



PM4NGOs

PM4NGOs Branding Terms, Conditions, and Reference

PM4NGOs and Project DPro (PMD Pro)

PM4NGOs is an international NGO that promotes and sustains the professionalism of project and program management in the international development and humanitarian sectors. We are the owner of the Project Management for Development Professionals (Project DPro) guide and certification which, since its launch in 2010, has certified over **26,000** people in **173** countries, and over **1,300** organizations in project and program management. [Click here](#) if you are interested in reading more about the [PMD Pro story](#).

PM4NGOs Guides and Generated Content

Our Project Management for Development Professionals Guide (**Project DPro Guide**) and all other guides, methodologies, tools, and materials produced by PM4NGOs, like **the Program DPro Guide** and the Supplemental Materials, are shared and protected under the [Creative Commons Attribution-NonCommercial 4.0 International License](#). All guides are also registered and identified by the International Standard Book Number (ISBN).

Practitioners, trainers, and all users are free to copy and redistribute the material in any medium or format, and adapt — remix, transform, and build upon the material, as long as you attribute PM4NGOs appropriate credit and do not use the materials for commercial purposes.



The Copyright and Creative Commons Attribution for the Project DPro Guide and all other PM4NGOs methodologies described above applies to all users, regardless of any formal or informal partnership with PM4NGOs.

In practice, how can Project DPro (PMD Pro) and PM4NGOs materials be used?

You can copy and redistribute the Project DPro Guide and other PM4NGOs methodologies in any medium or format, in full version or remixed, transformed, and adapted, as long it is **not for commercial purpose**. In other words, you must offer PM4NGOs guides and materials or any material you develop that contains PM4NGOs guides and methodologies **free of costs**.

If you copy and redistribute the PM4NGOs guides and materials you **must give appropriate credit**, provide a link to the license, and indicate if changes were made. The use of PM4NGOs logo and our methodologies visual identification must follow the PM4NGOs branding guidelines.

PM4NGOs does not run training courses. Therefore, **no organization is allowed to use the PM4NGOs logo in the promotion or delivery of training activities**. Authorized Training Partners must use the official PM4NGOs Training Partner badge in their training communications and materials.

In the following pages we share a quick reference to use the PM4NGOs and our methodologies logos and names in your website or publication. You may do so in any reasonable manner, but not in any way that suggests that PM4NGOs endorses you, your organization, or the developed and shared materials.

Note – Third party generated content shared at the PM4NGOs website:

PM4NGOs may provide links to other websites for the benefit of our members. PM4NGOs is not responsible for the content of other websites, nor do we endorse or guarantee any products or services offered by any external sites to which we provide links. PM4NGOs does not verify third party information posted on the website. Statements and opinions provided on the website are not endorsed by PM4NGOs, and do not necessarily reflect the views and opinions of PM4NGOs or its staff.

PM4NGOs Communications Quick Reference



Our brand is an important asset to the partners, trustees, staff, volunteers, and supporters of PM4NGOs. Our brand identity is essential to establishing a strong institutional presence. In order to use PM4NGOs Logo, any organization or individual **must request written authorization** prior to its use, except if already authorized as part of a signed MoU or agreement between the organization and PM4NGOs.

This quick reference offers guidelines for applying the visual identity of the PM4NGOs. The graphic standards outline the correct usage for PM4NGOs brand elements, color palette, typefaces, fonts, and logos, such as the Project DPro and our other methodologies. There are also details on the naming convention and usage for all PM4NGOs methodologies.

Primary Logo

The primary logo is composed by PM4NGOs symbol and its name in a horizontal format. The text font is DIN Alternate Bold, and the symbol colors are:






	RGB	Web	Where
	37, 170, 226	#25AAE2	Symbol lighter blue
	54, 74, 160	#364AA0	Symbol darker blue
	248, 149, 30	#F8951E	Symbol orange
	109, 110, 114	#6D6E72	Text
	37, 168, 224	#25A8E0	Text “4”

Secondary Logo – vertical

The secondary logo is composed by PM4NGOs symbol and its name in a vertical format. Although we recommend using the primary logo, you might opt to use the secondary one if it matches your communication design. The text font is DIN Alternate Bold, and the symbol colors are the same of the primary logo:



	RGB	Web	Where
	37, 170, 226	#25AAE2	Symbol lighter blue
	54, 74, 160	#364AA0	Symbol darker blue
	248, 149, 30	#F8951E	Symbol orange
	109, 110, 114	#6D6E72	Text
	37, 168, 224	#25A8E0	Text “4”

The PM4NGOs writing

The name PM4NGOs, while composing its logo or used separated, must be written exactly as it is shown in the logo:

- DIN Alternate Medium font.
- All capital letters except the last one (“s”). The “s” at the end must be lower case.
- There is no blank space between letters or numbers.
- If used separated from the log, the name PM4NGOs must use its original color (RGB 109, 110, 114), or black (RGB 0,0,0).
- When using DIN Alternate Bold font, the number “4” must be horizontally aligned with all other letters:

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PM4NGOs

Colored backgrounds

When using PM4NGOs logo over colored surfaces, the following rules must apply:

- 1) If the surface is in any other color, PM4NGOs logo might either be placed with a transparent background or within a white square.



- 2) If the surface is in any level of blue, orange or gray, PM4NGOs logo must be placed within a white square



Project DPro & Program DPro

The Project DPro and Program DPro logos use the PM4NGOs symbol and it has only the horizontal format.



Project DPro



Program DPro



PMD Pro

2nd Edition

The symbol and the Project DPro / Program DPro name are horizontally aligned. The text font is DIN Alternate Bold, and the symbol colors are:

	RGB	Web	Where
	37, 170, 226	#25AAE2	Symbol lighter blue
	54, 74, 160	#364AA0	Symbol darker blue
	248, 149, 30	#F8951E	Symbol orange
	109, 110, 114	#6D6E72	Text

The Project DPro (PMD Pro) and Program DPro writing

The names Project DPro, and Program DPro, while composing its logo or used separated, must be written exactly as it is shown in the logos:

- DIN Alternate font, bold style.
- There is one blank space between “Project” and “DPro” – same for “Program” and “DPro”.
- The names Project DPro, and Program DPro must use its original color (RGB 109, 110, 114), or black (RGB 0,0,0).

Project DPro

~~**PMD Pro**~~

Program DPro

~~**Project D Pro**~~

~~**PMD**~~

~~**Program D Pro**~~

~~**ProjectDPro**~~

~~**PMDPro**~~

~~**ProgramDPro**~~

MEAL DPro

The MEAL DPro logo use the PM4NGOs symbol and it has only the horizontal format.



The symbol and the MEAL DPro name are horizontally aligned.

The text font is DIN Alternate Bold, and the symbol colors are:

	RGB	Web	Where
	37, 170, 226	#25AAE2	Symbol lighter blue
	102, 0, 102	#660066	Symbol darker purple
	179, 138, 197	#B38AC5	Symbol lighter purple
	110, 78, 139	#6e4e8b	Auxiliar mid purple
	109, 110, 114	#6D6E72	Text

The MEAL DPro writing

The name MEAL DPro, while composing its logo or used separated, must be written exactly as it is shown in the logo:

- DIN Alternate font, bold style.
- There is one blank space between “MEAL” and “DPro”
- The name MEAL DPro must use its original color (RGB 109, 110, 114), or black (RGB 0,0,0).

MEAL DPro

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~~M&EAL DPro~~

~~M&E DPro~~

Finance DPro (FMD Pro)

The Finance DPro (FMD Pro) logo use the PM4NGOs symbol and it has only the horizontal format.



The symbol and the Finance DPro (FMD Pro) name are horizontally aligned.

The text font is DIN Alternate Bold, and the symbol colors are:

	RGB	Web	Where
	248, 149, 30	#F8951E	Symbol orange
	30, 74, 748	#1E4A30	Symbol darker green
	0, 169, 116	#00A974	Symbol lighter green
	132, 204, 176	#84CCB0	Auxiliar light green
	109, 110, 114	#6D6E72	Text

The Finance DPro writing

The name Finance DPro, while composing its logo or used separated, must be written exactly as it is shown in the logo:

- DIN Alternate font, bold style.
- There is one blank space between “Finance” and “DPro”
- The name Finance DPro must use its original color (RGB 109, 110, 114), or black (RGB 0,0,0).

Finance DPro

Finance DPro (FMD Pro)

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


Social Good DPro

The Social Good DPro logo use the PM4NGOs symbol and it has only the horizontal format.



The symbol and the Social Good DPro name are horizontally aligned.

The text font is DIN Condensed Bold, and the symbol colors are:

	248, 149, 30	#F8951E	Symbol orange
	239, 108, 87	#EF6C57	Symbol coral
	247, 177, 160	#F7B1A0	Auxiliar light coral
	74, 87, 104	#4A5768	Symbol gray
	109, 110, 114	#6D6E72	Text
	54, 74, 160	#364AA0	Secondary blue
	220, 234, 247	#DCEAF7	Secondary blue

The Social Good DPro writing

The name Social Good DPro, while composing its logo or used separated, must be written exactly as it is shown in the logo:

- DIN Condensed font, bold style.
- There are blank spaces between “Social”, “Good” and “DPro”
- The name Social Good DPro DPro must use its original color (RGB 109, 110, 114), or black (RGB 0,0,0).

Social Good
DPro

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Pro

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Guides Naming convention

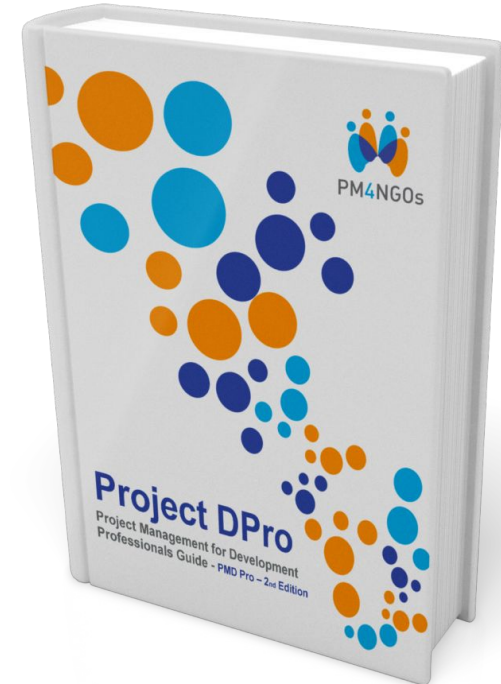
PM4NGOs Guides must apply the following naming convention:

- Project Management for Development Professionals Guide (Project DPro Guide)
- Program Management for Development Professionals Guide (Program DPro Guide)
- Monitoring, Evaluation, Accountability and Learning for Humanitarian and Development Professionals Guide (MEAL DPro Guide)
- Financial Management for Humanitarian and Development Professionals Guide (FMD Pro Guide)
- Project Management for Social Good (Social Good DPro) Guide

When referring to the Guide, the following can be used:

- Project Management for Development Professionals Guide
- Project DPro Guide
- Project DPro

The word “Guide” must not precede any of the designations.



Certifications' Naming convention

PM4NGOs Certifications must apply the following naming convention:

- Project DPro - Project Management for Development Professionals
- Program DPro - Program Management for Development Professionals
- MEAL DPro - Monitoring, Evaluation, Accountability and Learning for Humanitarian and Development Professionals
- Finance DPro - Financial Management for Humanitarian and Development Professionals
- Social Good DPro - Project Management for Social Good

Certification levels:

- Foundation
- Practitioner



Suggestions, questions, requests:

If you have questions about the use of the logos, names, guides, or any other product or communication material, please contact the PM4NGOs team at:

info@pm4ngos.org



PM4NGOs

