Climate Adaptation and Resilience for South Asia (CARE) Project

CO-BRANDING GUIDELINES

CARE
Branding Style Guide

The "Climate Adaptation and Resilience for South Asia" or CARE for South Asia project supports the region in building resilience to climate change. The project will improve the availability of regional data, develop guidelines for using climate information, and develop tools and capacities to enable policymakers to take climate-resilient decisions across key sectors. The project will also create an enabling environment for climate resilience policies and investments in select sectors and countries in South Asia.

Asian Disaster Preparedness Center (ADPC) and the Regional Integrated Multi-Hazard Early Warning System for Africa and Asia (RIMES) are jointly implementing this project with support from the World Bank.

Considering the implementing partners have their unique visual identities, a neutral branding of the project, reflecting partnership, will be established. The implementing partners will adhere to the guidelines provided in this CARE Branding Style Guide.

This Style Guide primarily acts as a guide for designers to ensure consistency across all CARE products. However, project ownership of governments, partners and/or beneficiaries is the top priority for CARE and therefore, adaptations or changes to the design of CARE products will be considered on a case-by-case basis.

The following pages provide an overview of the project's visual identity, applicable to both print and online uses.

Logo usage

- The logos of ADPC, RIMES and the World Bank should be used in line with their branding style guides. Do not alter them in any way.
- The logos should be appropriately sized and positioned to show equal partnership and hierarchy.
- The partners and the World Bank logos should be positions in parallel on all digital and print publications.
- The implementing partners' logos will be placed on the left, and the World Bank logo on the right side of all publications.
- Make sure the distance between the logos is appropriate (see lockup options)

Logo Symbol or Combination Mark

Depending on the kind and size of a publication, use the logo symbol. Do not use the combination mark (symbol logo and logotype) of one partner alongside the logo symbols of the other on the same product.

Example:

Yes

Implemented By

Supported By

No

DISTORTION

OPACITY CHANGE

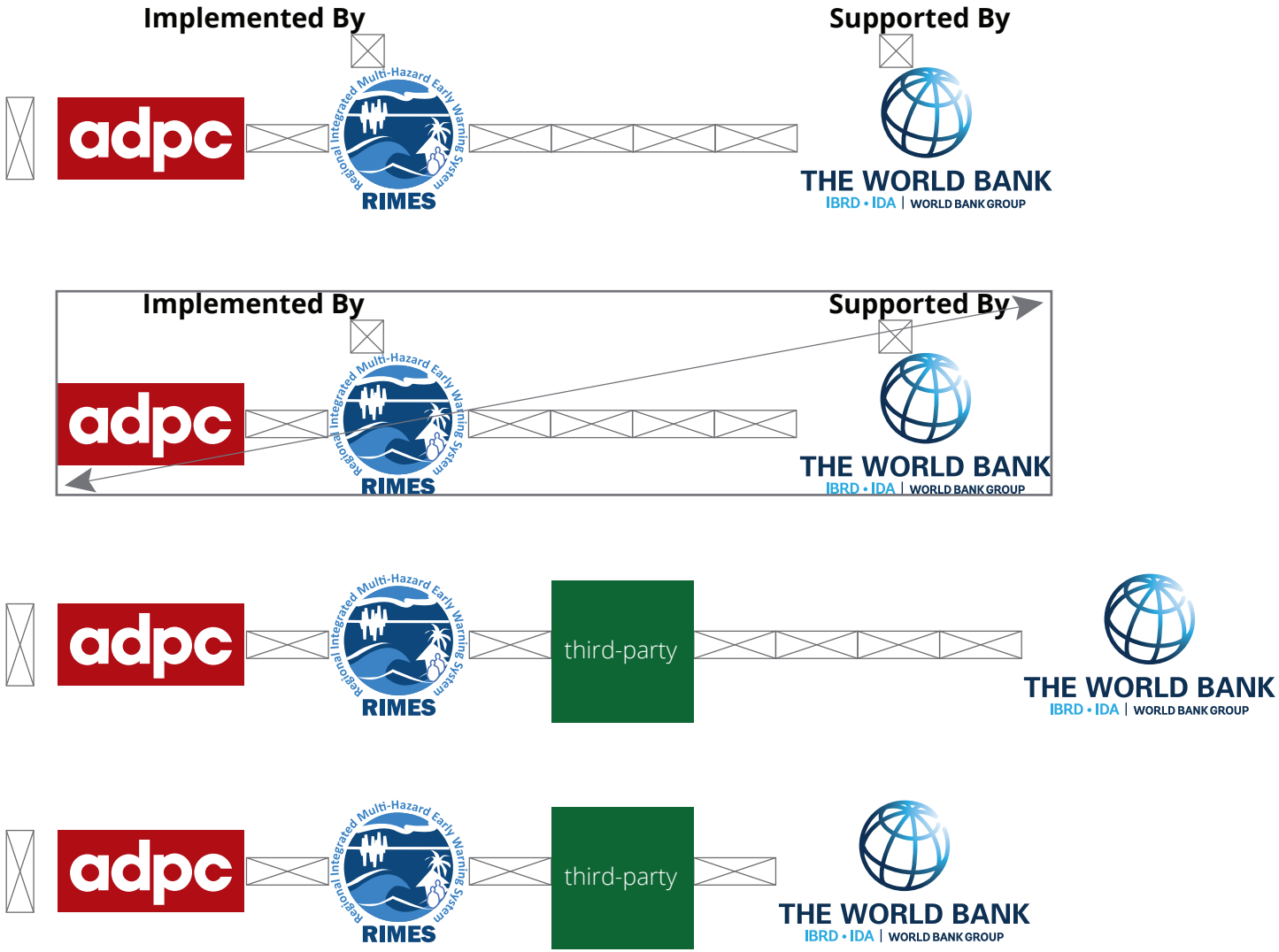
DROP SHADOW

COLOR CHANGE

You can also download the official logos of partners.

Logo Lock-up

Scale up or down only



WEBSITES: The CARE website (s) will have a distinct design and URL from partners' sites. Headers should show a partnership logo as provided in lockup options. Other partners should be clearly defined in the footer. The "About us " page text should clearly define the role of both implementing partners and the World Bank.

Social Media: Both implementing partners may use their respective social media and control the content quality according to their individual editorial guidelines. Tagging each other and the World Bank is preferred. Find social media handles on Page xx.

PPTs: Implementing partners should use their template design, showing ADPC, RIMES and World Bank logos in parallel. Logos of other partners (governments, civil society organizations, etc.) should be positioned in the second row, or at the bottom.

Report Covers/ Brochures: Balance partnership logo appropriately as provided in the "Lockup section." Governments and other partners can be credited (with or without logos) on the front cover, inside cover, or back cover, or in acknowledgments.

Color Palette

The primary and secondary colors will be used to highlight the purpose of the project and maintain a neutral tone from the establishes visual identities of all partners.

Primary Color

	Email/Web	Printing
	Hex 0b6623 RGB 11/102/35	CMYK 89/34/100/28

Secondary Colors

	Hex efc130 RGB 239/193/48	CMYK 7/23/94/0
	Hex 505159 RGB 80/81/89	CMYK 67/60/50/30

ACCENTS

(lighter shades of the primary or secondary colors)

Hex 3c854f RGB 60/133/79 CMYK 79/26/86/11	Hex f2cd59 RGB 242/205/89 CMYK 5/17/77/0	Hex 73747a RGB 115/116/122 CMYK 57/48/43/11
Hex 85b391 RGB 133/179/145 CMYK 51/14/51/0	Hex f7e098 RGB 247/224/152 CMYK 4/9/48/0	Hex a8a8ac RGB 168/168/172 CMYK 36/29/27/0
Hex cee0d3 RGB 206/224/211 CMYK 19/4/18/0	Hex fcf3d6 RGB 252/243/214 CMYK 1/2/18/0	Hex dcdcde RGB 220/220/222 CMYK 12/10/9/0

Corporate Typography

Typographic hierarchy can reinforce and backup our inspirational ideas.

There are a variety of ways you can send your message across more effectively by employing right typographic hierarchy. The following will helps you how to communicate effectively through typography.

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. The font is open sourced from Google web font. It's free to use for any purpose, except reselling.

Open Sans is primary font for all the publications of ADPC. Please note that for design work or other multimedia promotional material, the selection of the suitable font should be left to the experience and creativity of the graphic designers with approval from the Communications Manager.

The project's primary logo font family is Open Sans for all publications. In the case that Open Sans is unavailable, Calibri is the substitute font to be used.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&()*

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Samples of "Open Sans" typeface family

Sample of publication

Climate Adaptation and Resilience for South Asia

A partnership between ADPC, RIMES and the World Bank to support informed decision-making for protecting development gains

The "Climate Adaptation and Resilience for South Asia" or CARE for South Asia project is supporting the region in building resilience to climate change by improving the availability of regional data and knowledge, developing guidelines, tools and capacities, and promoting climate-resilient decisions, policies and investments across key sectors.

Key sectors

- Climate-smart Agriculture
- Integrated Water Resources Management
- Resilient Infrastructure (Transport)
- Finance
- Policy and Planning

Duration

May 2020 – August 2025

Countries for pilot interventions

- Bangladesh
- Nepal
- Pakistan

Expected outcomes

- Improved access to regional climate information and analytics for climate-informed decision-making in select sectors.
- National-level planning and decision-making tools are better climate risk informed in select sectors.
- Regional climate resilience guidelines for select sectors incorporated into national standards.
- Sectoral investments supported to include climate risks and resilient design in select sectors.
- Institutional capacities within select sectors strengthened to undertake climate informed policies and planning.

National-level pilot interventions in Bangladesh, Nepal and Pakistan

- Provide evidence-based policy analysis to integrate climate risk management in sectoral policies and action plans
- Develop investment plans for scaling-up existing structural climate-resilient measures
- Strengthen strategic and policy frameworks for climate-smart agriculture and integrated water resources management
- Integrate gender-informed resilience into the sector strategies
- Provide policy and knowledge support to implement select adaptation priorities under the Nationally Determined Contributions (NDCs)
- Provide training on climate-resilient adaptive policy-making, design and solutions in priority sectors

Provide technical support to countries on:

enabling the adoption of technology solutions supporting the creation of climate-smart institutions, governance and finance

supporting climate research and development through collaboration with academic institutions

supporting the Finance and Planning ministries on analytics for macro-level and fiscal risk management

assisting the participating countries in developing disaster risk financing strategies including supporting the accreditation process for its national/sub-national entities

For more information: https://buff.ly/2ZkzvLz

Implemented By

adpc

RIMES

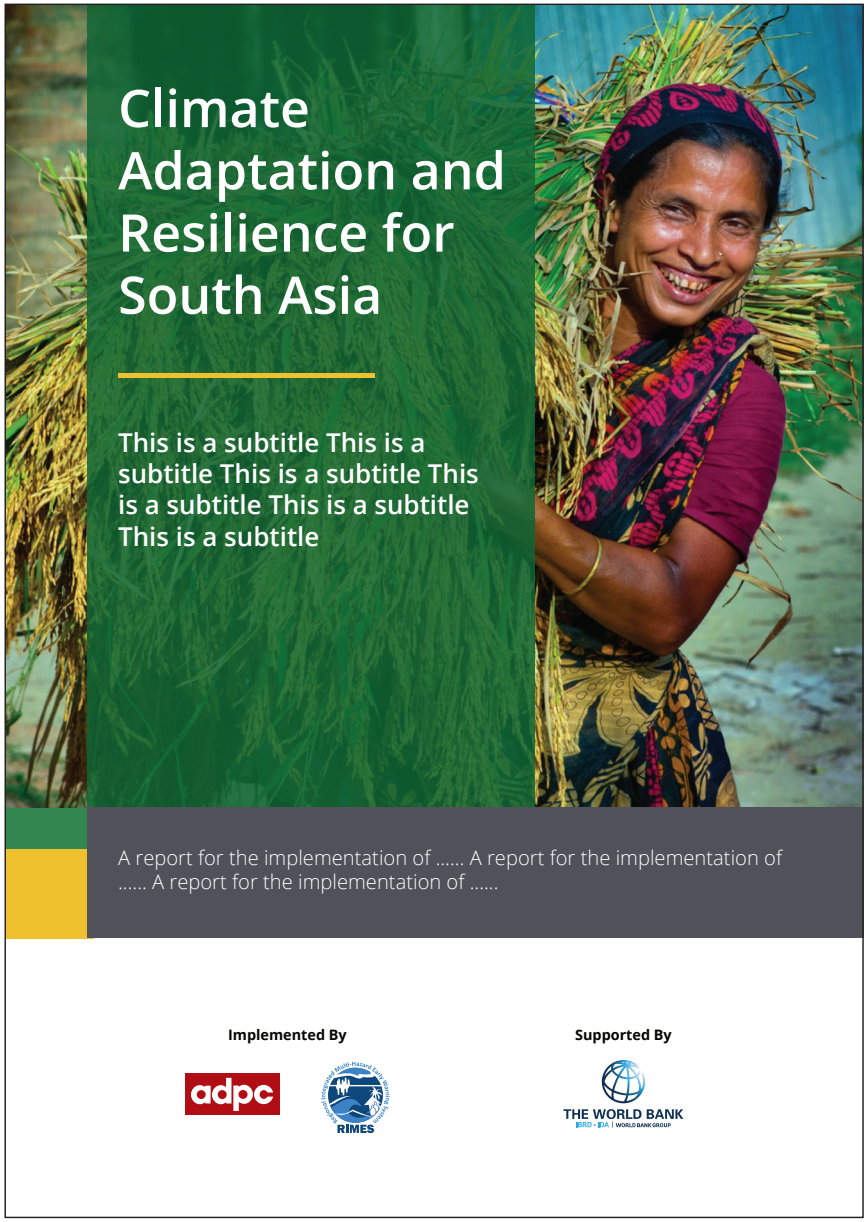
Supported By

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

Asian Disaster Preparedness Center
SM Tower, 24th Floor 979/66-70 Paholyothin Road,
Phayathai, Bangkok 10400 Thailand
Tel: +66 2 298 0681-92
Fax: +66 2 298 0012
E-mail: adpc@adpc.net
www.adpc.net

Regional Integrated Multi-Hazard Early Warning System (RIMES)
2nd Fl. Outreach Bldg., AIT Campus, P.O. Box 4
Klong Luang, Pathumthani 12120, Thailand
Tel: +662 516 5900 to 01
Fax: +662 516 5902
E-mail: rimes@rimes.int
www.rimes.int

Sample of a report



Implemented By

Supported By

Asian Disaster Preparedness Center
SM Tower, 24th Floor 979/66-70 Paholyothin Road,
Phayathai, Bangkok 10400 Thailand
Tel: +66 2 298 0681-92
Fax: +66 2 298 0012
E-mail: adpc@adpc.net
www.adpc.net

Regional Integrated Multi-Hazard Early Warning System (RIMES)
2nd Fl. Outreach Bldg., AIT Campus, P.O. Box 4
Klong Luang, Pathumthani 12120, Thailand
Tel: +662 516 5900 to 01
Fax: +662 516 5902
E-mail: rimes@rimes.int
www.rimes.int