

• GUIDELINES •



KIWA
I N I T I A T I V E

Nature-based solutions for climate resilience

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LOGO

PROHIBITIONS

It should be used respecting the guidelines that accompanies it.



Des solutions fondées sur la nature pour la résilience climatique



Nature-based solutions for climate resilience

FRENCH

ENGLISH

LOGO

PROHIBITIONS

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

KIWA
I N I T I A T I V E



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;:?!/

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;:?!/

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;:?!/

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;:?!/

USE

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

COLORS

PRIMARY

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

● SECONDARY ●

C 83
M 38
J 7
N 0



R 0
V 130
B 189
0082bd

C 4
M 41
J 93
N 0



R 240
V 163
B 27
f0a31b

C 64
M 0
J 38
N 0



R 88
V 188
B 175
58bc9f

C 5
M 25
J 71
N 0



R 243
V 196
B 94
f3c45e

BUISNESS CARD

- ENGLISH •



BUSINESS CARD

- FRENCH •



LETTERHEAD

- ENGLISH •



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COMPANY NAME
Name xxxxxxxxxxxx@xxxx.xxx
+000 00 00 00 Line of address ZIP code
Country site

Object
Reference
Case followed by
Location, date

Title
Start your text here



LETTERHEAD

- FRENCH •



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NOM DE LA SOCIETE
Nom du destinataire
+000 00 00 00 xxxxxxxxxxxx@xxxx.xxx
Ligne adresse code postal
xxxxxxxxxxx site

Objet
Référence
Affaire suivie par
Lieu, date

Titre du destinataire,
Commencez votre texte ici



POWER POINT

- ENGLISH •

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


PRESENTATION TITLE

05 • 05 • 20

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

PRESENTATION TITLE  3

KIWA
INITIATIVE
Nature-based solutions for climate resilience

THANKS
afd.fr

IN PARTNERSHIP WITH:




THIS INITIATIVE IS FUNDED BY:






POWER POINT

- FRENCH •



TITRE DE LA PRÉSENTATION
SUR 1 ou 2 LIGNES

Sous-titre sur une ligne
05 • 05 • 20

05 • 05 • 20

TITRE DE L'INTERCALAIRE
Sous-titre

TITRE DE LA PRÉSENTATION

05 • 05 • 20

01 TITRE SUR 1 LIGNE
Sous-titre sur 1 ou 2 lignes

- PUCE DE NIVEAU 1
 - Puce de niveau 2
 - Puce de niveau 3

La typographie utilisée sur le document est la police Helvetica

TITRE DE LA PRÉSENTATION



3



REMERCIEMENTS
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EN PARTENARIAT AVEC



CETTE INITIATIVE EST FINANÇÉE PAR

ROLL-UP BANNER 1

- ENGLISH •



ROLL-UP BANNER 2

- ENGLISH •



ROLL-UP BANNER 1

- FRENCH •



ROLL-UP BANNER 2

- FRENCH •



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