PABRA BRAND MANUAL

Logo & Brand Identity Guidelines

www.pabra-africa.org
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0.1 OUR BRAND

Our Brand identity manual was developed to provide clear design guidelines for uniform application of our visual style.

Our identity is not just the logo. It's a unique design scheme composed of various components that work together to create our distinctive visual style. It is essential to follow the guidelines in order to achieve strong and consistent application of our identity and build strong awareness and recognition of our brand.

Better Beans for Africa
The Clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.
0.2 Typeface Details

The Corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials. The Primary fonts must be used on all printed materials and communications - and if possible, also on the website and online communication.
Lorem ipsum sit amet dolor inermis postulat temovet dicercet vix nec.


0.3 Corporate Colours

Our Corporate colors are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our Corporate colors also provide a strong visual link across various materials and communications and set our company apart from the competitors. No colors other than the ones specified below may be used.
**COLOUR PALETTE**

**Colour : 1**
CMYK 24/94/85/16  
RGB 169/41/40

**Colour : 2**
CMYK 66/64/60/76  
RGB 43/37/35
0.4 Logotypes | Variations

Our identity is not just the logo. It's a unique design scheme composed of various components that work together to create our distinctive visual style.

It is essential to follow the guidelines in order to achieve strong and consistent application of our identity and build strong awareness and recognition of our brand.
**Full Colour With Slogan**

Whenever possible, the logo should appear in its full-color version Complete With Slogan. This Logo is recommended for use in Publications, Scientific Reports etc.

**One Colour With Slogan**

The one-color solid version of the logo should only be used when the full-color logo cannot be applied. This is often the case with signage and merchandise.

**Full Colour Without Slogan**

Whenever possible, the logo should appear in its full-color version. In the Resource files tab you can download a version specific to both spot-color and four-color process printing, as well as for use on screen and in electronic documents.

**One Colour Without Slogan**

The one-color solid version of the logo should only be used when the full-color logo cannot be applied. This is often the case with signage and merchandise.
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Whenever possible, the logo should appear in its full-color version. In the Resource files tab you can download a version specific to both spot-color and four-color process printing, as well as for use on screen and in electronic documents.

One Colour Without Slogan
The one-color solid version of the logo should only be used when the full-color logo cannot be applied. This is often the case with signage and merchandise.
The composition of the Pabra logo, the representation of its components and its colours should not be altered.

Under no circumstances may the logo be modified, distorted or recreated. The entire logo or any of its elements may not be used as a decorative background. Some examples of unacceptable modifications and incorrect uses of the logo are shown.

**DON’TS**

- Don’t alter the fixed relationship between the Pabra icon and the Pabra name.

- Don’t change the colour of any part of the Pabra logo.

- Don’t recreate the Pabra watermark in type.

- Don’t distort, recreate, add any elements or alter the proportions of the Pabra logo.

- Don’t use the entire logo, or any part of it separately as a tinted background or decorative element.
PABRA
Pan-Africa Bean Research Alliance
Better Beans for Africa

USE WITH OTHER LOGOS

PABRA
Pan-Africa Bean Research Alliance
Better Beans for Africa

CIAT
International Center for Tropical Agriculture
Since 1967 / Science to cultivate change

CIAT
International Center for Tropical Agriculture
Since 1967 / Science to cultivate change

Better Beans for Africa
PTT PRESENTATION

The font Calibri is used for powerpoint presentations. The main header title is set in Calibri 28 points. The subtitle is Calibri regular 24 points. The body copy must also be in Calibri.

Title
sub title

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not.

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