



OFFICIAL LOGO AND BRAND IDENTITY GUIDE

Ondo Progressive Indigenes in Diaspora (OPID)

Version 1.0

Approved and Adopted by the General Assembly

2026

OPID OFFICIAL LOGO & BRAND IDENTITY

Official Motto

Unity • Heritage • Development • Progress

Official Theme

Our Roots. Our Kingdom. Our Future.

Brand Identity Guide

1. Brand Position

The Ondo Progressive Indigenes in Diaspora (OPID) is the official global association of Ondo Kingdom indigenes residing outside Nigeria. The brand reflects integrity, unity, excellence, tradition, service, leadership, accountability, and a global outlook.

2. Official Name

Ondo Progressive Indigenes in Diaspora (OPID). The abbreviation OPID may be used after the first reference.

3. Vision

To become a globally respected diaspora organization serving as the leading platform for the development, advancement, and promotion of Ondo Kingdom.

4. Mission

Promote unity; preserve cultural heritage; advance education, healthcare, entrepreneurship, infrastructure, sustainable development; support member welfare; and encourage strategic partnerships.

5. Official Motto

Unity • Heritage • Development • Progress

6. Official Theme

Our Roots. Our Kingdom. Our Future.

7. Official Logo

The approved OPID logo is the organization's primary visual identity for all official materials.

8. Official Logo Symbolism

Royal Crown: authority and dignity. **ONDO KINGDOM:** identity and homeland. **Sunrise:** hope. **River/Landscape:** peace and prosperity. **Traditional Akete:** heritage. **White Horse Tail:** celebration, honor, prestige, tradition, and culture. **Alaari Aso-Oke:** identity, unity, dignity and enduring customs. **Map of Nigeria:** national roots. **Palm Tree:** prosperity. **Globe:** global reach. **Three Human Figures:** unity, brotherhood, fellowship, inclusion and collective responsibility. **Flowing Ribbon:** enduring bond between diaspora and homeland.

Official Tagline: United by Heritage • Driven by Purpose • Committed to Progress.

9. Official Colors

Forest Green #063D2E; **Royal Gold** #C89B2C; **Burgundy/Wine** #7A1232; **Cream** #F8F2E6; **Deep Navy** #071F3F; **White** #FFFFFF; **Black** #000000.

10. Typography

Headings: Playfair Display, Cormorant Garamond or Cinzel. Body: Inter, Source Sans 3 or Lato.

11. Brand Voice

Professional, respectful, inclusive, culturally conscious and development-focused.

12. Logo Usage Standards

Do not stretch, crop, rotate, recolor or distort the logo. Maintain clear space and high-resolution artwork.

13. Photography & Imagery

Use images reflecting leadership, fellowship, culture and community service with permission where required.

14. Official Documents

Include the OPID logo, title, version/date, responsible committee or officer, and adoption status where applicable.

15. Digital Standards

Maintain consistent branding across the website, email and social media.

16. Brand Protection

Unauthorized use of the OPID name or logo is prohibited. Third-party use requires Executive Committee approval.

17. Governance of the Brand

The Executive Committee safeguards the brand. Major identity changes require General Assembly approval.

18. Review and Revision

Review periodically and update following General Assembly approval.

Appendix A – Official Logo



Appendix B – Copyright

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This Brand Identity Guide is an official governance document approved and adopted by the General Assembly.