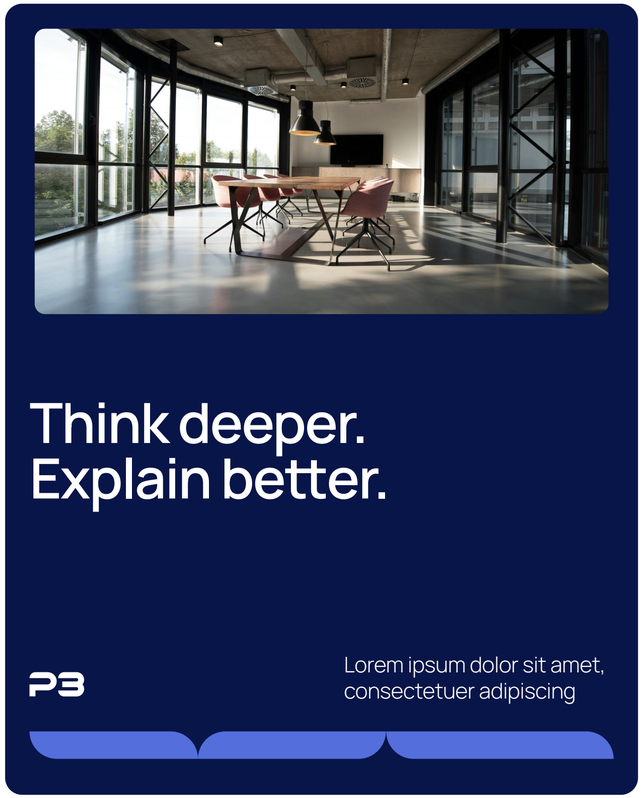




Feed

Consistency builds trust. Our feed posts use a structured template system to ensure that our content stops the scroll and is immediately attributed to us.

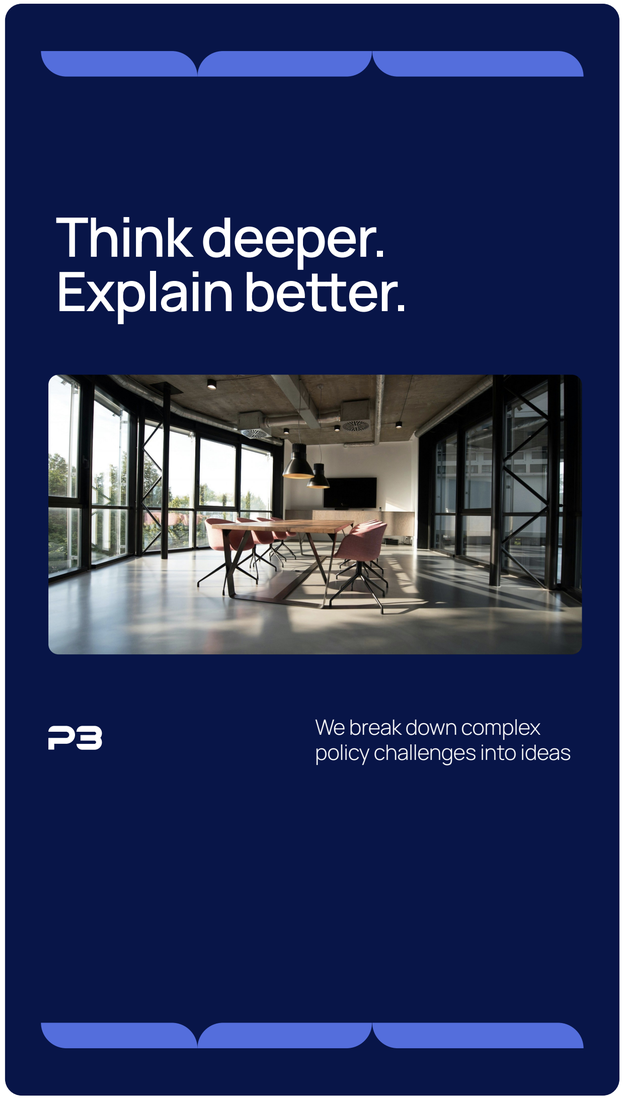




Story

Stories are ephemeral and immersive. This format allows for looser, more authentic content that takes advantage of the full vertical screen.







Merchandise

T-Shirt

Apparel is the most personal form of branding. It must balance corporate identity with streetwear wearability.



Bottle & Mug

Sustainable, durable, and daily. Drinkware puts our brand on the desk of our partners and employees every single day.



Tote Bag

Merchandise turns our community into brand ambassadors. The design should be stylish enough that people want to use it in their daily lives.





Notebook

A workspace essential. Our notebooks are designed to inspire ideas, featuring high-quality materials that reflect our attention to detail.






RODEO

Applications

Mockup

These mockups show our brand identity in action across various applications.



Mockup

These mockups show our brand identity in action across various applications.



Mockup

These mockups show our brand identity in action across various applications.



Mockup

These mockups show our brand identity in action across various applications.



Mockup

These mockups show our brand identity in action across various applications.



Thank You

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2026