Partnerships for Forests

Visual identity guidelines

Partnerships for Forests | Catalysing investments in forests and sustainable land use

Our vision

Partnerships for Forests wants to see the emergence of a new investment model in which the returns from sustainable forests and land use are better than those from deforestation and land degradation.

Partnerships for Forests | Catalysing investments in forests and sustainable land use

Our mission

Partnerships for Forests seeks to find ways for the private sector, public sector and communities to work together to share the benefits of these sustainable investments, while conserving forests, enhancing biodiversity and improving livelihoods.

Our visual identity is the face we present to the world. It is the language that defines how we communicate with people. More than just a marque, it is a system of graphic elements that work together in a unique way to build a solid, reliable and recognisable identity.

This identity is consistent throughout all our communications, both internal and external. It is what we do and how we work and it helps us to express this effectively to the people and organisations we come into contact with.

Within these guidelines, we take you through the various elements that form our identity, why they are important, and how they work together to create a coherent visual identity with meaning, purpose and integrity.

The guidelines should be consulted by anyone using our visual identity, internally and externally. Along with our approved visual assets, they form the framework for clear and consistent communication.

If you have a question relating to any aspect of the guidelines please contact the Communications Team:

helen.early@thepalladiumgroup.com

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Our marque

Our marque

Our identity has partnerships and growth at its heart.

The ‘tree ring/topography’ device of the logoytype represents the coming together of organisations to develop and invest in sustainable land use and forestry.

Partnerships for Forests

Our marque

Each element of our logo has been carefully drawn and proportioned. It should never be re-drawn or altered and should only ever be used in the approved formats.

Specific versions of the logo for print and digital usage are included in our visual toolkit.

Please use only the authorised versions, observing the guidelines on the following pages.

Using our marque alongside other visual identities

In almost all cases, the UK Aid logo will need to appear on Partnerships for Forests materials. In some, partner logos will also need to be used. In every case, please ask about the appropriate way to proceed. Please also ensure that these visual identity guidelines are cross-referenced with those provided by FCDO and programme partners.

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Marque variations

Mono version

Where possible, our logo should be reproduced in colour, but in instances where specification doesn't allow (e.g. mono newspaper advertisements) we've created a greyscale version. Please use this rather than relying on in-software colour conversions.

Reverse out version

In instances where dark imagery or colour does not allow for the use of our primary marque we've created a reverse out version. Please use this version of our logo where needed to maintain legibility.

How to use our marque

Exclusion Zone

An exclusion zone (the minimum unobstructed area around our logo) has been developed to make sure the logo is sufficiently prominent and maintains impact.

This area must not contain any other graphic or typographic element. The exclusion zone is calculated by using the cap height of our typography or the 'S' from the 'Forests' around the typographic element of the logo. Please see the illustration for guidance.

Minimum Size

A minimum size of 43mm width / 15mm height has been established for all printed material. To ensure legibility when using our white out logo please use a minimum size of 60mm width / 21mm height (excluding web usage).

Placement

Wherever possible our logo should be used in the top left corner of the chosen format.

How to use our marque

On white background.
Use standard version of logo

On light coloured background.
Use standard version of logo

On self mid coloured background.
Use bound version of logo

On dark coloured background.
Use reverse version of logo

On light photographic background.
Use standard version of logo

On mid photographic background.
Use bound version of logo

On dark photographic background.
Use reverse version of logo

On complex photographic background.
Use standard version of logo, out of a white box. The box should observe the minimum exclusion area. Please ensure placement does not obscure any focal elements within the image.

When placing the logo directly over a photographic background, please ensure the exclusion zone is not encroached upon by any focal elements within the image. Please also ensure the version you use is legible against the background image / colour.

How not to use our marque

Please do not change our logo

- Special effects, including gradients, shadows and bevels, should never be applied to any element of the logo.
- Our logo should not be rotated or used at an angle.
- Do not adjust the scale or relationship between the logos elements.
- Please ensure you use the correct version of the logo for the background colour.
- The logo should never be skewed, stretched or distorted.
- Please dont apply a border to the clear area.

Our strapline

Our strapline is an important part of communicating the purpose and mission of our visual identity.

It serves as a concise explanation of the work we do and the way in which we do it.

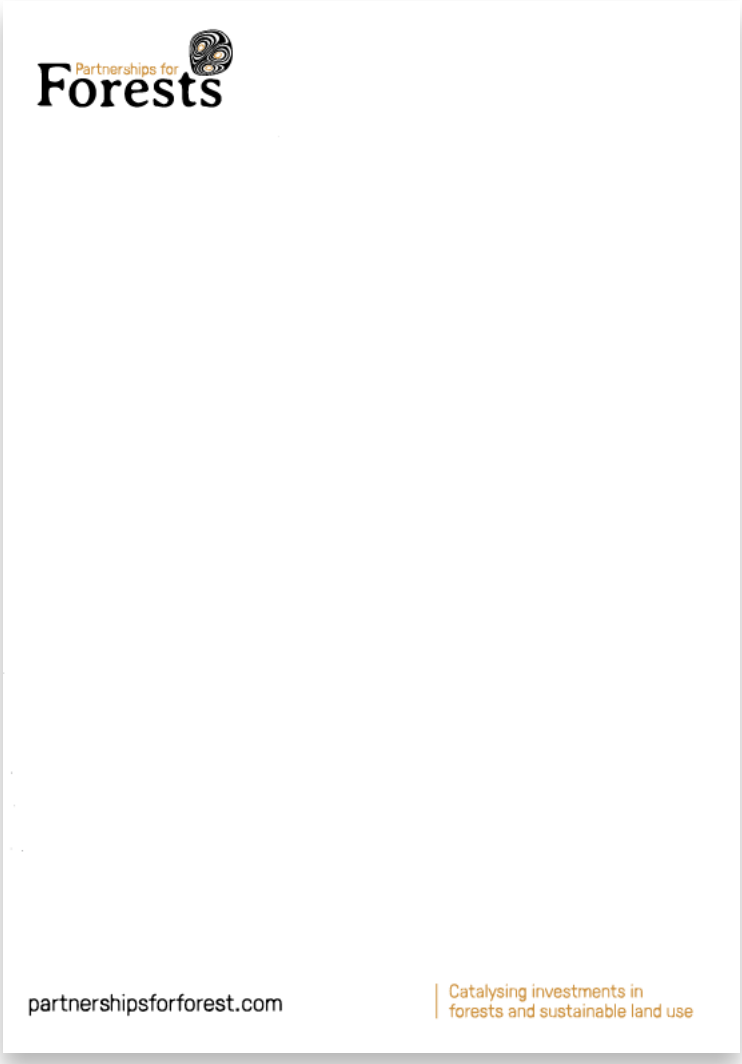
Partnerships for Forests | Catalysing investments in forests and sustainable land use

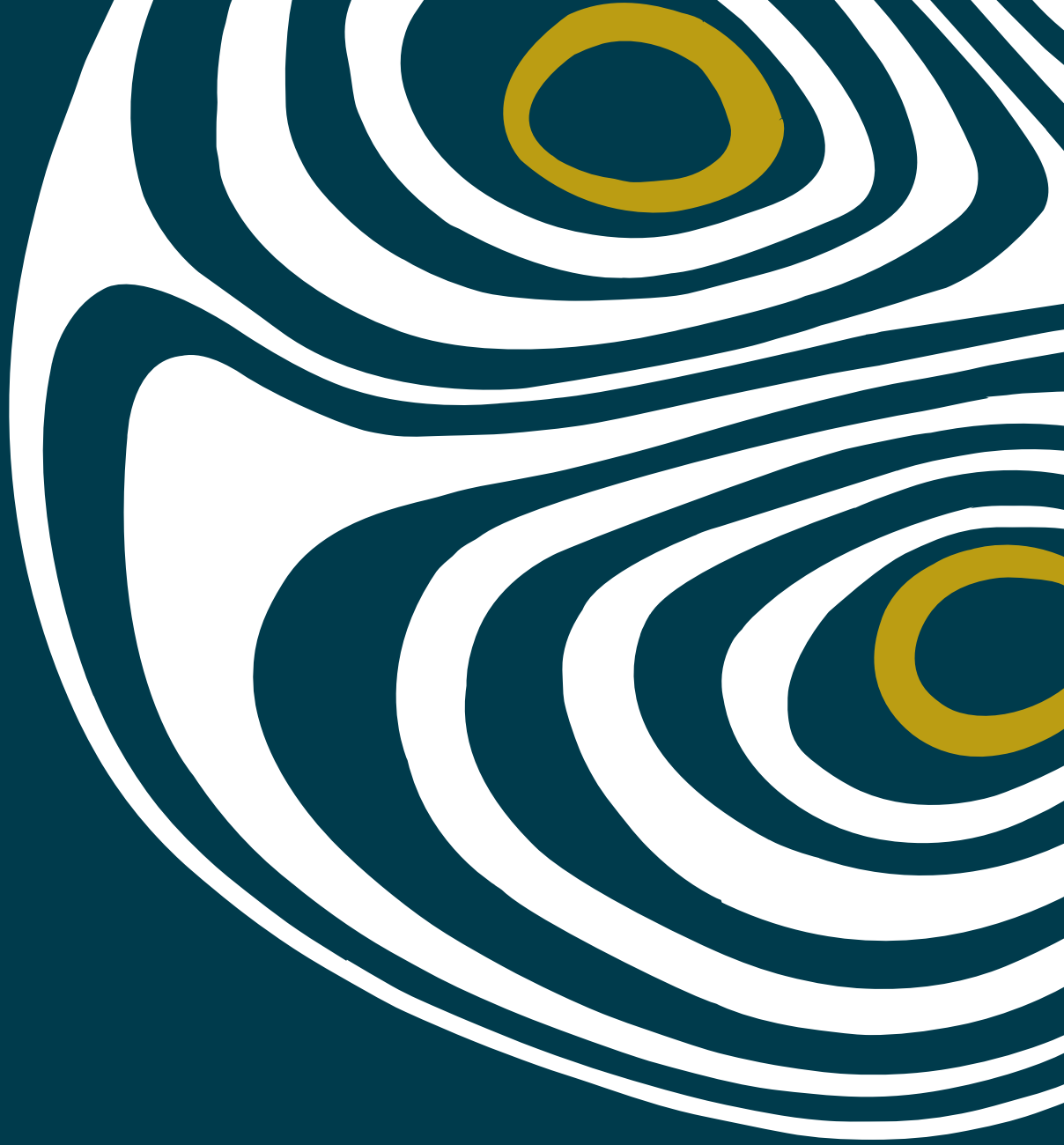
How to use our strapline

Lockup

On primary visual materials which are likely to be the first point of contact (such as a business card) we use our strapline locked up with our marque.

On supporting collateral such as a letterhead the strapline can be unlocked and placed in the bottom right corner for flexibility and breathing space.





Our typography

Our typography

Our typefaces are Averia Serif Libre, GT Pressura and Roboto, which have been chosen for their simplicity, confidence and human qualities.

- Each font comes in a wide range of weights and have been designed to compliment each other
- Headlines, subtitles, introductions and larger text use Averia Serif or GT Pressura
- All text and small type use Roboto
- We always aim to keep copy density to a minimum within layouts and preserve clear white space around and between blocks of text
- Text should be left-justified and we maintain a clean rag on the right-hand edge to avoid widows, orphans and hyphenations. We use sentence case for a conversational feel.

GT Pressura

Averia Serif libre

Roboto

Our display fonts

GT Pressura

GT Pressura is our primary display font and is used for headers and sub-headers. It should not be used for standfirsts or body copy.

Weighting

Although GT Pressura comes in a range of weights and stylings for headers and subheads, we use the Light weighting of the font.

Accessing GT Pressura

GT Pressura is a purchased font. If you need access please contact our comms team:

helen.early@thepalladiumgroup.com

GT Pressura

ABCDEFGHIJKLMNOPQRSTWXYZ
abcdefghijklmnopqrstwxyz

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic

Our display fonts

Averia Serif Libre

Averia Serif Libre is our secondary display font and is used for standfirsts and pull quotes. It should not be used for headers, sub-headers or body copy.

Weighting

Although Averia Serif Libre comes in a range of weights for standfirsts, we prefer to use the Bold weighting of the font.

Accessing Averia Serif Libre

You can download the Roboto Condensed family for free via Google fonts:

www.google.com/fonts/specimen Averia+Serif+Libre

Averia Serif Libre

ABCDEFGHIJKLMNOPQRSTWXYZ
abcdefghijklmnopqrstwxyz

Light
Light Italic
Regular
Italic
Bold
Bold Italic

Our body font

Roboto

Roboto is our body font and is used for all text and body copy. It should not be used for headers, standfirsts, sub-heads or pull quotes.

Weighting

Although Roboto comes in a range of weights and stylings for body copy we prefer to use the Light weighting of the font.

Accessing Roboto

You can download the Roboto family for free via Google fonts:

www.google.com/fonts/specimen/Roboto

Roboto

ABCDEFGHIJKLMNOPQRSTWXYZ
abcdefghijklmnopqrstwxyz

Light
Light Italic
Regular
Italic
Bold
Bold Italic

How to use our typography

Please follow the type ratios set out on this page as a guide when type formatting any new documents.

Case

Our typography should be conversational and accessible. To ensure this is visually communicated, sentence case is used in all of our typography, including headers.

Leading

To ensure our typography is used at its best we have set standard values for the leading:

Header / sub-head – 2pts above chosen type size (header example shows 36pt text with 38pt leading).

Standfirst – 3pts above chosen type size (the example shows 24pt text with 27pt leading).

Body copy – Auto (the example shows 15pt text with 18pt leading).

Header

This is how a header should look

Standfirst

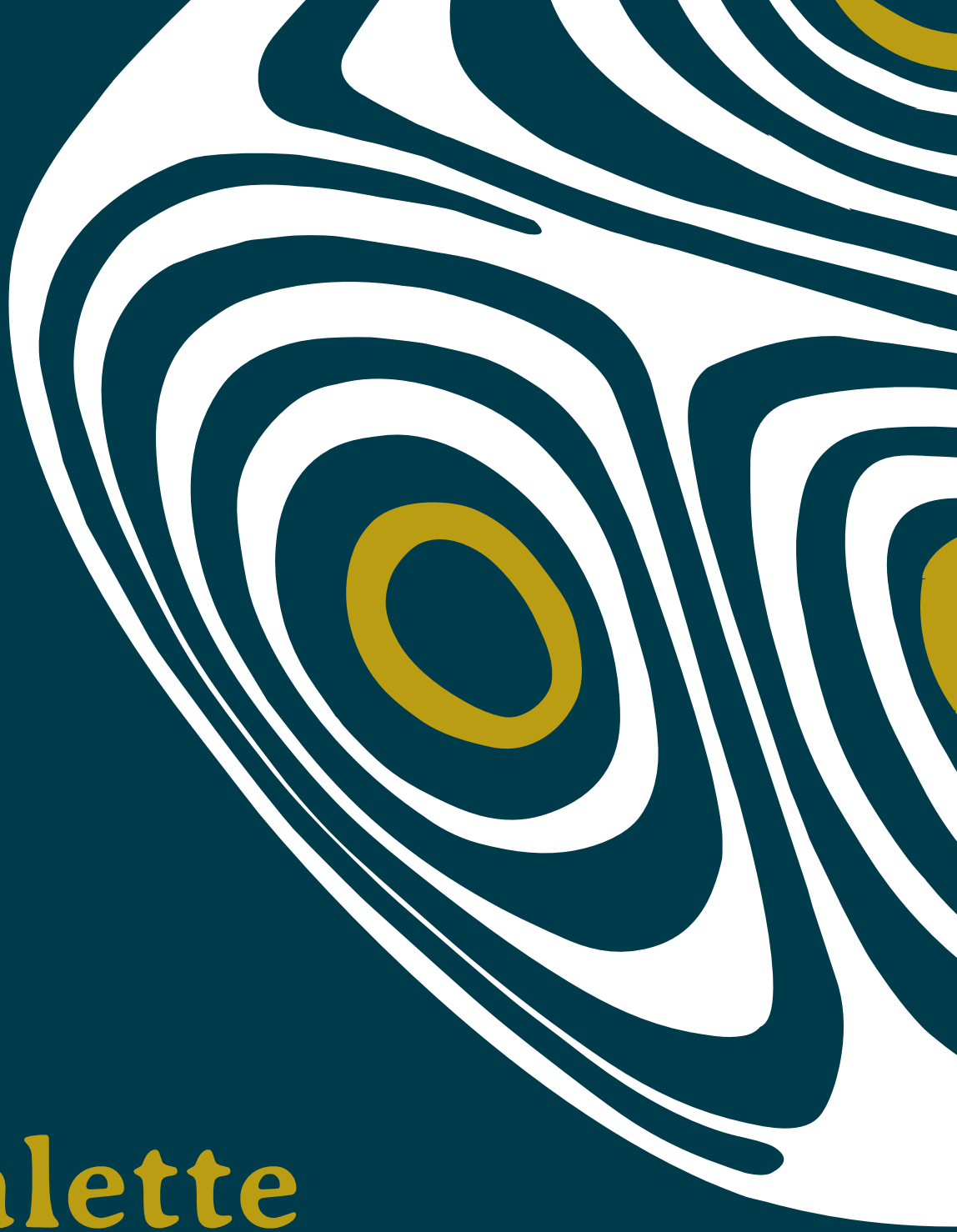
This is how a standfirst should look. Xeribus aped ut dolum aut pro vernatempor rehent.

Sub-head

This is how a sub-head should look

Body copy

ptius quo es earcipidis seceatinus aliquo consedit intur, sapella quat iureperovid quo exerum nos deribus ciatibusam vent dissum re porernatur sitibus erum aut assequi antium que quatio. Ita conse millentiissi reremporpos minusam eium ipsunt exces et aut volorrum que con ratemporum et doluptatus inimpor itature exerum nos deribus.



Our colour palette

Our colour palette

Our colour palette is bold, contemporary and elegant. The colours subtly reference tones from nature.

Our colours have been carefully chosen as part of our strong visual identity and should be used within all of our communications.

To build a consistent and strong visual identity please do not use any other colours in conjunction with our colour palette.

Using tints of our colours

Tints of our colours should be used sparingly and only when necessary. In most cases we advise using our primary colours in their full capacity.

Primary colour palette

Pantone N/A

C 60	R 35
M 40	G 31
Y 40	B 32
K 100	

Pantone 457 C

C 29	R 188
M 33	G 156
Y 100	B 22
K 2	

Secondary colour palette

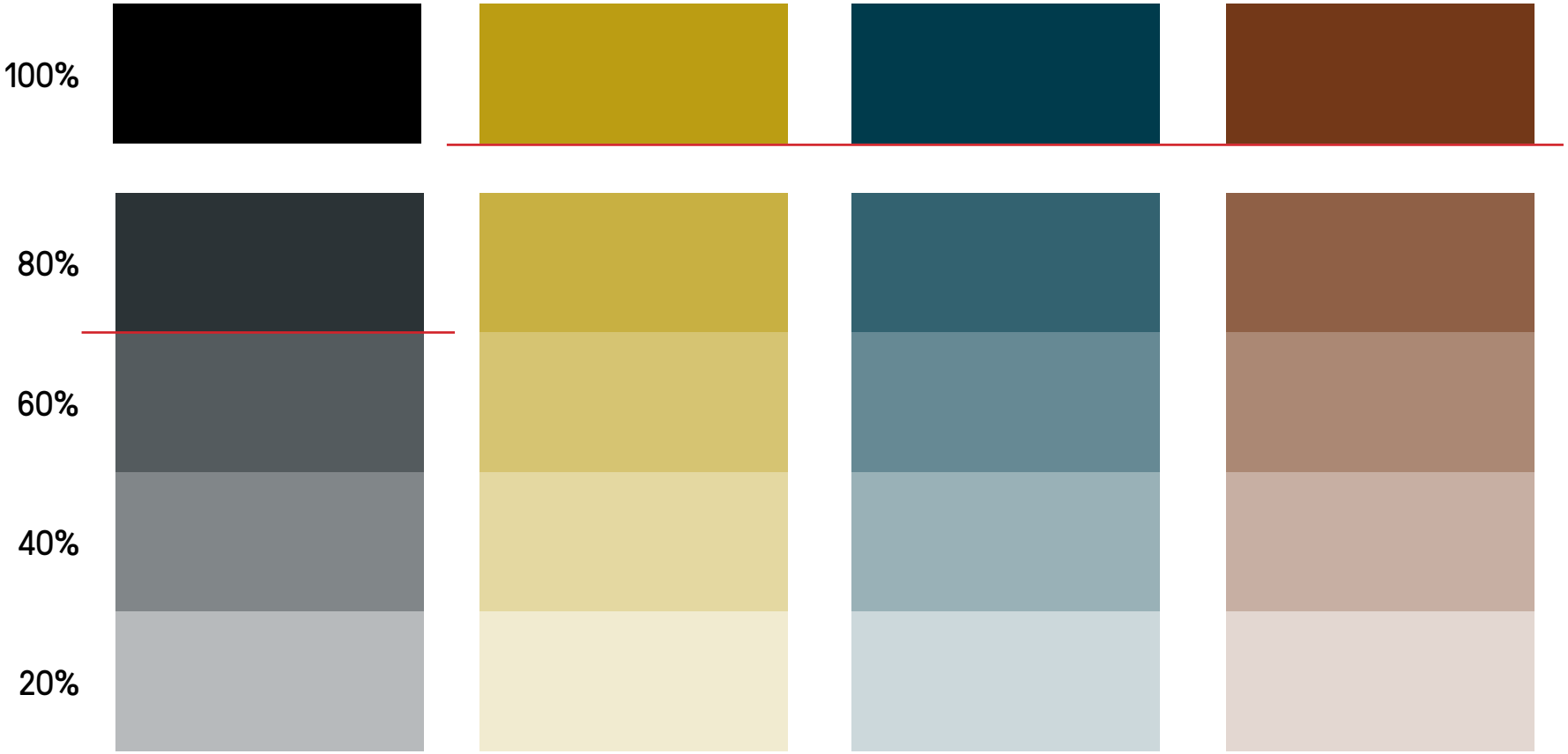
Pantone 548 C

C 100	R 0
M 64	G 59
Y 51	B 76
K 43	

Pantone 483 C

C 35	R 115
M 77	G 56
Y 98	B 24
K 41	

Our colour palette - tints

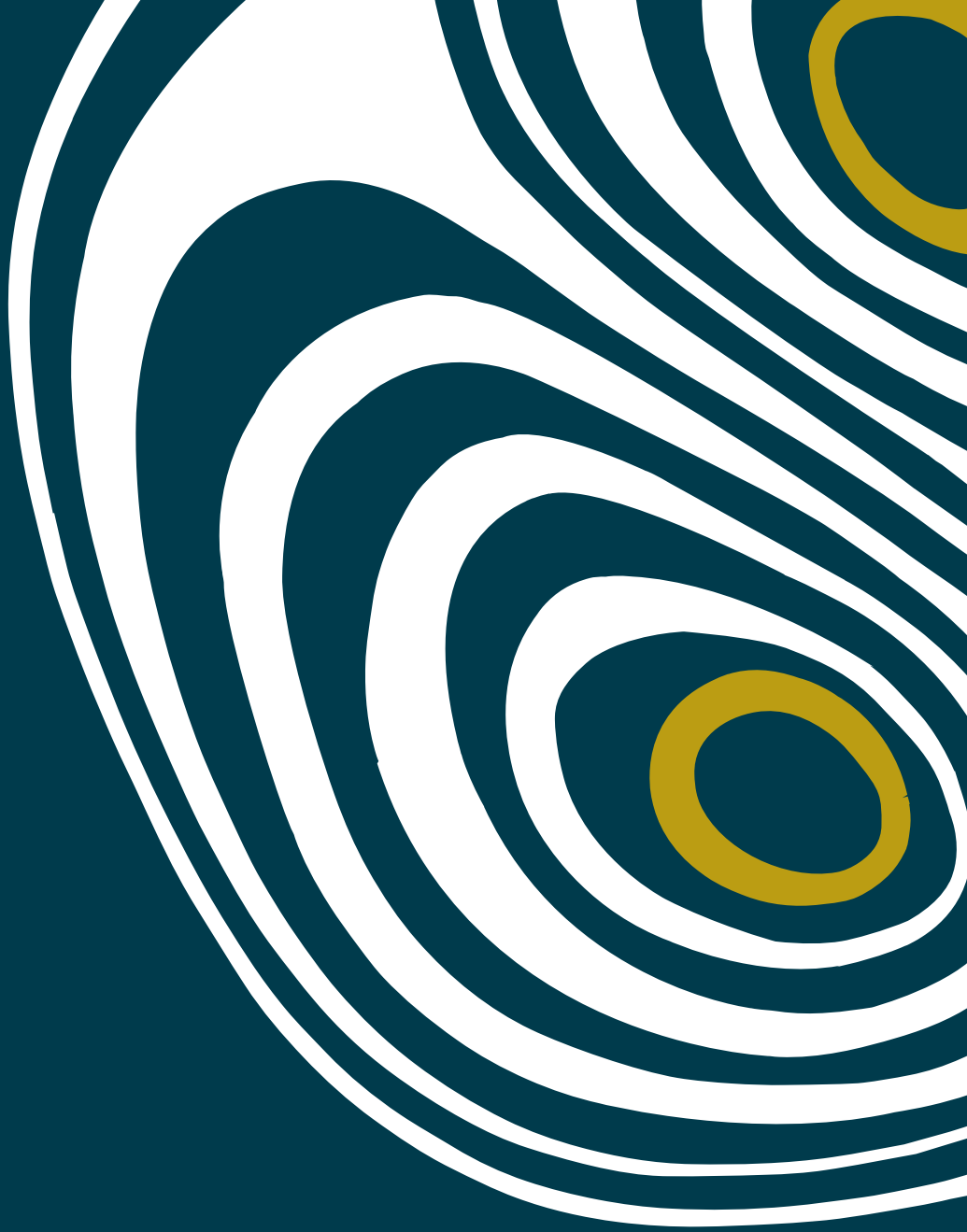


Line indicates minimum values for text.

How to use our colour palette

Our visual identity is designed to feel clean, elegant and contemporary.
To maintain this look and feel we try to use only our primary colour palette in a minimal way, ensuring there is enough breathing space around copy and visual elements.

For instances in print and online where multiple pages and signposting are required for distincition (i.e. in a brochure or website) we allow the use of our secondary colour palette. Again, this should be used sparingly – ensuring there is enough breathing space for copy and visual elements.



Our graphic devices

Our graphic devices

Our graphic devices derive from our primary visual marque. They represent ideas of mutual growth in partnership and continued investment in forests and sustainable land use.

We have created a number of variations of graphic devices to be used throughout communication materials. They are developed from using a Japanese ink technique: suminagashi marbling.

The central rings within each device are always coloured gold to represent organisations in partnership. All other rings should be in black (or white in certain instances).

How to use our graphic devices

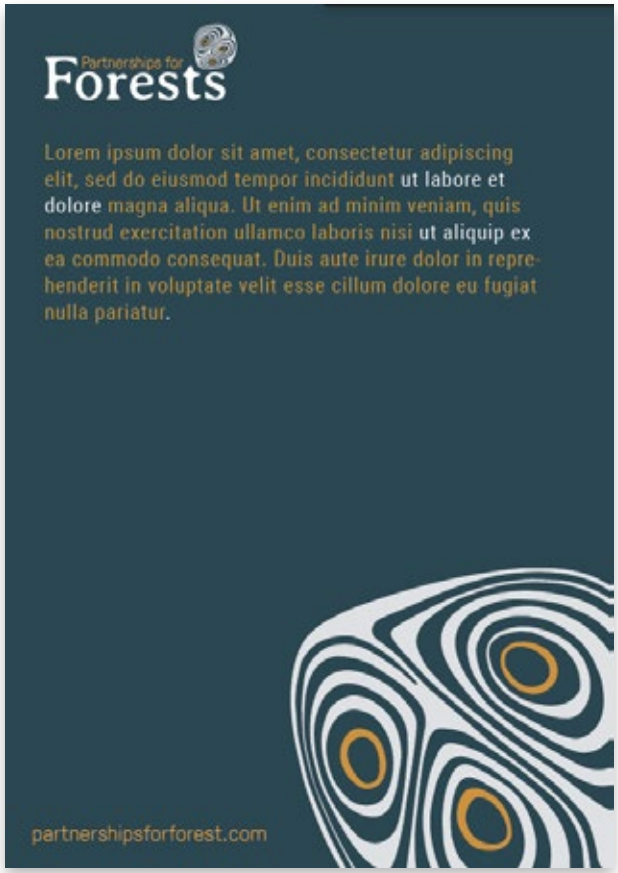
Our graphic devices are used throughout our communication materials to break up large areas of white or coloured space and to maintain an engaging visual presence.

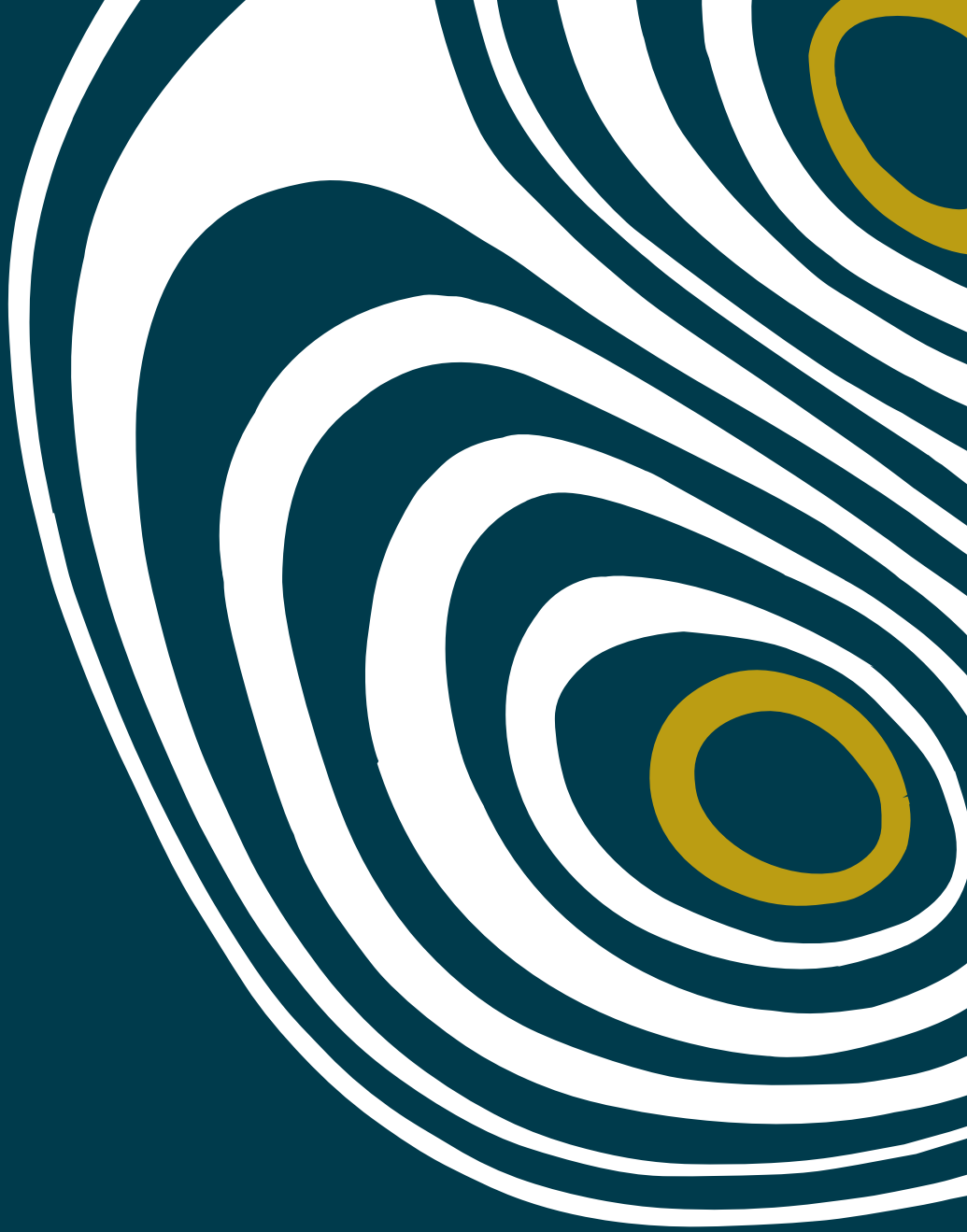
We introduce these visual assets emerging from the sides of the page and cropped to create impact and intriguing large visual statements.

Applying our graphic devices

When using our graphic devices on a white background we maintain the rich black and gold colours from our palette. On a dark/coloured background we use our graphic device in white and gold.

To soften graphic decises we apply them at 80% opacity.





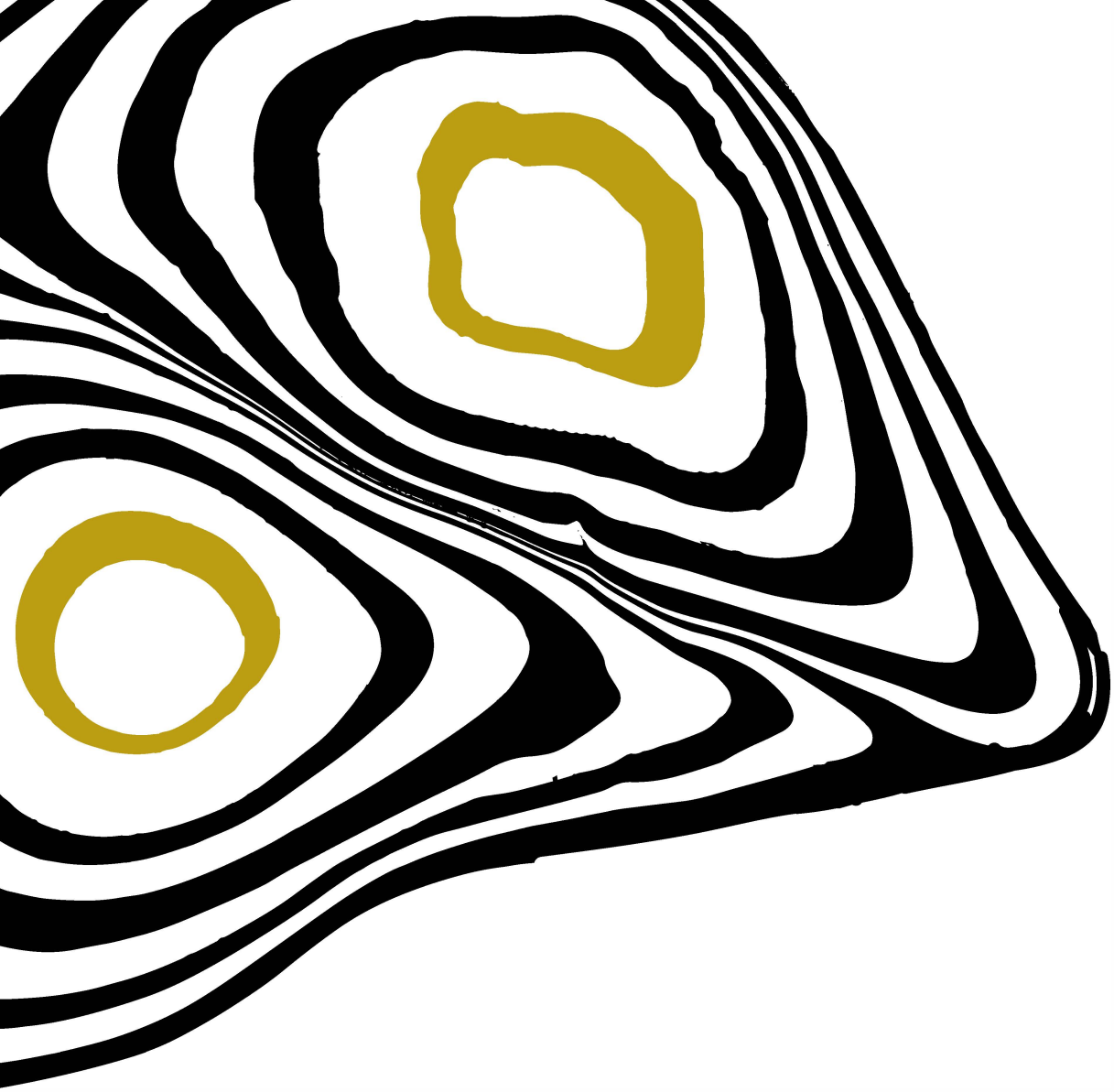
Our photography

How we use photography

Partnerships for Forests Communications Team has developed a photography guidelines document to provide best practice guidance on how we use photography, particularly in relation to material collected in developing countries and portraying communities and individuals.

All those supplying images for our use are expected to have read and understood these guidelines and followed them.

Please contact Helen Early for our photography guidelines document: helen.early@thepalladiumgroup.com



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