



# Preferred by Nature Graphic Manual

for Partners and Clients

## Our logo

The Preferred by Nature logo is the graphic representation of Preferred by Nature and it is trademark protected.

The logo is only arranged in one format – horizontal. The brand name cannot be translated into any language other than English.

The focus of our logo is the hummingbird which is a powerful symbol of endurance, representing our pursuit of what we believe helps create a world where human choices ensure a sustainable future.

Here are some basic rules of the road when using the logo (see more examples on page 5):

- Don't alter, rotate, or modify the logo
- Don't animate the logo or make it fly
- Don't surround the logo with other creatures or elements
- Don't accessorise the logo with extra elements such as additional leaves or flowers
- Follow the clear space guidance in this document
- Don't create derivative versions of the logo such as adding additional text, for example to represent a regional office or a programme
- Do not re-create the logo or change the colours under any circumstances



## Our logo

### Colour options

The Preferred by Nature logo has three approved colour options. They are: two-colour (green-teal), black and white. No other alternative colours are permitted.

The two-colour logo should be used whenever possible. Make sure that the colour or any image or pattern on the background does not interfere with the logo's legibility.

The white logo version may be used when the background colour clashes with the green colours in the logo.

The black logo version should only be used when the colour production is not possible.

The black and white versions of the logo may be used on colour background or image with adequate contrast.



Two-colour logo



Black logo



White logo

## Our logo

### Clear space

Give the logo its own space: Placing any elements too close to the logo diminishes its importance.

When you're using the logo with other graphic elements, make sure you maintain an empty space around the logo and other typography and elements such as photographs, illustrations, patterns, other logos, and the trim edge of a printed piece, etc.

More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo is equal to the height of two "P"s in the brand name "Preferred by Nature".

### Minimum size

The Preferred by Nature logo may be used in any size, as long as the brand name "Preferred by Nature" remains legible and the bird as well as the flower shapes remain clearly visible.



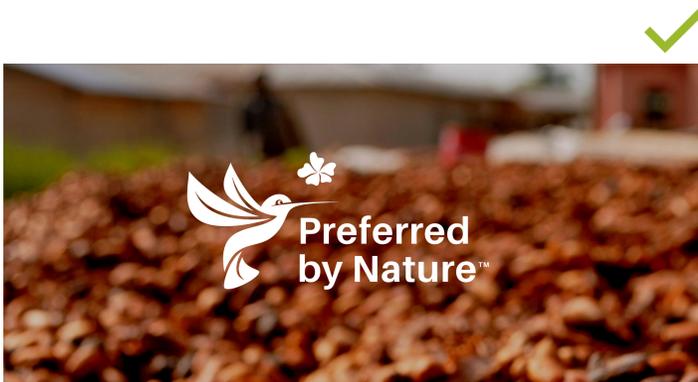
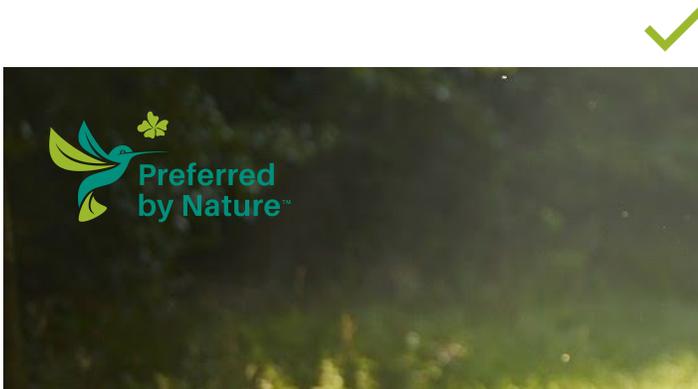
Minimum clear space = 2 x P

# Our logo

## DOs and DON'Ts

Following are few typical correct and incorrect examples on the use of the Preferred by Nature logo.

**DO:** Use the approved original electronic files. Treat the logo as an artwork. Provide clear space. Contrast with the background. Make sure the logo reads clearly.



**DON'T** add anything (lines, shapes, objects...) to the logo or place any elements within the clear space area



Seminar organised by:



**DON'T** alter the colour specifications for any elements of the logo or change the typeface of the logo



**DON'T** compress, rotate or stretch



**DON'T** add effects (shadows, bevels, gradients, and strokes) to the logos



**DON'T** re-draw, distort or rotate, or add elements



**DON'T** place the logo over busy photographic background, graphic element or pattern



# Our logo

## Usage

### Use of logo by Preferred by Nature

As the primary graphic identity of the organisation, this logo must appear on all communications of Preferred by Nature, including but not limited to email signature, info sheet, factsheet, leaflet, guidance, business card, website, documents, etc.

It is advisable to place the logo on the front cover of all printed or on-screen promotional materials intended for external audiences.

A number of digital file formats are available for use, please contact the Preferred by Nature Communications Team (coms@preferredbynature.org). Each of the files available is optimised for a variety of applications, for both print and on-screen communications, to ensure easy adherence to this guideline. The high-resolution version of the logo must be used for all print application.

New external or promotional materials including but not limited to posters, banners... that include the logo should be approved by the Communications Team prior to publication.

### Use of logo by partners or clients

Preferred by Nature's project partners and clients are encouraged to use the Preferred by Nature logo on their websites, brochures and elsewhere to promote the collaboration and/or partnership with Preferred by

Nature and/or Preferred by Nature's services.

**Approval:** Organisations and companies may use the Preferred by Nature logo in their materials, as long as they comply with these usage guidelines and after obtaining approval from Preferred by Nature Communications Team via their contact point on a case by case basis.

**Endorsement:** The Preferred by Nature logo shall not be used in such a way that is ambiguous and does not create any possible confusion about the relationship between the user and Preferred by Nature or leaves the impression that Preferred by Nature endorses activities outside the defined scope of collaboration.

**All on-product use of the logo is prohibited:** The Preferred by Nature logo shall not be applied in a way that suggests that it refers to a product. It shall not be placed on any products or their packaging, unless an exception is agreed by Preferred by Nature.

**Disclaimer:** Partners and clients shall use the logo together with text to present their relationship with Preferred by Nature, or to present Preferred by Nature and/or Preferred by Nature's activities/services.

For example:

*"[the name of the entity]'s Chain of Custody is certified by Preferred by Nature."* or

*"[name of the entity] works with Preferred by Nature in [name*

*of the project] to enhance the capacity of local civil organisation in forest management."*

The following additional text is encouraged:

*"Preferred by Nature is a non-profit organisation working to support better land management and business practices that benefit people, nature and climate in 100+ countries".*

The requirements laid out in this guidance document shall be respected. The text must be included below or in the proximity of the Preferred by Nature logo. Claims by clients are also subjected to specific guidelines for each service, should these be available in the service infosheet or scheme claims and marks guidance document.

For partnership where Preferred by Nature is an equal partner, use the two-colour version of the logo where possible. There should always be equal balance between the co-branded logos, specifically the Preferred by Nature logo must be equal in size and prominence as all other partner's logos.

### Use of logo by the media

The media may use the Preferred by Nature logo to illustrate information about Preferred by Nature and/or Preferred by Nature's activities.

The logos may not be altered, combined with other marks or used in a misleading manner. The requirements laid out in this document shall be respected.

# Our colours

Preferred by Nature has a set of standardised colours that have been chosen to represent the organisation and to ensure that our materials look consistent. When colour is used in materials – such as in text, illustrations, boxes etc... – only the primary and secondary colours may be used, except for photographs which may use the full range of colours.

**Note:** CMYK and RGB are two different colour modes.

- CMYK is used for printed materials designed using professional design programmes such as Adobe InDesign.
- RGB is used for electronic materials designed in MS Word for example.

You can change the opacity/ transparency of the primary or secondary colours to any degree you wish. This is illustrated on the right with 100%, 75%, 50% and 25% for primary colours for example. However, you must not change the colours in the Preferred by Nature logo files.

## Primary colours

There are two primary colours: teal and green. You can use these colours as the dominant colours in materials, though you may find the secondary colours lift the materials.

### Teal

Pantone P 131- 7 C  
CMYK 90 0 54 22  
RGB 0 144 124  
Hex #00907C



100%



75%



50%



25%

### Green

Pantone P 160- 16 C  
CMYK 35 0 100 14  
RGB 156 185 45  
Hex #9CB92D



100%



75%



50%



25%

## Secondary colours

There are four secondary colours: black, red, grey and yellow. You can use secondary colours for text, shapes, background in your communications materials.

### Black

Pantone P 179- 16 C  
CMYK 70 67 64 74  
RGB 35 31 32  
Hex #231F20



100%

### Red

Pantone P 69- 16 C  
CMYK 23 100 53 9  
RGB 179 0 80  
Hex #B30050



100%

### Grey

Pantone P 169- 15 C  
CMYK 43 36 41 53  
RGB 86 86 82  
Hex #565652



100%

### Yellow

Pantone P 7- 8 C  
CMYK 1 17 99 0  
RGB 255 207 1  
Hex #FFCF01



100%

# Our typography

## Font type and size

Typography is one of the most important design elements. It creates consistency across all the materials.

The font that must be used for all public facing materials is **MS Reference Sans Serif**. There are several exceptions noted on the right.

Unless the formatting already set in a Preferred by Nature official template, here are the recommendations for font sizes for documents:

- Body text should use font size 10 or 9.
- Headings should be larger than body text but no larger than size 20. Breaking the headline into two lines is preferably avoided; often it is better to reduce the words in the headline or the font size of the headline.
- Sub-headings should be sized between 11 and 16 points.

For example:

- Heading (size 12) ...  
**Heading (size 20)**
- Sub-heading (size 11) ...  
**Sub-heading (size 16)**
- Body text (size 9) ... Body text (size 10)

## Exceptions

Several exceptions include:

- Web: The font used on the website and e-newsletter is **Arial** as this is one of the few 'web-safe' fonts due to its clarity and readability, as shown below:

**Web font** Web font Web font

- E-mail: The font used in email is **Calibri**.

**Email text** Email text Email text

- Adverts/Graphics (banners, posters...): These materials can use **Aileron** which is an open-source font (as shown below). For small printed items such as advertisements where there is space constraint, or to highlight the message or for a graphical purpose, a different font may be used (sparingly). Please check this with the Communications Team.

**Graphics** Graphics Graphics

- Polish, Russian and other languages where MS Reference Sans Serif does not function well can use **Verdana**.

## Other languages

Other languages Other languages

**Caution:** Make sure you are consistent throughout the document! Once you choose the style of the heading or subheading for example, ensure this is identical throughout the document. Left aligned text is easier to read than centred or justified text for paragraphs in text-based documents.

# Have any questions?

Contact us at [coms@preferredbynature.org](mailto:coms@preferredbynature.org)

[www.preferredbynature.org](http://www.preferredbynature.org)

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