

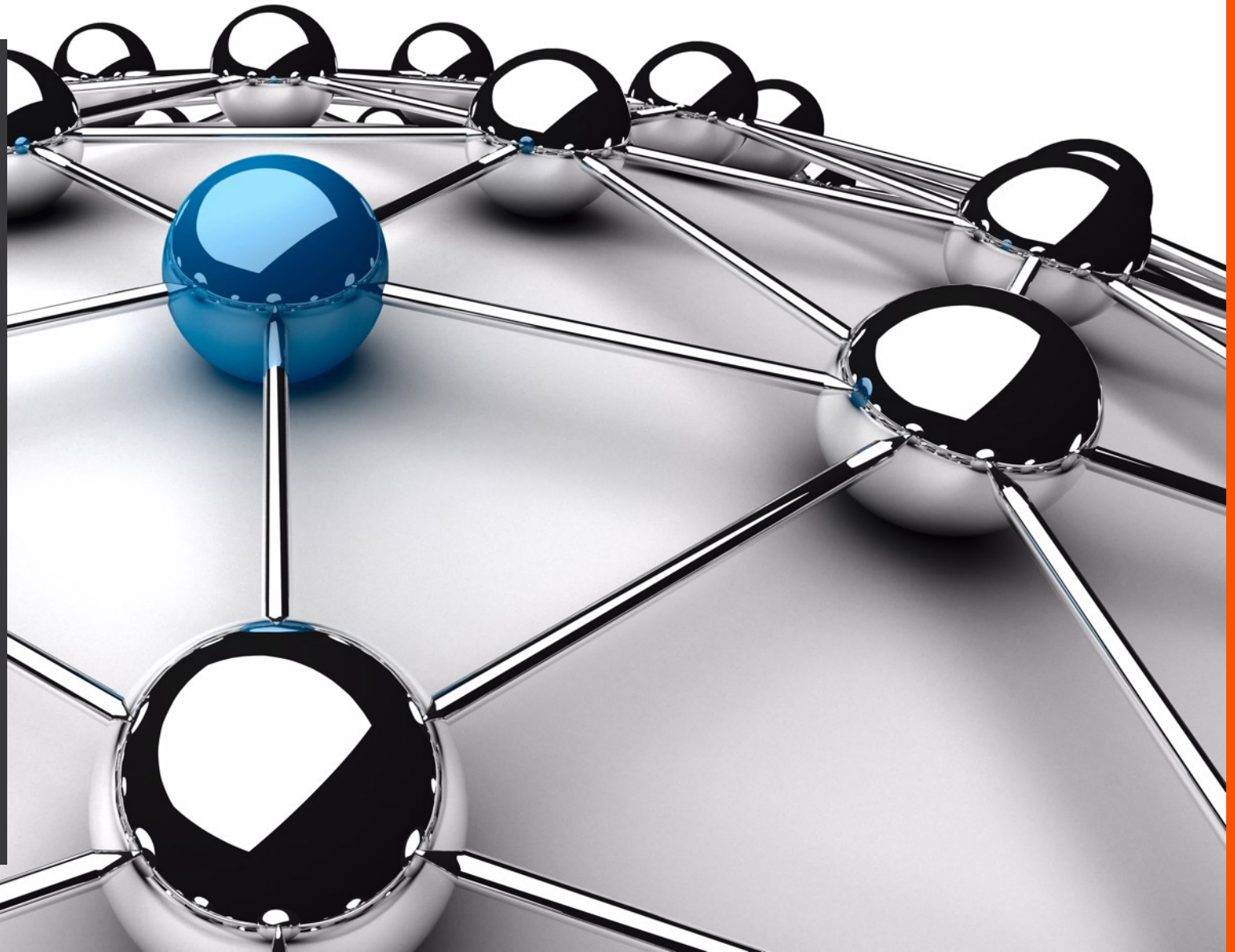
MOOCs

Look & Feel for IDB Invest



What Matters to Us!

Consistency is the backbone of brand recognition, turning familiar experiences into lasting impressions that anchor our identity in the market.





Covers

IDB Invest Only

Crafting covers that align with IDB Invest's branding not only enhances audience recognition but also directs content specifically towards those interested in the private sector, simplifying their search for relevant courses. This strategic alignment bolsters our positioning as market leaders while maintaining a clear connection to IDB, BIDAcademy, and the IDB Group as a whole.



Environmental and social risk management

BIDAcademy

Covers

IDB and IDB Invest

When a course reflects a partnership between IDB and IDB Invest, we meticulously incorporate our partner's colors and logo, adhering to our brand manual. By using IDB's primary color, we highlight our collaboration on specific course subjects or themes, enhancing the course's relevance and appeal.



Environmental and social risk management

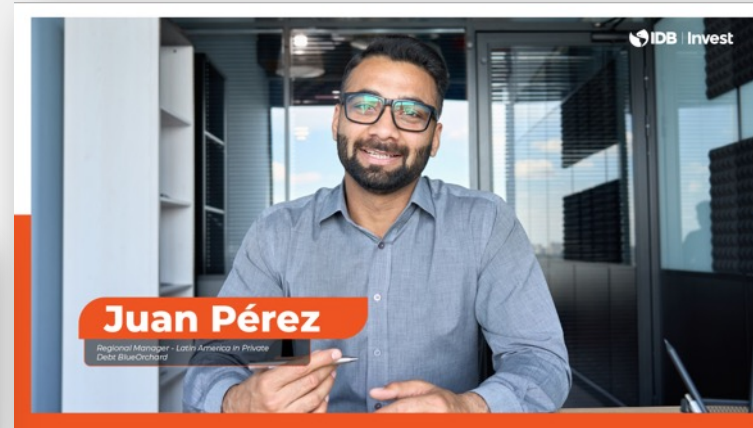
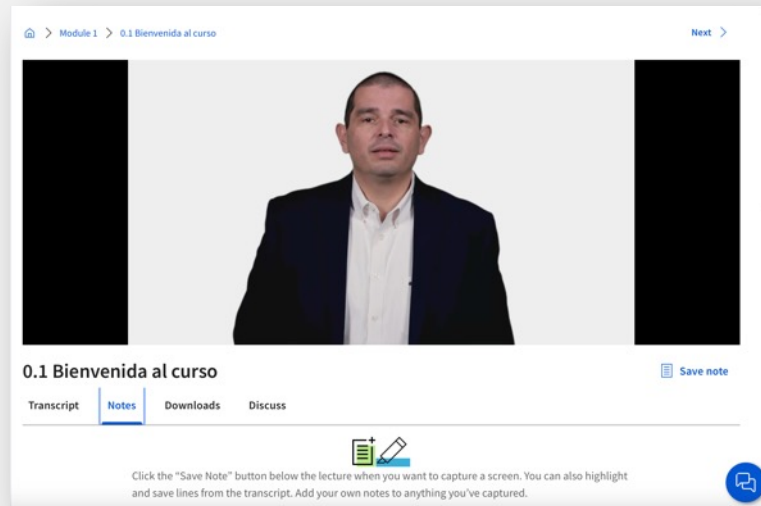
BIDAcademy

accenture  IDB | Invest

Covers

IDB Invest and Partner

Following the same logic, this cover reflects a collaboration with another institution as partner.



People on Video

Instructors

We discourage the use of plain white backgrounds in explanation videos as they can appear stark and unengaging, reduce viewer connection, and lack visual depth. Instead, we prefer placing the instructor or IDB Invest' representative in a more organic setting or, at minimum, against a soft, textured, or 3D background that enhances visual interest and viewer engagement.

Also, we strongly recommend the use of credits to increase the positioning of our experts.

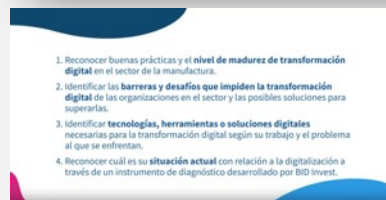


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Reconocer buenas prácticas y el nivel de madurez de transformación digital en el sector de la manufactura

Explanatory Texts

We prefer that explanatory texts in our videos appear over a plain background to ensure clarity and focus. Using our brand's signature orange with white letters and graphs not only reinforces our identity but also enhances readability, ensuring that the information is communicated effectively and memorably.

Also, we strongly recommend to use a photograph as background instead of a plain white color.





Reconocer buenas prácticas y el nivel de madurez de transformación digital en el sector de la manufactura

Captions

For captions, we opt for a black background with slight transparency and white letters. This design choice maintains readability while minimizing visual distraction, ensuring that the viewer can easily follow along without missing key details.



Maps, Flags and Icons

For IDB Invest, adhering to our brand style for maps, flags, and icons is crucial. This consistency not only strengthens our brand identity but also ensures that all visual elements are instantly recognizable and aligned with our overarching communication strategy. By maintaining this uniformity, we enhance the clarity and impact of our visual messaging across all platforms.



Thumbnails

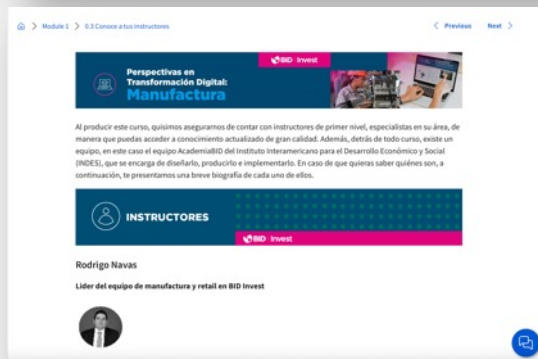
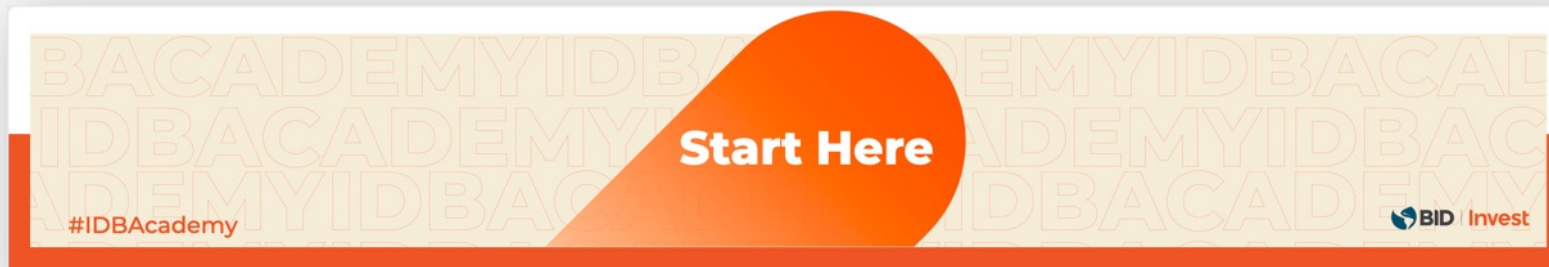
IDB Invest courses

Thumbnails should follow the same structure as the cover for IDB Invest Only courses.

"...not only enhances audience recognition but also directs content specifically towards those interested in the private sector, simplifying their search for relevant courses."

Banners

Banners should follow the same look and feel of the course throughout the content.





Thanks