PARTNERS
RELIEF & DEVELOPMENT

BRAND IDENTITY GUIDELINES

The Partners Relief & Development brand identity is the result of research, iteration and fine-tuning. The intention of these guidelines is to provide general 'how to' information which is directive rather than prescriptive.

These guidelines explain how to use the Partners Relief & Development brand identity and are designed for use by all those people involved in designing, commissioning, purchasing or manufacturing items upon which the brand identity appears.

The only exception to these guidelines is the Partners Norway logo. Their logo does not include 'Relief & Development' underneath the core logo.

Use of the Partners Relief & Development brand identity which falls outside the scope of this guide must be approved before being implemented. In these situations, and to receive further advice and approvals please contact the media team by email: **media@partners.ngo**

Introduction

symbol

wordmark

The core elements which comprise the
Partners Relief & Development brand identity are:

– the Partners symbol
– the wordmark

All artwork has been drawn specifically for Partners Relief
& Development and should never be redrawn or re-typeset

Core Elements

RELIEF & DEVELOPMENT

Our organization is registered with the ampersand in our name rather than "and" therefore; in all media and publications when "Partners Relief & Development" is spelled out, it should always use an ampersand.
Note: *Unfortunately, our Facebook could not be registered with the ampersand. It is currently the only exception.*

CORRECT   Partners Relief **&** Development
INCORRECT   Partners Relief **and** Development

Name Consistency

12mm

In order to maintain the integrity of the brand identity it is important that other graphic elements, e.g. type, rules etc., do not encroach into the clear space area.

The clear space area is defined by the solid grey rule. The electronic files supplied will include this clear space margin to aid with placement.

The reason that there is so much space left around the visual element is because of the angle.

Clear space area

PARTNERS' RED

Special color
Pantone 485 C

CMYK
0% cyan, 95% yellow, 100% red, 0% black
(0c, 95m, 100y, 0k)

RGB (screen-based)
238r 49g 36b

PARTNERS' WARM GRAY ONE

Special color
Pantone Warm Gray 9 U

CMYK
0% cyan, 11% yellow, 20% red, 47% black
(0c, 11m, 20y, 47k)

RGB (screen-based)
187r 176g 125b

PARTNERS' WARM GRAY TWO
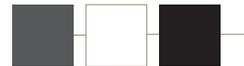
Special color
Pantone Warm Gray 11 U

CMYK
0% cyan, 17% yellow, 34% red, 62% black
(0c, 17m, 34y, 62k)

RGB (screen-based)
154r 139g 125b

Black, Grey & White can also be used alongside these colors.

To achieve consistent color reproduction requires specifications for a wide variety of media and surface finishes, paper stocks etc.

If you require additional assistance to clarify the most appropriate color match please contact the communications team by email: **media@partners.ngo**

Color Palette

1. First preferred format. Full color horizontal brand for use on a white background only – presents the best wordmark to symbol ratio.

2. Second preferred format. Full color horizontal brand for use on a colored background, ideally Partners warm grey one – presents the best wordmark to symbol ratio without the effect of a 'badge'.

These are the preferred formats in order of priority. See the guidelines for application on the following pages to determine which format best suits your purpose – rather than using an inappropriate format.

Preferred Formats

Correct selection of format for use. In these examples the version of the brand integrates well with the white background.

Incorrect selection of format for use. In these examples the version of the brand contrasts strongly with the white background creating a 'badge' or 'label' appearance. Try to avoid this look.

The brand should always be integrated as much as possible within the design of the piece it is applied to, whether it be a sign, a printed report or an item of clothing. Avoid creating a jarring effect where the brand appears to simply have been 'pasted on'.

Selecting a Format

The brand identity has been designed to be applicable in many situations. The formats shown indicate preferred ways to apply the Vector brand identity.

This logo works best when placed on a white background but if you have a need for a reversed out format, then the two options are also available.

PREFERRED
APPLICATIONS

GREY & WHITE
or BLACK & WHITE
APPLICATIONS

LIMITED/
MINIMAL
APPLICATIONS

Acceptable Applications

In order to maintain the integrity of the brand identity it must never be reassembled or combined with other elements in any of these ways.

Using the Partners wordmark without the symbol

Removing the Partners symbol

Unacceptable color background (tone too similar to brand)

Background to busy

Reflect or change the shape of the core elements

Using the wrong color for one-color application

Changing the angle or direction of the core elements

Stretching or changing the shape of the core elements

Color switch between the core elements

Graphic element within clear space area – never add a border to the brand identity.

Using a font to create the wordmark, or changing the wordmark in any way.

Adding any kind of effect to the brand identity. Example: Bevel, Gradient, Drop Shadow.

Unacceptable Applications

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