



COMMUNITY FORESTRY IN NORTH-EASTERN NAMIBIA

Basic Design Guidelines

For CFNEN Corporate Identity

Introduction

The Corporate Design of CFNEN is a crucial part of the internal and external communication and it is one of the key elements that gives the project its identity. The standardized design contributes decisively that material of CFNEN can be definitely identified and distinguished from other publications.

The purpose of the guidelines is to strengthen CFNEN's corporate image using a strong visual branding element. The corporate label has been created to represent CFNEN in various environments in which the project evolves. The core of the design guidelines is the four-color, triangle framed tree mark in combination with the CFNEN logo and the colours green and orange. Even in case alterations are unavoidable, the unity of the corporate image must be respected.

The following pages present design regulations concerning the CFNEN Mark, corporate name and standard colors. Please read the guidelines carefully to understand how the structure and idea of the design help to enhance a more unified CFNEN image.

Abbreviations:

pt: point = 0.351 mm
4c: four colour - cyan/magenta/yellow/black
tif/eps/jpg: file format for pictures, graphics or text

CFNEN: Community Forestry in North-Eastern Namibia
DoF: Directorate of Forestry
ded: German Development Service (Deutscher Entwicklungsdienst)
kfw: German Development Bank (Kreditanstalt fuer Wiederaufbau)

Contents:

CFNEN Mark	3
Corporate Name	4
CFNEN Logo	5
Colour	6
Typeface	7
Letter paper	8
Business card	9
Publications	10/11
Contact	12

CFNEN Mark

The Mark of CFNEN is a green crowned tree with brown trunk on sand-coloured ground in an, on its tip standing, equilateral triangle.

It should be resorted from CFNEN's official media resources in form of a digital computer file (eps, tif, jpg).

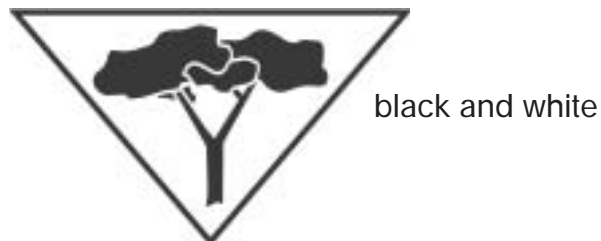
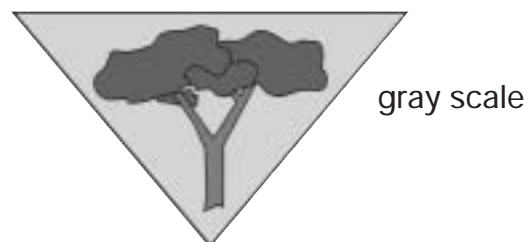
Its proportions are stipulated and shouldn't be changed in any case.

The colours of the CFNEN Mark in 4c Euro scale:

Green: 90% Cyan, 30% Magenta, 100% Yellow, 20% Black (~ 75% Black in black & white print)

Brown: 15% Cyan, 75% magenta, 95% Yellow, 5% Black (~ 55% Black in black & white print)

Sand-colour: 5% Magenta, 45% Yellow, 10% Black (~ 20% Black in black & white print)



Corporate Name

The logo below shows the CFNEN-affiliated corporate name to be used for official purposes. It should be reproduced from reproduction proofs or resorted from CFNEN's official media resources together with the CFNEN Mark. If you must resort to a typeface, please use Swiss 721 Condensed BT Bold and Swiss 721 Condensed BT Roman.

Logo for corporate name:

Swiss 721 Condensed BT Bold

Swiss 721 Condensed BT Roman

COMMUNITY FORESTRY IN NORTH-EASTERN NAMIBIA

Underline thickness is 1/4 of the type size, the line space between types and line is 1/2 of the type size. Here in the example: Type size = 14pt, line thickness = 3.5pt, line space = 7pt

Colour for corporate name in 4c Euro scale:

Green: 100% Cyan, 30% Magenta, 100% Yellow, 20% Black

Orange: 30% Magenta, 100% Yellow,

CFNEN Logo

The logo is a composition of CFNEN Mark and Corporate Name. The triangle mark is placed on the left side and is followed by the name. The underline is justified to both sides - from the left edge of the triangle to the right end of the last type.

The size of the triangle mark depends on the size of the types, its height is twice as high as the distance from the headline of the types to the baseline of the underline. There is a slightly kerning between mark and first type. The vertical center of the triangle mark is aligned to the baseline of the types.



Exception: In cases where the available space is too small in width to guarantee a good perceivable depiction of the logo, it is allowed to split the name in two lines.

The size of the types in the second line "IN NORTH-EASTERN NAMIBIA" is reduced in order to receive a justification on both sides with the first line "COMMUNITY FORESTRY".

The vertical center of the triangle mark is aligned to the headline of the orange line.



Depiction on black or dark colour ground: The corporate name appears in white colour.









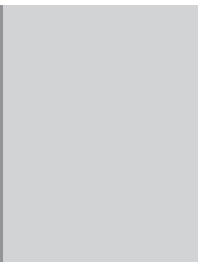





Minimum size: The minimum size of the logo is approx. 55mm in length and 5mm in height with a type size of 6 pt.



Colour

Colour is used to communicate the contemporary nature of CFNEN.
Used are Euro scale colours and their different densities that are in tune with contemporary style.

full colour	50%	20%	Euro scale / 4 colour separation
			Cyan 100% / Magenta 30% / Yellow 100% / Black 20%
			Magenta 30% / Yellow 100%
			Black 100%
			for special accentuation Magenta 100% / Yellow 100%

Typefaces

The corporate typeface is Swiss 721. Always ensure it is applied correctly and unmodified. Swiss 721 should be used in all printed material.

Swiss 721 BT Roman

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Light

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Bold

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Light Condensed

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Roman Condensed

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Bold Condensed

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Swiss 721 BT Black Condensed

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

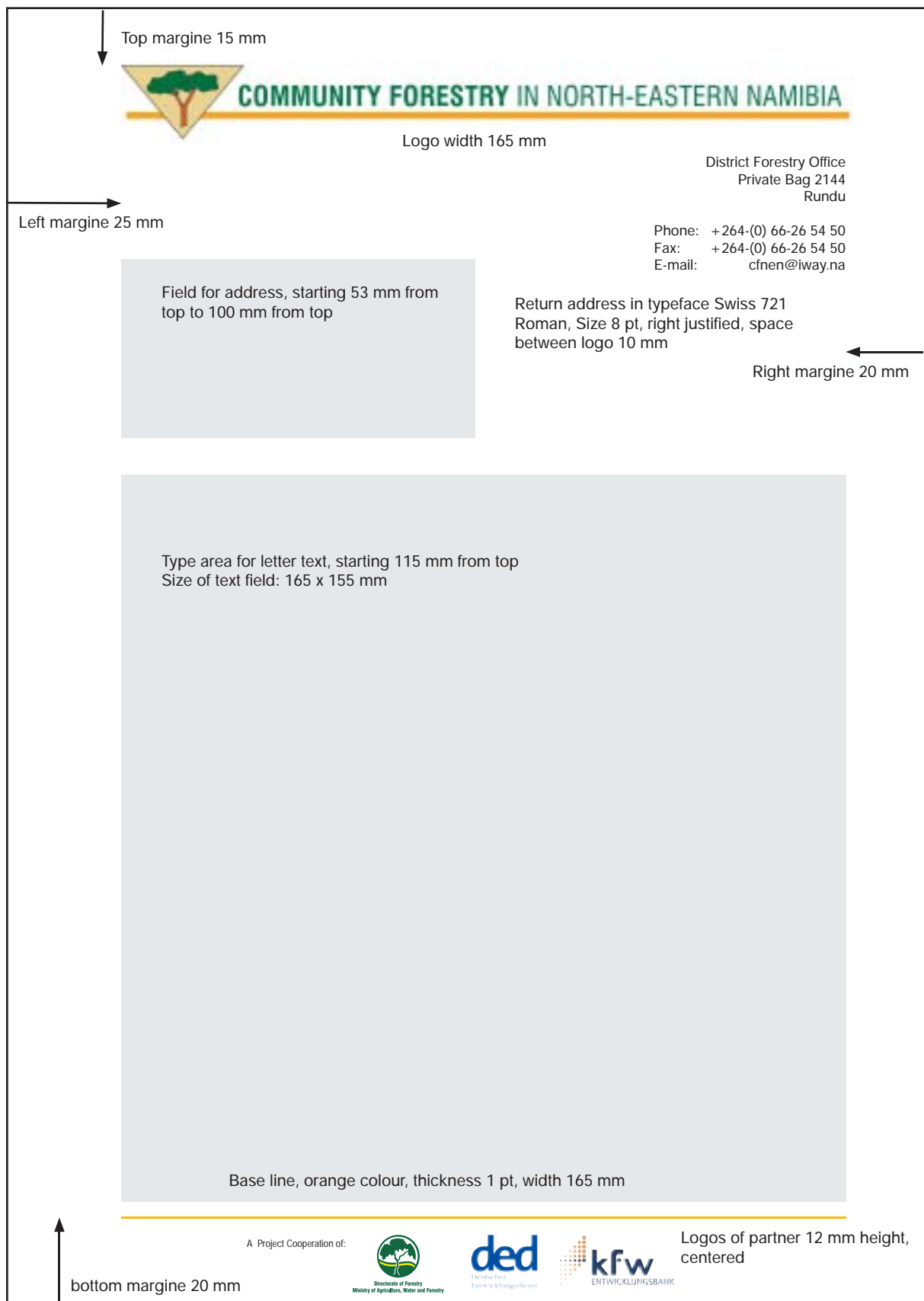
Swiss 721 BT Light Condensed Italic

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ Garamond

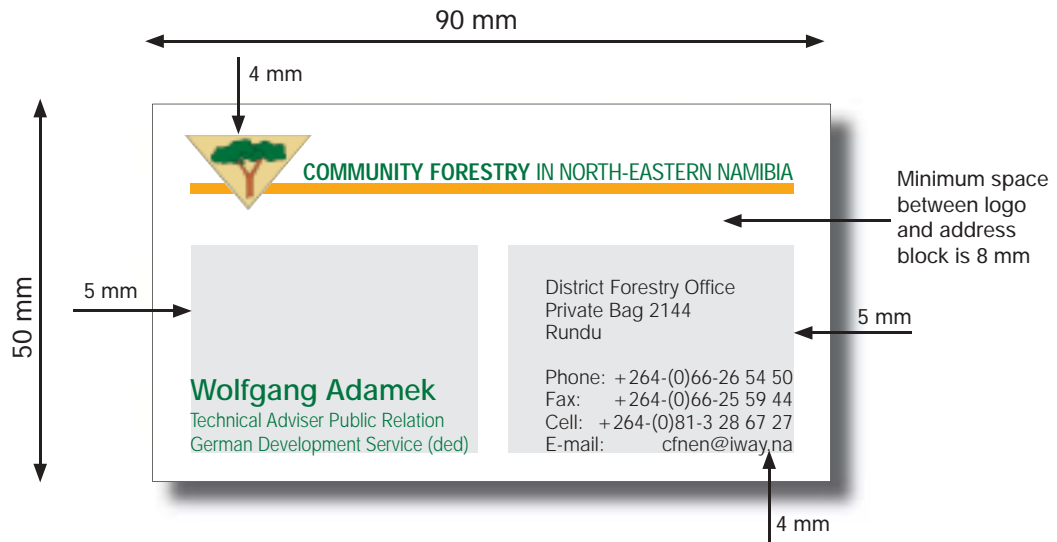
Times:

The Times is especially suitable for longer texts in brochures, newsletters and similar publications. It can be used for displaying text matters in **Bold** and *Italic*.

The System of Letter Paper



The System of Business Cards



The gray areas mark the maximum space that can be used for name, title, function on the left side and address, contact details on the right side.

Left and right margin are 5 mm, bottom margin 4 mm.

The minimum gutter between the two blocks/columns is 5 mm.

The base line of both blocks is the base line of the type areas at the bottom margin line.

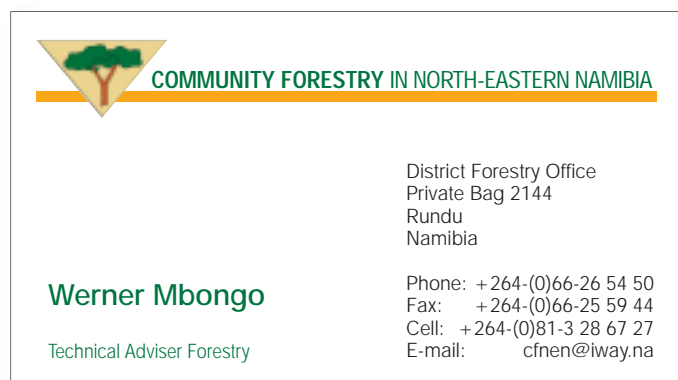
The left text block is left, the right text block right justified.

Type face

Name: Swiss 721 Medium, 11 pt

Title/Function/Address/Contact: Swiss 721 Light, 7.5 pt

Colour for name/title/function is green, for address/contact black



Publications (here Leaflet)

Size:
Format A 4, width 297 x 210 mm, landscape

Measurement 1st page:

97 mm

100 mm

100 mm



Margins to text body: Top = 28 mm, bottom = 15 mm, left, right = 10 to 12 mm, column width = 75-80 mm
Line and bar: the two parts orange header bar = 17.5 mm from top, footer line = 18 mm from bottom
Pictures/images are allowed to exceed the format of the text body up to full page width and reaching out to top or bottom paper edge.
 The colours are the corporate colours, orange as well as two of its shadings and green.

Publications (here Leaflet)



Design of the front page:

The logo has a width of 88 mm, the orange line is enlarged on both sides to the edge of the page, the space between top and logo is 8 mm to the triangle, 10 mm to the types, 17.5 mm to the baseline of the orange line.

The white background has a height of 35 mm.

The picture/image is 135 mm in height and 100 mm in width

The left stripe is 28 mm in width, its tint is 20% of the corporate colour orange and the opacity is 90%.

The logos of the partner are vertically centered in the stripe, first DoF (width=18 mm), second ded (width=14 mm), third kfw (width=18 mm), the distance between the logos and to the baseline of the stripe is 4 mm.

The orange base bar is 40 mm in height and provides the space for the headline/title which is vertically centered herein.

The types of the logo, the right edge of the stripe and (if space wise possible) the types of the headline/titel are justified.

Type face

The type face is Swiss 721 Light or Light Condensed, size 10 pt, line space 14 pt for the text body and Swiss 721 Bold or Condensed Bold, 14 pt for the headlines, orange coloured squares are heading the headlines.

Measurement 2nd page:
100 mm / 100 mm / 97mm



Other publications like booklets, brochures etc. have a similar design and layout.

Contact, logos and typefaces

All required information about the corporate design of CFNEN material as well as the concerning logos of CFNEN, DoF, ded, kfw and the typefaces can be obtained from:

CFNEN
Media Unit
District Forestry Office
Beach Road
Private Bag 2144
Rundu

Phone: 066-265450
Fax: 066-255944

or can be downloaded in future from: www.cfnen.iway.na

Compiled by Wolfgang Adamek, CFNEN Media Unit, 2005