



An alliance for sustainable green
growth in small island economies

This photograph was taken in St Vincent (Mesopotamia Valley) during a rainstorm, on a dasheen (colocasia sp.) farm by Charlie Pye Smith.



Brand-identity Guidelines

Client: INTRA-ACP APP, CTA-Wageningen

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Date: Updated May 2015

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



INTRACCP

Agricultural Policy Programme

2.0

The Logo Design

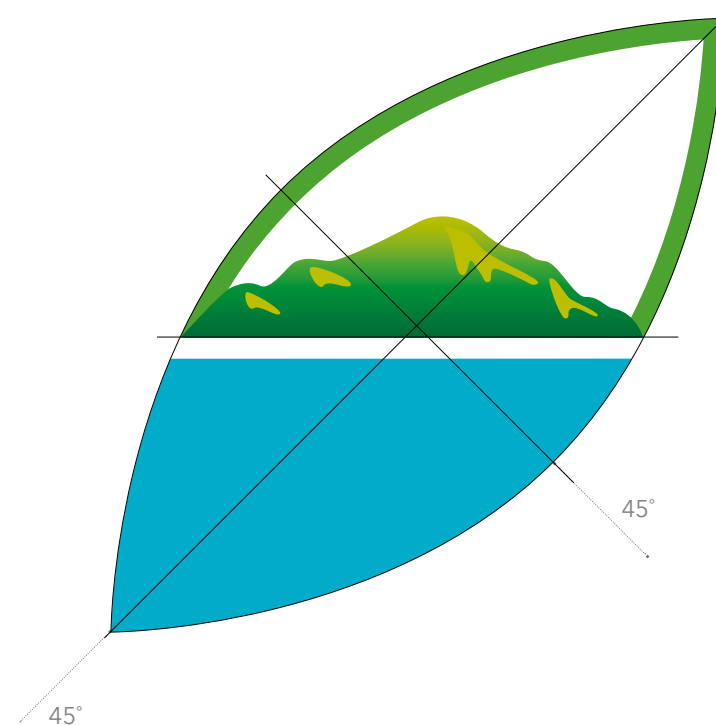
The logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



The new "identity"

Your identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.





Primary logo - background colours

2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used - logos *should not* be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colours using the primary typeface that has been selected for the logotype.





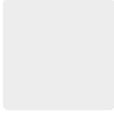


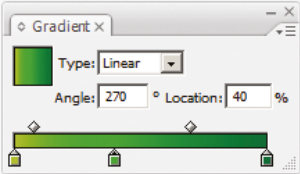
3.0

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Colour <i>logo text / island spots</i>		Pantone 583 C	23 / 0 / 100 / 17	191 / 192 / 0	#BFC000
Secondary Brand Colour <i>logo text P / sub text / accent</i>		Pantone 362C	70 / 0 / 100 / 9	91 / 165 / 30	#5BA51E
Third Brand Colour <i>logo text C / highlighting / second accent</i>		Pantone 3125 C	83 / 0 / 21 / 0	0 / 177 / 203	#00B1CB
Text / Background / Base Colour		Pantone Black 2	0 / 0 / 0 / 90	25 / 25 / 25	#191919
Text / Background / Base Colour		Pantone Cool Gray 2 C	0 / 0 / 0 / 10	230 / 230 / 230	#E6E6E6
Gradient island / dark bottom		Pantone 349C	100 / 0 / 91 / 42	0 / 102 / 47	#00662F
Gradient island	 				



Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.



This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

Examples of how the primary logo deals with the photo background

The tag line should be in the center of the line box.

This photo always needs a description where the photo was taken and by who.



4.0

Typography

The primary typeface is Montserrat with a secondary Avenir Next LT Pro to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should *not* be done under any circumstances.

Primary Typeface

Montserrat (Bold) *Main logotype / Headlines / Titles*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()i#¢∞§¶•ªº--_ = + { } [] ; : / \ , . ~

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Secondary Typeface

Avenir Next LT Pro Text / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()_#¢∞§¶•ªº--_ = + { } [] ; : / \ , . ~
å ∫ ç ð ´ ƒ © · ^ Δ ° ¬ μ ~ ø π œ ® ß † √ Σ ≈ ¥ Ω

Icon Typeface

Font Awesome



5.0

Partner Logos, EU and ACP and Region logos

Intra-ACP APP works in partnership with many other organisations therefore our logo has to work along side other logos of all shapes and sizes.

Here are a few guidelines to how we should go about it.



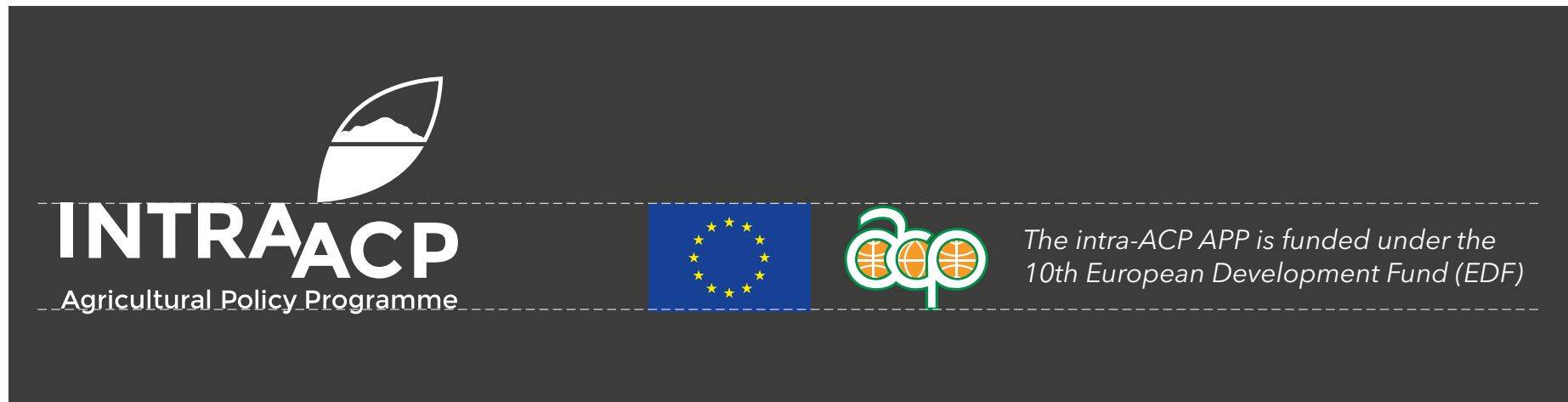
Partner Logos

The project is a collaboration between IICA, CTA and SPC.

In this scenario all of the logo heights are equal.



The intra-ACP APP is funded under the 10th European Development Fund (EDF)



Working with the EU and ACP logos

The ACP and EU logos should appear alongside the Intra-ACP APP logo in all institutional printed or electronic materials. The three logos should be equal in size.



Working with the PAPP and APP Region logos

The PAPP and APP logos should appear alongside the Intra-ACP APP logo in all institutional printed or electronic materials when needed. The three logos should be optical equal in size.

A line as is added, implicating the horizon.