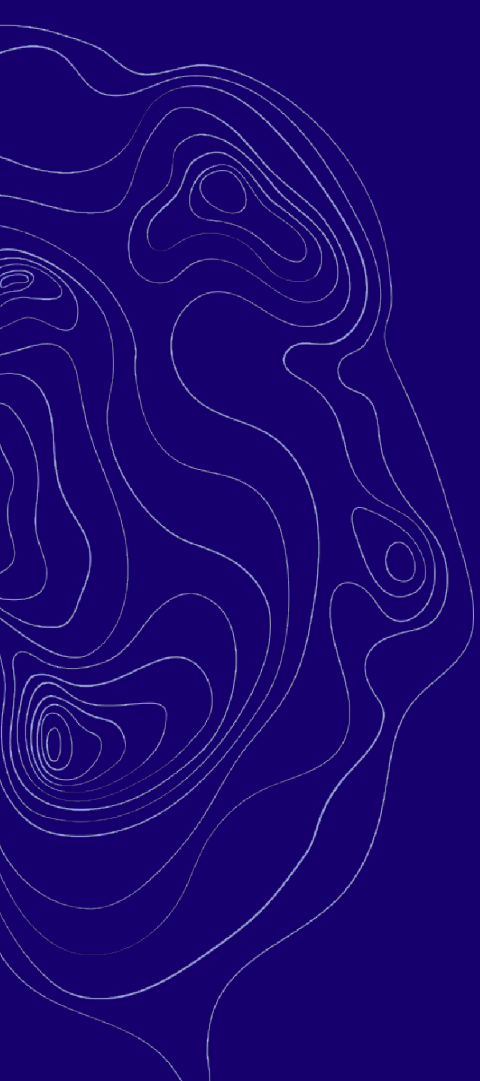




dimagi

Brand Guide • 2025
Dimagi Marketing Team

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1

Brands Under Dimagi

dimagi



Collect Data & Deliver
Services



Fund Verified
Service Delivery



Engage & Support
Patients



Build LLM-Based
Chatbots

2

Dimagi Visual Identity

Dimagi – Parent Brand

Dimagi is a global social enterprise that powers impactful frontline work through scalable digital solutions and services. Since 2002, Dimagi has been guided by a vision of a world where everyone has access to the services they need to thrive. Dimagi is most well-known as the makers of CommCare, the most widely-deployed digital platform for enabling Frontline Workers. Governments and organizations across all sectors use customized mobile, web and SMS applications built on CommCare to deliver services at the frontline. Dimagi is a certified Benefit Corporation with teams in the United States, India, South Africa, Senegal and around the world.



Dimagi Logo

The Dimagi Logo is the foundation of our brand.

As the brand's most viewed asset, it is imperative that the Dimagi logo be applied consistently across all collateral, including print and digital.

Only use logo artwork as provided.

The Deep Purple (right) variation is considered the primary logo.

dimagi

DIMAGI DEEP PURPLE
HEX #16006D
PMS 3542



Logo Variations

DEEP PURPLE AND REVERSED

The Deep Purple logo is the primary logo that should be used everywhere unless alternative variations are necessary.

A white (reversed) variation of the logo should be used on darker backgrounds to provide a decent contrast.

Make sure to only use the logo against a solid background where it is clearly visible..

[You can find the logos here.](#)

The word "dimagi" is written in a lowercase, rounded sans-serif font. The letter 'i' has a unique design with a circular dot. The text is a deep purple color.The word "dimagi" is written in a lowercase, rounded sans-serif font, identical to the one above. The text is white, set against a solid deep purple rectangular background. The letter 'i' has the same circular dot design.

Logo Variations

GRADIENT AND BLACK

A special variation of the Dimagi Logo featuring a gradient can be used for occasions like celebrating Dimagi's 20th anniversary. This logo should be used judiciously but can provide warmth and variety to the design.

While it is not the first choice for the brand, there are always times that necessitate a black logo.

Consult with the Dimagi Marketing Team (marketing@dimagi.com) before using either of these variations.

The word "dimagi" in a lowercase, rounded sans-serif font. The letters are filled with a horizontal gradient that transitions from a deep blue on the left to a vibrant red on the right.The word "dimagi" in a lowercase, rounded sans-serif font, rendered in a solid black color.

Logo Constraints

IMPROPER USAGE

- X Do not add background effects like shadow/emboss etc
- X Do not modify colors
- X Do not stretch, squeeze or alter the logo
- X Do not alter type (font) in any way
- X Do not stylise the logo
- X Do not use the logomark next to the logo

Examples of improper usage ->



Background Effect



Color Change



Bad Scaling



Bad Contrast



Font Change



Bad Styling

Logo Clearspace

CLEAR SPACE

To ensure legibility, use the safe space guidelines shown above. Use the “a” to measure the distance that objects should maintain from the logo.

Alternatively, a minimum clearspace of 18 pixels should be maintained around the Dimagi logo to ensure clear legibility.



Logomark

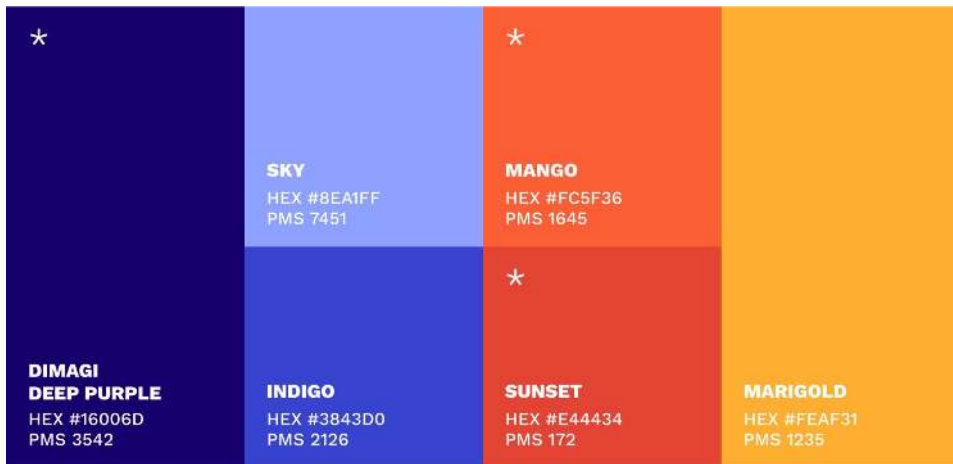
Use the Dimagi “hug” (loop from the logo letter “m”) for app icons, social media favicons, and any other time there is a small shorthand needed.

Do not use the “hug” logomark where our logo would be more appropriate.

Please note that the logomark should not be placed before the Dimagi “wordmark” logo



Color Palette



BRAND COLORS

The larger umbrella brand of Dimagi colors can be shared across the entire family of brands.

#16006D : DIMAGI DEEP PURPLE

#8EA1FF : SKY

#3843D0 : INDIGO

#FC5F36 : MANGO

#E44434 : SUNSET

#FEAF31 : MARIGOLD

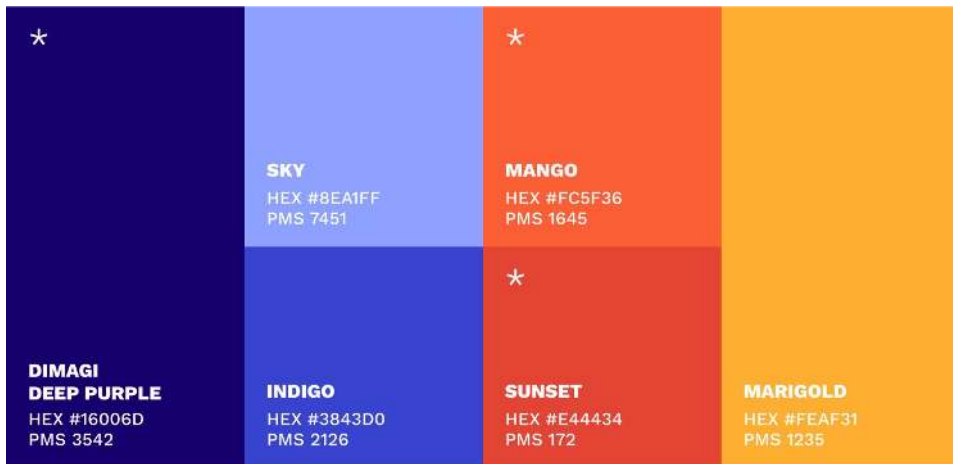
#3843D0 to #FC5F36 : DIMAGI GRADIENT

* Denotes the narrower palette of Dimagi-specific colors, which may be used when differentiation is needed between Dimagi (parent brand) and our other family of product brands.

Keep simplicity in mind. Compose colors for maximum punch — think about more 'monochromatic + accent' rather than 'rainbow.'

A simple rule is to weight a color palette at roughly an 80/20 percentage split between blues and oranges.

Color Palette



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Color Usage

ADA COMPLIANT COLOR COMBINATIONS

Refer to the chart at right for the best color combinations for meeting ADA type requirements and ensuring decent contrast and legibility between colors.

KEY

AAA Pass (7+): Most accessible / legible

AA Pass (4.5+): Accessible / legible

AA18 Pass (3+), Accessible with Large Text only

DNP Fail (Don't use this color combination): Not accessible / legible

Background \ Text	#16006D	#8EA1FF	#3843D0	#E44434	#FC5F36	#FEAF31	#FFFFFF
#16006D		Text AA 6.9	Text DNP 2.3	Text AA18 4.1	Text AA 5.4	Text AAA 9	Text AAA 16.7
#8EA1FF	Text AA 6.9		Text AA18 3	Text DNP 1.6	Text DNP 1.2	Text DNP 1.3	Text DNP 2.4
#3843D0	Text DNP 2.3	Text AA18 3		Text DNP 1.8	Text DNP 2.3	Text AA18 3.9	Text AAA 7.2
#E44434	Text AA18 4.1	Text DNP 1.6	Text DNP 1.8		Text DNP 1.3	Text DNP 2.2	Text AA18 4
#FC5F36	Text AA 5.4	Text DNP 1.2	Text DNP 2.3	Text DNP 1.3		Text DNP 1.6	Text AA18 3
#FEAF31	Text AAA 9	Text DNP 1.3	Text AA18 3.9	Text DNP 2.2	Text DNP 1.6		Text DNP 1.8
#FFFFFF	Text AAA 16.7	Text DNP 2.4	Text AAA 7.2	Text AA18 4	Text AA18 3	Text DNP 1.8	

Type

Work Sans is Dimagi's primary typeface. It is clean, forward-looking, approachable and legible. It can be used for body copy, headlines and subheadings. Make selections for maximum legibility and simplicity for clear communication.

Use Work Sans font with **Dimagi Deep Purple Color #16006D** for Title Text, and **Fern Blue Color #5F6A7D** for copy text.

It is recommended to use the following weights for Work Sans Font-

- Work Sans Extra Light
- Work Sans Normal
- Work Sans Semi Bold

Work Sans

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()_;"

- ✓ **Work Sans Thin + *Thin Italic***
Work Sans Extra Light + *Extra Light Italic*
Work Sans Light + *Light Italic*
- ✓ **Work Sans Normal + *Normal Italic***
Work Sans Medium + *Medium Italic*
- ✓ **Work Sans Semi Bold + *Semi Bold Italic***
Work Sans Bold + *Bold Italic*
Work Sans Extra Bold + *Extra Bold Italic*
Work Sans Black + *Black Italic*

Icons

Icons should be used as supporting elements, but not in place of information. They can signal key features, important information or services.

Additional icons should be created with an eye toward legibility. Our icons are simple forms that express the idea in the fewest possible marks.



ICON CONSTRUCTION NOTES



Colors

Icons should be used with the Deep Purple color on light backgrounds and with white color on darker backgrounds. They should be at least 68 pixel X 68 pixel in dimension and the lines should have a minimum thickness of 2 pixels.



Style

Dimagi icons are constructed with small gaps, or breaks, in the linework where elements intersect. We do this to help them feel more authentic and human.

Design Elements

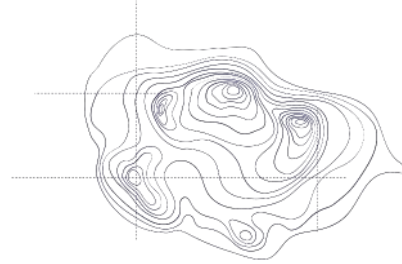
TOPOGRAPHY / SENSE OF PLACE

Use geographic design elements like topographic markings (concentric shapes) and latitude/longitude lines (solid, dotted, curved, straight) to add visual interest.

These design elements speak to Dimagi's ability to meet partners where they are, anywhere in the world.

Always use brand colors when adding design elements.

Topography



In situ examples



Design Elements

SHAPES / CUSTOMIZED SOLUTIONS

Use stackable geometric shapes in different combinations to create visual interest.

These design elements speak to our ability to customize for each user using our modular platform.

Always use brand colors when adding design elements.

Shapes



In situ examples



Imagery

Dimagi photography is real, authentic and offers the viewer a sense of place and/or show our tools in action.

Color images offer a real glimpse into what we do every day. It feels human and of-the-moment. Black and white photography offers an editorial feel.

Mix color and black and white photographs together to add interest and help Dimagi stand out in our competitive space.

Black and white photography works well for portraits of Frontline Workers to add impact. It can also help when a photo may have too many clashing colors to work well in a design placement.

Make sure you have subject's approval before capturing an image/video. All captured material should be culturally appropriate and up to Dimagi's quality standards.



Dimagi Brand at a glance

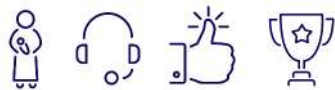
Logo

dimagi

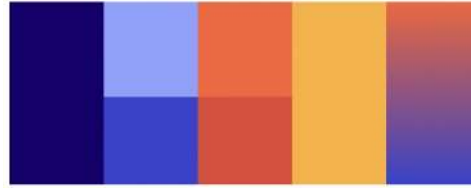
Logomark



Icon style



Brand Colors



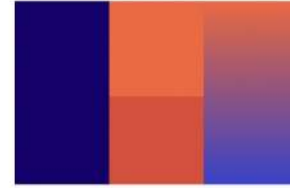
Imagery



Design Elements - Shapes



Dimagi specific colors

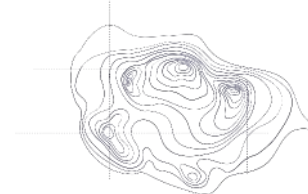


Typography - Work Sans

ABOUT DIMAGI

At the forefront of digital
frontline solutions

Design Elements - Topography



3

CommCare Visual Identity

CommCare

CommCare is the digital platform for impactful frontline work everywhere. The most widely-deployed and evidence-based platform for enabling Frontline Workers, CommCare empowers organizations to build their own digital solutions to better deliver services, manage clients, and collect data. Built from the ground up to support the complexities and idiosyncrasies of frontline work, CommCare can meet nearly every frontline use case in any setting (including offline) at any scale, from pilot to nationwide programs.

CommCare's unique value is its proven ability to deliver technology which is both highly impactful and highly scalable. More than one million Frontline Workers have used CommCare applications to deliver critical frontline services across numerous sectors, including health, agriculture, social services, and more. CommCare is backed by the strongest evidence base of any digital platform for Frontline Workers, proving CommCare's positive impact on organizational performance, frontline workers behaviors, and most importantly, client outcomes.

Designed to support teams of every size and level of digital maturity, CommCare's technology grows with an organization's needs. Users can rapidly launch production ready no-code applications in minutes, with confidence that their tools can be integrated into complex, at-scale ecosystems. Dimagi's expert team delivers CommCare on an open source, professionally managed foundation which is best in its class for sustainability, support, and top-tier security that meets rigorous standards including GDPR, HIPAA, and SOC-2.



CommCare Logo

The CommCare brand carries its own unique logo and mark. When necessary, Dimagi may be locked up in the same color under the CommCare logo. The “by dimagi” lockup is plaintext and is not to be confused with the Dimagi logo. This is to ensure focus on the CommCare logo and avoid distortion while scaling down.

Only use logo artwork as provided.

The cornflower blue variation of our logo is considered the primary logo.

- X Do not alter type in any way
- X Do not modify colors or lock-up
- X Do not stretch, squeeze or alter the logo

In general, use the CommCare logo without “by dimagi” any time the Dimagi logo appears nearby (same page, same brochure, etc).

Use the logo with “by dimagi” when the CommCare logo will stand alone from the Dimagi parent brand.



CommCare Logo

LOGO VARIATIONS

White and Black

We have a white (reversed) variation of our logo for use on dark backgrounds.

While it is not the first choice for our brand, there are always times that necessitate a black logo.

[You can find the logos here.](#)



CommCare Logo

CLEAR SPACE

To ensure legibility, use the safe space guidelines shown above. Use the “pinwheel” to measure the distance that objects should maintain from the logo.

When using the Dimagi lockup version of our CommCare logo, the same principles apply, using the “pinwheel” to maintain space around the entire mark.



CommCare Logomark

THE COMMCARE PINWHEEL

Use the CommCare "pinwheel" for app icons, social media favicons, and any other time there is a small shorthand needed. Never use the "pinwheel" logomark where our logo would be more appropriate.

Available for use in black and white.

Only use logo artwork as provided.



CommCare Color

CommCare has its own unique brand color. It is intended to set CommCare apart in our portfolio, while aligning with our overall brand.



COMMCARE
CORNFLOWER BLUE
HEX #5D70D2
PMS 2125

4

SureAdhere Visual Identity

SureAdhere

SureAdhere, Dimagi's patient support and engagement platform, empowers healthcare providers to deliver high-quality treatment support and quickly follow up with patients who need assistance. Patients use a mobile app to record and upload daily medication adherence videos, while providers access a HIPAA and GDPR-compliant web application to review these videos, document dosing histories, monitor treatment progress and follow up. Leveraging Video Directly Observed Therapy (VDOT), SureAdhere enhances patient engagement and improves treatment outcomes. This evidence-based platform streamlines remote care, ensuring medication adherence and supporting data-driven decision-making for public health and clinical settings, especially for patients with complex medication regimens.

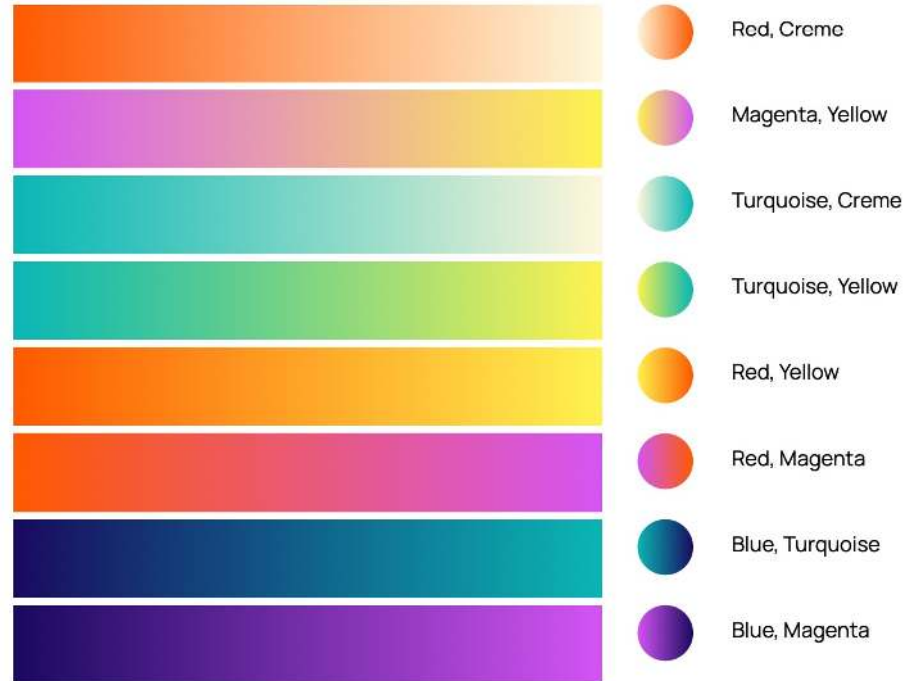


Logos

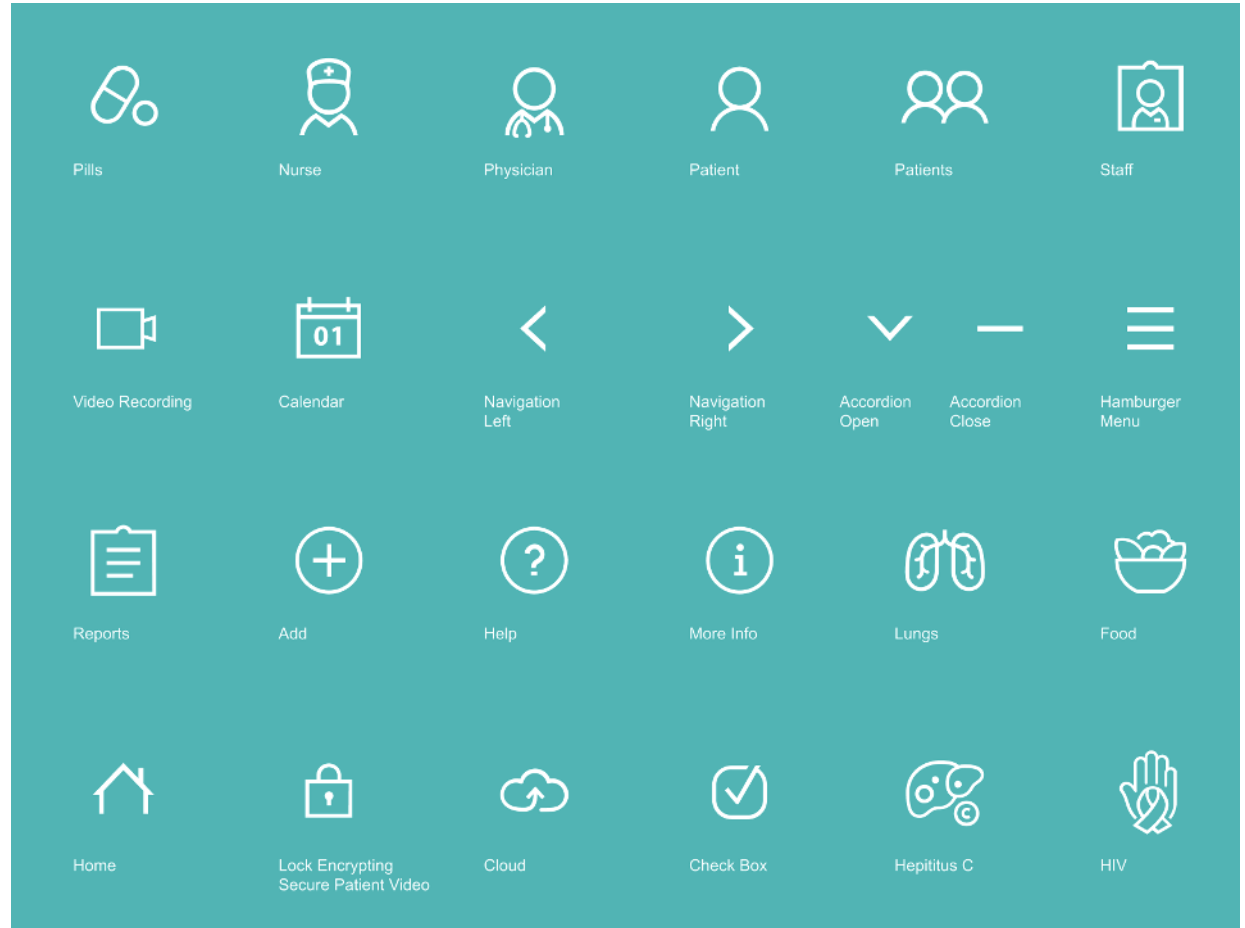


Icons and Color Palette

Black HEX #000000 RGB 0, 0, 0	White HEX #FFFFFF RGB 255, 255, 255	Blue HEX #180F60 RGB 24, 15, 96
Turquoise HEX #00B685 RGB 0, 182, 181	Creame HEX #FFF6DB RGB 255, 246, 219	Yellow HEX #FFF150 RGB 255, 241, 80
	Red HEX #FF5800 RGB 255, 88, 0	Magenta HEX #D45BF4 RGB 212, 91, 244



Icon Style



Typography

The two typefaces in our new system are classic, humanistic and modern. They can be used in combination for a complete stylized system with Manrope being the primary font. Both fonts can be downloaded for free from Google Fonts at the links below.

EB Garamond is a classic, humanist typeface that has been recreated from the original Garamond that dates back to the mid-16th century.

Download from Google Fonts at <https://fonts.google.com/specimen/EB+Garamond>

Manrope is a modern and simplified sans-serif typeface with clean lines and a focus on legibility.

Download from Google Fonts at <https://fonts.google.com/specimen/Manrope>

HEADER

EB Garamond, Regular
(example size: 72 pt font size, Auto leading)
Use this style for headlines and large callouts.

Manrope, Regular (example size: 36 pt font size, 54 pt leading)
Use this style for supporting subheadlines.

SUPPORTING

MANROPE, EXTRABOLD, ALL CAPS, TRACKING: 100 (EXAMPLE SIZE: 21 PT FONT SIZE, 36 PT LEADING)
USE THIS STYLE FOR SUBJECT HEADERS. THIS CAN BE USED ABOVE HEADLINES TO GIVE CONTEXT.

Manrope, Regular
(example size: 48 pt font size, 72 pt leading)
Use this style for secondary headlines and callouts.

BODY

SUBJECT HEADER

- Manrope, Regular
- (example size: 21 pt font size, 31.8 pt leading)

Use this style for bullet points

1



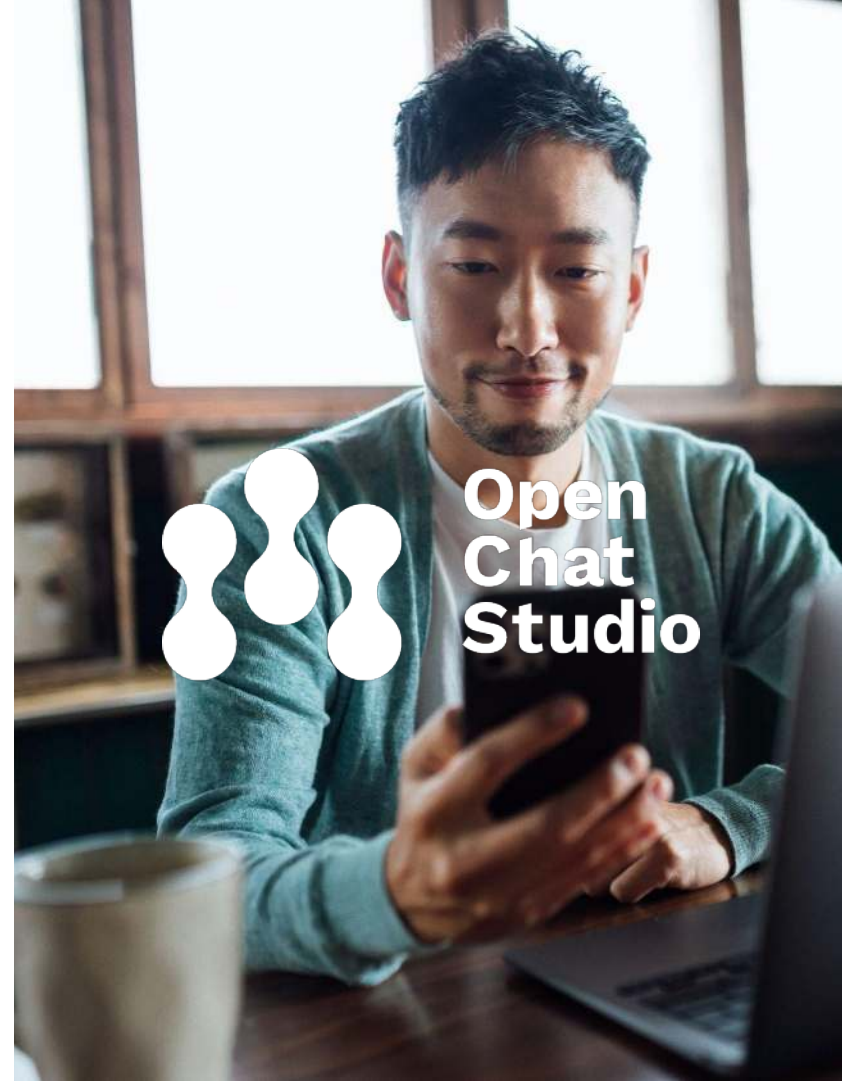
Manrope, Regular (example size: 24 pt font size, 36 pt leading)
Use this style for large bodies of copy.

5

Open Chat Studio Visual Identity

Open Chat Studio

[Open Chat Studio](#) is an open-source platform developed by Dimagi, designed for the rapid prototyping, testing, and deployment of chatbots powered by Large Language Models (LLMs). It empowers program staff and non-engineers to create and launch chatbots across web and messaging platforms like WhatsApp and Telegram. Users can share their chatbots via links or directly on these platforms, without requiring end-user accounts. The platform provides tools for viewing and exporting interaction data in CSV format, enabling analysis and refinement. Open Chat Studio simplifies the creation and deployment of conversational AI solutions.



Open Chat Studio Logo

The Open Chat Studio logo features interconnected organic shapes, symbolizing collaboration and fluid communication. When necessary, by Dimagi may be locked up in the same color under the Open Chat Studio logo. The “by dimagi” lockup is plaintext and is not to be confused with the Dimagi logo.

- X Do not alter type in any way
- X Do not modify colors or lock-up
- X Do not stretch, squeeze or alter the logo

In general, use the Open Chat Studio logo without “by dimagi” any time the Dimagi logo appears nearby (same page, same brochure, etc).

Use the logo with “by dimagi” when the Open Chat Studio logo will stand alone from the Dimagi parent brand.



Logo Spacing

CLEAR SPACE

To ensure legibility, use the safe space guidelines shown above. Use the 'Open Chat' text to measure the distance that objects should maintain from the logo.

When using the Dimagi lockup version of our Open Chat Studio logo, the same principles apply, using the 'Open Chat' text to maintain space around the entire mark.

[You can find the logos here.](#)

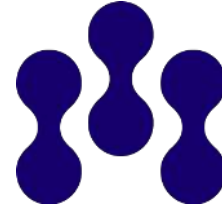


Open Chat Studio Logomark

The Open Chat Studio Logomark embodies collaboration, connectivity, and fluidity, reflecting seamless communication and dynamic interaction.

Available for use in black and white.

Only use logo artwork as provided.



Open Chat Studio Logo Color

Open Chat Studio uses the same brand color as Dimagi.



DIMAGI BLUE
HEX 16006D

6

Connect Visual Identity

Connect by Dimagi

Connect by Dimagi is a global platform for funding verified service delivery. We enable funders to invest in proven interventions delivered by a growing network of trusted local organizations, ensuring every frontline worker is paid for their impactful work and every dollar is tied to a result.



Connect Logo

The Connect logo features two elegant yet bold strokes rising upwards, symbolizing progress and connection. For most purposes, the Connect by Dimagi logo should suffice. It is highly recommended to take permission before using the Connect logo (without the by Dimagi lockup). The “by dimagi” lockup is plaintext and is not to be confused with the Dimagi logo.

- X Do not alter type in any way
- X Do not modify colors or lock-up
- X Do not stretch, squeeze or alter the logo

In general, use the Connect logo without “by dimagi” any time the Dimagi logo appears nearby (same page, same brochure, etc).

Use the logo with “by dimagi” when the Connect logo will stand alone from the Dimagi parent brand.



Logo Spacing

CLEAR SPACE

To ensure legibility, use the safe space guidelines shown above. Use the logomark to measure the distance that objects should maintain from the logo.

When using the by Dimagi lockup version of our Connect logo, the same principles apply, using the logomark to maintain space around the entire mark.

[You can find the logos here.](#)



Connect Logomark

The Open Chat Studio Logomark embodies growth and aspirations for better opportunities, reflecting promise and collaboration.

Available for use in blue and white.

Only use logo artwork as provided.



Connect Logo Color

Connect Logo uses the Indigo Color for Product Branding.



DIMAGI INDIGO
HEX 3843D0

Licenses and Ownership

Typography

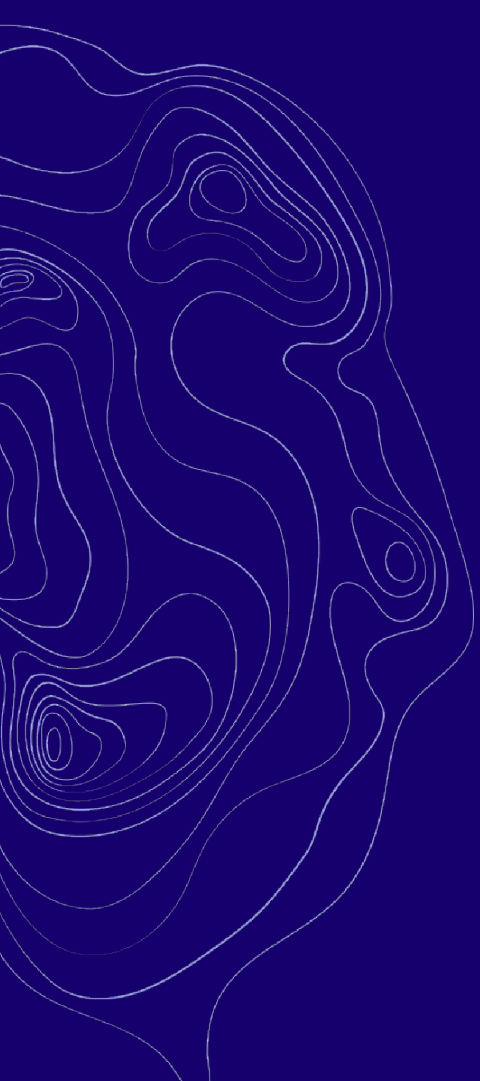
Work Sans is a open font licence with Google Fonts.

Photography

The photography provided in this guide is for guidance only. Some are sourced from the Dimagi website, the remaining images are not owned by Dimagi or Assembly. It is shown as an illustrative example and images will need to be purchased for commercial use.

Iconography + Design Elements

The icons in this brand book have been updated/ modified based on an icon system provided by Dimagi. The new design elements (shapes + topography) were created and/or adapted for Dimagi.



created by

dimagi & Assembly