

APAN Style Guide

This document outlines the use of logo and other references to APAN. It, along with the document templates and logo files referred within, is available online at <http://www.asiapacificadapt.net/branding>



Use of Logo

- The APAN logo can be used by nodes, partners and collaborators after informing the Program Management Units and/or the Regional Hub.
- For programmes, networks, initiatives not affiliated to APAN but wanting to use the APAN logo, reasons have to be given to the Program Management Unit, which shall reach a decision after discussing with the Core Technical Partners.

Placement of logo

- Wherever possible, APAN logo is to be used on the top right hand corner of the document, banner, or other materials. Where space is restricted, the logo can be placed at the bottom right hand corner of the publications and banners.
- APAN donor logos are placed alphabetically at the bottom of the document, banner, or other materials.
- APAN SRN/TN logos are placed alphabetically at the bottom of the document or other materials below the donor logos.
- APAN partner logos are placed alphabetically at the bottom of the document or other materials below the SRN/TN logos.

For publications

- For APAN publications, APAN logo is used at the top right hand corner of the cover page while the publishing node's logo can go in the top left, according to the established template.
- For non-APAN publications, APAN logo can be placed as appropriate.

For event or promotional banners

- When APAN is one of the sponsors of the event, APAN logo should appear at the top right hand corner of the banner or other materials.

Logo Size

Logo can be resized to suit the design as long as it retains the same width and height ratio.

Typography

The font used in the logo is “ITC Avant Garde Gothic.” It is not necessary to use this font for publications.

Colors

Colors must not be altered. Please refer to the color codes below to accurately and consistently reproduce the colors in publications, whether in physical format (brochure, reports) or digital-only file (PowerPoint, Word, web). Black and white version should be used for monochromatic reproduction.

Full color print (CMYK)

- **Green:** 100C 0M 100Y 10K
- **Blue:** 60C 0M 0Y 20K
- **Orange:** 0C 60M 100Y 0K
- **Gray:** 26C 20M 19Y 0K
- **Black:** 75C 68M 67Y 90K

PC and web (RGB and Hex)

- **Green:** 0R 137G 54B, #008936
- **Blue:** 54R 151G 195B, #3697c3
- **Orange:** 236R 107G 16B, #ec6b10
- **Gray:** 189R 190G 193B, #bdbec1
- **Black:** 0R 0G 0B, #000000

Background color or element

It is preferable to display the logo on a white background. In case it is necessary to use the logo on a non-white background canvas, it is preferable to retain the white background with appropriate clear space around the logo and then place that on the background canvas. See examples below:



White background is preferable



Other background only if necessary



Never: too similar background color

Minimum clear space, or the minimum area surrounding the logo without other design elements, is approximately the height of the “asia pacific” text. See the illustration below – the colored areas are the minimum clear space surrounding the logo



Image file

APAN logo is available in PNG, EPS, and AI file formats. PNG should be used on websites and digital media while EPS or AI should be used for print.

The files are available at <http://www.asiapacificadapt.net/branding> and can be sent via email as requested. Please state the reason and intended usage for the logo so we can send the most appropriate one.

Copyright

The copyright for APAN publication shall be jointly owned by the Core Technical Partners in principle unless specified otherwise.

Appropriate procedures shall be taken when organisation other than sponsor, partner or collaborator requests the use of APAN copyrighted publications. Permission will be decided by the PMU on a case-by-case basis.

Authorship

Authorship of APAN publication shall be subject to the rules of that organisation involved in APAN publication.

Citation and Disclaimer

APN publication should carry suggested citation and standard disclaimer along with copyright.

Suggested citation: names of Core Technical Partners. Year. Technical report on Issues related to Water and Agriculture in South Asia. Location of Publisher: Publisher.

Example:

Copyright © 2012 Institute of Global Environmental Strategies
Institute for Global Environmental Strategies. 2012. Technical Report on Issues Related to Water and Agriculture in South Asia. Bangkok: Institute for Global Environmental Strategies

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