

• GUIDELINES •



# SUMMURY

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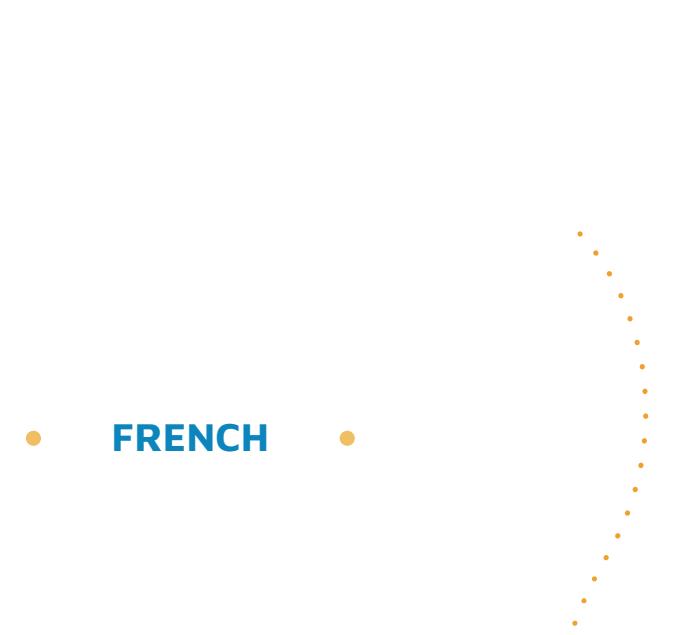


## LOGO

.....



FRENCH



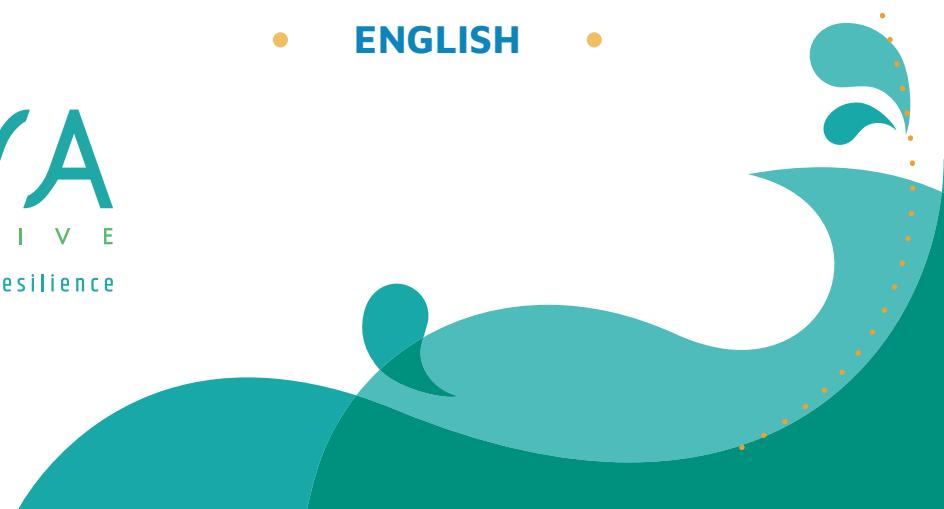
### PROHIBITIONS

.....

It should be used respecting the guidelines that accompanies it.



ENGLISH



# LOGO

## PROHIBITIONS

- Does not distort
- Does not change color
- Do not split
- Do not assign effects
- Do not use without trademark



# LOGO

MINIMUM SIZE  
AND PROTECTION AREA



3 mm

ENGLISH



# LOGO

MINIMUM SIZE  
AND PROTECTION AREA



3 mm

FRENCH



# LOGO

.....



## DECLINATION

.....

The logo may be used in grey and in white



• ENGLISH •



• FRENCH •



# TRADEMARK

## ECOSYSTEM HARMONY

### THE CIRCULAR SHAPE

made up of nested elements  
promotes the pooling of resources  
for an important impact

### THE ELEMENTS THAT COMPOSE

THE CIRCLE, symbol of the Earth,  
evoke the protection of all the biodiversity  
of the Pacific Islands (the fauna  
represented by the green color  
and the flora by the blue color)

### THE CIRCULAR SHAPES

as well as the original and moving  
typographies, evoke the ocean  
and the dynamism and responsiveness  
of the initiative



- BLUE: Marine Biodiversity
- GREEN: Plant Biodiversity
- HANDS: Symbol of protection
- DYNAMIC CIRCULAR SHAPE

- Color DECLINATION

# USES



# TYPOGRAPHY

## MAVEN PRO

### REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 , . ; : ? ! /

### MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 , . ; : ? ! /

### BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 , . ; : ? ! /**

### BLACK

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 , . ; : ? ! /**

### USE

Maven Pro typography must be used everywhere.  
Helvetica typography can replace it only in Power Point  
and Word documents

# COLORS

C 76  
M 11  
J 39  
N 0



R 27  
V 164  
B 165  
  
# 1ba4a5

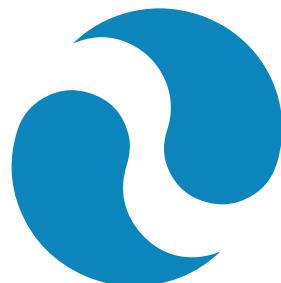
C 66  
M 0  
J 78  
N 0



R 93  
V 180  
B 95  
  
# 5db45f

# COLORS

C 83  
M 38  
J 7  
N 0



R 0  
V 130  
B 189  
  
# 0082bd

C 64  
M 0  
J 38  
N 0



R 88  
V 188  
B 175  
  
# 58bcacf

C 4  
M 41  
J 93  
N 0



R 240  
V 163  
B 27  
  
# f0a31b

C 5  
M 25  
J 71  
N 0



R 243  
V 196  
B 94  
  
# f3c45e

# BUISNESS CARD

• ENGLISH •



# BUISNESS CARD

• FRENCH •



INITIATIVE  
**KIWA**

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# LETTERHEAD

• ENGLISH •



# LETTERHEAD

• FRENCH •



# POWER POINT

## • ENGLISH •

01

**TITLE ON 1 LINE**  
Subtitle on 1 or 2 lines

- LEVEL CHIP 1
  - Level chip 2
  - Level chip 3

The typography used on the document is the Helvetica font

PRESIDENTIAL TITLE

KIWA INITIATIVE

3

05 • 05 • 20

**KIWA INITIATIVE**  
Nature-based solutions for climate resilience

**PRESENTATION TITLE**  
ON 1 OR 2 LINES

Subtitle on one line  
05 • 05 • 20

05 • 05 • 20

**TITLE OF INSERTION**  
Subtitle

PRESIDENTIAL TITLE

05 • 05 • 20

**KIWA INITIATIVE**  
Nature-based solutions for climate resilience

**IN PARTNERSHIP WITH**

THIS INITIATIVE IS FUNDED BY:

EU  
AFD  
Canada  
Australian Aid  
New Zealand

**THANKS**  
[afd.fr](http://afd.fr)

# POWER POINT

• FRENCH •



# ROLL-UP BANNER 1

• ENGLISH •



# ROLL-UP BANNER 2

• ENGLISH •



# ROLL-UP BANNER 1

• FRENCH •



# ROLL-UP BANNER 2

• FRENCH •



# CONTACTS DETAIL

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