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The Brand

Logo

PEDRR
Ecosystems for Disaster Risk Reduction and Adaptation
Our logo is the identification tag that sparks recognition of our organisation. The logo is quite simple with 3 key elements - the icon, the logo text and the text descriptor, coming together to give it a fresh and lively look.

A minimal and simple design is employed in fashioning the logo which reflects our organisation’s image. In order to ensure its consistency, the visual integrity of the logo must be preserved at all times.

**Logo Elements**

1) **The Icon**
   The logo icon is in a slightly muted shade of teal, given the pro-environment characteristics of the organisation. The icon depicts mangroves on a water body. The branches of the mangroves resemble human arms that look like they’re reaching out for help.

2) **The Logo Text**
   The logo text is in the same color as the icon. The font looks bold and is easy to read. It is clean, elegant and straight-to-the-point. It has a unique look, which makes it easily distinguishable. It looks professional and suits the organisation well.

3) **Text Descriptor**
   A grey tone makes the text descriptor stand out against the teal color of the logo and the logo text. It explains the nature of the services provided by the organisation. Once again it is straight to the point, anyone reading the description would instantly understand the organisation’s goals and motives.
The measurement ‘X’ around the logo marks the minimum clear space required to maximize its visibility and impact. This space must be left devoid of any other graphic elements such as headlines, text and images at all times.
Logo

Usage

Never reduce less than 53mm in width.

The minimum permissible size of the logo on websites is 200px width and 68px height.
As part of its policy advocacy and public outreach work, PEDRR regularly develops and releases background papers, policy briefs, educational materials, press releases, etc. In order to effectively communicate PEDRR’s key messages with “one voice” from partners, a PEDRR logo is used, once each partner has signed-off. In some cases, logos of selected partners may also be included, in addition to the PEDRR logo, in order to give credit to those partners who have been directly involved in the development of a particular initiative or publication.

However, individual partners may also opt out from endorsing specific PEDRR materials or products. In such cases, only the individual logos of partners who have signed-off will appear. If more than 50% of partners have signed off, the PEDRR logo may be used along with the individual logos of supporting partners.
Logo Usage
Don’t Dos

- Do not apply drop shadows
- Do not change the proportion
- Do not alter the filled color
- Do not rotate the logo
- Do not alter the logo/text arrangement
- Do not interchange the color
The logo has 2 colors, teal and grey. Teal is used as the primary colour and grey is used as the secondary colour. This gives the logo a clean, simple yet bold look.

**Usage:**
Use them as the dominant color palette for all internal and external visual presentations of the organisation.
**Brand Typography**

**PRIMARY FONT**

**LATO**

**DESIGNER:** ŁUKASZ DZIEDZIC

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**THE FONT**

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

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**TYPE EXAMPLES**

**LATO**

<table>
<thead>
<tr>
<th><strong>Bold</strong></th>
<th>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regular</strong></td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td><strong>Figures</strong></td>
<td>0 1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td><strong>Special Characters</strong></td>
<td>! “ § $ % &amp; / ( ) = ? ` ; : ! * ¶ @ [ ]</td>
</tr>
</tbody>
</table>
Brand Stationery
EXAMPLES FOR PEDRR ICONOGRAPHY SYSTEM

THE ICONOGRAPHY SYSTEM
Here are a few examples of some icons we will be using. They are very simple designs in varying shades of teal and grey. This minimalistic approach will be very aesthetically pleasing.
SUMMARY

PEDRR is an organization that seeks to promote and scale-up implementation of ecosystem-based disaster risk reduction and ensure it is mainstreamed in development planning at global, national and local levels. Therefore it is imperative that the brand identity of the organisation is expressed consistently. Adhering to these guidelines will give the customers a clear picture of who we are and what we do.