

# PACIFIC RESILIENCE PARTNERSHIP VISIBILITY AND IDENTITY GUIDELINES

These guidelines must be used in partnership with the range of communication guidelines as outlined in the Pacific Resilience Communications Strategy. The guidelines include our visual identity and must be used by all partners at all times when communicating a resilient Pacific through the FRDP and PRP.

## OUR IDENTITY

At all times we must adhere to our range of communication guidelines.

The FRDP and PRP brand is 'Stronger together'. This is one that strives for resilience, together as a region, with actions driven by the Pacific to meet Pacific needs for sustainability.

We must ensure that our graphic styles, icons and illustrations are Pacific based while respecting Intellectual Property Rights and Copyrights. We must represent the diverse group of cultures, genders and be inclusive and protective as possible.

The three key brand aspects of the PRP are the colours orange and blue, as well as the weave.

## OUR VISUAL IDENTITY: OUR LOGO

The Pacific Resilience Partnership logo is the single most important part of the visual identity for the Pacific Resilience Partnership (PRP).

These logo guidelines are simple and strict but ensure that the PRP logo is to be applied in a consistent and professional manner in all instances of its use. When you use the PRP logo, you agree to these terms of use.



## USAGE GUIDELINES FOR PRP LOGO

1. The logo should not be stretched or distorted in any way.
2. Please adhere to colour palette and do not alter colours in any way.
3. The logo may not be used on commercial products to promote the use or sale of a service or product without the prior written consent of the Pacific Resilience Partnership Task Force.
4. The logo may not be used on business cards.
5. Do not alter the logo in any way: do not remove any text from the logo.
6. Do not place the logo in a box, or any other shape.
7. Clear spacing: the absolute minimum clear space zone around the logo is a margin of the height of the logo's capital P).
8. If used against a background, ensure that the PRP logo is clearly visible and stands out correctly against the background.

The PRP logo is available in full colour, black or white.



## OUR COLOURS

Our colours are those from our PRP logo. These are:

	R=59 G=196 B=232 C=63 M=0 Y=5 K=0		R=14 G=78 B=169 C=96 M=78 Y=0 K=0		R=242 G=101 B=49 C=0 M=75 Y=90 K=0		R=246 G=179 B=64 C=2 M=32 Y=85 K=0
---	--------------------------------------	---	--------------------------------------	---	---------------------------------------	---	---------------------------------------

## OUR TYPEFACE

At all times we must avoid using too many different fonts. Using a consistent font across all our communication material gives us credibility and strengthens our visual identity.

Our font of choice for official products are HELVETICA or ARIAL for text, noting the text selected must be applied consistently throughout the document.

The FUTURA medium, all capitals, is the main font for headings and must be applied consistently throughout the document.

This must also be applied to all PRP promotional materials and content. If this is not available, please use font as closest as possible to these.

## OUR TEMPLATE BRAND

There are three identifiers available which are a mix of our brand colours and image (orange, blue and weave graphic).

The primary identifier (logo to left and orange on orange weave) is to be used for all our key materials such as our website, original FRDP document, masthead for social media, pull-up banners. This is also the identifier for the PRP official letterhead which is attached to the end of this document.



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

The secondary identifier (logo to left and blue on blue weave) can be used interchangeably with the primary identifier for secondary communications materials such as invitations, social media content, factsheets, case studies and so forth.



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

The third brand identifier (logo to left and orange/blue weave) is to be used only upon approval.



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

## OUR PHOTOGRAPHY GUIDELINES

- We must adhere to our Inclusivity and Protection guidelines which provides the basis for imagery used.
- There must also be a balance to our imagery used of both challenges faced and solutions achieved.
- To ensure consistency of style we must attribute accordingly:

PHOTO: first initial, fullstop, surname, forward slash, organisation OR just first initial, fullstop, surname.

E.g - PHOTO: N.Woonton/SPREP or PHOTO: N.Woonton

Where the photo credits are specified by the photographer we are to use those.

CONTENT: Please tag, or highlight source of information through direct on-sharing from their page or stating where the content was found if from an FB page, organisation and date.

## OUR MOTIFS

In addition to our logo, we have a range of motifs which are used to identify the PRP in our communication materials. These are available in black and white, as well as in the approved shades of orange and blue – the key colours of our branding.

Don't edit the core shapes, but feel free to use them creatively; for example at an angle and with transparency as a background fill, or apply a colour or colours from the PRP palette, selecting the motifs that are most relevant or reflective of your publications message and sprinkle them throughout your communications activity at different sizes and in different locations.

Examples of the (black) motifs with sample usage are below.

