



PABRA 20 YEARS

Pan-Africa Bean Research Alliance
Transforming agriculture since 1996

Brand Guidelines

Visual specifications for logo use

Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. Do not change its color or add/remove any of its elements. The globe and leaf symbol should not be used alone, except on very specific occasions.

Preferred use:



Use in black or red:



Use on internal documents:



Use on dark solid background:



File format

Web, presentations and word processing software

Use low-resolution files of the logo, including .JPG and .PNG formats. The minimum size of the logo in electronic format is 130 KB.

Print

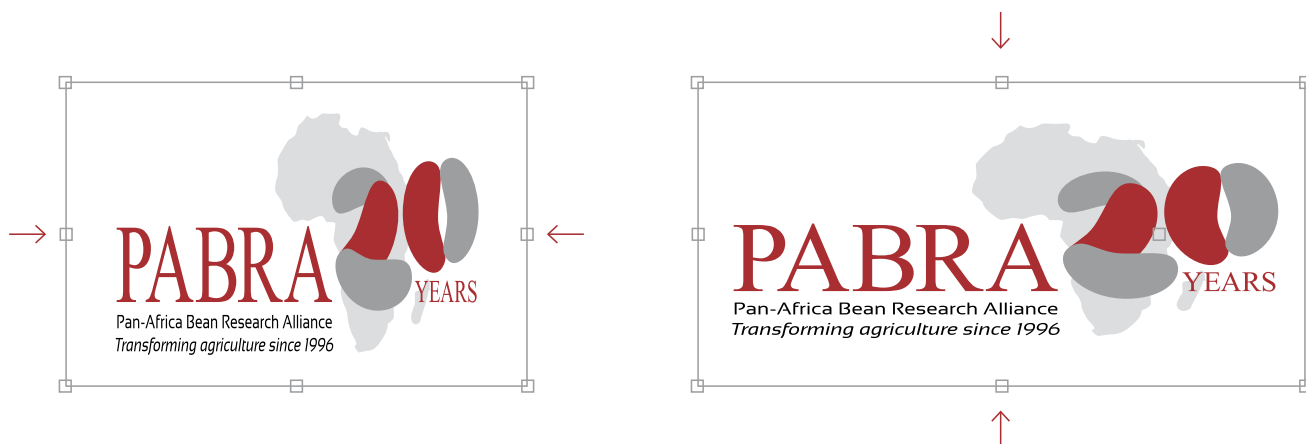
For printed material, use high-resolution files including: .TIFF, .AI, or .EPS formats.

Refer to the usability matrix to know what version to use. **All versions of the logo in different formats and languages can be downloaded from the PABRA website at:**

Improper use of logo

Do not scale the logo to increase or reduce its size by manipulating the green squares, because this may distort the original proportions.

To increase or reduce the logo size, it is recommended to manipulate the squares in the corners. That way the logo will keep its original proportions.



Do not change the typeface or the colors, and do not manipulate the logo or rearrange its layout.

Do not change the tagline typeface



Do not change the color of any element



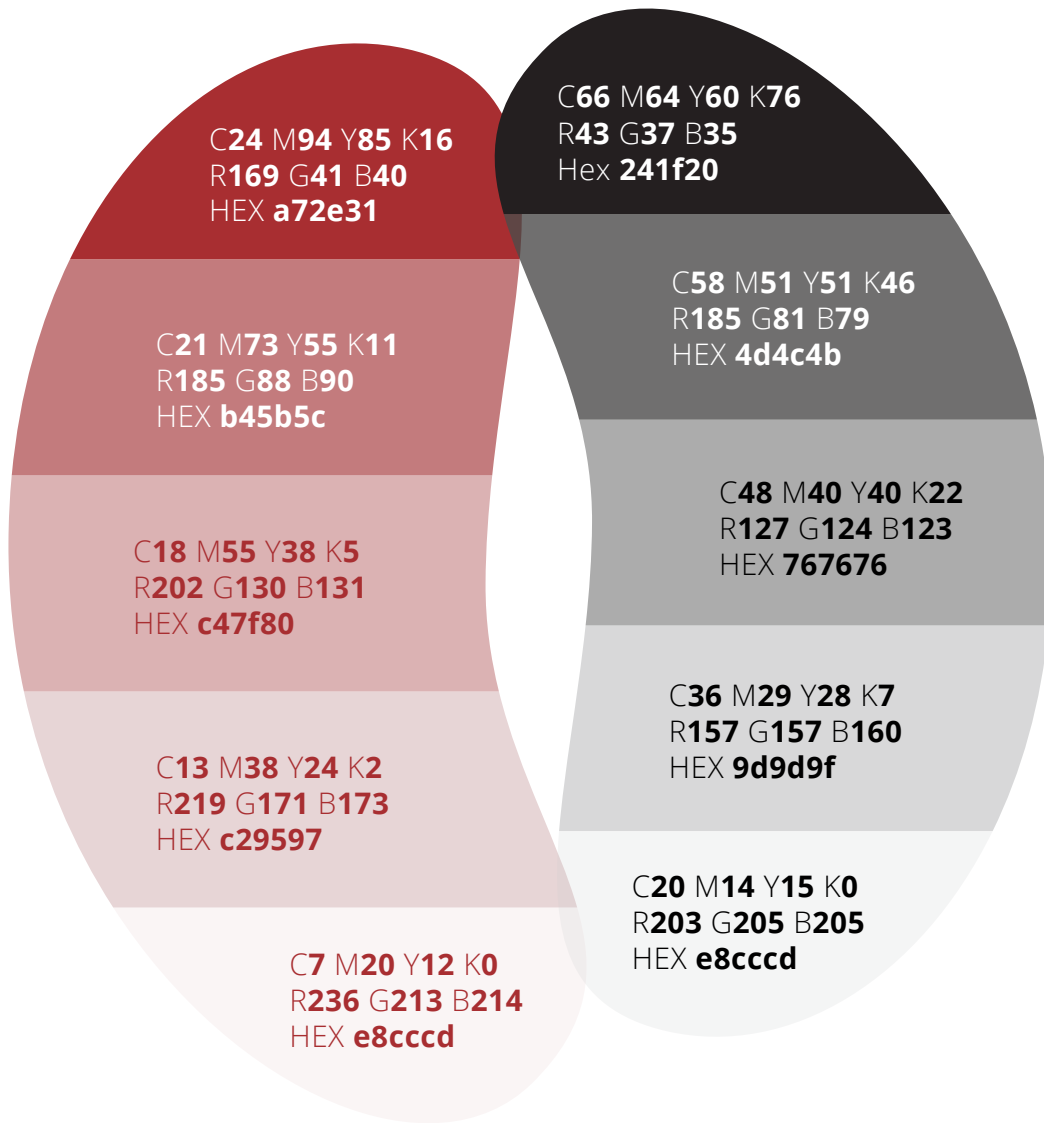
Do not change manipulate the tagline



Do not rearrange the layout



Colour Palette



Typography

Primary font:
TIMES NEW ROMAN

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890

Secondary font:
SANSATION REGULAR

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890

Main text font:
Calibri

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890



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www.pabra-africa.org

PABRA | Pan-Africa Bean Research Alliance

P.O. Box 823-00621 Nairobi, Kenya

☎ +254 (0) 20 863 2800

+254 (0) 719 052800

✉ ciatkenyainfo@cgiar.org

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