

The GEF
DUGONG & SEAGRASS
CONSERVATION PROJECT

Brand Guidelines



OUR BRAND

The brand identity for the Project entitled "Enhancing the Conservation Effectiveness of Seagrass Ecosystems Supporting Globally Significant Populations of Dugongs Across the Indian and Pacific Ocean Basins" represents the Project's values to the world at large and at a glance. It is a visual distillation of the organisation's character, personality and function.

The design of the Dugong and Seagrass Conservation Project brand identity features both seagrass and dugong (visually and in writing) and embodies the hope we all share for these species.

USING THESE GUIDELINES

The most important way of expressing the Project's brand is through our identity. It is more than just a name or a logo.

The Dugong and Seagrass Conservation Project identity is how we present ourselves to the outside world our public face. It tells people who we are, what we do and what they can expect from us in terms of initiatives, conservation and awareness. Our identity sums up everything we stand for.

The Project's brand guidelines will help you reproduce the identity with care, precision and consistency. It incorporates the design features of the brand, including detailed information on colour, size and how to represent the brand.



PRIMARY PROJECT LOGO

The Dugong and Seagrass Conservation Project logo is one of the Project's most valuable assets. Each element and their relationship have been carefully designed.

This relationship is fixed and must never be altered. The Dugong and Seagrass Conservation Project logo should be used on all advertising, marketing and customer communications materials.

Correct and consistent usage creates a distinctive look and feel that helps to make The Dugong and Seagrass Conservation Project brand instantly recognisable.



SYMBOLISM

Dugong and Seagrass. Without seagrass, there can be no dugong. Within the turquoise square (representing the sea) are seagrass and dugong silhouettes. Two species of seagrass are depicted including *Halophila s ipulacea* and *Halodule uninervis*. The dugong are also swimming above the seagrass indicating their dependence on it for survival.

Hope for the future. Hope is represented with a mother and a calf silhouetted within the turquoise square. The Dugong and Seagrass Conservation Project represents a future where dugong and seagrass continue to thrive along the shores of the coastal communities in which we work.

Happiness. Notice the smile of the faces of the dugong. The dugongs were purposely designed to show character and a sense of wellbeing.

Green for seagrass, Turquoise for oceans. The colors of the logo were carefully selected. Again, seagrass is a crucial element of the conservation purpose of the Project and it is clearly represented with the green colors. Oceans (and dugong) are clearly represented with turquoise.

Single colour logos

The Project's primary logo contains two colours, and it should be used on all applications whenever possible. The preferred background colour is white.

In cases where the primary colours are not available or not preferable in terms of correct placement, a white or a black version of the brand may be used as displayed below.

The "White Logo" is designed for use on dark photographic or dark coloured backgrounds.

The "Black Logo" is for use on all communications where black is the only colour available or where the logo's two colours cannot be accurately reproduced - such as in a poor quality digital printer or photocopier.

The Turquoise Logo and Green Logo can be used in special circumstances such as one colour printing jobs.

Turquoise Logo



Green Logo



White Logo



Black Logo



CLEAR SPACE AND MINIMUM SIZE

Clear space

To preserve integrity, always maintain a minimum clear space around the Dugong and Seagrass Conservation Project. To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by text, photographs or graphic elements. The clear space must never differ proportionally from the diagram demonstrated on this page. The exclusion zone for the Project logo is the height of the letter D in Dugong marked 'X'.

Minimum size

To protect the integrity, legibility and impact of the Project logo, they must never be reproduced in sizes smaller than 30 mm wide.

Clear space



Minimum size



POSITIONING LOGO

Logo placement

The directive on positioning is designed to enhance visibility and prominence of the Dugong and Seagrass Conservation Project logo. These rules apply for all versions of the Project logo.

When using the Project logo alone - without any other logo

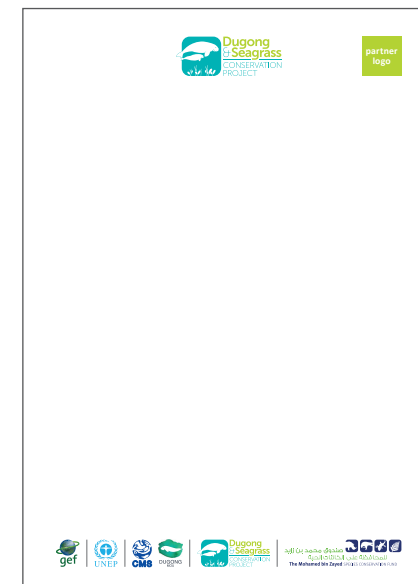
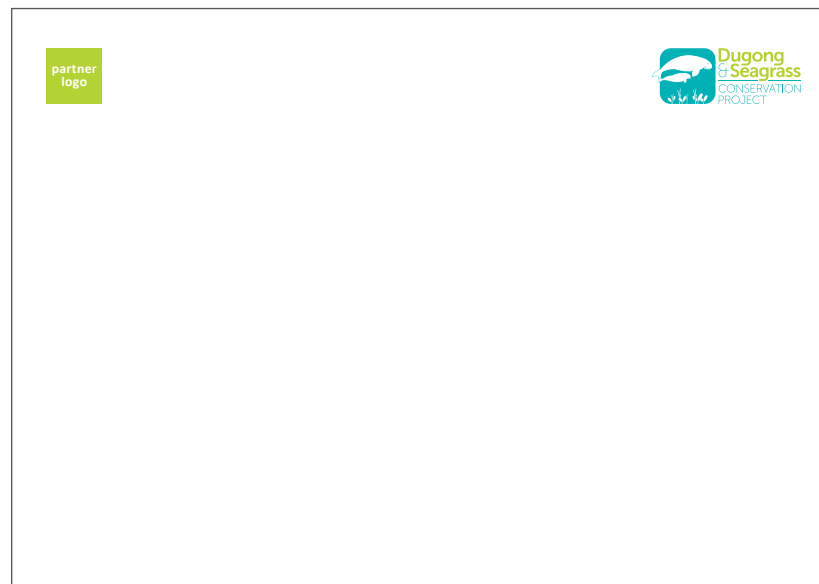
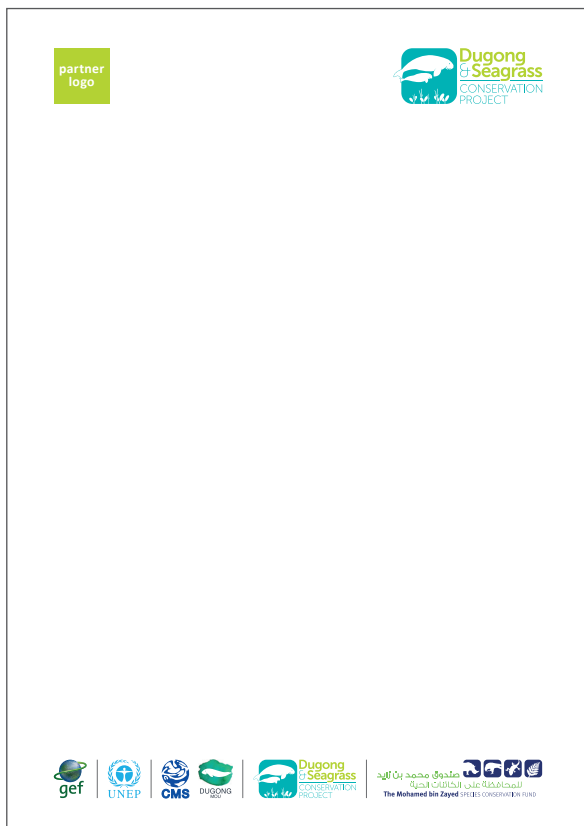
The Project logo should be positioned on the top left or bottom left with a distance that is no less than the minimum clear space from the edge.

When using the Project logo with the national Project Partner logo

When positioning the Dugong and Seagrass Conservation Project logo with a national Project Partner logo, move the Dugong and Seagrass Project logo to the right side and the national Project Partner logo in the upper or lower left.

Should the national Project Partner logo brand guidelines require that the national Project Partner logo be placed on the right, then the Dugong and Seagrass Conservation Project logo should be moved to the center. The national Project Partner logo should not be larger than the Dugong and Seagrass Conservation Project logo in height, and always be placed on the opposite side of the Dugong and Seagrass Conservation Project logo. See artwork on page eight for a visual example of this lock-up.

LOGO POSITIONING



USING THE PROJECT LOGO WITH NATIONAL PROJECT PARTNERS LOGOS

The national Project Partner logo should not be larger than the Dugong and Seagrass Conservation Project logo in height, and always placed on the opposite side of the Dugong and Seagrass Conservation Project logo, which is placed in the top right corner.

* EXCEPTION TO THE RULE:

In case the national Project Partner logo guidelines sets partner logo placement in top right corner, then the Project logo moves to the centre of the page as per lockup.

UNACCEPTABLE ALTERATIONS AND APPLICATIONS OF THE LOGO

The Dugong and Seagrass Conservation Project logo should at all times be presented in a way that it remains legible and uncluttered. A number of examples on how NOT to alter the Project logo are presented in the next page:

- Do not stretch, condense or alter
- Do not re-colour or apply any effects
- Do not alter or introduce elements
- Do not crop, cut, or slice
- Do not rotate
- Do not change the height to width aspect ratio
- Do not violate the minimum size (30 mm width)
- Do not use on background colors that clash or have insufficient contrast
- Do not allow a background image to clash

INCORRECT ALTERATIONS OF THE LOGO





WHO CAN USE THE PROJECT LOGO?

The Project logo is to be used only by officially recognised partners including the Donor, Executing Agency, Implementing Agency, National Project Partners and Supporting Partners.

Those not listed above and who are not directly involved in the Dugong and Seagrass Conservation Project are not allowed to use the project logo. Exceptions to this rule can only be made in limited circumstances. In such cases, a written request must be submitted to the Executing Agency, and the Executing Agency must provide permission in writing. Contact information is available at www.dugongconservation.org

COLOUR PALETTE

PRIMARY

Ocean Turquoise

Pantone P 124-7

C85 M0 Y35 K0

**R0 G168 B176
#00a8b0**

Seagrass Green

Pantone P 160-8

C35 M0 Y100 K0

**R188 G207 B0
#bbce00**

Dugong Grey

Pantone P 179-13

C0 M0 Y0 K80

**R87 G87 B86
#575756**

SECONDARY

Asian Indigo

Pantone P 93-8

C75 M100 Y0 K0

**R102 G36 B131
#662382**

African Orange

Pantone P 37-8

C0 M80 Y95 K0

**R233 G81 B29
#e9501d**

Pacific Purple

Pantone P 101-8

C100 M95 Y0 K50

**R29 G26 B85
#1d1954**

Masterbrand Colours

Colours are an important and distinctive part of the Dugong and Seagrass Conservation Project brand identity. When used correctly they can help to create a unique and impactful visual system.

The primary Project colours are:

Ocean Turquoise (Pantone P 124-7)

Seagrass Green (Pantone P 160-8)

Dugong Grey (Pantone P 179-13)

The secondary Project colours are:

Asian Indigo (Pantone P 93-8)

African Orange (Pantone P 37-8)

Pacific Blue (Pantone P 101-8)

Whenever possible, colours should be printed by specifying the Pantone® references.

If you cannot print the colours in this way, reproduce them from a four-colour printing process.

Colours should not be used as tints, always print the colours at 100% of their value.

Euroscale process colors

The values for printing in four-colour process have been calculated using Pantone® Euroscale, which is different from other versions.

Colour matching

Colours will vary noticeably in brightness and shade depending on the type of paper stock or other material on which they are printed. Any kind of lamination or varnish will also have a direct effect on the printed colour. All printed material should be visually matched to Pantone® colour references.

RGB and hexadecimal values

RGB values are a direct translation of the Pantone® colours to match them on-screen. However, colours can look different from one computer to the next so each colour has been specified with web-safe hexadecimal values. This will ensure that the web page looks consistent regardless of which monitor it is viewed on – as long as the monitor is correctly calibrated.

Colour declaration

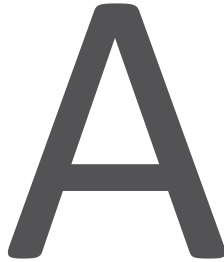
Always use Pantone® swatches as the most reliable match for colour. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour. PANTONE® is a registered trademark of Pantone, Inc.

OFFICAL PROJECT FONT IS CALIBRI

Calibri, is a clean, highly legible and contemporary typeface that complements the Dugong and Seagrass Conservation Project visual language. It plays an important role in the overall look and feel of the brand identity and should be used for all communications unless stated otherwise.

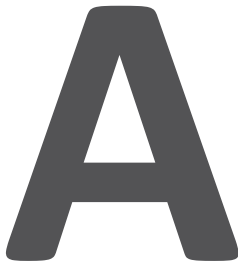
Calibri Bold should be used for all headlines and titles. It can also be used to highlight quotes and words. Calibri Regular should be used for all sub headings and body copy.

All digital fonts are available as standard across all PC and Mac computers.



Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SUPPORT SENTENCE AND PARTNERSHIP BANNER

The national Project Partner is encouraged to communicate national project-related information (achievements, news, photographs) under their own name. However, it is important to always acknowledge the collaborative spirit of the global Project.

The following support sentence should be included and clearly visible on all formal communications materials of the Project which are clearly funded by the GEF:

This Project is executed by the Mohamed bin Zayed Species Conservation Fund, with financing from the GEF, implementation support by UNEP and technical support from the CMS Dugong MoU Secretariat.

Where appropriate, the above paragraph should be supported by the partnership banner (displayed below) which includes logos of the GEF, UNEP, CMS Dugong MoU and The Fund. The partnership banner is available from the Dugong and Seagrass Conservation Project Coordination Team. The Project's partners logos are to be used only within the context of the partnership banner. For guidelines on positioning the banner, see the next page.

Partnership banner (12 cm minimum width)



Partnership banner acceptable positions

The banner should always be positioned either (1) centered at the top or (2) centered at the bottom. If the partnership banner is needed in colour, include a white background behind the banner. On the other hand, a black or white partnership banner can be inserted directly onto the artwork without a white background.



PROJECT NAMING RULES AND GUIDELINES

The official name of the Project is:

Enhancing the Conservation Effectiveness of Seagrass Ecosystems Supporting Globally Significant Populations of Dugongs Across the Indian and Pacific Ocean Basins

The official name of the Project shall be used in all communications about the the Dugong and Seagrass Conservation Project.

An official abbreviated name has been created to assist authors in referring to the Project in fewer words. The official abbreviated name is

Dugong and Seagrass Conservation Project

However, it is only acceptable to use the official abbreviated name after the official and longer name has been used at least once.

When writing about the Dugong and Seagrass Conservation Project an author should not always or only use the official and abbreviated names. It is occasionally acceptable to use "the global Project" (with a capital 'P') or "the Project" (with a capital 'P') or "the Dugong and Seagrass Project" (with a capital 'D' for Dugong, captial "S' for Seagrass and captial 'P' for Project), but only after the offical name and abbreviated name have been appropriatly utilized.

HOW TO DESCRIBE THE ORGANISATIONS INVOLVED IN THE PROJECT

Donor. The Global Environment Facility (sometimes abbreviated 'GEF') is the "Donor" for the Dugong and Seagrass Conservation Project. The GEF's name and official role in the Project should be used in any communication about it, for example "The Global Environment Facility is the donor for the Dugong and Seagrass Conservation Project."

Executing Agency. The Mohamed bin Zayed Species Conservation Fund (sometimes abbreviated as the Fund) is the "Executing Agency" of the Dugong and Seagrass Conservation Project. The Fund's name and official role in the Project should be used in any communication about it, for example "The Mohamed bin Zayed Species Conservation Fund is the Executing Agency of the Dugong and Seagrass Conservation Project."

Implementing Agency. The United Nations Environmental Programme (sometimes abbreviated UNEP) is the "Implementing Agency" of the Dugong and Seagrass Conservation Project. UNEP's name and official role in the Project should be used in any communication about it, for example "The United Nations Environmental Programme is the implementing Agency of the Dugong and Seagrass Conservation Project" or "UNEP is the Implementing Agency of the Dugong and Seagrass Conservation Project."

National Partners. Any partner receiving GEF funding for their role in the Dugong and Seagrass Conservation Project is referred to as a "national Project Partner" When describing their own organisation and its role in the Project as a national Project Partner, for example The [name of the national Project Partner] is a National Partner in the Dugong and Seagrass Conservation Project.

Supporting Partners. Any partner NOT receiving GEF funding for their official and recognised role in the Dugong and Seagrass Conservation Project is referred to as a "Supporting Partner." When describing such an organisation refer to its official role in the Project as a Supporting Partner, for example The Australian Government is a Supporting Partner to the Dugong and Seagrass Conservation Project."