



BRAND GUIDELINES

Caribbean Biodiversity Fund



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1. Our Brand

The CBF was established in 2012 to create reliable, long-term funding for conservation and sustainable development in the Caribbean region.

Today, the Caribbean Biodiversity Fund (CBF) is a regional umbrella environmental fund that uses a flexible structure to implement innovative solutions and consolidate resource mobilization in the Caribbean through a range of financial instruments.

Mission

To ensure continuous funding for conservation and sustainable development in the Caribbean.

Vision:

A Caribbean region where both its natural environment and people thrive.

2. Our Logo

The CBF logo is its brand and signature. As the CBF expands the scope and scale of its work, the logo will help a broad range of audiences to identify the organization. The CBF logo must be used by all with responsibility.

It represents the marine and coastal ecosystems the CBF hopes to conserve, via the blue and green waves. It declares the CBF regional profile, represented by the word Caribbean in a larger font.

The CBF Logo is the combination of the symbol and the wordmark. These two elements should not be used independently.



2.1. Proportions and sizing

The proportions of the various components of the logo should never be altered.

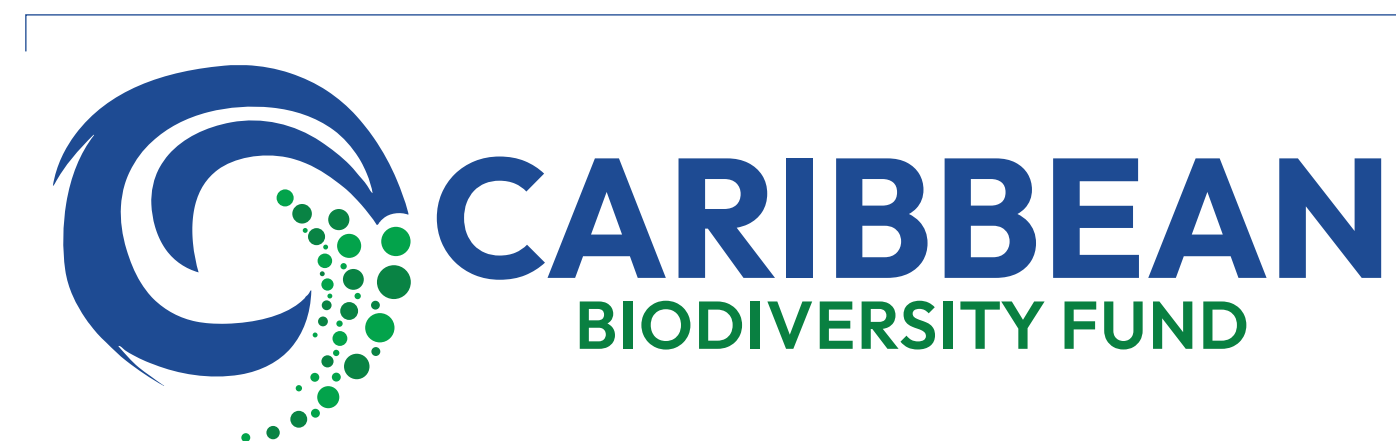
The “x” and “y” distances are used to indicate equal spaces.

The logo in its original version should not be applied smaller than 45mm of width, so that the text is legible. Smaller application should use the alternate logo with initials only (see item 5).

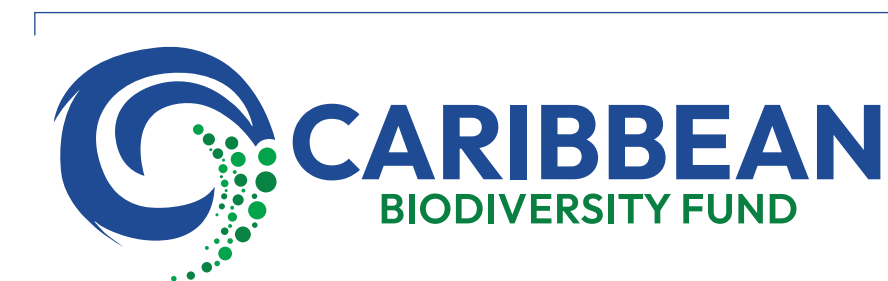
Logo proportions



Signature Size: 80 mm



Minimum size: 45 mm

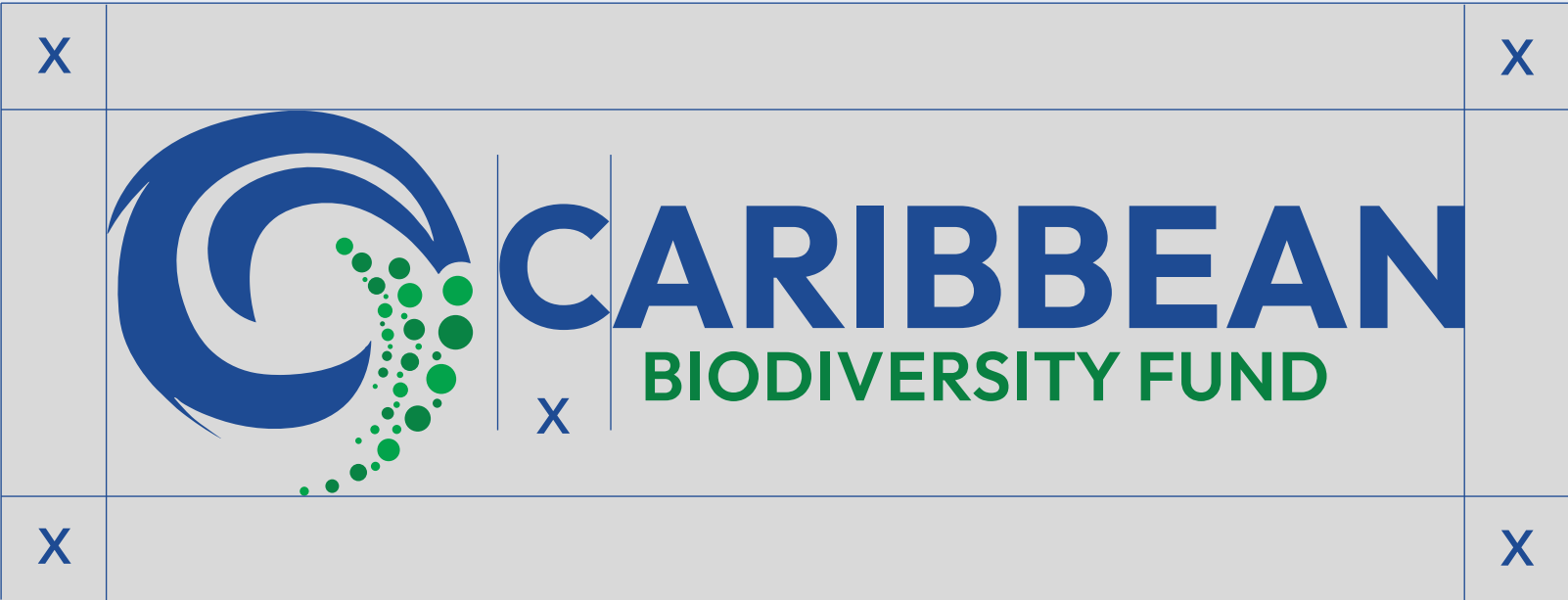


2.2. Clear space around the Logo

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements, such as text, illustrations and borders.

This is to ensure that the logo retains a strong presence wherever it appears.

The “x” distance is used to indicate equal spaces. The width of the letter C equal to the gray space around the logo. Always allow as much space as possible around the logo.



2.3. Alternate Logo 1

A vertical version is available for use in special cases where the standard logo cannot be optimized, for example in a vertical name tag.

The “x” distance is used to indicate equal spaces. The height of the letter B in Biodiversity is equal to the space between the wordmark and the symbol.

The wordmark is aligned with the center of the wave in the symbol.



2.4. Clear space - Alternate Logo 1

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements, such as text, illustrations and borders.

This is to ensure that the logo retains a strong presence wherever it appears.

The “x” distance is used to indicate equal spaces. The width of the letter C equal to the gray space around the logo.

Always allow as much space as possible around the logo.



2.5. Alternate Logo 2

An initials version is available for use in special cases where neither the standard logo nor the vertical logo can be optimized. This will be more probable in very small applications, for example in a pen or similar small object.

The initials are aligned with the center of the first green circle at the end of the blue wave in the symbol.



2.6. Clear space - Alternate Logo 2

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements, such as text, illustrations and borders.

This is to ensure that the logo retains a strong presence wherever it appears.

The “x” distance is used to indicate equal spaces. The width of the letter C equal to the gray space around the logo.

Always allow as much space as possible around the logo.



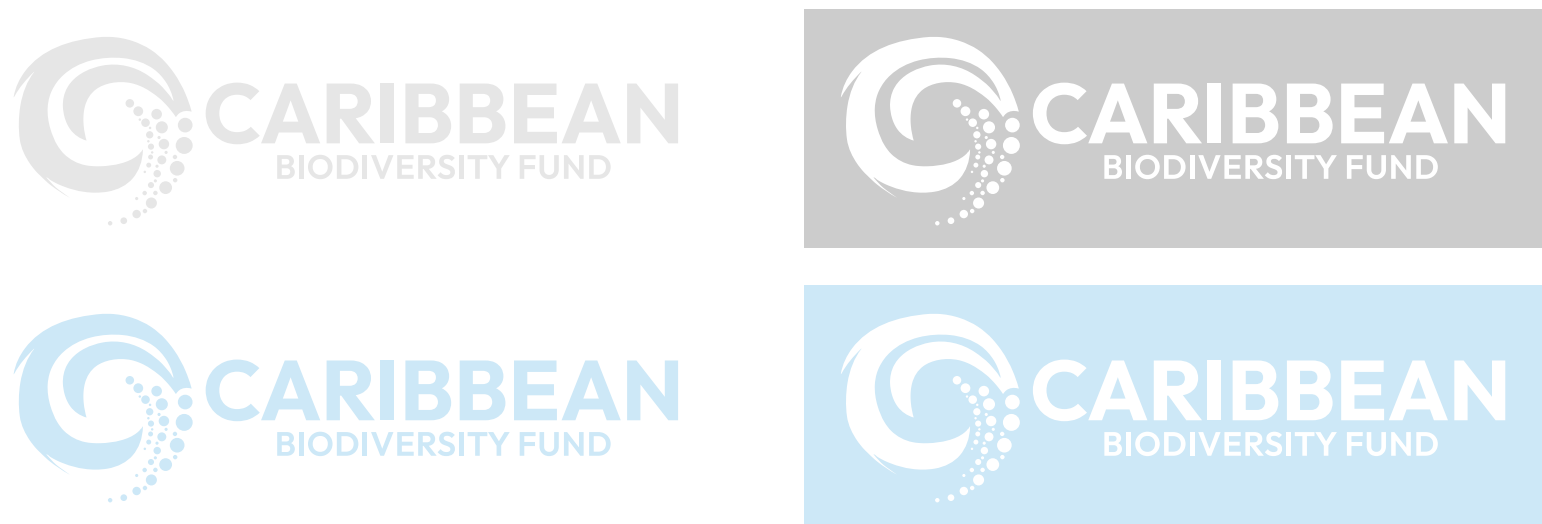
2.7. Do's and Don'ts

a. Limited color application: A one color logo is available for use only when there is limited color possibilities (e.g., one or two color printing) and it is the only option.

Do:

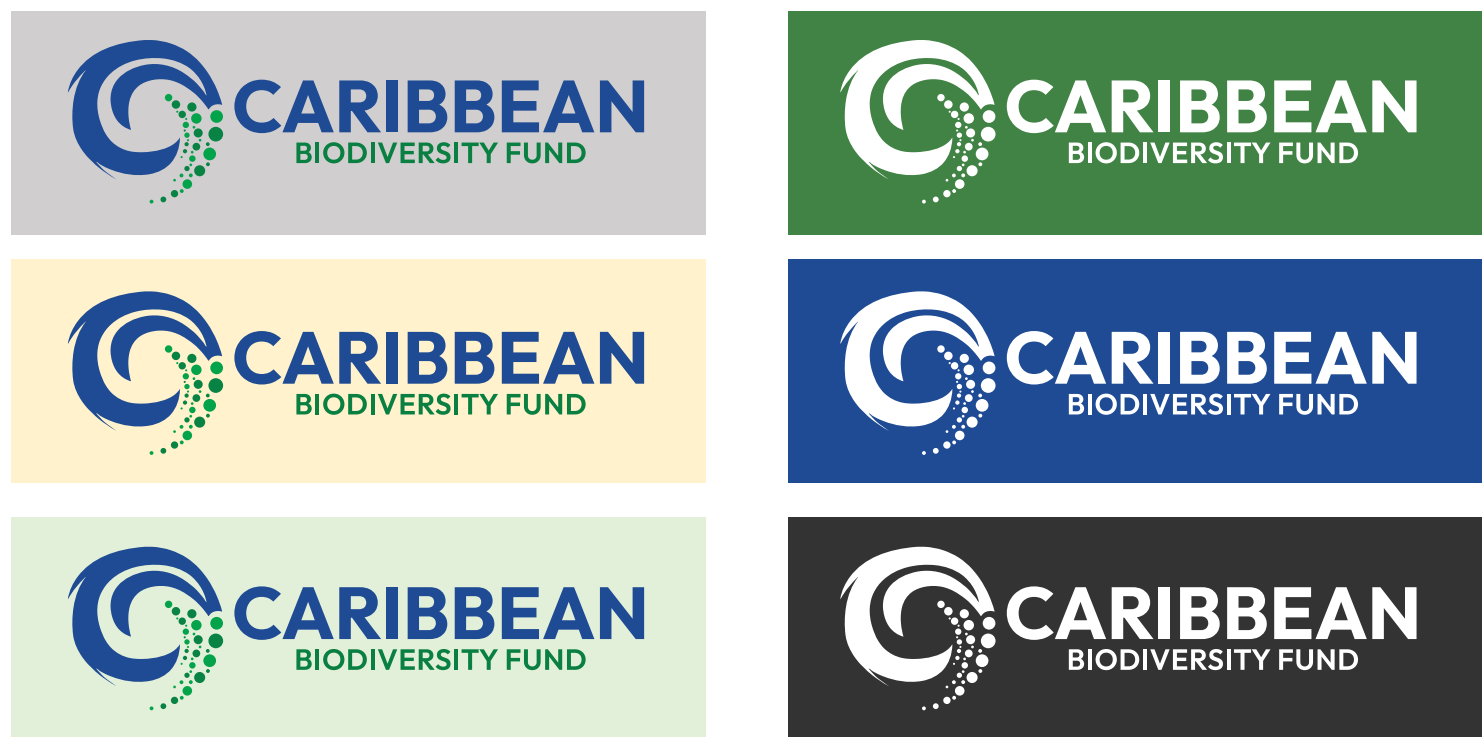


Don't:

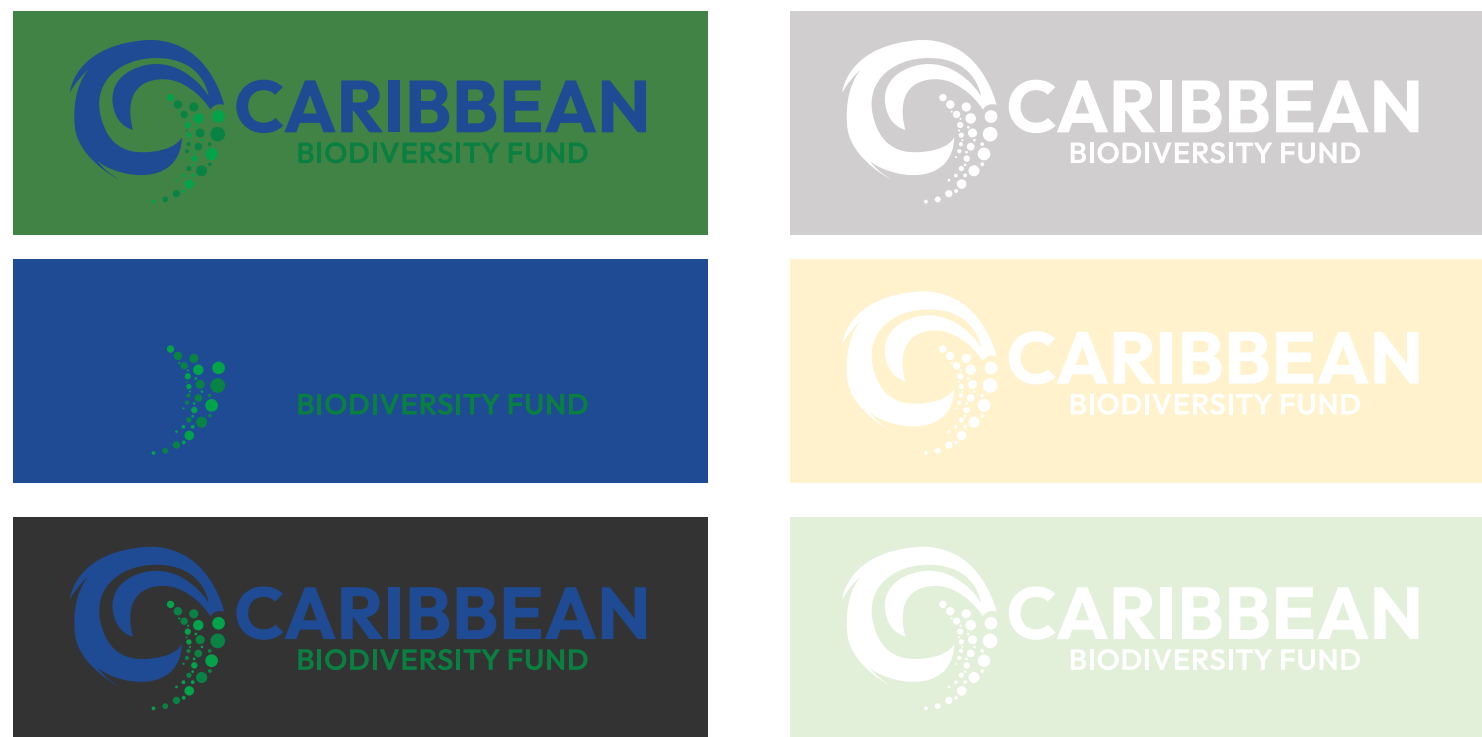


b. Use of Logo on solid backgrounds: To be clearly legible, the CBF logo should be used on a background color that affords clear contrast. Normally this means dark colors, with the logo in white, or light colors with the logo in full color.

Do:



Don't:



2.8. Wrong use of Logo

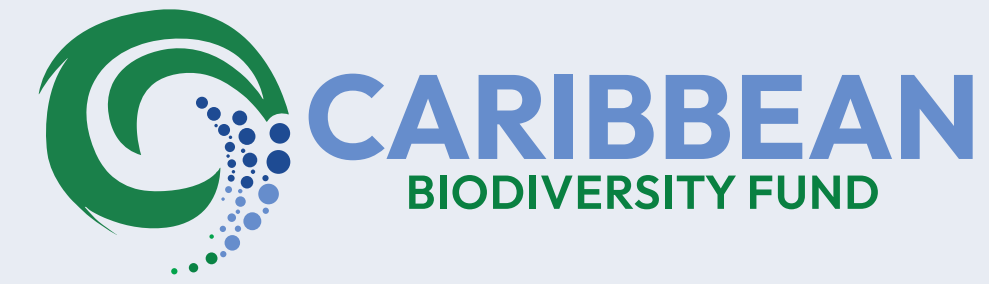
1. Do not flip logo



2. Do not distort horizontally or vertically



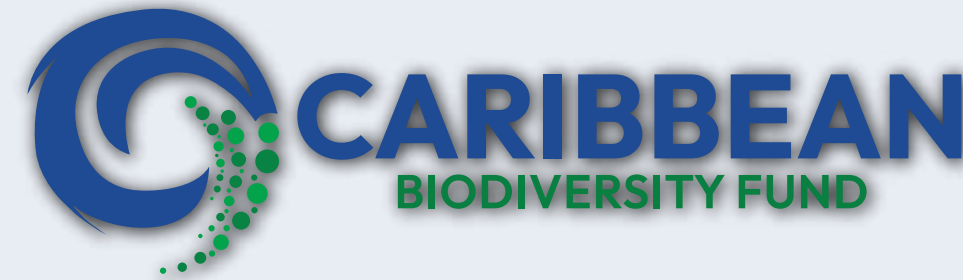
3. Do not use in varying colors



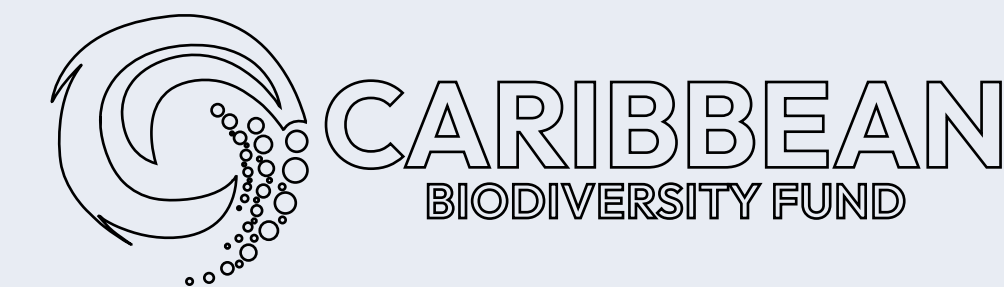
4. Do not change proportions of elements



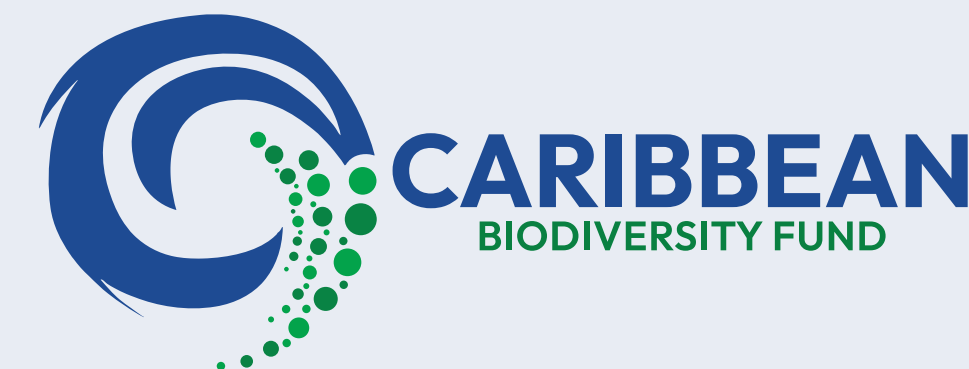
5. Do not add shadow



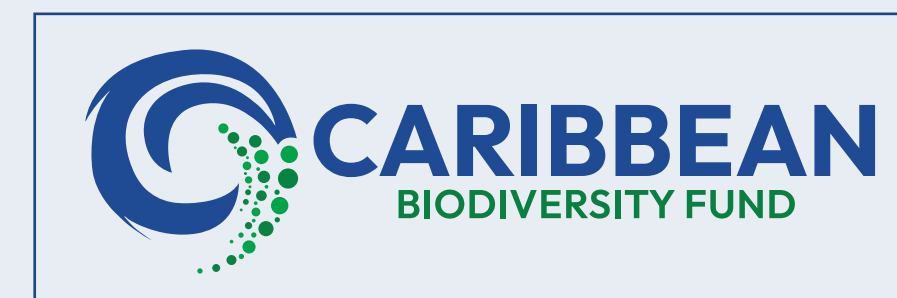
6. Do not outline



7. Do not change wave size



8. Do not box



9. Do not change font



10. Do not blurred or in very low resolution



2.9. Use of Logo on pictures

Always place the full color logo directly on pictures when possible. If the picture background is dark or vibrant, use the white version. Choose pictures that have sufficient contrast to the logo colors to preserve the logo's integrity.

When it is not possible to place the logo directly on a picture, a color bar in a very light or dark color is acceptable to place the logo on.

Avoid to use the logo on pictures with a busy background that will not provide sufficient contrast with the logo colors.



3. Our Color Palette

Primary Colors

#1f4a94
Dark Cornflower Blue
Blue represents intelligence and responsibility

Shades

- #01013f
- #030c54
- #022f8e
- #1c70c8
- #51a2d5
- #7dbcde

#418344
Fern Green
Green represents growth and renewal, being the color of spring and rebirth.

Shades

- #4b7333
- #588a09
- #79a438
- #a1cb49
- #b3dd4d
- #e6ff99

Secondary colors

#0ebbb9
Tiffany Blue
Aquamarine represents tranquility, serenity, clarity, and harmony

Shades

- #045a57
- #047571
- #049e9c
- #39b6b2
- #66c1ba
- #9ee8e1

#f45c02
Persimmon
Orange represents health, vitality and youth

Shades

- #b63400
- #d54b00
- #f05f00
- #fe8c00
- #fc9a1d
- #ffc483

#f5bd29
Saffron
Yellow represent hope and positivity

Shades

- #ff9b00
- #ffac00
- #ffce00
- #ffdf00
- #ffea6c
- #fceda7

#ff126a
Vivid Raspberry
Pink represents playfulness and approachability

Shades

- #8e0034
- #d7004e
- #ff1e72
- #ff669e
- #ff88b5
- #ffcce1

Neutral Colors

#333333
Dark Charcoal

#4d4d4d
Dark Liver

#e6e6e6
Platinum

4. Our Typography

The font family that should be used in all marketing and communications materials for CBF is Outfit as primary font.

Each of the character styles below shows outfit in the different styles that can be use in any communication.

For Primary Headings

Aa

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
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**

Style: ExtraBold

For Secondary Headings

Aa

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
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**

Style: Bold

For buttons and others

Aa

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
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**

Style: Medium

For paragraphs

Aa

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
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**

Style: Light

4.1. Styles and Uses

Each style is followed by two sets of numbers separated by a common slash. The number before the slash represents the size and the number after represent the leading for the font family. That should be followed as closely as possible to create a clean and cohesive design.

Internally generated media:

For computer based documents such Microsoft Word, PowerPoint, Excel, etc, **Helvetica or Arial** should be use to avoid any problem of compatibility for other users.

H1.....	Outfit Font 80/100
H2.....	Outfit Font 60/65
H3.....	Outfit Font 50/65
Body.....	Outfit Font 16/22
Button.....	Outfit Font 16/22
Exclusions.....	Outfit Font 13/17

4.2. Example

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5. Our Imagery

These images should highlight the beauty of the natural environment on the Caribbean. They should always be texture rich and explore the colorful, vibrant and brightest range of the tropics.

Images related to Islands, Caribbean People, Caribbean nature, underwater, Biodiversity, coral reefs, fishes, fauna, flora.




5.1. Adding text to images

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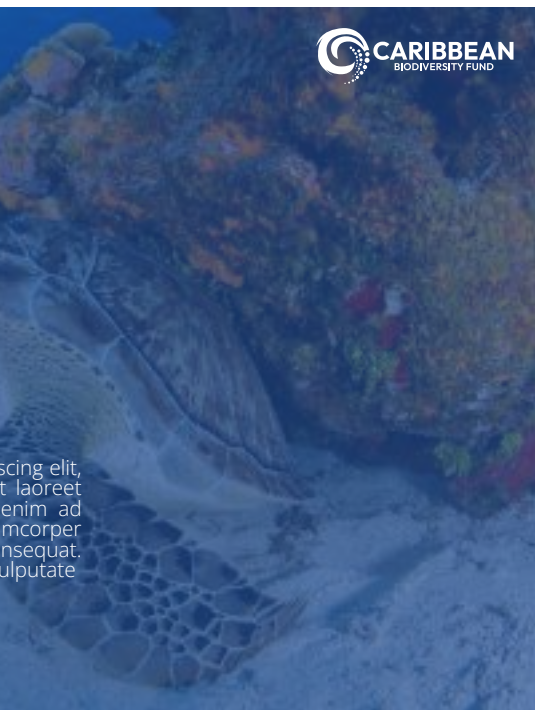
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**If you have any questions about
this brand guideline please reach
out to us:**

communications@caribbeanbiodiversityfund.org
