2019

VISUAL IDENTITY GUIDE

Asian Forest Cooperation Organization

CONTENTS

1.   PREFACE

A logo translates the impression of the organization and is a means by which others identify and recognize the organization. The logo should therefore present a clear definition of the concept and values of the organization.

1.1 Understanding AFoCO

The Asian Forest Cooperation Organization (AFoCO) is an intergovernmental organization aiming to strengthen regional forest cooperation by transforming proven technologies and policies into concrete actions in the context of sustainable forest management to address the impacts of climate change.

Through concerted efforts with our member countries, AFoCO will strive to promote and undertake action-oriented forest cooperation programs in Asia on: sustainable forest management; enhancing forest carbon stocks and supporting related initiatives, addressing deforestation and forest degradation; strengthening capacity building and research and development in the forest sector; and partnership establishment that builds upon current forest-related international efforts and global initiatives.

Understanding AFoCO

1.2   About This Guide

These guidelines are developed to increase awareness of and create a coherent visual identity for the Asian Forest Cooperation Organization (AFoCO) by giving practical instructions on the appropriate and consistent usage of the official AFoCO logo in various forms of communications and formats.

The visual elements that represent AFoCO's identity include the AFoCO emblem, the AFoCO logotype and other elements such as color and type. These guidelines are meant for AFoCO staff, AFoCO member countries and graphic designers working with AFoCO, and should be implemented with care, consistency and good design judgment.

Should you require any guidance or advice about the usage of the AFoCO logo or its applications, please contact the AFoCO Secretariat at contact@afocosec.org.

2. VISUAL IDENTITY

AFoCO's visual identity comprises a series of official logos, colors and typography. Together, they convey the vision of our organization and our commitment towards achieving a greener Asia.

2.1   The AFoCO Logo

The AFoCO logo is a core element of our visual identity and a representation of our values and vision of a greener Asia. The Primary Logo depicted below is the recommended version of the AFoCO logo. This version should be used most of the time. The proportionate sizes and distances between the elements may not be changed.
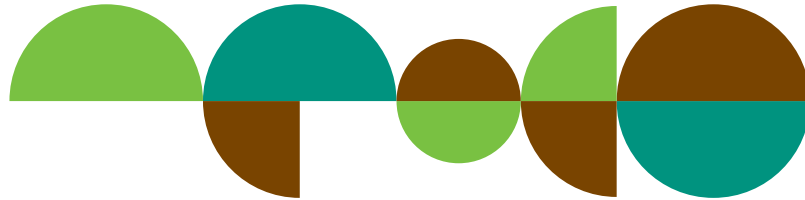
2.2   Emblem & Logotype

The logo selected for official use in connection with all AFoCO materials consists of the combination of two elements: the emblem and the logotype. No other symbols or marks may be used in conjunction with the official AFoCO logo or in place of it.

AFoCO Emblem

AFoCO GREEN   Coniferous forests in the boreal/alpine region
AFoCO LIME   Broad-leaved forests in the tropical/temperate region
AFoCO BROWN   Inhabitants including wildlife and people

The AFoCO emblem is a combination of circles, semicircles, and circular quadrants, and it resembles the alphabetical shape of "AFoCO". The colors of the emblem represent all types of forests sustainably managed in harmony with all living things.

AFoCO Logotype

AFoCO

Full Name Logotype   Asian Forest Cooperation Organization

2.3   Logo Variations (Full Color)

To shape our image of AFoCO in a cohesive and effective way, alternate versions of our logo are specifically prescribed by a few configurations of the emblem and logotype as shown below. The logotypes of the full color logos may also be used in white to fit darker backgrounds. No other variations of the logo should be produced under the AFoCO brand.

Primary Logo &
Centered Logo

Full Combination Logos
A & B

Horizontal Logos
A & B

Stacked Logos
A & B

Square Logo,
Emblem & Logotype

*The emblem and logotype versions are recommended for use in headers and footers only.

2.3   Logo Variations (Single Color)

The full color logo versions will not perform well on photography or various background colors. In cases where the full color versions cannot be used, the following single color logos, which feature the outline of the emblem, can be used in place of the full color logo. The single color logos may only be used in either black or white. Illustrated below are the all-black versions of our logo.

Primary Logo &
Centered Logo

Full Combination Logos
A & B

Horizontal Logos
A & B

Stacked Logos
A & B

Square Logo,
Emblem & Logotype

The emblem and logotype versions are recommended for use in headers and footers only.

2.4   Clear Space

The AFoCO logo must always be surrounded with clear space to ensure its visibility and impact. The minimum clear space should be equal to either the height of the circle in the emblem or the letter 'A' in the reproduced size of the logo, as shown in the following examples of the different logo versions.

2.5   Minimum Size

To ensure visibility, the minimum size requirements of the different versions of the AFoCO logo must be adhered to. Our logos may be resized to suit different layouts and document dimensions but must not be used below the minimum sizes specified below, as doing so compromises their readability.

14mm
AFoCO

14mm
AFoCO

30mm
AFoCO
Asian Forest Cooperation Organization

30mm
AFoCO
Asian Forest Cooperation Organization

30mm
AFoCO

60mm
Asian Forest Cooperation Organization

35mm
AFoCO
Asian Forest Cooperation Organization

35mm
Asian Forest Cooperation Organization

14mm
Asian Forest Cooperation Organization

14mm

14mm
AFoCO

2.6 Color Scheme

The AFoCO logo is presented through an appealing and harmonious palette of colors. The primary colors appear in the AFoCO Emblem while the secondary colors are used in the AFoCO Logotype and Full Name Logotype. Consistent use of these colors contribute to the cohesive and harmonious look of the AFoCO brand across all media.

Primary Colors
AFoCO Emblem

AFoCO Green

Pantone 569C
CMYK C98 / M0 / Y57 / K17
RGB R0 / G146 / B126

AFoCO Lime

Pantone 368C
CMYK C57 / M0 / Y100 / K0
RGB R122 / G193 / B66

AFoCO Brown

Pantone 469C
CMYK C0 / M52 / Y100 / K62
RGB R121 / G68 / B0

Secondary Colors
AFoCO Logotype
Full Name Logotype

AFoCO Dark Gray

Pantone 440C
CMYK C82 / M76 / Y100 / K30
RGB R63 / G62 / B41

AFoCO Light Gray

Pantone 437C
CMYK C46 / M45 / Y49 / K0
RGB R151 / G137 / B129

Metallic Colors

AFoCO Gold

Pantone 871C
CMYK C20 / M35 / Y70 / K15
RGB R189 / G151/ B85

AFoCO Silver

Pantone 877C
CMYK C0 / M0 / Y0 / K40
RGB R168 / G168 / B167

2.7   Usage on Backgrounds

For colorful or busy backgrounds, the full color logo must be placed in an area that is lightly colored, while observing the clear space rules. For black and white printing, the full color logo may be printed in grayscale. When the full color logo cannot be properly applied or is incompatible with an extremely colorful or patterned background, the single color logo may be used. The all-white or all-black version of the logo works well on darker photographic or video backgrounds.

Full Color Logo
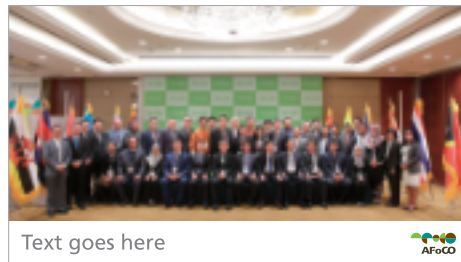
Grayscale Logo & Single Color Logo

2.8 Incorrect Usage

To ensure visual consistency and promote recognition, the AFoCO logo should not be altered in any way. The following examples show some, but not all, common misuses of the AFoCO logo. The rules described apply to all versions of the logo.

Do not adjust the proportions of the elements or rearrange them.

Do not alter the colors of the logo.

Do not alter the shape of the emblem.

Do not change the font of the logotype.

Do not use the full color logo in unicolor.

Do not create a dropshadow or add other embellishments.

Do not add a border to the logo.

Do not merge the logotype with other graphic elements

Do not use background colors that are similar to the logo colors.

Do not apply the full color logo to complex backgrounds.

Do not crop, distort or rotate the logo.

Do not create a box over the background to use the full color logo.

2.9 Typography

The Frutiger and Arial font families are chosen as our main typefaces. Consistent and extensive use of these typefaces in all documents, publications and other promotional materials enhances the AFoCO identity. In the event where the Primary Typeface is unavailable, Noto Sans is recommended to be used. Other typefaces may also be used depending on the characteristics and design of the material to be produced.

Primary Typeface   Frutiger LT Std Family | 100% | 0

Frutiger 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Frutiger 55 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Frutiger 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Secondary Typeface   Arial Family | 100% | 0

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Korean Typeface   윤고딕 300 Family | 95% | -10

윤고딕 340   가나다라마바사아자차카타파하 1234567890!@#$%^&*()
윤고딕 330   가나다라마바사아자차카타파하 1234567890!@#$%^&*()
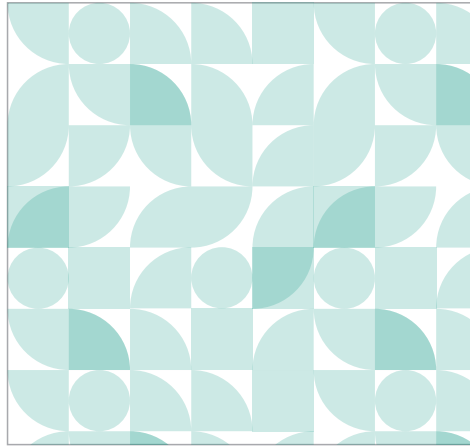윤고딕 320   가나다라마바사아자차카타파하 1234567890!@#$%^&*()
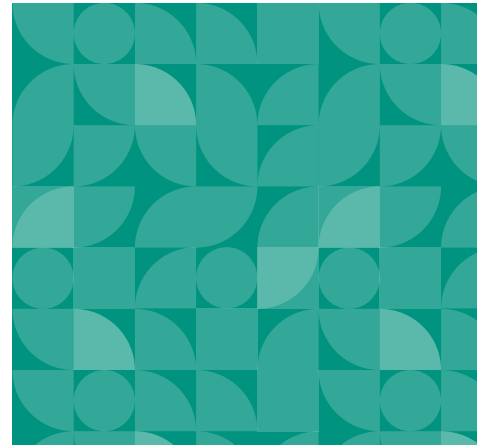윤고딕 310   가나다라마바사아자차카타파하 1234567890!@#$%^&*()

2.10   Graphic Patterns

AFoCO's patterns are developed from its emblem. These patterns are recommended for use as the dominant palette for all internal and external visual presentations of the organization.

Main Pattern

Positive version
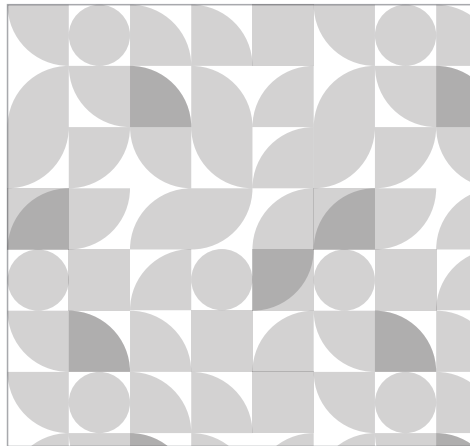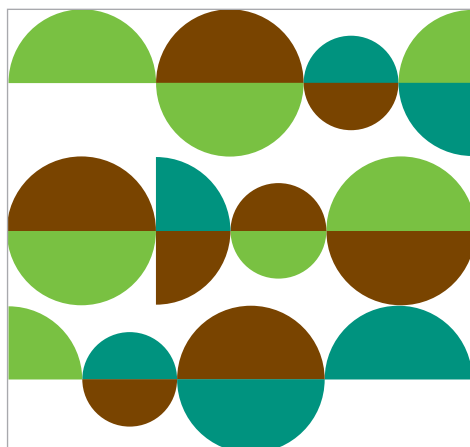

Negative version

Grayscale version

Transparent version

Alternative Pattern

3.   APPLICATIONS

The following pages feature examples of the proper usage of the AFoCO brand. Consider them a reference guide when developing relevant materials.
The artwork files of the templates displayed in this section can be obtained on request from the Secretariat. (contact@afocosec.org)
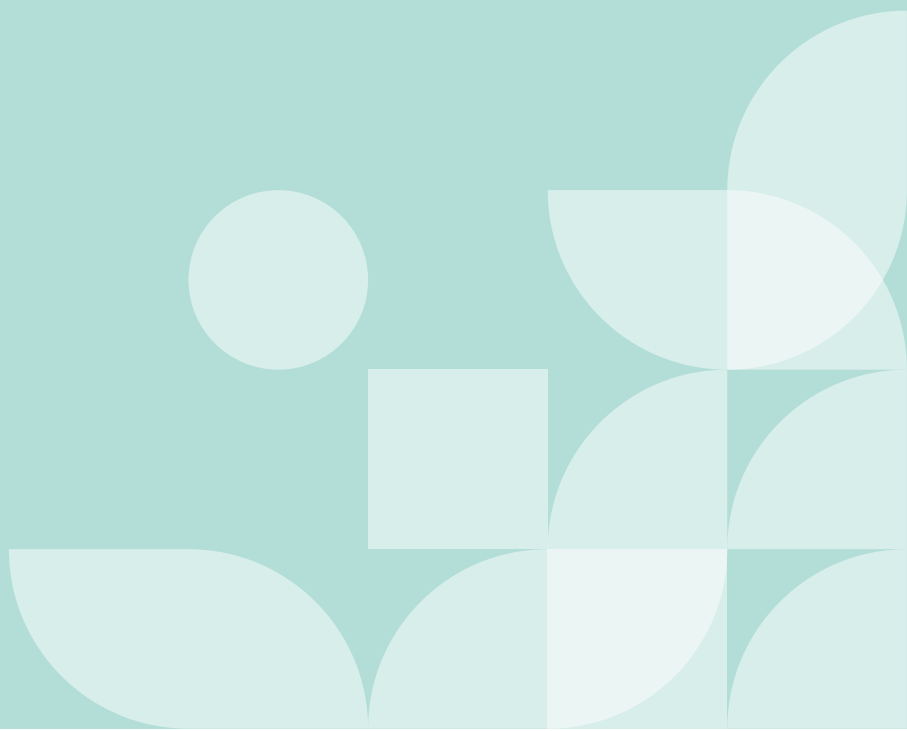
3.1   AFoCO Flag

The official AFoCO flag features the Centered Logo on a white background. The distances away from the edge of the flag are as indicated in the following diagram. The AFoCO flag may be reproduced in different sizes, but its design must not be altered.

Standard Flag

Size   : 1350 x 900 mm

Center

0.29b

0.42b   b

0.29b

0.2a   0.6a   0.2a

a

Example

3.2 Seal & Stamp

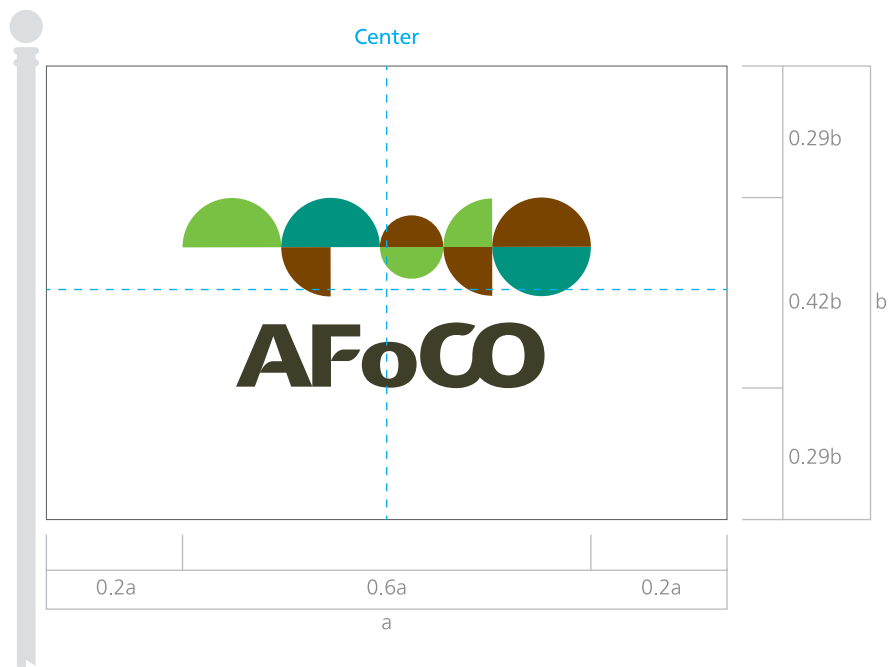The standard mark of AFoCO features the single color version of our Primary Logo. Use of the seal and stamp is resticted to certain documents, including certificates, official letters, invitations and publications which require a more formal appearance. Permission must be obtained from the Secretariat prior to use. The standard seal or stamp of any subsidiary organ of AFoCO may be reproduced by replacing the word 'SECRETARIAT' with its acronym.

AFoCO

40mm

Subsidiary Organ (Example)

40mm
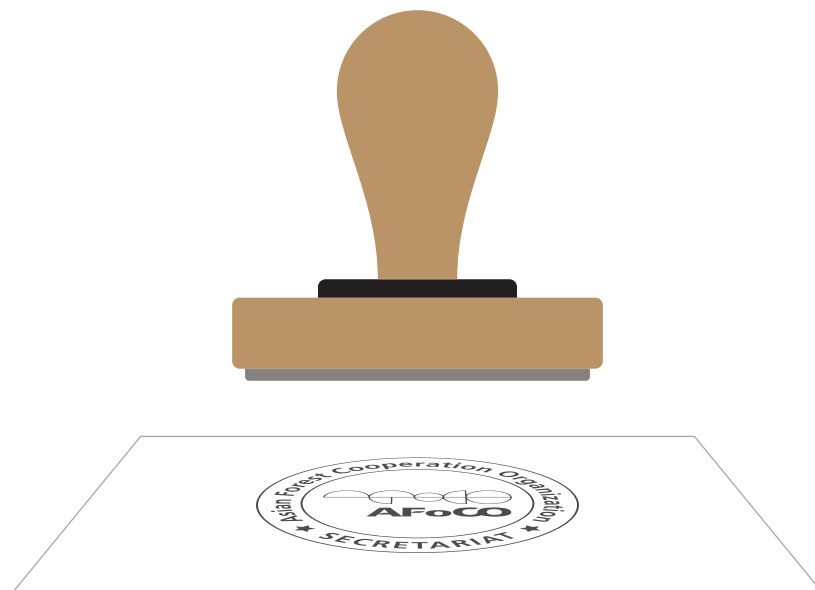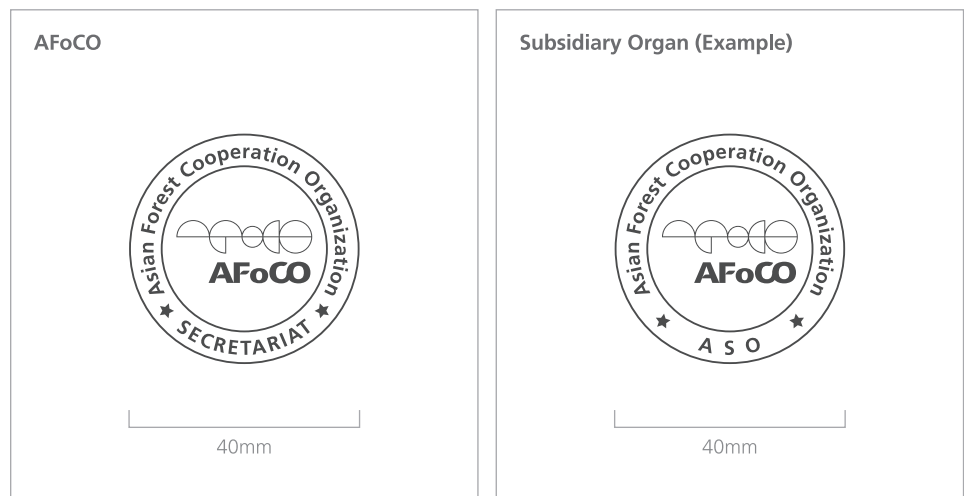
3.3   Letterhead

The official letterhead of AFoCO should feature the Primary Logo of AFoCO and follow the format of the template below. Other than computer-generated official documents produced by the Secretariat, the template below is recommended to be used as the official letterhead.

Size : 210 x 297 mm
Paper : White Paper 80~100g/m²

Asian Forest Cooperation Organization
www.afocosec.org

DATE :   REF.NO. :

Recipient name
Title
Agency
Address
CC

Dear

SUBJECT

Lorem ipsum dolor sit amet, usu te tota dissentias persequeris. In quo elitr liberavisse, mel at dicam facilisis, eum ullamcorper complectitur contentiones at. Omnis graecis minimum ea his, id has veniam possim, sea legere feugait id. Utinam tacimates vituperata his at, no wisi invenire eam. Blandit invidunt pri no, ne inani prompta perfecto pri.

Dico viderer pri eu, ei sit apeirian tacimates urbanitas. Nec labores habemus reformidans no. Purto probatus adipiscing usu cu, ne sea meis utroque. Nihil delicata scriptorem ei sea. Iisque definiebas ad vel, ea vis oblique appetere. Cu iudico lucilius urbanitas mea. Et veniam verear nam.

Quem fugit persecuti mei no, sonet putant cum ea. Debitis singulis est id, ancillae detraxit an eos. Cu eam unum propriae, cu nam modo homero salutatus. Veri audiam duo te, an sit ubique tritani.

Mea invenire inciderint et. Posse docendi reprehendunt vis in. Ne omnis adhuc bonorum usu, possim constituam interesset nam in. Blandit antiopam ea vel, decore detraxit eum ad.

Eu unum animal deserunt eos, vix magna salutatus ex, vim novum eligendi eleifend ea. An dicat fabellas mel, vocent vocibus iudicabit ne duo, eum an abhorreant referrentur. Usu ex invidunt erroribus, eam et aeterno facilis percipit. At doctus consetetur qui. Id sed fugit velit perfecto, id pro latine voluptatibus definitiones, magna dicit labores cu usu. His cu utamur nominavi, nec ad doming integre, natum idque ullum vis ne.

Posse evertitur forensibus pri et. Est ei populo.

Sincerely,

Signature

John Smith
Executive Director

Asian Forest Cooperation Organization
8th Floor, 9 Gukhoe-daero 62-gil, Yeongdeungpo-gu,   T   +82-2-785-8971   E   contact@afocosec.org
Seoul, Republic of Korea, 07236   F   +82-2-785-8970   W   www.afocosec.org

X

← Folding

X

← Folding

X

21

3.4 Envelopes

The standard AFoCO envelope for official correspondences comes in two sizes to fit both documents and letters. Other versions of the envelope may be reproduced upon approval by the Secretariat.

Letter Envelope

Size : 220 x 115 mm
Paper : White paper 80~100g/m²

(English)
Frutiger 45 Light 9pt
Horizontal Scaling 100%
Tracking 0

(Korean)
윤고딕 310 8pt
장평 95%
자간 -10

40   65

Asian Forest Cooperation Organization

10
5

AFoCO
Asian Forest Cooperation Organization
8th Floor, 9 Gukhoe-daero 62-gil, Yeongdeungpo-gu, Seoul, Republic of Korea, 07236
T +82-2-785-8971 F +82-2-785-8970 E contact@afocosec.org W www.afocosec.org
(07236) 서울특별시 영등포구 국회대로62길 9, 산림비전센터 8층 아시아산림협력기구

10

Document Envelope

Size : 325 x 245 mm
Paper : White paper 120g/m²

(English)
Frutiger 45 Light 12pt
Horizontal Scaling 100%
Tracking 0

(Korean)
윤고딕 310 11.5pt
장평 95%
자간 -10

15   55

15
9

AFoCO
Asian Forest Cooperation Organization
8th Floor, 9 Gukhoe-daero 62-gil, Yeongdeungpo-gu, Seoul, Republic of Korea, 07236
T +82-2-785-8971 F +82-2-785-8970 E contact@afocosec.org W www.afocosec.org
(07236) 서울특별시 영등포구 국회대로62길 9, 산림비전센터 8층 아시아산림협력기구

Asian Forest Cooperation Organization

65
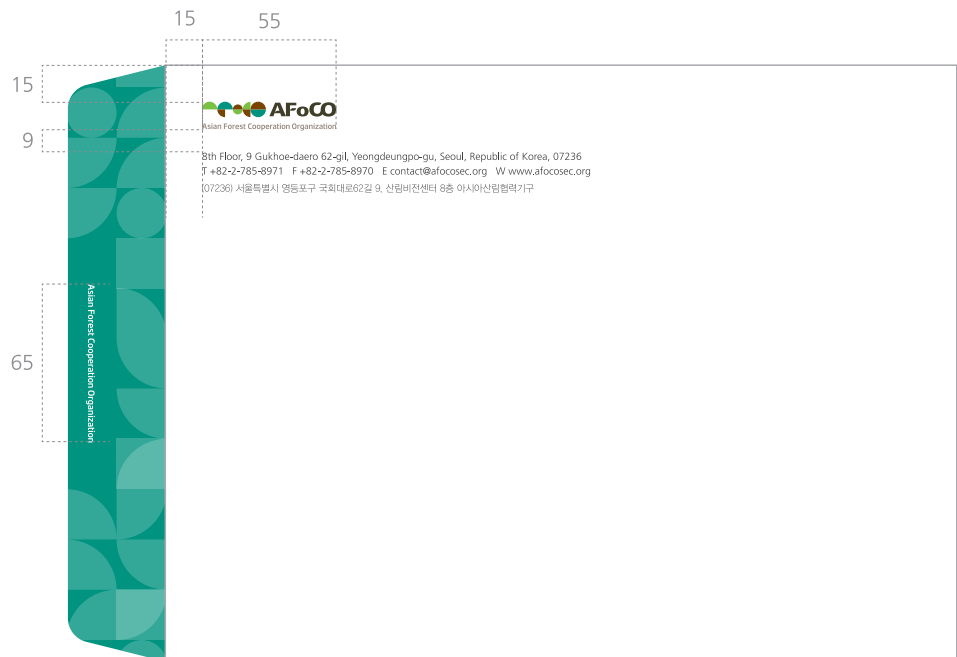
*Text in Korean may be replaced by another language.

SIZE UNIT (mm)

3.5   Business Cards

As the most personal and widely used vehicle of AFoCO's image, the business card should communicate the values of AFoCO and comply with basic design and production specifications. The business card may include information in the languages of our member countries. The following designs are the recommended designs for use by all personnel.

Size   : 90 x 53 mm
Paper   : Vent Nouveau Snow White 204g/m²
Color   : AFoCO Green [Pantone 569C], AFoCO Brown [Pantone 469C]
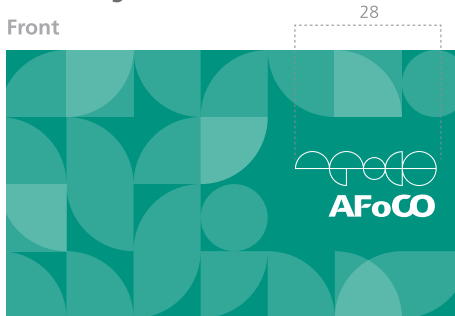
(English)
Name   : Frutiger 65 Bold 10pt, Horizontal scaling 100%, Tracking 0
Job Title : Frutiger 55 Roman 7pt, Horizontal scaling 100%, Tracking -25, Leading 10pt
Contact   : Frutiger 45 Light 6.5pt, Horizontal scaling 100%, Tracking 0, Leading 9.5pt
AFoCO   : Frutiger 55 Roman 8pt, Horizontal scaling 100%, Tracking 0

(Korean)
Name   : 윤고딕 340 10pt, 장평 95%, 자간 -10
Job Title : 윤고딕 320 7pt, 장평 95%, 자간 -10, 행간 10pt
Contact   : 윤고딕 310 7pt, 장평 95%, 자간 -10, 행간 9.5pt
AFoCO   : 윤고딕 320 7.5pt, 장평 95%, 자간 -10, 행간 10pt

Card Design A

Front   **Back**

John Smith
Program Officer for Assembly and Governance
Strategy and Outreach Team / Planning and Budget Division

존 스미스
전문관 / 총회 거버넌스 | 기획예산과 전략지원팀

Asian Forest Cooperation Organization
T   +82 2 785 8971   8th Floor, 9 Gukhoe-daero 62-gil,
F   +82 2 785 8970   Yeongdeungpo-gu, Seoul, 07236,
M +82 10 4829 9845   Republic of Korea
E   contact@afocosec.org   http://www.afocosec.org

Card Design B

Front (English)   **Back (Korean)**

John Smith
Program Officer for Assembly and Governance
Strategy & Outreach Team
Planning and Budget Division

Asian Forest Cooperation Organization
T   +82 2 785 8971   8th Floor, 9 Gukhoe-daero 62-gil,
F   +82 2 785 8970   Yeongdeungpo-gu, Seoul, 07236,
M +82 10 4829 9845   Republic of Korea
E   contact@afocosec.org   http://www.afocosec.org

홍길동
전문관 / 총회 거버넌스
기획예산과 전략지원팀

아시아산림협력기구사무국
T   +82 2 785 8971   (07236) 서울특별시 영등포구 국회대로62길 9,
F   +82 2 785 8970   산림비전센터 8층 아시아산림협력기구
M +82 10 4829 9845   http://www.afocosec.org
E   contact@afocosec.org

Text in Korean may be replaced by another language.   SIZE UNIT (mm)

3.6   E-Signature

It is recommended that all staff use a standard email signature to easily identify themselves as employees of AFoCO. Additional information may be added below the signature if necessary, but it should be professional and relevant to AFoCO and the staff member's position. The following design is the recommended e-signature design for use by all AFoCO staff.

John Smith (Mr.)

Program Officer for Assembly and Governance
Strategy & Outreach Team，Planning & Budget Division

Asian Forest Cooperation Organization

TEL +82-2-785-8971   **FAX** +82-2-785-8970   **E-MAIL** contact@afocosec.org

3.7   Certificates

Certificates issued by AFoCO should be written in an elegant and simple manner with the Primary Logo or Full Combination Logo A displayed prominently at the top. The certificate type, details of the program (or award), full name of the recipient as well as the name and signature of the issuer should be displayed legibly. The following are two examples of certificate designs.

Size   : 210 x 297 mm
Paper : Vent Nouveau
        Snow White 227g/m²

3.8   Badges

In general, the AFoCO badge should be pinned in the right orientation and worn on the left hand side, closest to the heart. Any of the full color logos can be reproduced in the form of a badge of an appropriate size. The following images depict examples of some badge designs and their recommended sizes.
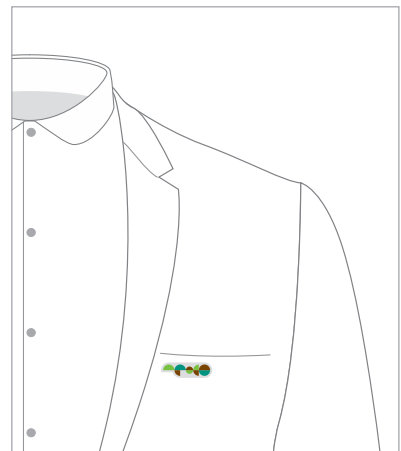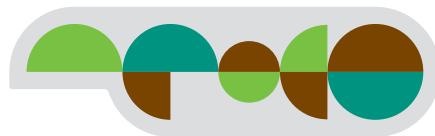
Badge A

Size   : 50 x 25 mm
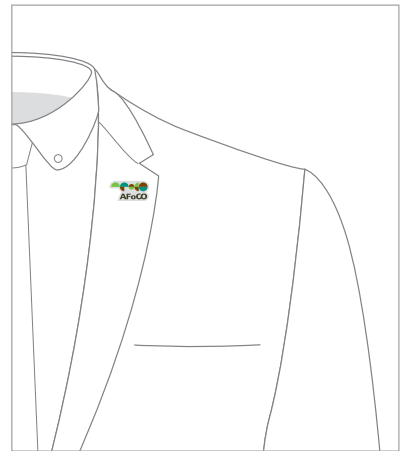
Badge B

Size   : 50 x 15 mm

Badge C

Size   : 40 x 11.5 mm

3.9   ID & Visitor Cards

ID cards should include the photo and position of the staff member as well as the address and contact information of the AFoCO office, while visitor cards should display the office address and contact details only.
The following examples depict appropriate ID and visitor card designs.

ID Card

Size   : 54 x 86 mm

Jane Smith
Program Officer

AFoCO

SECRETARIAT

Program Officer
Planning & Budget Division
27 April 1987

If found, please contact or return to the AFoCO Secretariat.

8th Floor, 9 Gukhoe-daero 62-gil, Yeongdeungpo-gu, Seoul, Republic of Korea, 07236

T. +82-2-785-8971   F. +82-2-785-8970

Asian Forest Cooperation Organization

Visitor Card

Size   : 54 x 86 mm

001

AFoCO

VISITOR

SECRETARIAT

If found, please contact or return to the AFoCO Secretariat.

8th Floor, 9 Gukhoe-daero 62-gil, Yeongdeungpo-gu, Seoul, Republic of Korea, 07236

T. +82-2-785-8971   F. +82-2-785-8970

Asian Forest Cooperation Organization

3.10   Uniforms

Uniforms and apparel items such as shirts, jackets, and caps are generally worn by staff, training course participants or event attendees during field visits, exhibitions or other outdoor activities. Regardless of purpose, it is recommended that the AFoCO logo be imprinted or embroidered on the left chest of the apparel item. The logo should be sized appropriately and not be less than 1.25 inches wide. The following images show an example of a T-shirt design.

Front

Back

3.11   Indoor Banners

Indoor banners are an important tool in meetings and events. When designing the main event banner for any AFoCO-related meeting or event, the use of either the Primary Logo or Full Combination Logo A is strongly recommended. Banner contents should describe the name, date and venue of the event, activity or program. The selected font should be bold and readable from a distance, and the AFoCO logo should be of an appropriate size. The following depict some examples of indoor banner designs.

2019 ASIAN FOREST FORUM
27 April 2019, Seoul

2019 ASIAN FOREST FORUM
27 April 2019, Seoul

2019 ASIAN FOREST FORUM
27 April 2019, Seoul

2019 ASIAN FOREST FORUM
27 April 2019, Seoul

* If AFoCO is identified as a partner or sponsor, the AFoCO logo should be placed alongside the logos of other partner or sponsor organizations while respecting the clear space guidelines and ensuring that the other logos are of similar height.

3.12   Outdoor Banners

Outdoor banners may be used for branding and to promote AFoCO's events, activities and programs. Banner content should be generic in nature and describe the main details of the event, activity or program. The selected font should be as large as possible and minimal text should be displayed. The AFoCO logo should be displayed clearly and visibly at the bottom of the banner, alongside the logos of partner organizations, if any. The following depict some examples of outdoor banner designs.

Size   : 600 x 1800 mm
Method : Color Real-Printing on
              Polyesther Cloth

3.13   Standing Banners

Standing banners are attached to portable display stands and are suitable for both outdoor or indoor use. They are strategically placed in prominent positions near the event venue to draw attention to an event or exhibit. As a guide, the AFoCO logo should be placed at the top for better visibility at standing height and the event name should be displayed at eye level. Relevant information and high-quality images may be included to enhance the aesthetic appeal of the banner. The following depict some examples of standing banner designs.

Size   : 600 x 1600 mm
Method : Color Real-Printing on
                Polyesther Cloth

3.14 Exterior Signage

Exterior signage should feature the AFoCO logo visible from a distance and the name of the site set in our primary typeface. The following depicts an example of an exterior signage design.

SIZE UNIT (mm)

10   240   350   90 10

200

150

45 45

AFoCO

Asian Forest Cooperation Organization

2,000

816

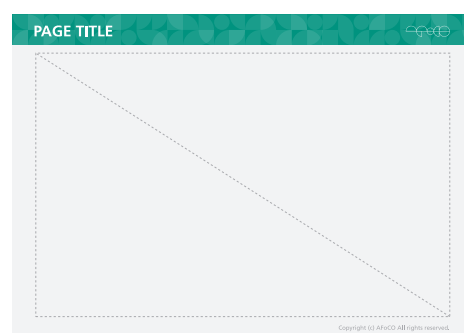FRONT VIEW

SIDE VIEW

3.15   Presentations

The PowerPoint templates can be used for a variety of different purposes and can be altered to accommodate the audience and content. When changing the background image, be mindful of how the colors in the photograph work with the title slide color.

Cover Slide A, B & C
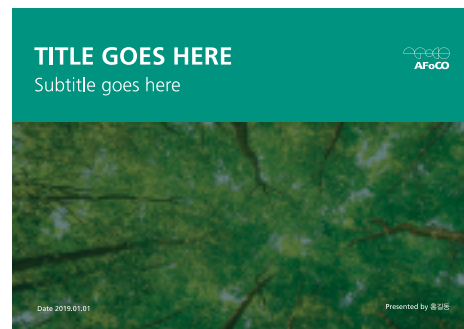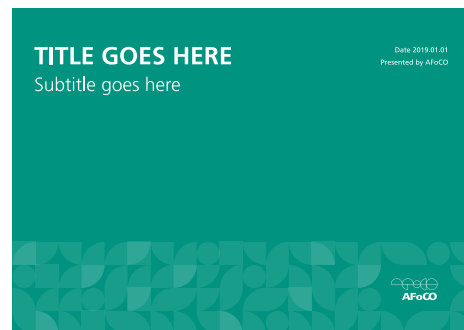
Content Slide A & B
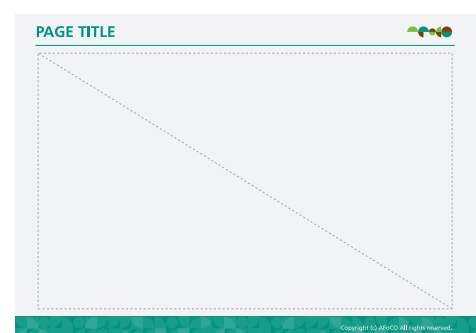
3.16   SNS Usage

AFoCO and its entities present on social media should use the Primary Logo as the main icon. The logo should be of a suitably high resolution, centered within the frame provided and of the correct AFoCO colors.

Suggested Icons

Facebook

Instagram

4. SUBSIDIARY ORGANS

4.1 Subsidiary Organ Logos

The AFoCO brand was created to bring unity to AFoCO's image as we grow into the future. The Primary Logo is the core of our visual identity and it should be featured in the logos of all subsidiary organs. As a guide, the Primary Logo should be featured alongside the full name of the subsidiary organ set in the typeface Soho Gothic.

**AFoCO
Subsidiary Organ**

Actual Example

AFoCO
Regional Education
and Training Center