



**ADAPTATION FUND**

# Graphic Standards

**OCTOBER 2013**

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# Purpose

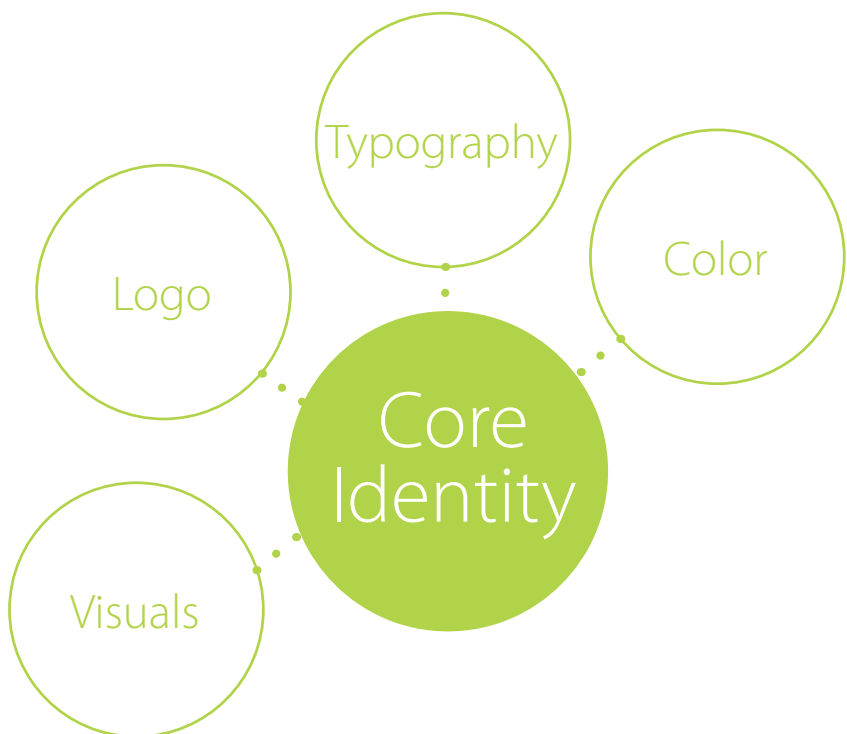
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The Adaptation Fund finances projects and programmes to help the most vulnerable communities in developing countries adapt to the negative effects of climate change.

## A COMPREHENSIVE VISUAL SYSTEM

These guidelines are intended to ensure brand consistency.

The core design elements are the essential visual elements of our brand — the Adaptation Fund logo, typefaces, color palette, images and graphics — and are the starting point for any Adaptation Fund communication.



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# Logo Specifications

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Never redraw or alter the logo, including its placement, size and color. Doing so weakens our message and identity. Use authorized artwork from <http://www.adaptation-fund.org/page/logo>.

## CLEAR SPACE

Always maintain clear space around the Adaptation Fund logo to protect the logo from distracting graphics or typography.

Measure clear space by the height of the "O" in Adaptation Fund logo for vertical space, and the width of the "O" for horizontal space.



## MINIMUM SIZE

The Adaptation Fund logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness. So please never reproduce the logo smaller than 1" wide, measured from the "A" to the "D".



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# Logo Specifications

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## LOGO COLOR

When the logo appears on a white background, use our primary, authorized green logo



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C:35 M:0 Y:90 K:0  
R:177 G:211 B:74  
PANTONE: 382 M



C:0 M:0 Y:0 K:70  
R:109 G:110 B:113  
PANTONE: Black 7 M



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# Logo Specifications

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## ALTERNATIVE COLOR BACKGROUNDS

The primary authorized Adaptation Fund green (382 M) is preferred when you need a colored background. When using green as a background, reverse out the logo in white.

When the logo needs to be used on a brighter background or on materials printed only in black and white, a grey option is available.



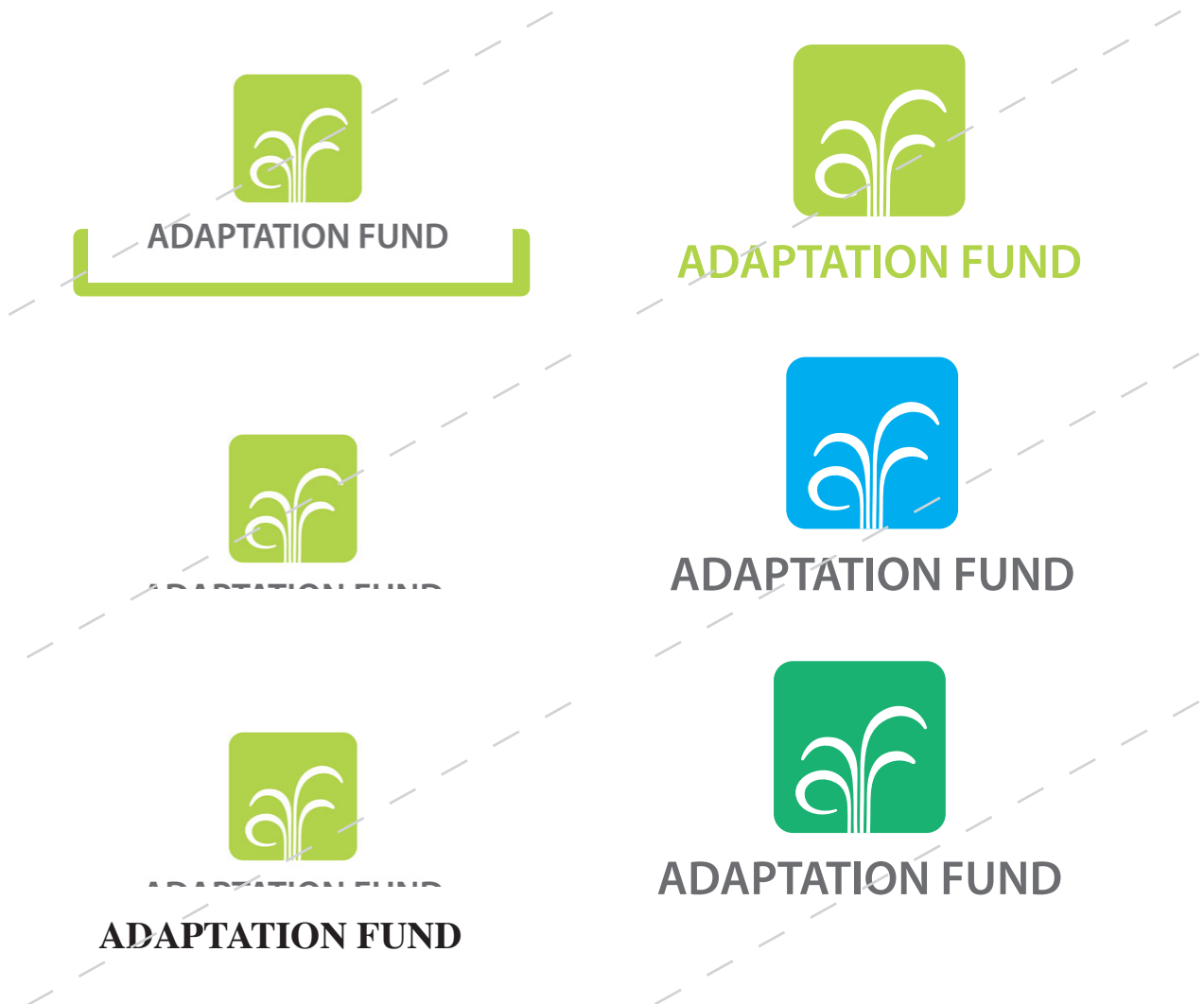
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# Logo Specifications

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## INCORRECT USE OF LOGO

The logo is the primary visual representation of the Adaptation Fund, and should be treated respectfully. Changing any part of the logo will jeopardize consistency. Please avoid the following:



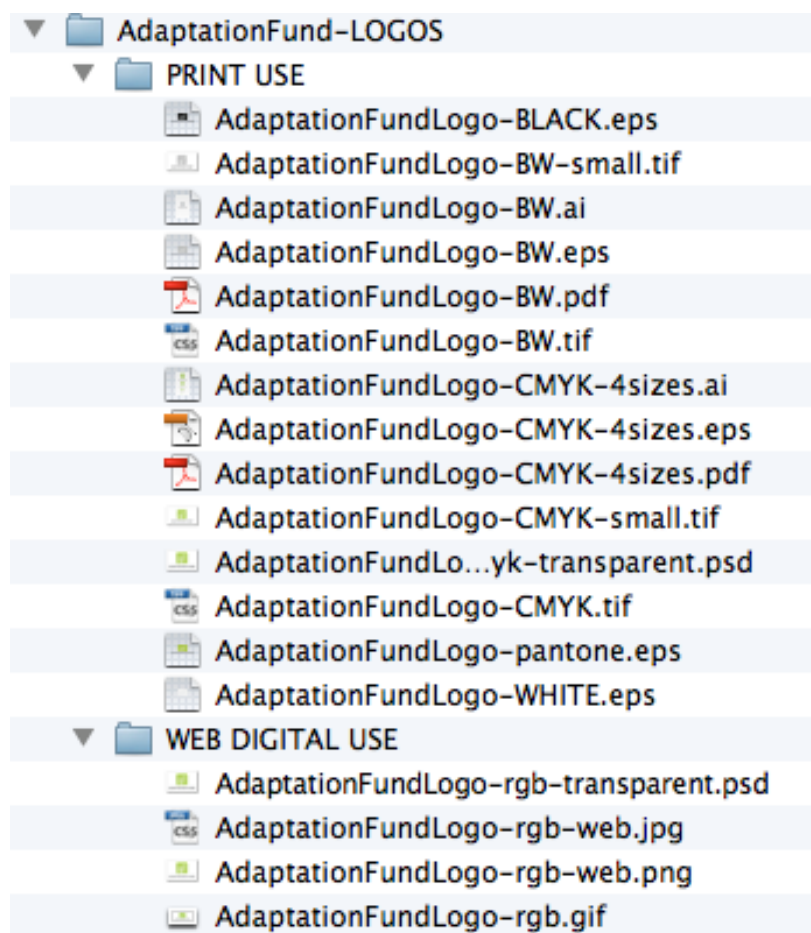
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# Logo Specifications

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## FILE FORMATS

The Adaptation Fund logos have been provided in a variety of formats, authorized colors and sizes. Any print or digital needs are addressed.



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# Color Palette

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## CORE COLORS

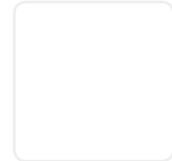
The green to the right should dominate every piece you create.



C:35 M:0 Y:90 K:0  
R:177 G:211 B:74  
PANTONE: 382 M



C:0 M:0 Y:0 K:70  
R:109 G:110 B:113  
PANTONE: Black 7 M



C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

## HIGHLIGHT COLORS

Use highlight colors in combination with core colors to convey other messages such as “growth,” “natural,” “innovation” and “trustworthy.” These colors add depth but should be used sparingly.



C:70 M:25 Y:100 K:0  
R:97 G:151 B:68  
PANTONE: 7490 M



C:0 M:35 Y:100 K:0  
R:252 G:175 B:23  
PANTONE: 130 M



C:60 M:25 Y:0 K:0  
R:97 G:162 B:216  
PANTONE: 542 M



C:85 M:50 Y:0 K:0  
R:27 G:117 B:188  
PANTONE: 2935 M

## A note about

### MATCHING COLOR:

Color matching is crucial to the success of any print project. While visual differences in printing can't be eliminated completely, they can be minimized.

- the appearance of brand colors will differ from spot-color to a four color process.
- there will be slight variations in color when printing on different paper or using your own in office printers.
- Always minimize visual differences by matching to PANTONE color swatches.



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# Typography

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## MYRIAD PRO

- Myriad Pro is our primary typeface
- Myriad Pro should be used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Do not substitute any other typeface for Myriad Pro

## FOR DESKTOP

Use Arial for desktop applications in a nongraphic artwork environment such as Microsoft Word and Powerpoint. Use Myriad Pro for graphics, buttons and banners in Web applications.

## MYRIAD PRO REGULAR:

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

To purchase authorized font, go to  
<http://www.adobe.com/products/type.html>



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