CARIBBEAN
BIODIVERSITY FUND

BRAND TOOLKIT



2026

The Caribbean Biodiversity Fund (CBF) is a regional umbrella environmental fund that implements innovative solutions and consolidates regional conservation impacts in the Caribbean through a range of financial instruments.

Cover Photo: Alex Rose, The Bahamas

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CBF Brand Toolkit

PURPOSE & HOW TO USE

This Toolkit is designed to help CBF staff, consultants, and designers apply CBF's brand consistently across presentations, website, social media, publications, etc.

It complements the official Brand Guidelines, which define the fundamentals (logo, colors, typography, imagery). While the Guidelines outline the rules, this Toolkit provides the tools to apply them consistently: templates, visual codes, and real-world applications.

When creating communications (whether a website update, blog hero image, social media post, or campaign graphic) start with this Toolkit. Use the assets provided, follow the usage instructions, and always cross-reference the official Guidelines to maintain logo, font, and color integrity.

What's Included:

- **Logos** (RGB/CMYK, light/dark, vertical/stacked versions)
- **Brand Guidelines** (PDF)
- **Icon Suite** (SVG + PNG)
- **Motif Set – Waves, Dot Ripples, Leaves** (SVG/PNG)
- **PowerPoint Template** (PPT)
- **Web/Social Media Templates** (Canva)



1. Brand Essentials

CBF's mission, vision, and values are expressed not only through words but also through its visual identity. Every element contributes to how partners, donors, and communities perceive the Fund.

1.1 LOGO

The CBF logo is the most recognizable element of the brand. It symbolizes CBF's leadership in conservation finance and its credibility among donors and partners. Consistent logo use reinforces professionalism and trust.

How to Use

(see Brand Guidelines pages 4-13)

- Always use official logo files. Never redraw, crop, or recreate.
- Keep clear space around the logo equal to the width of the "C".
- Minimum sizes: 45 mm for print / 150 px for web/digital.
- On busy or photographic backgrounds, place the logo on a solid color bar or gradient overlay for clarity.
- Avoid placing the logo on backgrounds that reduce legibility or distort colors.

Do: Ensure the logo is crisp at large sizes and legible at small sizes.
Apply high contrast to guarantee readability.

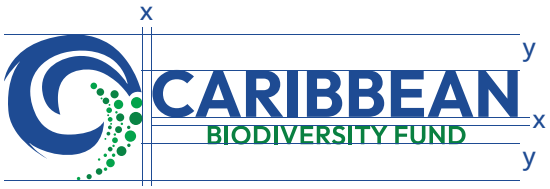
Don't: Stretch, distort, or rotate the logo.
Change colors or apply gradients/effects.







Logo Proportions





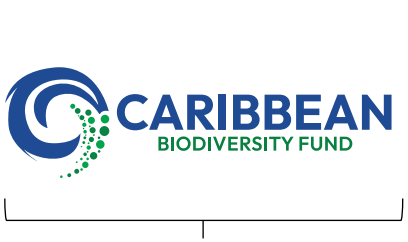
Signature Size: 80 mm



Minimum Size: 45 mm



Minimum print size to ensure legibility:

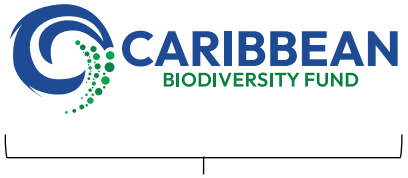


W = 45 mm (1.77 inches)



W = 31.5 mm (1.24 inches)

Minimum on-screen size to ensure legibility:



W = 150 px



W = 115 px

Adaptations

- **Digital:** Use RGB logo files (PNG, JPEG, SVG)
- **Print:** Use CMYK vector versions (PDF, AI)

1.2 COLOR PALETTE

Color is one of the strongest signals of CBF's identity.

CBF has two **primary colors** (Dark Cornflower Blue and Fern Green); four **secondary / accent colors** (Tiffany Blue, Persimmon, Saffron, Vivid Raspberry); and **neutral colors** (Dark Charcoal, Dark Liver, Platinum).

Blue and Green reflect intelligence, responsibility, growth, and renewal. The secondary palette adds vibrancy and can be used as coding for different communications.

Primary Colors

#1F4A94
Dark Cornflower Blue
Blue represents intelligence and responsibility

R = 31, G = 74, B = 148
C = 98, M = 82, Y = 8, K = 1
PANTONE 7687 C / 2146 U

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

R = 65, G = 131, B = 68
C = 78, M = 27, Y = 94, K = 12
PANTONE 7741 C / 363 U

Secondary colors

#0EBBB9
Tiffany Blue
Aquamarine represents tranquility, serenity, clarity, and harmony

R = 14, G = 187, B = 185
C = 73, M = 0, Y = 33, K = 0
PANTONE 2398 C / 2398 U

#F5BD29
Saffron
Yellow represents hope and positivity

R = 245, G = 189, B = 41
C = 4, M = 26, Y = 96, K = 0
PANTONE 7408 C / 7406 U

#F45C02
Persimmon
Orange represents health, vitality and youth

R = 244, G = 92, B = 2
C = 0, M = 78, Y = 100, K = 0
PANTONE 1655 C / 3564 U

#FF126A
Vivid Raspberry
Pink represents playfulness and approachability

R = 255, G = 18, B = 106
C = 0, M = 97, Y = 35, K = 0
PANTONE 191 C / 2040 U

Neutral Colors

#333333
Dark Charcoal

R = 51, G = 51, B = 51
C = 69, M = 63, Y = 62, K = 58
PANTONE Black C / Black 6 U

#4D4D4D
Dark Liver

R = 77, G = 77, B = 77
C = 65, M = 58, Y = 57, K = 37
PANTONE 2336 C / 419 U

#E6E6E6
Platinum

R = 230, G = 230, B = 230
C = 8, M = 6, Y = 7, K = 0
PANTONE 9101 C / Cool Gray 1 U

How to Use

(see Brand Guidelines page 14)

- **Primaries (Blue, Green)**
  Dominant brand colors – Use in backgrounds, large shapes, charts, and body copy.

- **Neutrals (Charcoal, Liver, Platinum)**
  Support colors for text, overlays, and infographics – Use to balance vibrancy and maintain readability.

- **Secondaries (Saffron, Persimmon, Tiffany Blue, Vivid Raspberry)**
  Use sparingly as accents, highlights, or category tags.

- **Digital:** Always apply RGB or HEX codes for consistency across web and social media.
- **Print:** Use CMYK or Pantone values. Test proof copies where possible, since accent colors may shift to duller tones in CMYK.

Suggested secondary color-coding system:

Saffron (Yellow):	General use, calls to action
Persimmon (Orange):	Project highlights/photos, impact stories
Tiffany Blue (Teal):	Job vacancies, open calls
Vivid Raspberry (Pink):	Events and workshops

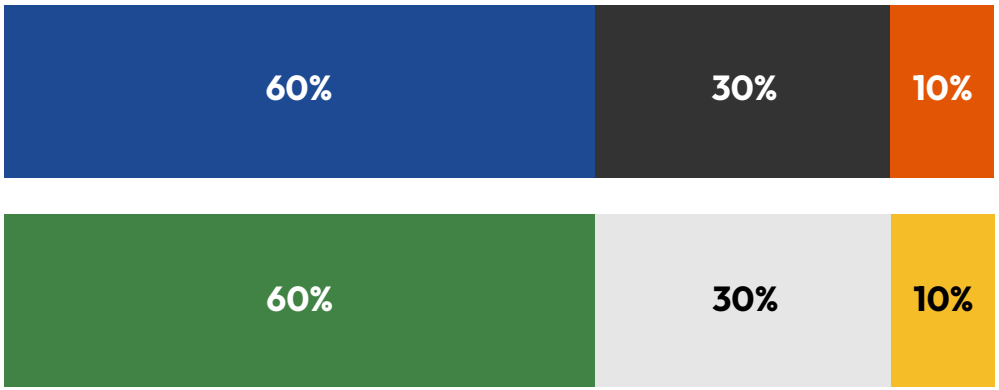
See Section 3.2 (pages 32–33) for examples of the coding system in use.

The 60-30-10 Rule

To keep materials balanced and professional, graphics/artwork should be:

> **60% Primary Colors (Blue, Green):** backgrounds, large areas, text blocks
> **30% Neutrals (Charcoal, Platinum, White):** supporting shapes, body text, overlays*
> **10% Accent Colors (Saffron, Persimmon, Tiffany Blue, Vivid Raspberry):** highlights, tags, calls to action*

This ratio ensures primaries remain dominant, neutrals provide breathing room, and accents add vibrancy without overwhelming.



*Neutrals and Accent Colors may interchange between 10% and 30% as needed, provided Primary Colors remain dominant at approximately 60%; this guideline applies to designed graphics only and not to photographs, where colors occur naturally.

Do:

- Use Blue/Green as the foundation for all materials.
- Apply accent colors for emphasis or to code categories.
- Use neutrals to create balance and readability.

Don't:

- Use secondary colors as the primary background.
- Mix too many accents on a single page or slide.
- Alter shades or create unofficial tints.



Accessibility in Color Use

Ensure that text and interface elements remain readable for all users, including people with visual impairments. Text and important visual elements should maintain sufficient contrast with their background.

Recommended standards (WCAG):

- Normal text: minimum contrast ratio of 4.5:1
- Large text: minimum contrast ratio of 3:1

Designers should verify contrast using accessibility testing tools such as the WebAIM Contrast Checker:
https://webaim.org/resources/contrastchecker/



✔ Contrast ratio = 8.06:1 passes accessibility standards

✱ Contrast ratio = 3.29:1 passes accessibility standards **only at large sizes**

✖ Contrast ratio = 1.5:1 does not pass accessibility standards

1.3 TYPOGRAPHY

Typography helps create consistency, hierarchy, and readability across all communications. CBF uses **'Outfit'** as its official typeface. Clean, modern, and versatile, 'Outfit' reflects professionalism while allowing space for personality in imagery and color. Use varying weights for primary and secondary headings, subheadings, body, and buttons. Hierarchy (different sizes and weights) guides the reader's eyes and makes content easier to navigate.

'Helvetica' or **'Arial'** may be substituted in applications such as Microsoft Word, PowerPoint, Excel, etc. if 'Outfit' is not available.



Practical Notes

- Keep line lengths reasonable (no more than 8–10 words per line in PowerPoint).
- Maintain adequate spacing between sections to avoid clutter.
- Use sentence case for body text; Title Case can be applied to headings.

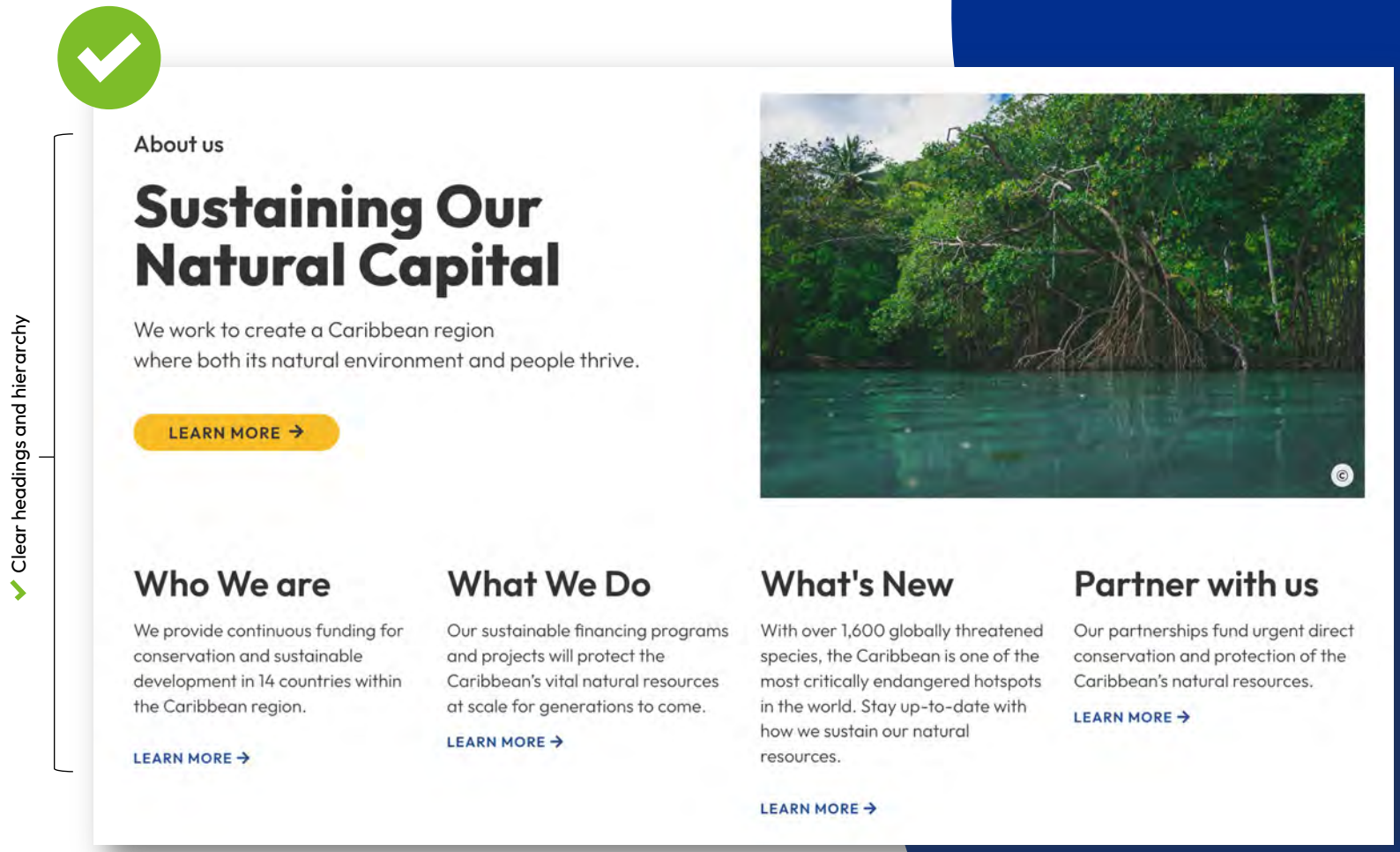
How to Use

(see Brand Guidelines pages 15-17)

Scale: Size/Leading

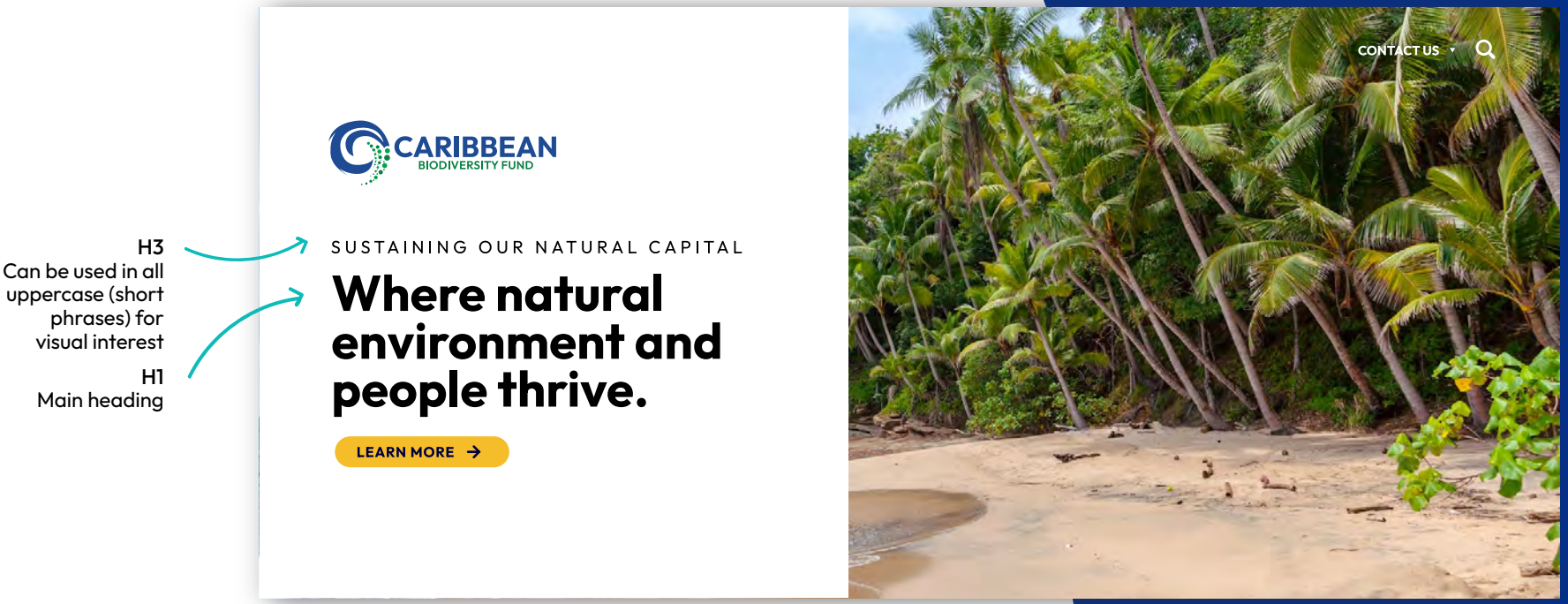
(vertical space between lines)

- H1 80/100 (for large titles, print covers, hero banners)
- H2 60/65 (slide titles, major section headers)
- H3 50/65 (subheadings, content blocks)
- Body 16/22 (standard text)
- Buttons 16/22



Adaptations

- **Print:** Larger H1s (up to 80/100) may be used for covers or poster headlines.
- **Digital:** (web, PPT): Scale down slightly for balance (e.g., H1 at 60/70, H2 at 44/56, H3 at 32/40, Body at 18/28, Buttons at 18/22).
  This keeps hierarchy clear.
  Oversized headings (100/85) may be used for emphasis, on cover pages or section/divider slides with 1-3 words.



2. Visual System

CBF's visual system communicates the brand through a unified set of design elements. The goal is to create a cohesive experience across touchpoints while remaining adaptable to different formats and audiences.

2.1 IMAGERY / PHOTOGRAPHY

Photography is a core element of CBF's brand. A single image can humanize the Fund, highlight the beauty of Caribbean biodiversity and the resilience of its communities, and demonstrate the real impact of conservation initiatives.

How to Use

(see Brand Guidelines pages 18-19)

- **Subjects**
  Use imagery that **features the Caribbean**, including landscapes, islands, people, marine ecosystems, flora, and fauna.
- **Tone**
  Images should feel **authentic, optimistic, and inclusive**, showing species in their natural environments and communities actively engaged in conservation, livelihoods, or environmental stewardship.
- **Quality**
  All imagery must be **high-resolution, professional, and visually rich**, with vibrant color and texture that reflect the natural diversity of the Caribbean.

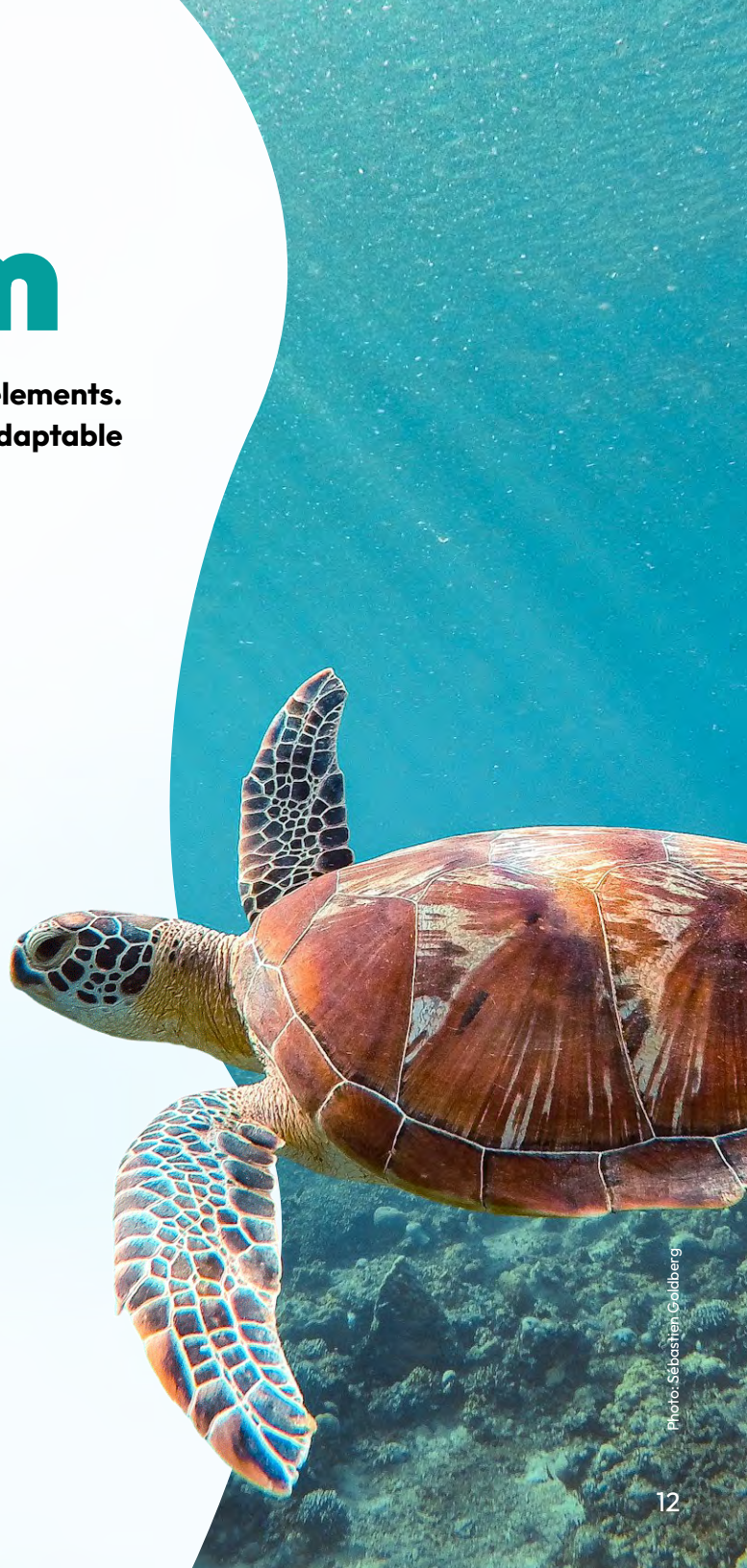


Photo: Sébastien Goldberg



Imagery Guidelines

Images should prioritize authentic, Caribbean environments, people, and species, while maintaining a vibrant and optimistic visual tone.

Core Visual Priorities

The following qualities should guide image selection. These characteristics are cross-cutting, meaning that whenever possible, images should reflect several of these attributes at the same time.

Do:

1. Use images that are:

- **High quality:** high-resolution and well-lit; suitable for publication across digital and print formats
- **From the Caribbean:** depicting landscapes, ecosystems, people, cultures, and species native to or found in the region.
- **Texture-rich and vibrant:** capturing the visual richness of reefs, forests, coastlines, islands, and communities.
- **Optimistic and uplifting:** showing progress, resilience, collaboration, and environmental stewardship.
- **Authentic and natural:** showcasing species in their natural environments and communities engaged in meaningful activities.

  Examples include:

  - Nature photography of Caribbean species
  - People actively engaged in conservation work
  - Communities benefiting from environmental initiatives
  - Landscapes and seascapes where CBF-supported work takes place

2. **Credit** the photographer or source.

3. Where appropriate, accompany photos with a **clear caption** that explains who, what, where, when, and why.

Don't:

Use images that are:

- Non-Caribbean species or ecosystems (e.g., clownfish)
- Generic or do not reflect the Caribbean context
- Animals in captivity or visibly distressed wildlife
- Low-resolution or poorly composed
- Lacking diversity or cultural sensitivity

SPECIES

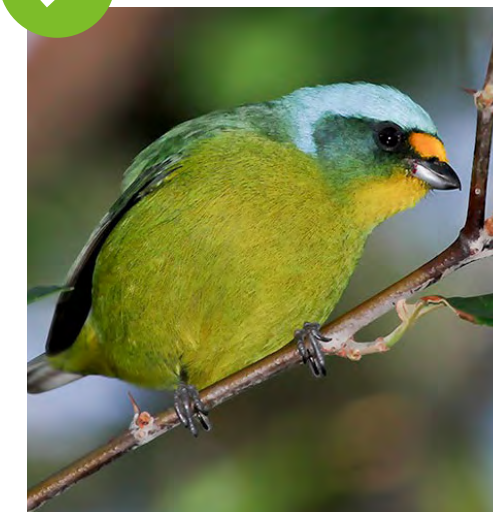


Photo: Mark Yokoyama

✔ Vibrant, textured, Caribbean species in natural environment



Photo: Karl Ammann / Four Paws International

✖ Asian animals in captivity

LANDSCAPE



Photo: Christian Lendl

✔ Vivid, well-lit, natural colors and tone



✖ Low-resolution / pixelated, poor lighting; does not add to a story

Field Photography Guidance

When capturing images during site visits or project activities, use the following practical tips to produce high-quality images:

Lighting

- Use natural light whenever possible.
- Photograph with the sun behind you, not behind the subject.
- Avoid harsh midday light when possible; early morning or late afternoon provides softer lighting.

Framing and Composition

- Keep the subject clear and centered, and avoid cutting off important parts (e.g., heads, hands, equipment).
- Use the rule of thirds where possible (place the subject slightly off-center for a more dynamic image).

Angles and Shot Types

Capture a variety of shots to tell a complete story:

- Wide shots – show the landscape, seascape, or project setting
- Mid-range shots – show people working or interacting
- Close-ups – capture details such as tools, species, coral, plants, or hands at work



Photo: Fellipe Diodi

Field Photography Guidance

People and Action

- Capture people actively engaged in project activities rather than posed group shots - show collaboration, fieldwork, monitoring, or community interaction.
- Ensure diverse and respectful representation of local communities.
- Obtain consent from individuals appearing in photos and respect local customs and culture when documenting communities.

Camera Settings (Phone or Camera)

- Use the highest resolution available.
- Avoid using heavy filters or effects.
- Keep the camera steady when shooting to prevent blur.

Capture Change Over Time

- Where possible, document before, during, and after project implementation to illustrate impact.



Photo: Floyd Robinson / CBF

Image & Text Interaction

When designing communications, create opportunities for imagery and text to interact visually, rather than placing them as separate elements.

Examples include:

- Titles or keywords layered over images
- Letters overlapping landscape features or textures
- Cropped imagery interacting with typography

This approach helps to:

- Create more engaging layouts
- Strengthen storytelling
- Improve visual hierarchy and reader engagement

Note: Ensure text remains clear and legible when placed over imagery.



2.2 PHOTO MASKS & SHAPE INTEGRATION

CBF visuals may combine photography with organic shapes and masks to create layered, dynamic layouts. This approach helps communications feel distinctive while maintaining a clear and structured design.

Why it Matters

- Strengthens brand recognition through consistent shapes over time
- Adds visual interest while keeping layouts clean
- Helps guide the viewer's attention to key content

How to Use:

Photo Masks

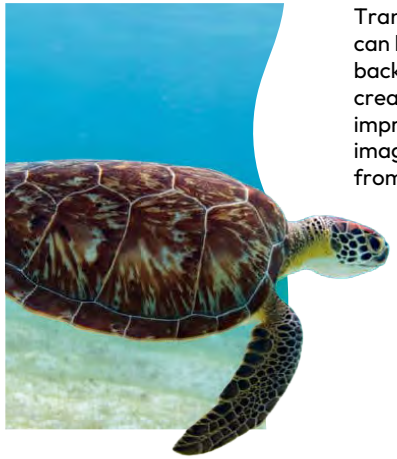
Photos may be cropped using brand-aligned shapes instead of standard rectangles, such as:

- Circles – people, partnerships, communities
- Waves – marine, coastal, climate topics, flight/ movement



Shapes are an interesting alternative to square/rectangular photos.





Transparent images can be layered over backgrounds to create the impression that the image emerges from the design.



The shape can also be used as a divider, to provide solid space to add text and other elements.

Photo Masks

- Leaf / organic shapes – forests, restoration, nature-based solutions
- Curved shapes inspired by the logo – key brand stories, people, or general content
- Rounded shapes - simplified mask style that still aligns with the brand's curved design language.



Photo: Jono Hirst



Photo: Derechos Reservados



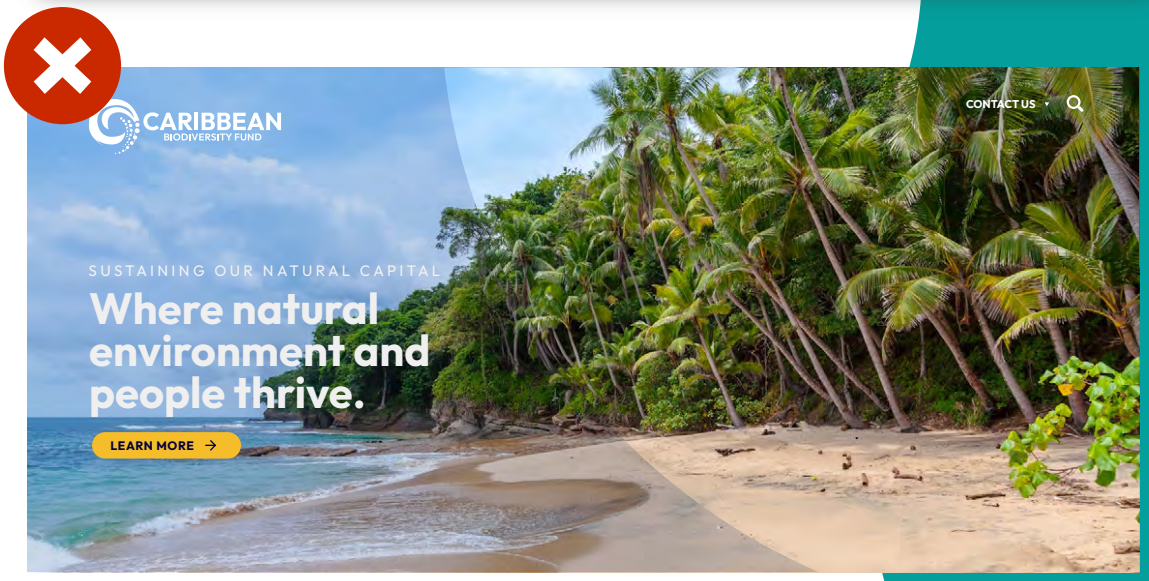
Photo: Island Inclusive Resorts

Photo Masks

Shapes can also be used as cutouts to highlight specific areas of an image. This is especially useful when working with busy photos, as it creates clear space for overlaying text while maintaining readability.



✔ Image is still featured while providing space for legible text



✖ Mask does not provide adequate contrast against busy image

Do:

- Use one mask style per layout.
- Use shapes that are relevant to the photo and text.
- Ensure the main subject remains fully visible.
- Maintain strong contrast for text readability.
- Use rounded, flowing forms that echo/complement the logo.

Don't:

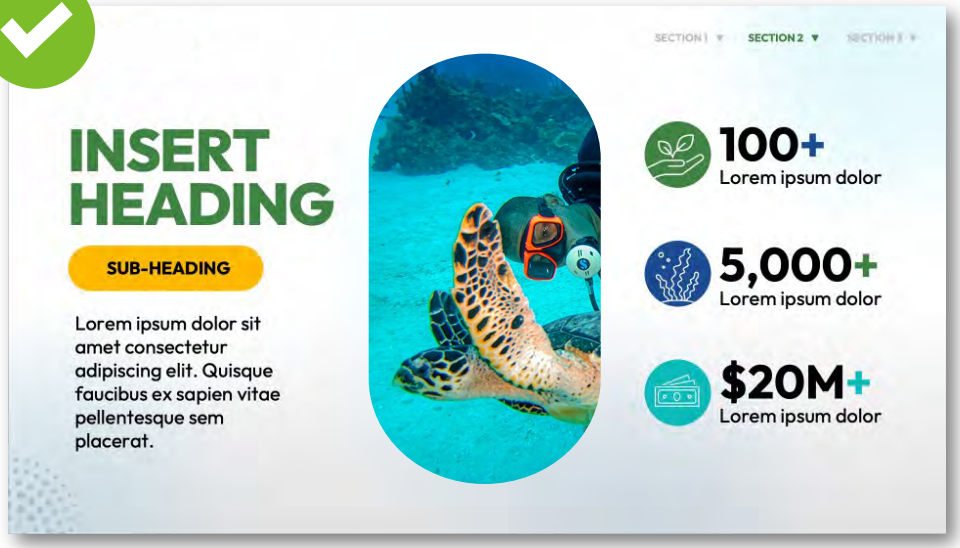
- Overuse shapes so photos lose impact.
- Mix too many shape styles in one layout.
- Crop photos in ways that cut off important subjects.



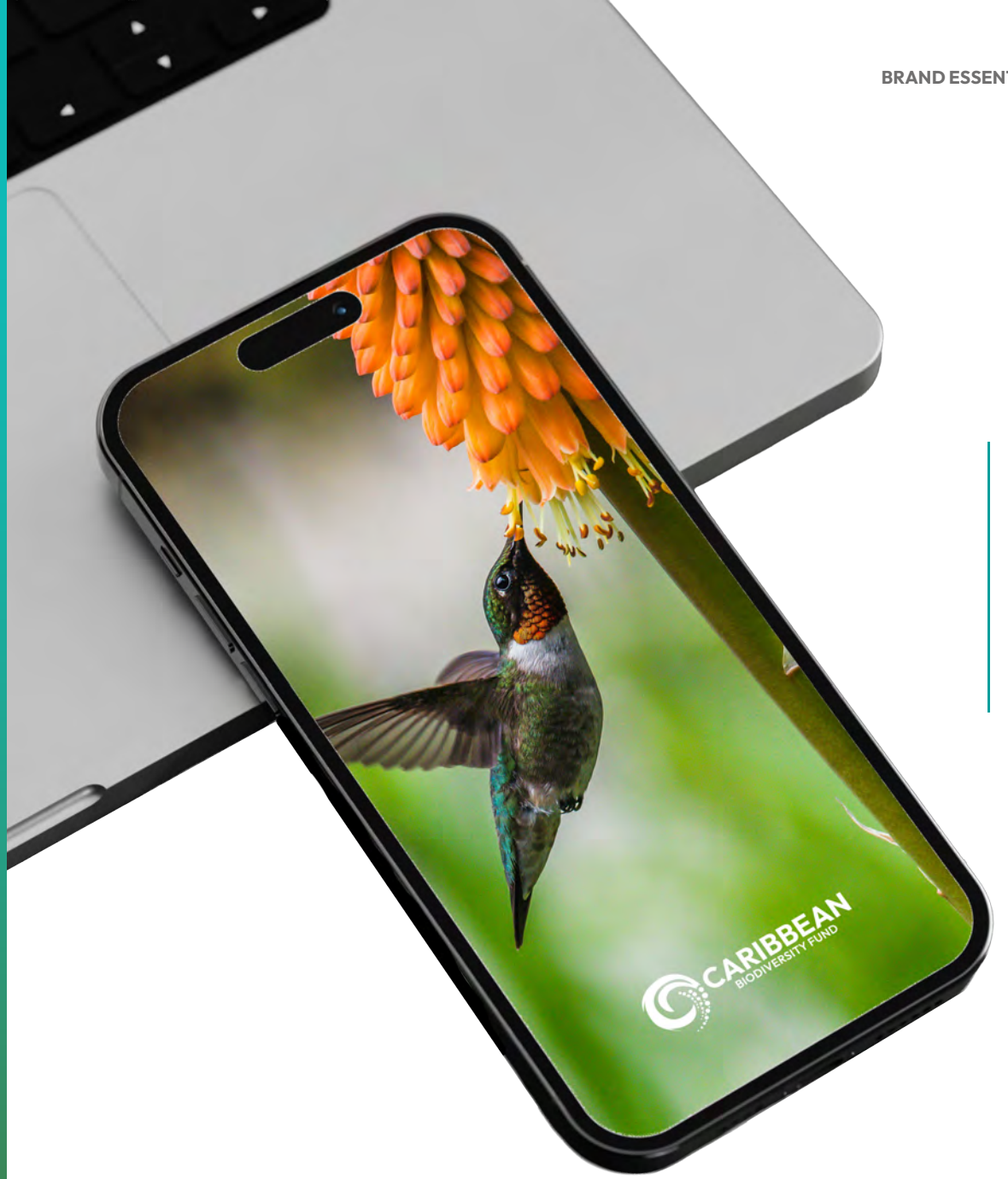
✔ Key elements of the image remain fully visible and well framed. Mask integrates naturally with the composition.



✖ Mask is not relevant to the photo and obscures details.



✔ Mask isolates the image effectively, allowing the visual to stand out without unnecessary complexity.



Mobile and Digital Use

While masks and shapes enhance the brand's visual style, they may be simplified or removed for mobile layouts.

On smaller screens, full-bleed photography often works best, ensuring images remain clear and key subjects stay fully visible.

2.3 ICONS, ILLUSTRATIONS & MOTIFS

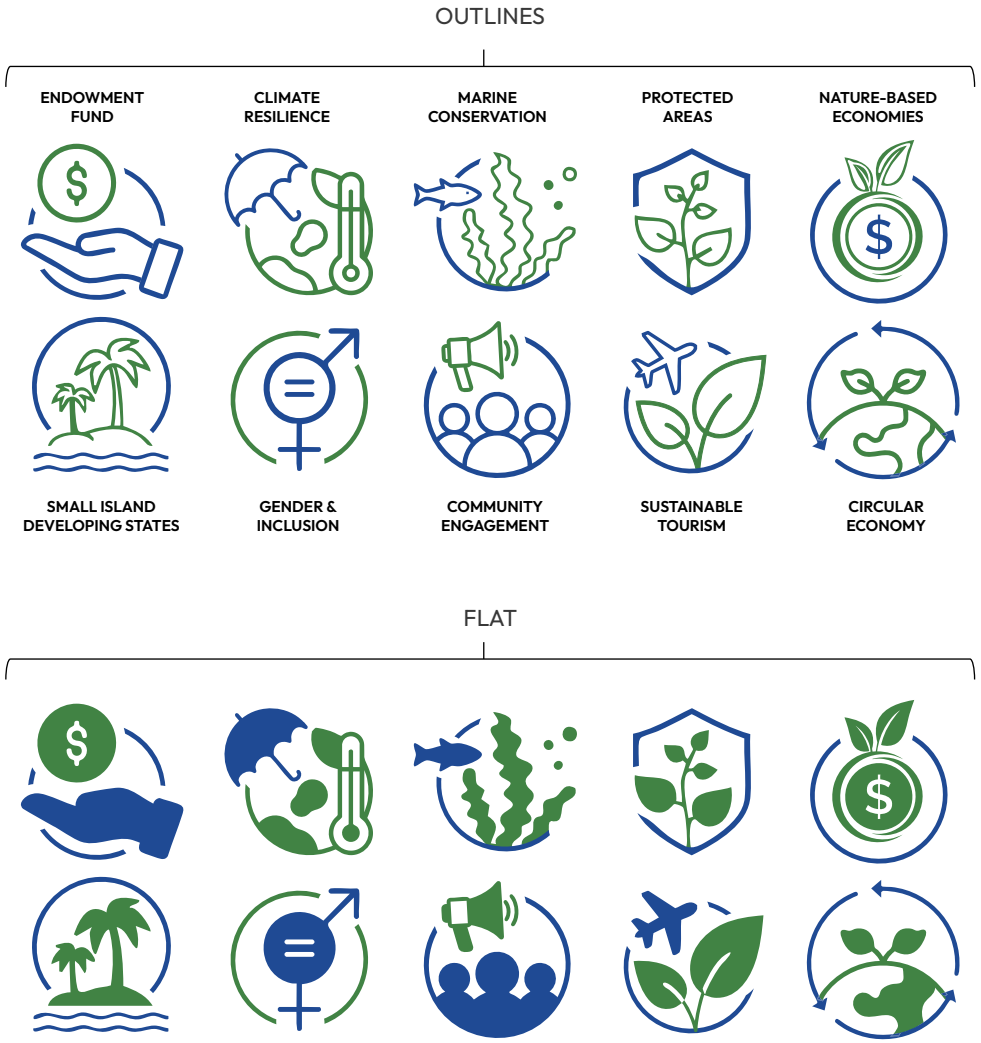
Icons and motifs are core building blocks of CBF's visual identity. They help translate complex themes into simple visuals, create recognition, and add vibrancy without always relying on the logo.

Icon Suite

CBF's custom icon suite represents its 10 focus areas.

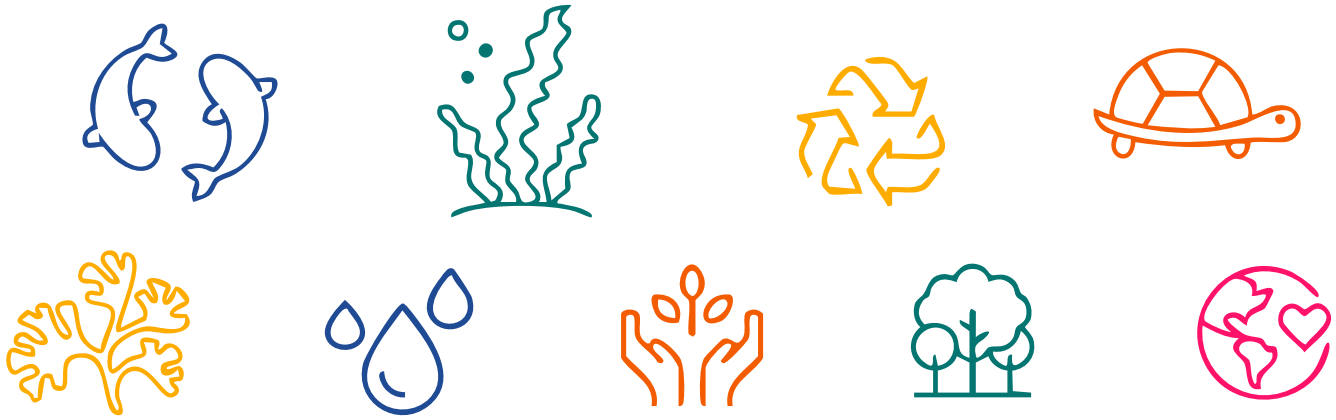
How to Use:

- Apply one icon style consistently (outline or flat).
- Pair icons with titles, stats, or program areas in presentations, infographics, or webpages.
- Use decorative icons/patterns (dots, leaves, waves) as background/decorative motifs.



Additional Icons

CBF iconography may draw from the rich diversity of Caribbean nature, offering a wide range of shapes and forms inspired by plants, animals, and ecosystems.



Adaptations

- **Small sizes (≤24 px):** Use filled (solid) icons for clarity.
- **Medium-Large size:** Outline-style icons with accent colors work well.
- **Decorative use:** Scale motifs up/down as needed for framing.

Motif Set

Motifs can make CBF instantly recognizable over time. They add a distinct visual element that creates a thread through multiple designs. A suite of patterns reinforces the brand's Caribbean identity.

How to Use:

- **Reports & Presentations:** Use subtly on dividers, section backgrounds, or as watermarks.
- **Web & Social:** Apply more boldly in banners, posts, and campaign graphics.
- **Consistency:** Match motifs to content for on-theme design application.

Do:

- Use motifs sparingly to support the imagery, not compete with it.
- Maintain consistency with the brand's organic, flowing shape language.
- Apply motifs in brand colors or white for clarity and consistency.

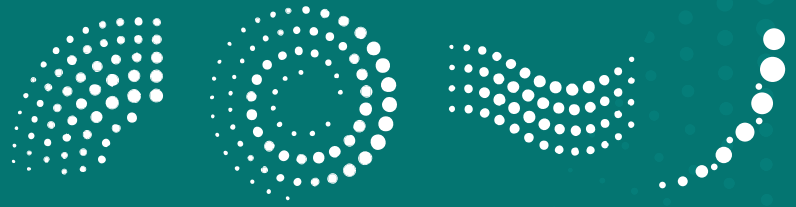
Don't:

- Overuse motifs or layer too many in a single design.
- Obscure important parts of the image.
- Use motifs as decorative elements without clear visual purpose.

Waves – Marine / Ocean

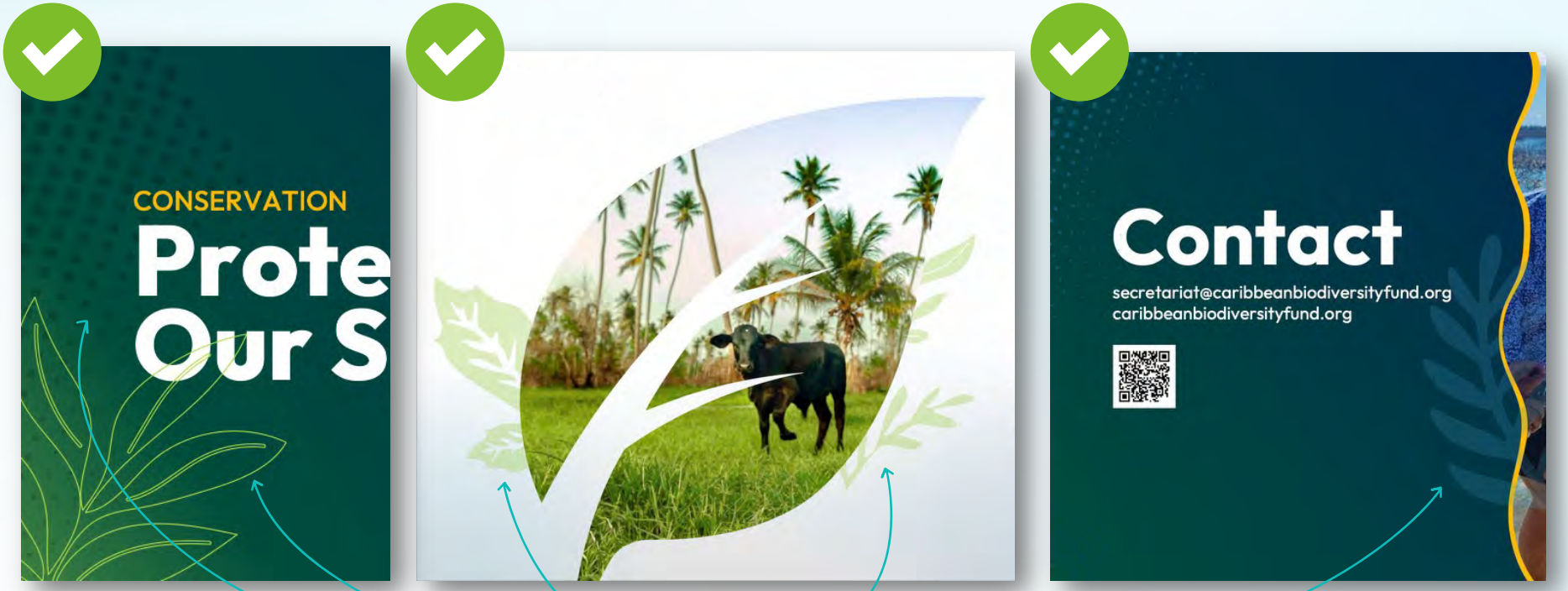


Dot Ripples – Biodiversity / Species



Leaves – Terrestrial / Nature





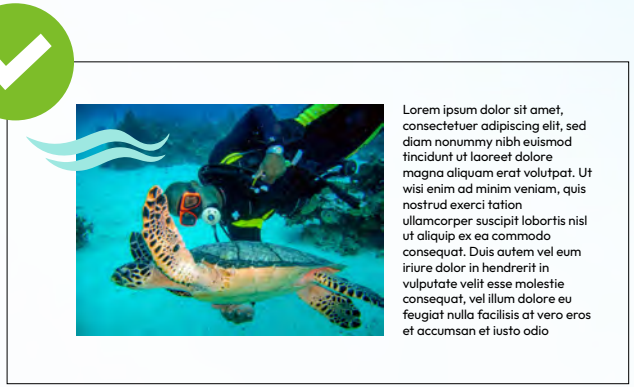
Motifs in Use



✖ Too many motifs and styles in one layout



✖ Motif obscures image and color blends in rather than adding visual interest



✔ Motif used as a subtle graphic element within a layout to add visual interest

Motifs in Use





Whenever possible, allow the imagery to take the lead. Use minimal text and place the logo subtly within the composition. One or two motifs can be added to reinforce the brand's visual language without overwhelming the image.

Wave motifs complement coastal and marine imagery, reflecting the movement of Caribbean waters. They may also be used as a primary structural shape within CBF layouts.

Motifs in Use





Leaf motifs complement nature-focused photography, particularly forests, landscapes, and terrestrial ecosystems. These designs work best with little or no text.

Motifs in Use



The dot motif, inspired by the logo, can be used subtly in corners or background areas to add texture and reinforce brand recognition.



Wave overlays can also be used over photographs, especially when the image is visually busy, to create clearer space for the logo or text while maintaining visual harmony.

3. Template Library

Pre-designed layouts for images, presentations, web banners, social posts, and video overlays ensure that every piece of communication looks intentional and functions as part of a wider visual suite.

3.1 IMAGE & VIDEO TREATMENTS

Images tell CBF's story of people and biodiversity. Treatments keep the look cohesive and on-brand.

Overall Visual Rules

- **Backgrounds:** Use large, full-bleed (edge-to-edge) photography of people, islands, flora, and marine life.
- **Accents:** Use secondary colors sparingly for tags or callouts.
- **Framing Motifs:** Incorporate waves, dot ripples, or other organic shapes subtly in corners or edges (low opacity).
- **Logo Placement:** Always place in a clear area. If contrast is poor, use a bar/overlay behind it. Never place the logo on busy or overly textured backgrounds.

Video Overlays: For reels/stories, use a wave footer with the logo and website (or other contact information as applicable) and subtle dot ripples in upper corners (see page 34).

- Keep **text minimal** and non-obstructive.



Photo: Adrien Stachowiak

3.2 SOCIAL MEDIA POST DESIGN

CBF's social media presence should be visually consistent and instantly recognizable, while remaining flexible across different platforms and post types. Templates provide the structure while photos and copy provide the story.

To create a more structured and recognizable feed, CBF may adopt a simple color-coding system that signals different types of content. Over time, audiences may begin to associate specific colors with particular post categories, improving navigation across CBF's social media feeds.

Category Color-Coding System:



Blue and green remain the dominant brand colors for backgrounds and core layouts, while the secondary colors function as visual tags, banners, or accents that signal the type of content at a glance.

Saffron
#F5BD29
R = 245, G = 189, B = 41

general use
calls to action

Persimmon
#F45C02
R = 244, G = 92, B = 2

project highlights/photos,
impact stories

Tiffany Blue
#0EBBB9
R = 14, G = 187, B = 185

job vacancies,
open calls

Vivid Raspberry
#ff126A
R = 255, G = 18, B = 106

events and
workshops

How to Use:
Color-Coding System

Follow the same principles demonstrated throughout the Brand Toolkit: large, impactful imagery, minimal text, and subtle use of brand motifs.





Color-Coding

Saffron is used for a general post, particularly where it complements the colors in the photograph, while Persimmon is used to highlight a project story.

Color-Matching

If the color-coding system is not adopted, another option is to color-match the template to tones in the photograph, provided they align with the CBF brand palette.

Here, shades of Fern Green are used to match the safety vests.



Visual Rules: Image Treatments

- Use **one or two masks or motifs** per design (waves, dot ripples, leaves) to signal the theme and add texture.
- Avoid text-heavy graphics/posts.
  - Apply **bold, concise text** for headlines (≤8-10 words) and expand detail in captions and/or through carousel posts (users swipe for more details).
- Ensure CBF **logo placement** is consistent and legible (typically top or bottom left or right).
- Buttons or tags should use **rounded shapes**, echoing the circular form of the logo.



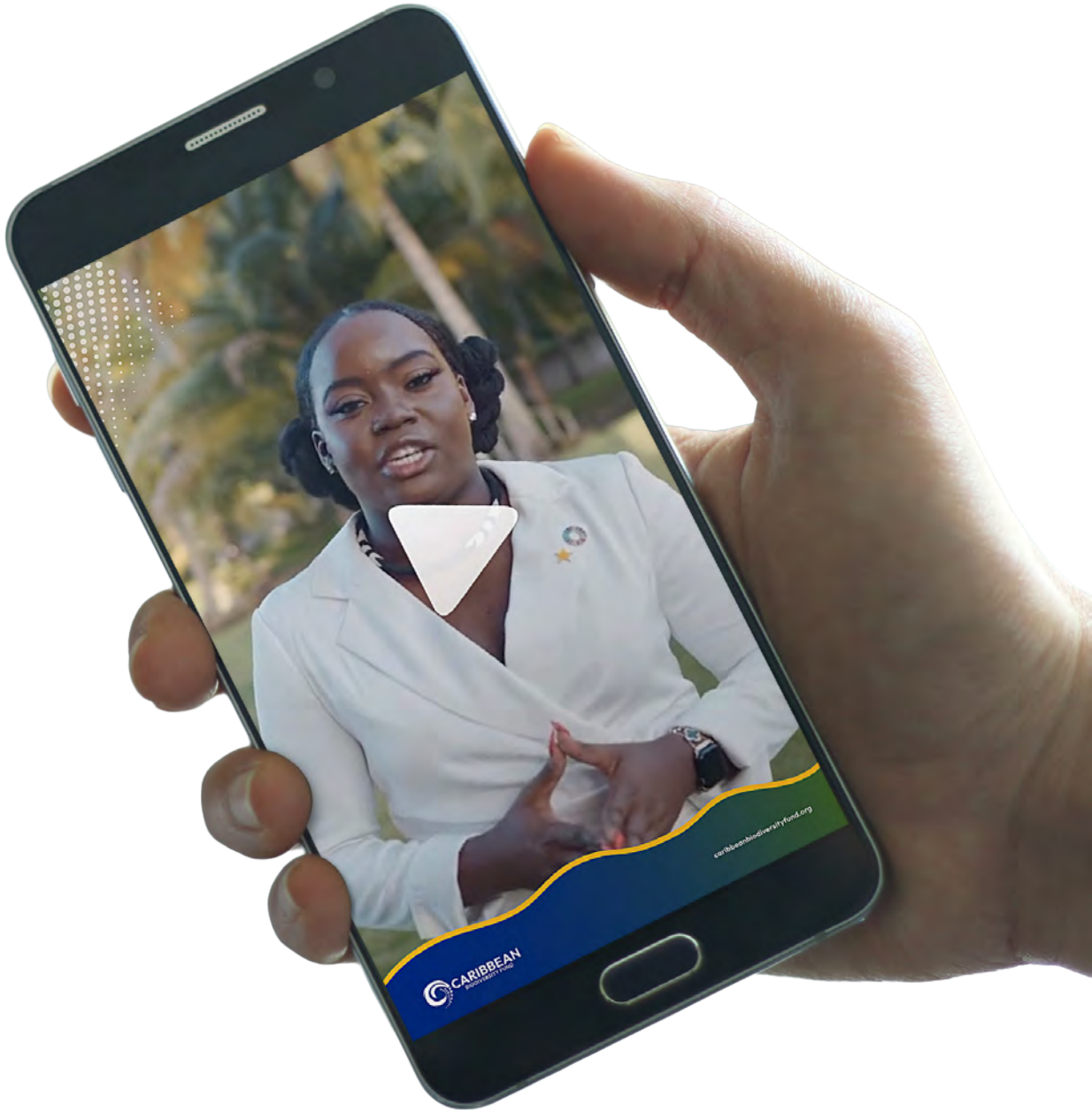




Visual Rules: Video Treatments

For videos:

- The dot pattern or another suitable motif may be used in the upper left or right corner for a subtle visual anchor.
- A blue or blue/green wave footer may be used at the bottom to place lower thirds or other minimal text.
- The all-white version of the logo may be used for highest contrast and legibility.

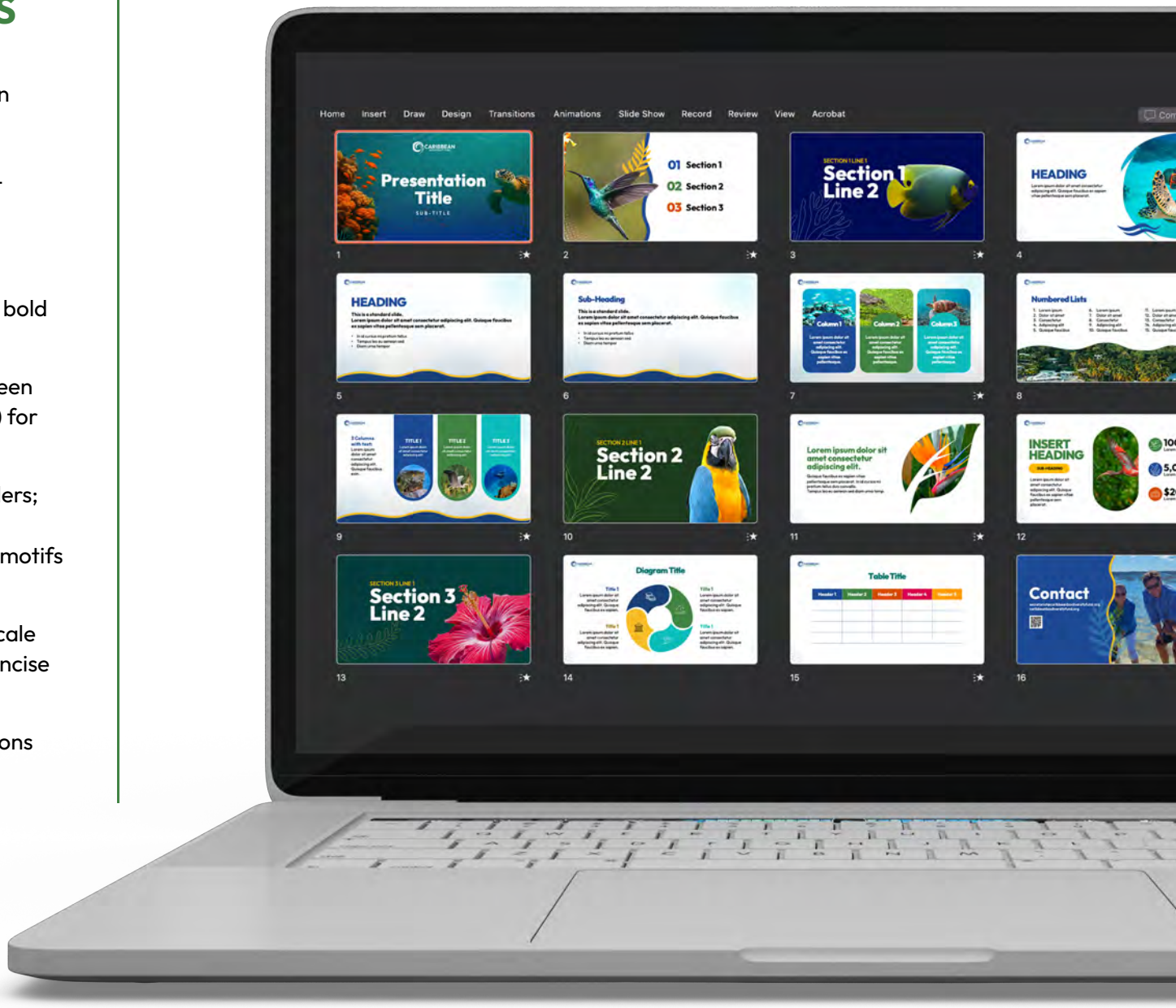


3.3 PRESENTATIONS

The Microsoft PowerPoint template includes editable Cover slide, Section Dividers, and slides with Title + Text/Bullets, Image + Text, Columns, Charts/Tables, Quotes, and Contact Information.

Visual Rules:

- **Layout:** Prioritize whitespace; use bold headlines; avoid overcrowding.
- **Photo Treatment:** Blue or blue/green gradient overlay (10–20% opacity) for contrast or clarity if needed.
- **Motifs:** Use waves as section dividers; dot ripples or circles for thematic emphasis. Avoid mixing too many motifs in one slide (max. 3).
- **Typography:** Apply the heading scale consistently (H1–H4). Keep text concise (max 8–10 words per line).
- **Callouts:** Rounded labels and buttons echo the logo's shape.

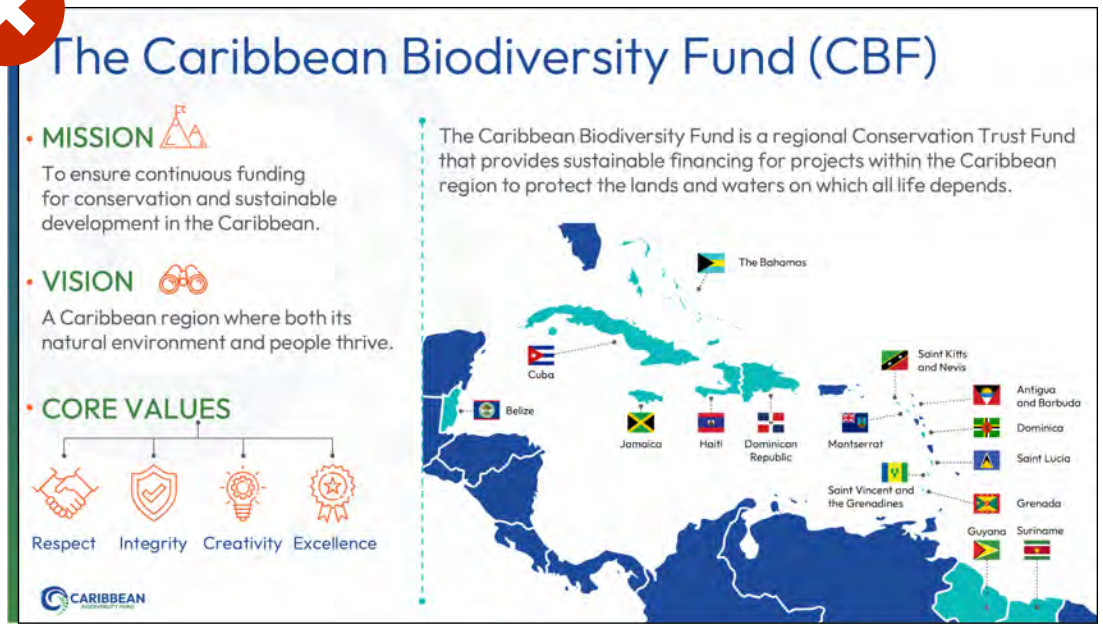


Do:

- Keep slides visual and concise: use images, charts, and icons where possible.
- Use short headlines and bullet points instead of full sentences.
- Limit text to one key idea per slide.
- Leave adequate whitespace to keep slides clean and easy to read.
- Use high-quality imagery that supports the message.
- Follow the brand typography hierarchy (H1–H4) and color palette.
- Use motifs sparingly to reinforce sections or highlight themes.

Don't:

- Place large blocks of text on slides.
- Overcrowd slides with multiple charts, images, or motifs.
- Change fonts or colors.
- Use low-resolution images or stretched graphics.
- Reduce text size to fit more content on a slide.



✖ Slide is cluttered with limited breathing room; lacks effective typographic hierarchy



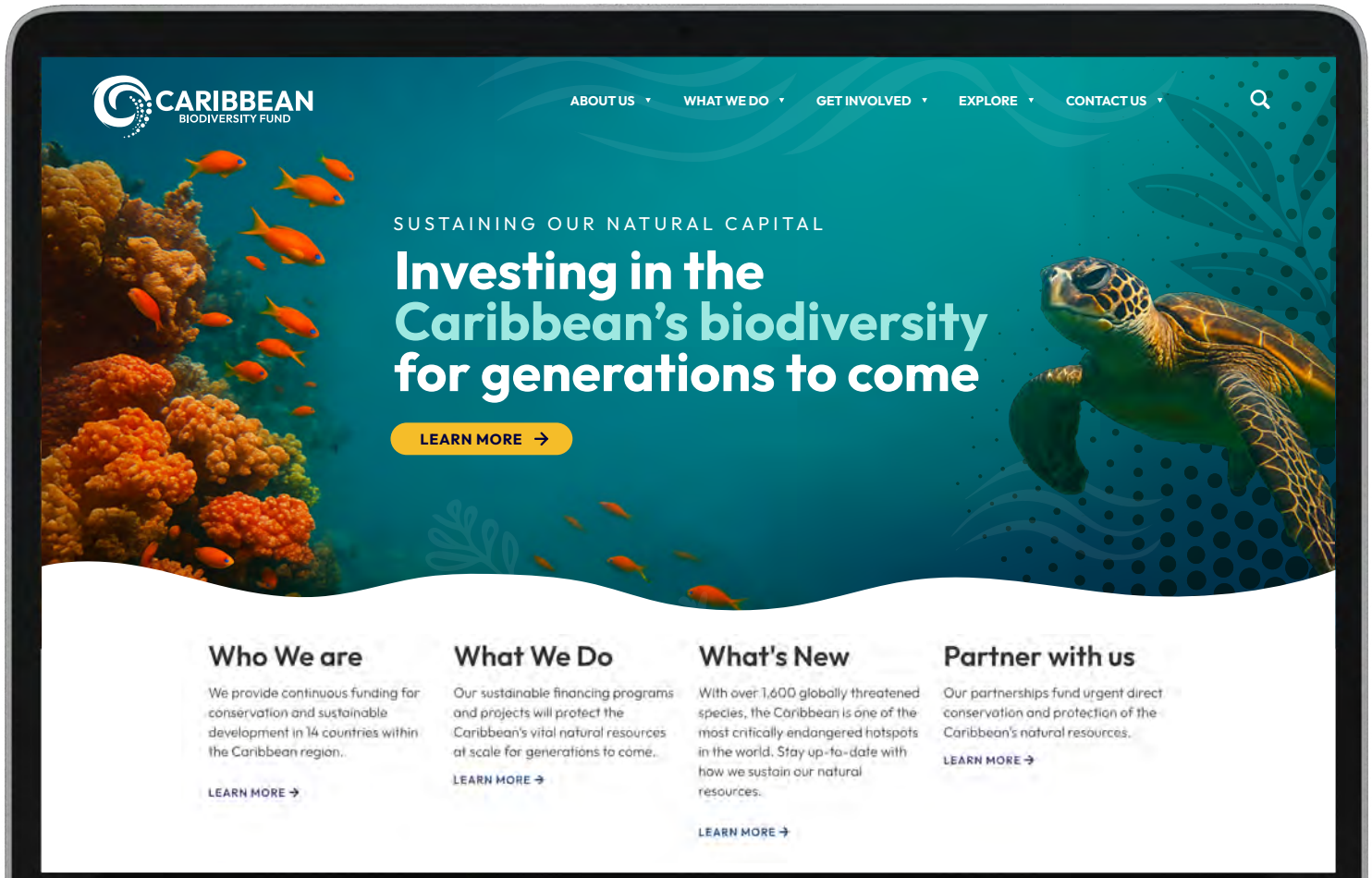




✔ Slides are simple, prioritizing clarity and breathing room.
It is better to spread content across multiple slides than to crowd a few slides with too much information.

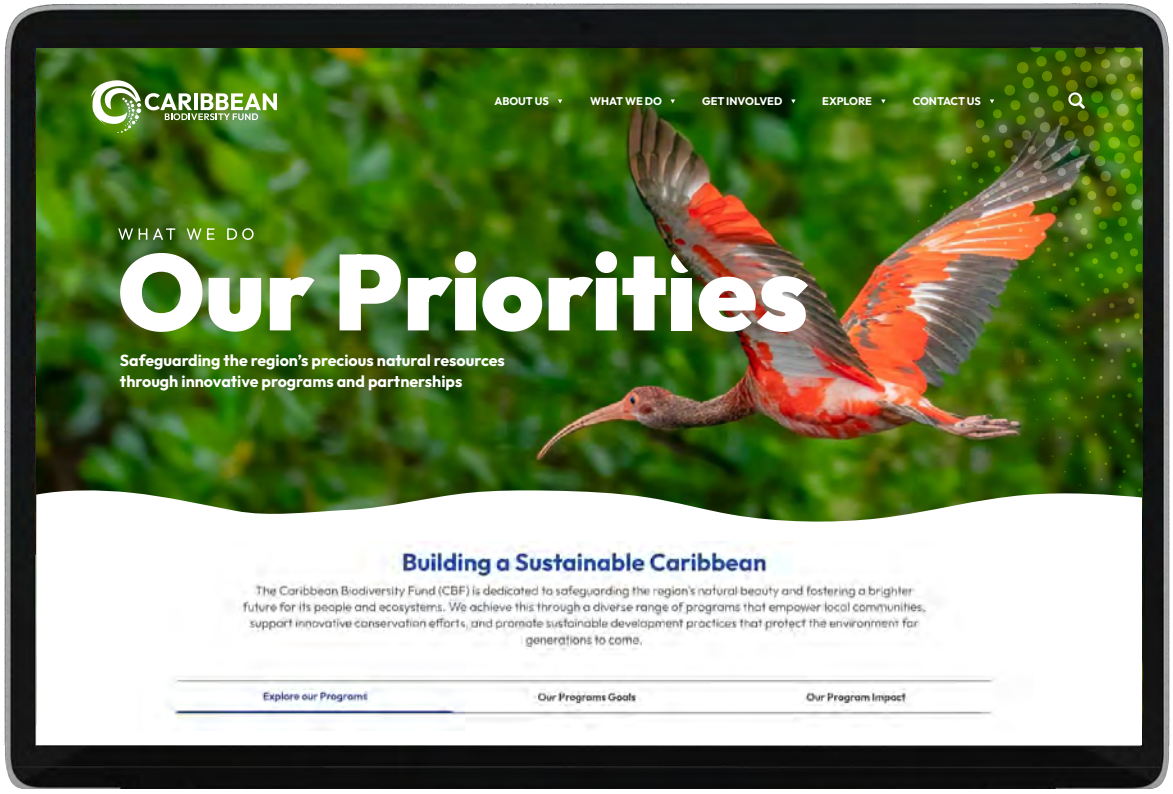
3.4 WEBSITE BANNERS & HERO IMAGES

CBF's website www.caribbeanbiodiversityfund.org provides information to a regional and global audience.
To increase effectiveness, page banners should be consistent with the brand identity, and designed to balance bold visuals with clear messaging. Banners should showcase the Caribbean's natural beauty, highlight CBF's impact areas, and must also remain flexible across desktop and mobile formats.



Visual Rules

- **Composition:** Use full-bleed high-resolution images of landscapes, marine life, communities, and diverse species.
- **Text:** Keep headlines short and bold (max 10 words). Subheadings can expand slightly but avoid crowding.
  - Title text on main pages may use **Extra Bold** or **Black** font weights and at larger sizes to create strong visual impact.
  - Optional: Use an accent color to highlight key words/phrases.
- **Motifs:** Incorporate brand motifs (waves, dot ripples, leaves, circles) as framing accents or dividers.
- **Calls to Action (CTA) / buttons:** Use rounded rectangles in accent colors for visibility.



3.5 OVERLAYS & FILTERS

Overlays and filters ensure imagery remains consistent, legible, and distinctly CBF, especially when using visually complex photographs.

Visual Rules:

- **Layout:** Prioritize whitespace; use bold headlines; avoid overcrowding.
- **Photo Treatment:** Blue or blue/green gradient overlay (10–20% opacity) for contrast or clarity if needed.
- **Motifs:** Use waves as section dividers; dot ripples or circles for thematic emphasis. Avoid mixing too many motifs in one slide (max. 3).
- **Typography:** Apply the heading scale consistently (H1–H4). Keep text concise (max 8–10 words per line).
- **Callouts:** Rounded labels and buttons echo the logo's shape.



✖ Image left untreated, resulting in text that is harder to read against a bright background



✔ Subtle blue-transparent overlay improves legibility while preserving the photo's vibrancy. The dot motif in an accent color frames the image without overwhelming the composition.



Photo: Adrien Stachowiak

4. Data Visualization & Impact Reporting

CBF frequently communicates impact through numbers, funding amounts, and measurable outcomes. Data must be presented clearly and consistently so audiences can quickly understand the scale and significance of CBF's work.

4.1 FACT SHEETS

Fact sheets are a key communication tool for summarizing CBF projects, programs, and results. While the content may vary, all fact sheets should follow the CBF visual system to maintain a consistent and recognizable brand.

When designing fact sheets, prioritize:

- Clear hierarchy
- Strong imagery
- Prominent impact numbers
- Consistent use of color and typography
- Clean layouts with adequate whitespace

Fact sheets (and other data visualization tools) should be easy to scan and visually structured, allowing readers to quickly identify the most important information within seconds.

Highlighting Key Numbers

Numbers are often the most powerful way to communicate impact.

When presenting data:

- Use large, bold typography for key figures
- Keep supporting text short (one line if possible)
- Use symbols where appropriate ($, %, +, >, <)

Numbers should be the visual focal point of the design.

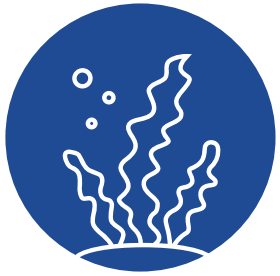
Impact First Rule

Highlight the most important result or outcome at the top of the page. Readers should be able to understand the scale or significance of a project at first glance.

Place the most important metric in the top section or upper third of the layout, using large, bold typography.



>100
PROJECTS



in 12
COUNTRIES



>$30M
IN FUNDING

Visual Hierarchy

Information should follow a clear order of importance.

1. Title

Use a strong headline that clearly identifies the project or initiative.

- Use the primary typeface (Outfit).
- Titles may use **Extra Bold** or **Black** weights.

2. Key Numbers / Impact

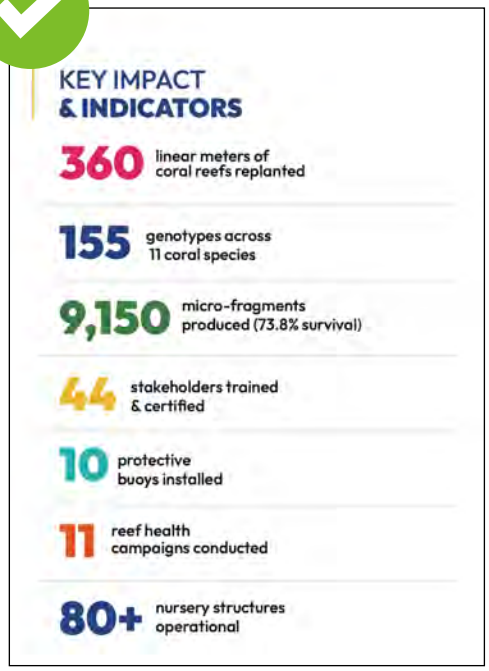
Important figures should be among the first elements readers notice.

- Numbers should be significantly larger than surrounding text.
- Use color and bold weights to emphasize impact.
- Keep supporting descriptions short.
- Add icons for additional visual interest (optional).

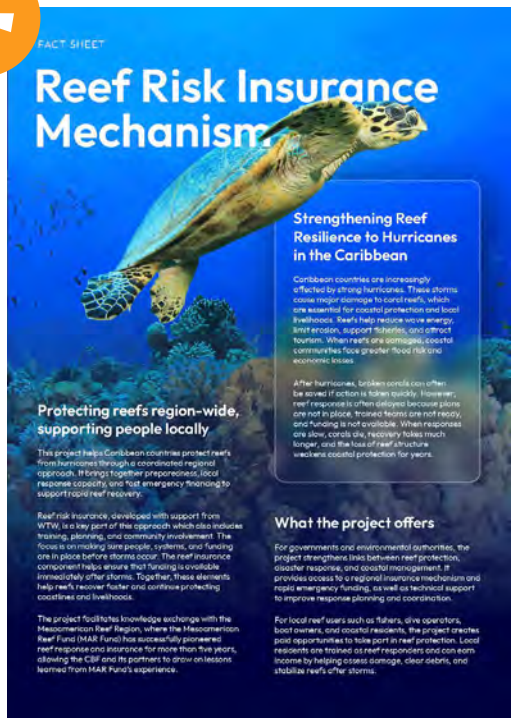
3. Supporting Text

Use short paragraphs or bullet points.

- Avoid dense text blocks.
- Limit paragraphs to 2–3 lines where possible.
- Use callout boxes to prioritize key messages, quotes, or takeaways.



✔ Figures are immediately noticeable and clear



✱ Title clearly identifies the fact sheet's subject; and callout box directs the reader's focus. However, there may be some legibility issues with the text over the image.



✖ 1. Strong hierarchy, but the title does not clearly indicate the fact sheet's subject (harder to identify at a glance)
> "Project Fact Sheet" should be small and the title large.

✖ 2. Too many competing visual elements and text in one area

Color

Blue and Green should remain the dominant colors. Accent colors may highlight key statistics or callouts, drawing attention to important information, not dominating the page.

Imagery

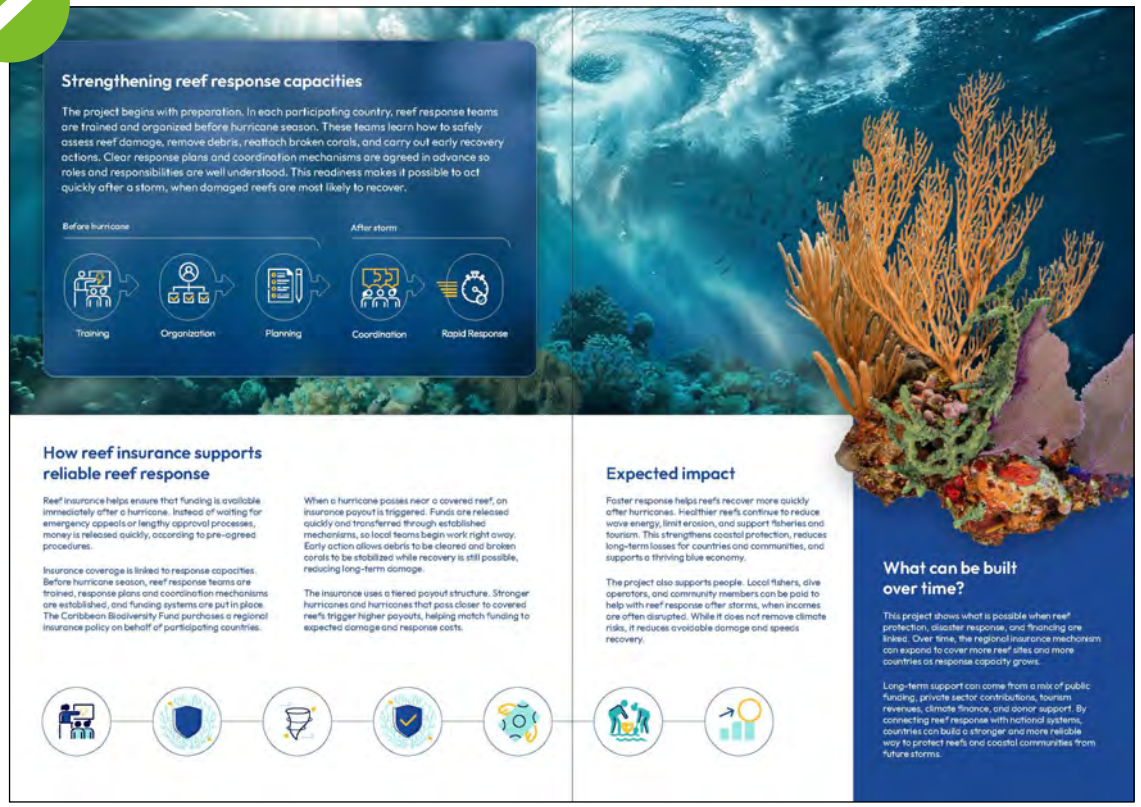
Photography should align with the imagery guidelines in this toolkit. Images should be:

- From/Of the Caribbean
- High-resolution and professional
- Authentic and optimistic
- Specific to the project, prioritizing photography captured on-site by CBF or project partners whenever possible

Icons and Graphics

Icons can be used to support data and metrics (page 42). They should support comprehension, not decorate the page.

- Use a consistent icon style.
- Keep icons simple and recognizable.
- Avoid mixing multiple icon styles within one fact sheet.



✔ Icons, callout boxes, images, and spacing used effectively to create a clear, easy-to-follow layout



Photo: Hugh Whyte

5. Accessibility & Inclusivity

Standards help ensure that all CBF communications are usable by broad audiences and authentically reflect the diversity of the Caribbean region.

Accessibility ensures no audience is excluded from engaging with CBF's work due to visual or auditory barriers.
Inclusivity ensures CBF's communications represent the people, cultures, and communities it serves.

Essentials:

- **Color Contrast:** Always meet WCAG AA standards. Use dark text on light backgrounds (and vice versa). When working with busy imagery, apply overlays or solid shapes under text to maintain readability.
- **Alt Text:** Provide clear alt text for all digital images, describing the subject and context.
- **Video Subtitles:** Include captions or subtitles on all videos.
- **Representation:** Use imagery that reflects Caribbean diversity across age, gender, ethnicity, culture, and ability. Show real, optimistic interactions between people and nature.
- **Consistency:** Check accessibility across all formats (print, web, video).

6. Co-Branding & Governance

CBF frequently collaborates with multiple partners, donors, and implementing organizations. Clear co-branding rules ensure that all partners are acknowledged while maintaining a balanced and professional visual hierarchy.

Co-Branding Principles

When multiple logos appear on one design:

- Maintain visual balance so no partner appears disproportionately emphasized.
- Ensure CBF remains clearly visible as a funding or coordinating institution.
- Keep layouts clean and organized, avoiding cluttered logo groupings.

Logo Placement

When using multiple logos (3–5 partners), follow these layout rules:

- **Use a Logo Bar:** Place logos together in a dedicated strip at the top or bottom of the design rather than scattered throughout the layout.
- **Align Logos on a Baseline:** Logos should sit on the same horizontal line with consistent spacing between them.
- **Use Equal Height, Not Equal Width:** Logos should be visually balanced by matching height, since logos naturally vary in shape. Adjust as necessary according to text sizing.
- **Limit the Number of Rows:** Up to 3 logos - one row; 4–5 logos: two rows if necessary. Avoid stacking more than two rows.
- **Group by Role (if needed):** If there are many partners, logos may be grouped under simple labels such as: “Funded by” / “Implemented by” / “In partnership with”



Photo: Rock Staar / Unsplash

Size and Hierarchy

- CBF's logo should remain clearly visible and comparable in size to partner logos.
- When CBF is the primary funder or program lead, the CBF logo should appear first in the logo sequence.

Spacing

- Leave equal spacing between all logos.
- Maintain a clear margin around the logo bar.
- Avoid placing logos too close to edges, text, photos, or motifs.

File Use

- Always use official logo files provided by the Communications team.
- Never copy logos from websites, screenshots, or low-resolution files.
- Do not modify partner logos in any way.

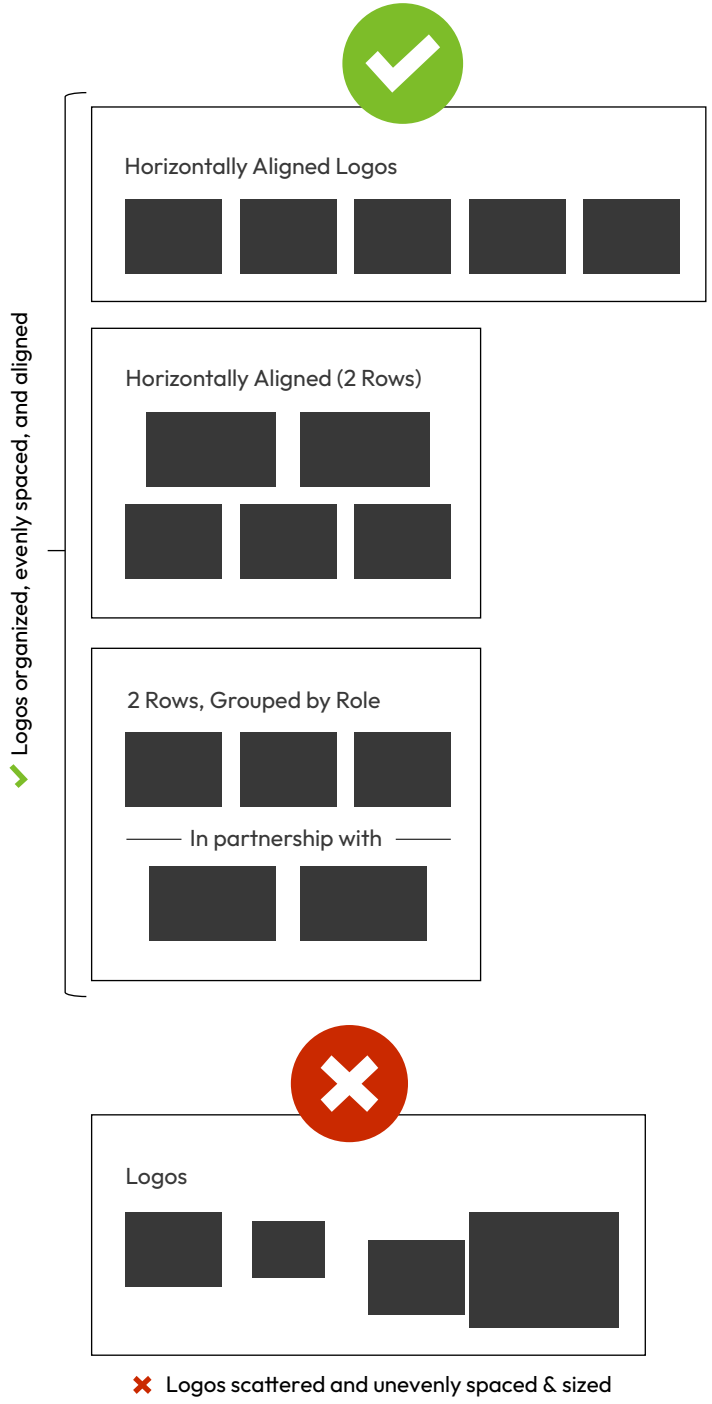
Funded Projects

For donor- or partner-funded communications:

- CBF must be visibly acknowledged alongside partners.
- Government logos should only be used with prior approval.
- When space is limited (e.g., social media), partner recognition may appear in the caption or final slide of a carousel rather than the main graphic.

Governance

- All official logos, templates, and this Toolkit are to be stored in a shared drive. Staff should refer to internal FAQ guidance on access.
- Requests for new templates must go through the Communications Officer.
- Customization of brand fonts and colors for public materials is not permitted.





Questions?

Please reach out to
communications@caribbeanbiodiversityfund.org