Visual Identity Guidelines

PIND Master Brand Standards

Color Palette

Typography

Imagery

Design System

INTRODUCTION

One of the most valuab   assets owned by the Foundation for Partnership Initiatives in the Niger Delta is the PIND Master Brand. This is because the brand is a differentiating characteristic of the Foundation that sets it apart from all other entities and is easily recognizable and respected, vital to attracting new stakeholders, partners and collaborators to it and reinforces the idea of what the foundation stands for in the perception of all. No matter the business any organization is involved in, either for profit or not, having a well-defined brand is essential for continued existence and growth because it makes it easier to attract new businesses, keep old ones and continue to charge a premium based on its perceived brand value.

One of the ways to continue to build and strengthen the PIND brand is by using the PIND name and its logotype correctly and consistently, everywhere it appears, without exception. As part of PIND's modus operandi, PIND has four focal areas of intervention/operation. These four areas have given rise to various programmes that have developed into sub-brands on which the mother brand should be able to leverage if it is create stronger connections with its existing partners, stakeholders and collaborators. A well-defined brand that endorses all these sub-brands will make it easier for the mother brand and future sub-

brands to attract new partnerships, stakeholders and collaborations and keep existing ones.

The PIND brand is not just a name or a logotype. It is so much more. It is a combination of many factors that result in the creation of an overall impression in people's mind. The PIND Brand image is the way partners, stakeholders, collaborators, beneficiaries and other target audiences think, feel and respond when they hear the word 'PIND'. It is what PIND stands for to them. This image therefore must be created and continuously reinforced by PIND by acting and performing consistently with that image.
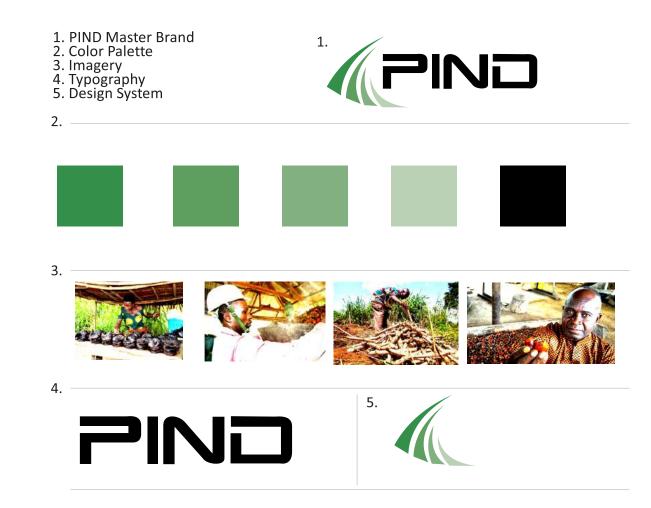
Every PIND employee is a brand ambassador. This means that every internal (other employees) and external (partners, stakeholders, collaborators, beneficiaries, target audiences etc.) contact is an opportunity to represent PIND and either strengthen the PIND brand or cause it to diminish in reputation. The collective actions of these ambassadors will go a long way in creating, enhancing and sustaining the right image for PIND.

GUIDING PRINCIPLES

The PIND logo is the most visible element of the PIND brand identity as it represents what PIND is, how it is seen and the basic core values that make the organization what it is. It speaks of PIND's high level of professionalism and drive to build well managed and ethical partnerships and collaborations. It represents the dedication, reliability and leadership of PIND in its operations. It is also the most important intellectual property owned by PIND.

This guideline outlines the visual identity elements and how they are to be used to maintain, strengthen and enhance the PIND brand. The PIND brand is made up of two elements – the symbol and the custom designed logotype. To ensure that PIND visual identity – including the master brand, color palette, typography, imagery, and graphic style – is always presented at its optimum, we have documented the best practices in this guidelines to convey PIND's culture, personality, and core brand values.

Please use these guidelines when creating PIND communications to achieve a high level of consistency. Anyone who represents PIND should work hard to ensure the integrity of the PIND brand in all brand communications.

These visual identity guidelines represent an opportunity to establish and extend equity for the PIND brand. Communications created based on these guidelines, coupled with other brand support activities, will help ensure that employees, development partners, state governments, other stakeholders and beneficiaries perceive PIND as a dominant brand in its area of specialization.

PIND BASIC IDENTITY ELEMENTS

The PIND Master Brand is a symbol of the organization's commitment and aspirations. There are a number of different basic elements in the brand's toolkit that reinforce the organization's vision and values.

This document combines the best practices for organization-wide communications materials In order to create a more persuasive, consistent, and well managed visual identity for PIND. It also restructures the components and lays out the rules for how each element in the toolkit is to be used when creating branded communications.

Basic identity elements have been selected to reinforce the personality and values of the PIND brand. Each of these elements combine to create a unique look for PIND that communicates and supports the philosophy of the organization, strongly differentiating it from competitors, and forms the foundation of a recognizable and memorable brand identity.

1. PIND Master Brand
2. Color Palette
3. Imagery
4. Typography
5. Design System

1.

2.

3.

4.

5.

BRAND BASICS
MASTER BRAND STANDARDS

PIND

THE PIND MASTER BRAND

The PIND Master Brand, consists of the PIND Strip image (the "Convergence") followed by the logotype (letters P-I-N-D). The multi-colored strips in the image represents the four focal areas of PIND, while the letters P-I-N-D represents Partnerships, Initiative, Niger and Delta respectively.

CONFIGURATIONS

PIND Master Brand

Use the PIND Master Brand on all PIND print and screen-based applications (including publications, marketing and promotional materials, PowerPoint presentations, Web sites, Conference and Event materials, Advertising, Plaques, and Certificates) that are large enough to allow for the Master Brand to appear at least at its minimum size.

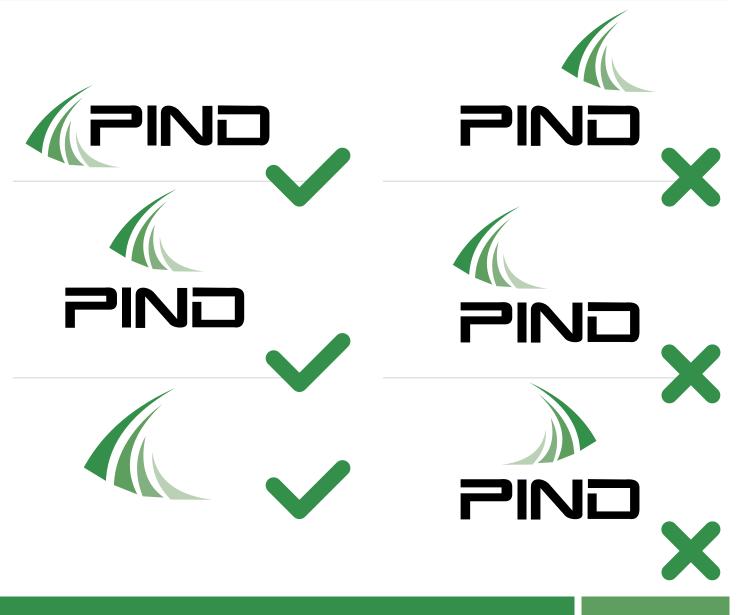**Use of the PIND Master Brand**

A consistent image is vital to building brand identity. To ensure a consistent brand identity, the PIND Master Brandmust be carefully and comprehensively used to; Ensure that PIND, its programmes, its interventions, its print and electronic materials will be distinct and immediately identified with PIND; Enhance the PIND brand name and its reputation and help introduce PIND to potential partners, stakeholders and collaborators; Enhance the credibility of PIND's publications, programmes and activities.

Use of the PIND Master Brand or PIND logo by entities other than PIND, its endorsed sub-brands or partners and collaborators (for a co-sponsored programme/activity) is prohibited without the express written permission of PIND.
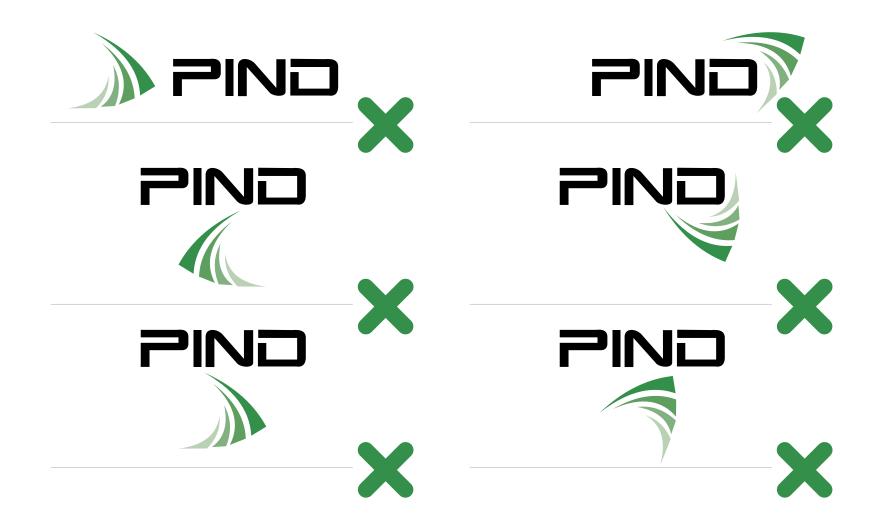
CONFIGURATIONS

Alternate logotypes for limited use

Use the vertical logotype only on spines of books and other print publications/materials when space does not permit use of the PIND Master Brand at its minimum size and clear space.
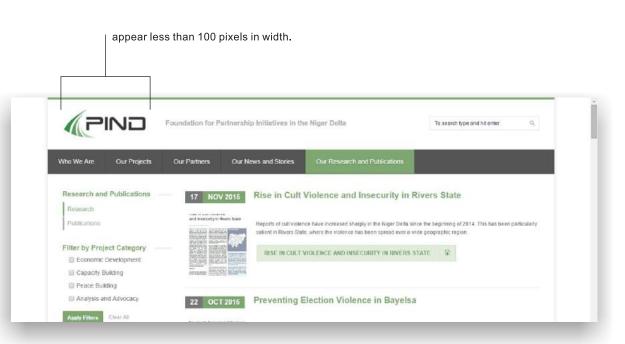
MINIMUM SIZE

The minimum width for the PIND Master Brand in print and non-screen-based applications is 1 in. (25.4 mm). For on-screen applications, do not reduce the size below 100 pixels (as provided in the digital art files).

1 in. (25.4 mm)

appear less than 100 pixels in width.
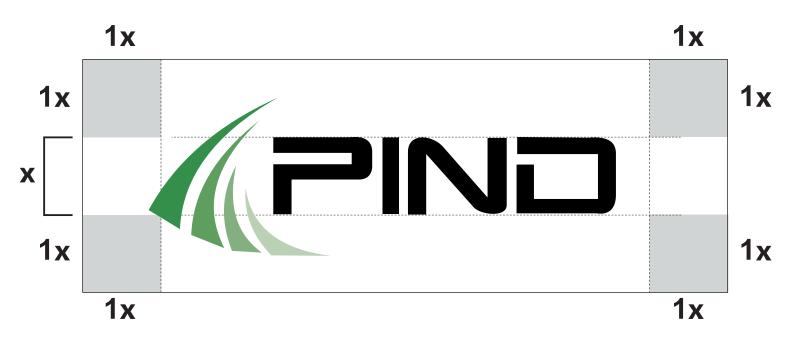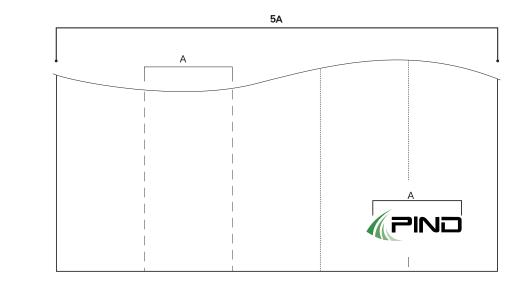
CLEAR SPACE

The required clear space for the PIND Master Brand is illustrated below. A clear space equal to or greater than "1x" is required on all sides surrounding the PIND Master Brand, so it does not compete with other images, graphics, and text. This measurement "x" is equal to the height of the letters in the PIND Master Brand. Do not place any elements inside this clear space.

SIZE RATIO

Print Publications – common international formats

It is important to size the PIND Master Brandappropriately in relation to the application format.Guidance for an appropriate size ratio, applicableacross the most common formats of printedpublications (letter, legal, tabloid, A5, A4), isillustrated below. The length of the PIND MasterBrand ("A") equals one-fifth of the width of theapplication. This ratio should be applied to the frontcover of multiple-page documents or single-pageapplications, such as advertisements. The dimensions of the PIND Master Brand shouldincrease or decrease in proportion to the size ratioshown below. It is important to note that the PINDMaster Brand should never decrease below theapproved minimum size of 1" (25.4 mm) (asspecified in these standards), regardless of theapplication's dimensions.

SIZE RATIO

Print Publications – flyer formats

On slim formats like a folded standard flyer, the length of the PIND Master Brand ("B") equals one-third of the width of the flyer. This ratio should be applied to the front cover of slim format multiple-page documents or single-page applications, such as promotional materials. The dimensions of the PIND Master Brand should increase or decrease in proportion to the size ratio shown below.

- Certificate Programs
- Enrichment Courses
- Learning Activities

SIZE RATIO

Programme/Event Banners

A specific size ratio has been established for programme/Event banners where the PIND Master Brand needs to be predominant to ensure recognition from a distance and in a crowded environment. The length of the PIND Master Brand("C") equals one-third of the width of the application. The dimensions of the PIND Master Brand should increase or decrease in proportion to the size ratio shown below.

PIND STANDARDS ONLINE DIGITAL SUBSCRIPTION

COLOUR VARIATIONS: PRINT

Color plays an important role in representing the PIND Brand. Use PIND Green (or process color equivalent) on all corporate-wide communications. The black or white options are also acceptable in circumstances where it may not be possible to present the PIND Master Brand in its traditional colors. Great care should be taken to ensure sufficient contrast between the PIND Master Brand and the background. Color variations are illustrated below. For more specific color specifications see page XXIX.

Processed Color
C:85 M:21 Y:100 K:7

Processed Color
C:71 M:18 Y:86 K:3

Processed Color
C:56 M:15 Y:65 K:0

Processed Color
C:29 M:6 Y:33 K:0

Processed Color
C:0 M:0 Y:0 K:100

COLOUR VARIATIONS: PRINT

C:0 M:0 Y:0 K:0

WHITE/REVERSED: C0 M0 Y0 K0
(Master Brand placed on grey background for illustrative purposes only)

COLOUR VARIATION: PRINT

Screen : R:0 G:0 B:0

Web : #000000

SCREEN: R255 G255 B255
(Master Brand placed on grey background
for illustrative purposes only)

WEB: #FFFFFF
(Master Brand placed on grey
background for illustrative purposes only)

BACKGROUND CONTROL

When placing the PIND Master Brand on print or screen-based applications, it is important to ensure sufficient contrast between the background and Master Brand. When placed over an image, adjust the position of the image or retouch the area around the Master Brand to achieve maximum visibility. Here are examples of both high contrast(correct background control) and low contrast(incorrect background control) situations.

Correct Background Control

White background with a PIND Master Brand

Light background with a black PIND Master Brand

Dark background with a white PIND Master Brand

Dark image with white PIND Master Brand
(minimal detail in area behind PIND Master Brand)

Incorrect Background Control

Do not combine a black background with a PIND Master Brand

Do not combine a dark background with a black PIND Master Brand

Do not combine a pale/faded background with a white PIND Master Brand

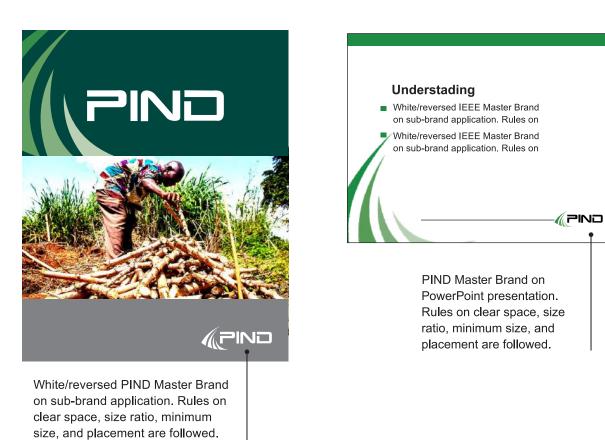Do not combine a dark/busy image with any colored PIND Master Brand

HOW TO USE THE PIND MASTER BRAND

Using the PIND Master Brand
Using the PIND Master Brand correctly and consistently is essential to maintaining brand equity. As already specified in the previous pages, care should be given to clear space, minimum size, size ratio, color, background, and placement. On most print and screen-basedapplications place the PIND Master Brand on the first page in the bottom right-hand corner.

Using the PIND Master Brand on printed collatera land in PowerPoint
On print applications such as brochures, journals, or reports, place the PIND Master Brand on the first page in the bottom right-hand corner. Onscreen applications such as Web advertisements or PowerPoint presentations, place the PIND Master Brand on every page in the bottom right-handcorner. For magazines or newsletters, the letters PIND should also be part of the title in them as the ads, in addition to the PIND Master Brand in the bottom right-hand corner of the

White/reversed PIND Master Brand on sub-brand application. Rules on clear space, size ratio, minimum size, and placement are followed.

Understading
- White/reversed IEEE Master Brand on sub-brand application. Rules on
- White/reversed IEEE Master Brand on sub-brand application. Rules on

PIND Master Brand on PowerPoint presentation. Rules on clear space, size ratio, minimum size, and placement are followed.

HOW TO USE THE PIND MASTER BRAND

Using the PIND Master Brand on the Web, HTML emails, and banner displays

There is need to ensure maximum impact for the PIND Master Brand in web applications, such as Web pages, HTML e-mails, and online banner displays. On programme/event banner displays, place the PIND Master Brand in the upper left-hand corner for best visibility. For Web banner advertisements, where available space is often limited, the PIND Master Brand can be placed at the bottom center. For HTML e-mails and PIND sub-brand websites, the PIND Master Brand should be placed in the upper Left-handcorner.

PIND White Master Brand on PIND Web sub site

PIND Master Brand Rules on clear space, size ratio, minimum size, and placement are followed.

Black PIND Master Brand on HTML e-mails. Rules followed.

Experience
PIND Programme

GET a FREE involved today !

Find out

Black PIND Master Brand on Web banner advertisement. To maximize impact Master Brand is centered on bottom.

PIND STANDARDS ONLINE DIGITAL SUBSCRIPTION

HOW TO USE THE PIND MASTER BRAND

Prominence and Size in Relationship to Other Logos/Identifiers

The PIND Master Brand must be given equal or greater prominence, while adhering to the minimum size and clear space, to other identifiers and logos. However, it is not a requirement that the Master Brand and another logo (or other logos) be placed near each other in a design. This rule does not apply to the headers of PIND sub-brand websites, where the site identifier (or logo)should be larger than the PIND Master Brand to assist with user orientation.

HOW TO USE THE LETTERS

Using PIND: Name, Title or Web site Identifier

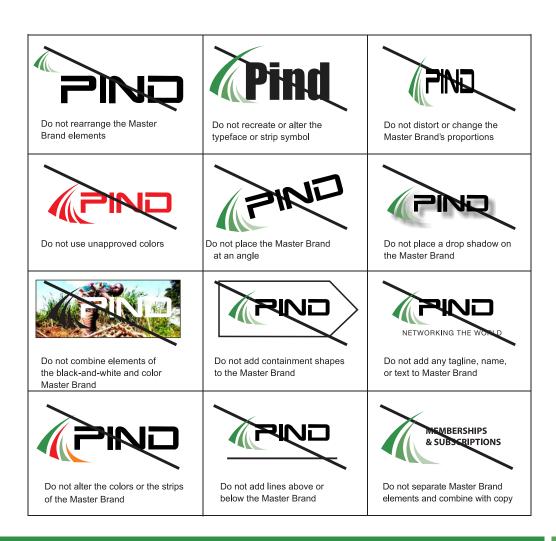PIND must always be used in the title of a PIND product, service name or publication, (For example, PIND eLearning Library, PIND Xplore, PIND Event Journal.) The letters P-I-N-D also must appear in any graphic representation, text, or signage that mentions the product. - Only the letters P-I-N-D can be used in these instances. Do not use the PIND Master Brand.

When used in a sentence, title or name the letters "PIND" should always be used in uppercase. – Use the Master Brand separately elsewhere on the page.

If the intent is for the copy to be read as "PINDXXXX Section or PIND XXXX Partners," use the letters "PIND," not the Master Brand. The letters P-I-N-D can be in any of the PIND approved fonts except the font for the Master Brand, or in a font that closely resembles that of the Master Brand. It is recommended that the letters P-I-N-D use the same font as the rest of the name or title. This includes all print, screen, nonscreen, and Web-based applications.The following are examples of correct and incorrect usage of the letters P-I-N-D and the PIND Master Brand in a name or title.
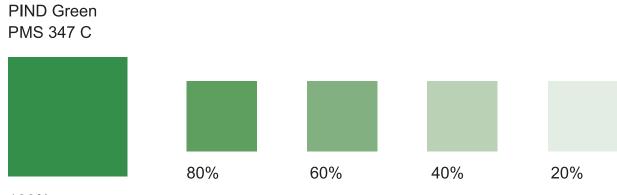
CORRECT	INCORRECT
PIND XXXXSection	~~PIND XXXXSection~~
PIND XXXXEvent	~~PIND XXXXEvent~~
PIND XXXXEvent PIND	~~PIND XXXXEvent PIND~~

INCORRECT PIND MASTER BRAND USE

The logo is the primary visual representation of the PIND Brand and should be handled with care so as not to jeopardize the consistency and weaken its impact through distortion or wrongful presentation. Incorrect configurations and usage of the PIND Master Brand will misrepresent the PIND brand identity, leading to loss of brand integrity. Modifications or distortions to the PIND Master Brand are not permitted. Examples of PIND Master Brand misuse are shown below

Do not rearrange the Master Brand elements	Do not recreate or alter the typeface or strip symbol	Do not distort or change the Master Brand's proportions
Do not use unapproved colors	Do not place the Master Brand at an angle	Do not place a drop shadow on the Master Brand
Do not combine elements of the black-and-white and color Master Brand	Do not add containment shapes to the Master Brand	Do not add any tagline, name, or text to Master Brand
Do not alter the colors or the strips of the Master Brand	Do not add lines above or below the Master Brand	Do not separate Master Brand elements and combine with copy

COLOUR

Color plays an important role in how the PIND brand presented and represented. Consistent use of color is one of the gain and remain highly visible. Use PIND Green (Pantone specifications 347 C) on all corporate-widecommunications. When used consistently overtime, this color will become directly associated with PIND. Black and white may also be used on both corporate and sub-brand communications.

PIND Green
PMS 347 C

100%

80%

60%

40%

20%

HOW TO USE PRIMARY COLOUR

All corporate-wide communications should be composed using the primary color. PIND Green can be used as a background color, to emphasize type, or to define shapes. Approved tints of PIND Green are allowed, but should be used sparingly, and only as an accent color. The predominant color should always be PIND Green. Consistent use of the secolors will contribute to the harmonious look-and feel of the PIND brand across all relevant platforms and add to the brand equity.

PIND Green used to de?ne shapes

Understading
- White/reversed IEEE Master Brand on sub-brand application. Rules on
- White/reversed IEEE Master Brand on sub-brand application. Rules on

PIND Green used to emphasize headline copy

PIND Master Brand

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Brand Manager

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austine.ekehinde@Kakatartech.com

PIND Green used for corporate stationery

PIND Green used as background

PIND
SUPPORT
PROGRAMME

Understading
- White/reversed IEEE Master Brand on sub-brand application. Rules on
- White/reversed IEEE Master Brand on sub-brand application. Rules on

Tints of PIND Green used to differentiate levels of information

Tints of PIND Green used as accent colors

TYPOGRAPHY

Typography can work together with other design elements to make communications more readable,consistent, and visually appealing. PIND typeface shave been chosen with these purposes in mind and because of their adaptability to a range of materials. Corbel is the approved typeface and should be used in all communication materials. This typeface is available in many weights and styles that are essential to created distinction across all corporate-wide and sub brand communications. Corbel's open, uniform, and modern design ensures great legibility without being static and formal. For internal documents created in Microsoft Office applications, or for instances where Corbel is not available, alternative Droit Serif typefaces have been chosen.

Corbel - The PIND Typeface

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Regular Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

PRIMARY TYPEFACES

To complement the Corbel font family and for instances when a more classic look-and-feel is required, Adobe Caslon Pro has been designated as PIND's alternate typeface. Adobe Caslon Pro is to be used sparingly, only for headlines or titles, and notfor large areas of body copy. The Primary typeface should always be Corbel.

Adobe Caslon Pro - The PIND Serif Typeface

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Semibold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Semibold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

ALTERNATE USAGE TYPEFACES

Screen-based applications, Web sites, or internal documents, such as the body copy on corporate stationery require alternate typefaces that are generally available throughout the organization and work across platforms. Verdana is one of the most widely specified fonts in Web sites around the world because it was specially designed for screen readability. For this same reason, as well as because of its resemblance to the primary PIND typeface (Corbel), Verdana has been selected as the PIND font to be used on all screen-based applications such as PowerPoint documents and Web sites.

Times New Roman is an alternative to Adobe Caslon Pro and should be used as body copy for letters, memos, and faxes.

CALIBRI

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Times New Roman

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

IMAGERY

Generally, any photograph used in a PIND document will fall under the one of the four focal areas of PIND. Whenever possible, photos should depict people in vibrant colours. Imagery used consistently can support the PIND brand identity. The six imagery themes below are based on the core values of the PIND brand and reflect the PIND brand personality and style, as well as PIND's areas of expertise and history. Real photographs (not clip art or stock images)should be used whenever possible to convey these themes.

PIND Photography Themes

Encouraging

Knowledgeable

Supporting

Empowering

Connected

Innovative

* Royalty-free images are available to purchase from various stock photography collections on the Web and can be purchased for a onetime fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on ? le size, not usage

WEB REFERENCES GUIDE

The PIND Visual Identity Guidelines should also be applied to Web content and design. Some specific examples of how to use these guidelines on the Web are as follows

Master Brand : Web Size
The minimum width of the Master Brand on the Web is 100 pixels. If larger than 100 pixels, the height should be increased proportionately;

Master Brand : Web Clear Space
The required Web clear space on all sides of the Master Brand should be equal to or greater than "½x," so it does not compete with any other images, graphics, and text;

Master Brand : Web Positioning
On Web sites other than the main site, as well as HTML e-mails, the Master Brand should be placed in the upper-lefthand corner, as shown in the example.
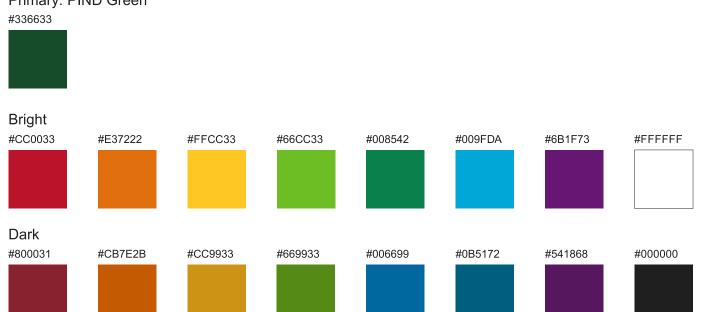

100 pixels

WEB REFERENCE GUIDE (COLOURS)

Hexi decimal versions of the primary and expandedPIND color palettes should be utilized. The hexadecimal palette also allows for full saturation and/or tints of colors.

Typography
Verdana, the approved alternate typeface, should be used for all copy appearing on PIND website, and is also recommended for use on other sites within the PIND Web presence.

Imagery
Imagery themes, mentioned previously, should also be used on the Web. For specific rules on image use, please refer to the full text of the PIND Visual Identity Guidelines.

Primary: PIND Green
#336633

Bright

| #CC0033 | #E37222 | #FFCC33 | #66CC33 | #008542 | #009FDA | #6B1F73 | #FFFFFF |

Dark

| #800031 | #CB7E2B | #CC9933 | #669933 | #006699 | #0B5172 | #541868 | #000000 |

DESIGN SYSTEM (THE PIND STRIPS)

The PIND Master Brand colors, typography, and imagery are the building blocks of a strong visual identity system. The Strips device, based on the graphic style of the PIND Master Brand, is also a key element of the PIND design system. This symbol, has been enhanced to create a unique and dynamic look-and-feel system that can be applied across all of the PIND branded communications.

Using this graphic style correctly and consistently will help build a recognizable and powerful brand look-and-feel, creating equity for the PIND brand

Understading

- White/reversed IEEE Master Brand on sub-brand application. Rules on
- White/reversed IEEE Master Brand on sub-brand application. Rules on

1

PIND

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1

PIND BRAND WITH OTHER PARTNER LOGOS

When using the PIND logo on documents with other partners the PIND master brand (logo) should always be at the top right hand corner.

When using the PIND logo on Sub brand documents eg CAPABLE, Ndlink & P4P with other partners eg WAD.

The PIND master brand (logo) should always be at the bottom right hand corner while the sub brand logo stays alone at the top center of the page.
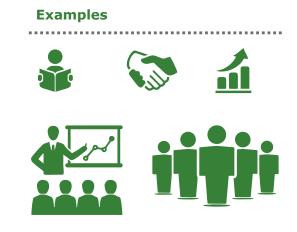
ICONS AND INFORMATION GRAPHICS

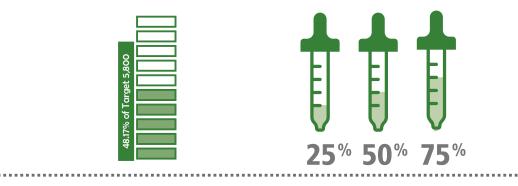When choosing Icons or creating iconography, use styles that are simple, modern and informative.

When housing Icons in shapes, Use simple shapes to keep general designs Simple, modern concise and clean.

Use icons to illustrate facts and aid navigation but do not use them as logos.

Examples

Organizing Principles

Information Graphics

48.17% of Target 5,800

25% 50% 75%

PIND EMAIL SIGNATURE

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Facebook: www.facebook.com/PINDFoundation/
Twitter: @PINDfoundation
Youtube: @PINDfoundation
Address: # 25 Jimmy Carter Crescent, Asokoro, Abuja, Nigeria

Name, Job title and Organization name in Verdana font and the Organization name font bears the PIND colour

Other Staff details are in the Times New Roman font while the organization website and social media pages are the PIND colour

PIND

Proudly Supported by

Chevron

PIND BUSINESS CARD DESIGN

The front of PIND business cards should indicate the name, job title and contact details of staff along with the organization website and indication of chevron's support where necessary.

The back of the PIND business cards should have the full name of the organization along with the office address of PIND and social media pages of the organization