



DESIGN AND BRANDING GUIDE FOR



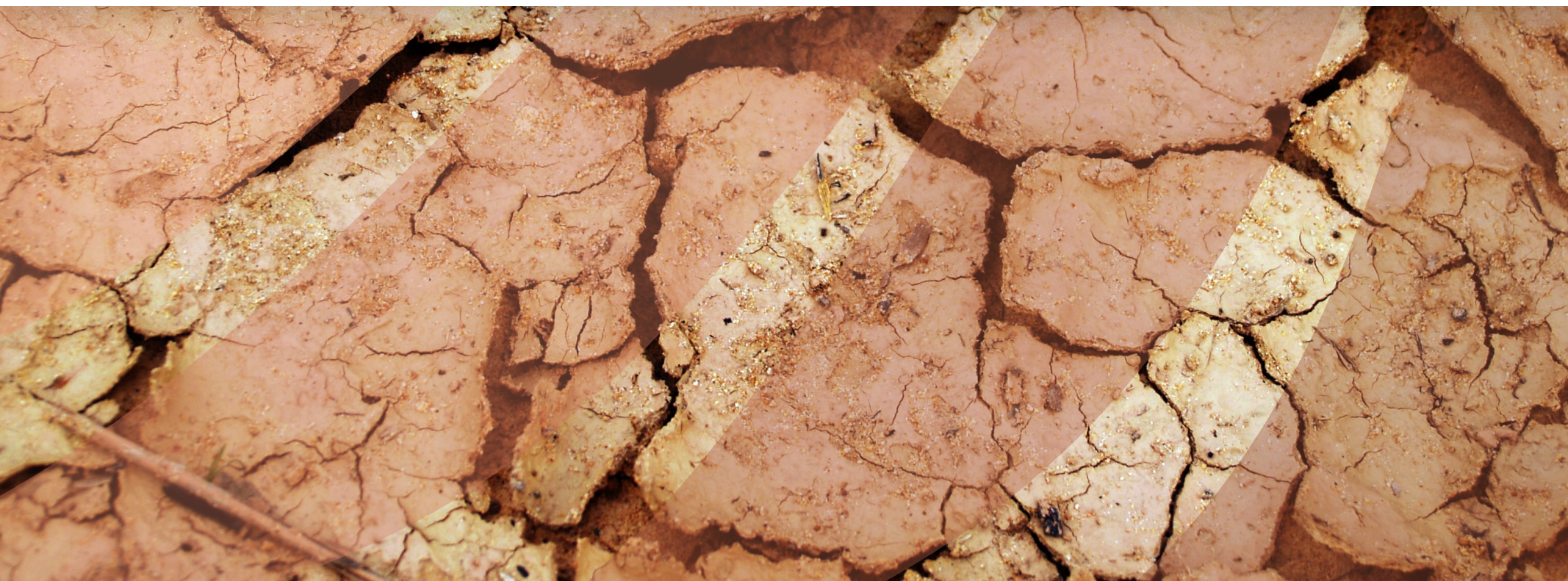
LANDSCAPE
PARTNERSHIP
ASIA

PREPARED FOR

SECRETARIAT FOR LANDSCAPE PARTNERSHIP ASIA

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SEOUL 07236, REPUBLIC OF KOREA



DESIGN AND BRANDING GUIDE CONTENTS

PAGE 1

Founding Partners

PAGE 2

About Landscape Partnership Asia

PAGE 3

Logo concept and design

PAGE 4

Clear space and placement

PAGE 5

Using clear space

PAGE 6

Misuse of the logo and title

PAGE 7

Use of backgrounds

PAGE 8

Secondary Logos

PAGE 9

Fontface

PAGE 10

Colours



FOUNDING PARTNERS

'We hope to emphasise the importance of cooperation between communities, scientists, researchers and political stakeholders and strengthen governance and institutional capacities for forest and land restoration'

RICARDO L. CALDERON
EXECUTIVE DIRECTOR OF AFoCO

'We will achieve the ambition through a consortium of partners in the governmental, non-governmental and private sectors through establishing a network of "engagement landscapes". Engagement landscapes allow focus in geographical locations that aim to take an intensive, systematic approach to collaborative research over the long term.'

ROBERT NASI
MANAGING DIRECTOR OF CIFOR-ICRAF

'The Partnership will draw on the collective experience of diverse stakeholders across sectors and borders, supporting local innovation at the grassroots and improving access to knowledge and markets. This will empower rural communities to really own and benefit from more sustainable landscape management well beyond the end of the Partnership in 2032.'

CHRISTOPHER ARMITAGE
CHIEF EXECUTIVE OFFICER OF GEA





ABOUT LANDSCAPE PARTNERSHIP ASIA

OUR AMBITION IS TO RESTORE DRYLANDS AND DROUGHT-PRONE AREAS

Landscape Partnership Asia will contribute to national and international targets on the restoration of forests, agricultural drylands, and drought-prone areas in Central, East, South, and Southeast Asia with an initial 10 million hectares brought under integrated dryland and drought management by 2032.

The partnership will support efforts to restore economic and environmentally productive functions to drylands and drought-prone areas to achieve national and global targets for food security, climate mitigation and adaptation, biodiversity conservation, social equity, bioenergy, governance and economic growth, specifically, to prevent more land degradation, store substantial amounts of carbon and increase biodiversity.

We will deploy proven and cost-effective solutions that can be expanded to large scale. These will include farmer-managed and assisted natural regeneration; agroforestry; sustainable forest, land, rangeland, and water management; bioenergy production; financial instruments; and value-chain development with accompanying social-equity and institutional capacity building. These solutions will help mitigate the climate crisis, build agricultural and environmental resilience, and improve livelihoods through development of small-to-medium enterprises and value chains.

LOGO CONCEPT AND DESIGN

THE LANDSCAPE PARTNERSHIP ASIA LOGO IS INSPIRED BY NATURE, DRY LANDS, COOPERATION AND RESTORATION.

The left hand side of the logo represents a dry and drought-prone landscape. The right hand side of the logo represents the landscape transitioning to a restored and healthy state. However, the flowing, organic shapes are intentionally abstract. This is to allow them to symbolise roots, plants, growth, movement, evolving landscapes, topography, progress, connectedness, interdependence, development and energy.



INITIAL LOGO SKETCH



PRIMARY LOGO

THIS LOGO SHOULD BE USED WHENEVER POSSIBLE

The logo and text should never appear separately or be manipulated (see page 5).

Additional logo variations are available for alternative formats and specific uses (see page 7).

CLEAR SPACE AND PLACEMENT OF LOGO



Place the brown section of the logo on the left side.

The logo always needs safe space that is free of imagery and text surrounding it. This **clear space** can be calculated by using the brown section of the logo, as illustrated below. This reference indicates the minimum amount of safe space that should surround the logo.

Insufficient clear space on all sides



Insufficient clear space on both sides and above



Insufficient clear space on right side



Sufficient clear space on all sides



Sufficient clear space on all sides

USE OF CLEAR SPACE

Splitting logo
and text



Adding visual
effects



Changing the
logo shape



Swapping
colours



Inappropriate
background



Placing logo
in a frame



Changing
colours



Distorting
dimensions



MISUSE OF LOGO

**THE LOGO AND TITLE ARE MOST VISIBLE WHEN PLACED ON A WHITE BACKGROUND.
A WHITE BACKGROUND SHOULD BE USED WHENEVER POSSIBLE.**

These backgrounds
make the logo and title
hard to see and read.

Busy backgrounds
should not be used.



The logo and title are more
visible on these backgrounds.

Editing the transparency of an
image can help improve visibility.
Use a background which has a
section of solid colour.



USE OF BACKGROUNDS

SECONDARY LOGOS

SECONDARY LOGOS ON THIS PAGE SHOULD ONLY BE USED WHEN IT IS NOT APPROPRIATE TO USE THE PRIMARY LOGO (PAGE 3).

FOLLOW THE SAME GUIDELINES (PAGES 4 - 7) WHEN USING SECONDARY LOGOS.



Secondary logos for avatars and favicons



Logos for use on black and/or dark backgrounds



FONTFACE

OPEN SANS, DESIGNED BY STEVE MATTESON, IS A HUMANIST SANS SERIF TYPEFACE.

It is designed to have a neutral and friendly appearance. It is optimised for print, web and mobile interfaces and has excellent legibility characteristics.

The logo makes use of both the regular and light versions of this typeface. The tracking is manipulated on the logo title to play with the idea of connectedness and partnership and to create stronger visual balance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abckdefghijklmnopqustuvwxyz

1234567890

the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abckdefghijklmnopqustuvwxyz

1234567890

the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

OPEN SANS REGULAR

COLOURS

The browns and greens chosen are warm and vibrant. They are intended to convey a number of different meanings.





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