

# Logo

## Solid Logo:

Version with black text to be used wherever logo appears on a white background.



## Black & White Logo:

Black & White logos should be used **ONLY** when colour reproduction is unavailable.



## Reversed Logos:

Reversed version to be used when logo is shown on black.

**Do not display logo on any full-colour background other than black or on photography.**



# Logo Sizes & Placement

## Reproduction Size



Min. dims (Primary Logo):  
Min. font size (Strapline):

62.5mm wide x 20mm high  
6pt

Due to the length of the strapline in the primary logo format, a minimum size must be adhered to so that legibility is retained in print.

When the logo needs to work in a smaller format, the strapline can be dropped, providing it appears elsewhere in the design.



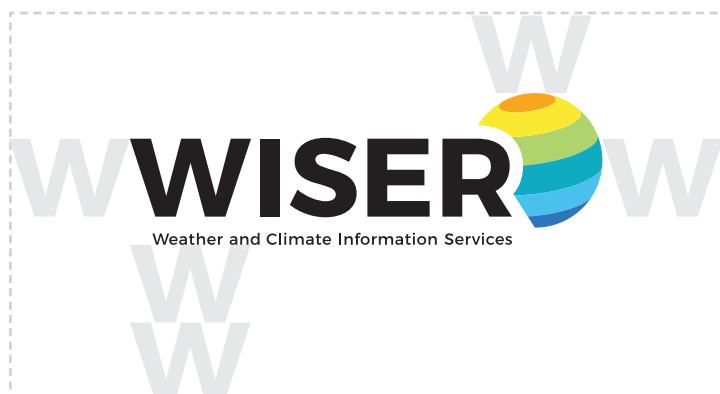
Weather and Climate Information Services for Africa

Min. dims (Secondary Logo):  
Min. font size (Strapline):

34.5mm wide x 10mm high  
6pt (print)

85px wide x 28px high  
14px (screen)

## Exclusion Zone



Make sure that text, partnership logos or other design elements do not encroach upon the logo.

The minimum marked space should always be given to let the logo 'breathe' and be free from distraction.

**NOTE:** The extra space at the bottom of the logo optically balances the white-space caused by the height of the map at the top.

# Logo

Placement continued

Wherever the WISER branding appears alongside partner logos, ensure there is ample space between both elements (see next page for further examples).

## UK aid branding

The UK aid logo should be accompanied by the words "Supported by:" in Montserrat Regular, and in the same point size as the WISER strapline (in this case 6pt).

Where possible, the colour logo should be used against a white background.

If your communication uses a background colour that clashes with the logo, you may reverse the logo out in white, ensuring the colour, image or pattern does not interfere with legibility.

**NOTE:** For details regarding inclusion of the UK aid logo, please refer to the UK aid Branding Guidance.



# Logo

Placement continued

As previously mentioned, wherever the WISER brand is shown with accompanying partner logos, ensure there is suitable space between each element.

The WISER logo should always appear first; either to the left of logos on the same horizontal line, or above other logos that appear underneath.



**NOTE:** To ensure accompanying logos balance visually, match logo height or x-height wherever possible.

# Type

## Marketing material

In all marketing material Montserrat should be the choice of typeface.

**NOTE:** Montserrat is an online typeface, freely available from [www.google.com/fonts](http://www.google.com/fonts).

**Montserrat - Bold**

Montserrat - Regular

Montserrat - Light

## This is a Sample Headline in Montserrat Bold

Montserrat Light to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Donec sed feugiat magna. Vestibulum quis consequat.

This is a Sub Headline in Montserrat Regular

Montserrat Light to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

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## Standard documents

Some organisations may have IT restrictions in place preventing the downloading and installing of new fonts.

With this in mind we advise that the system font Arial should be used in standard documents such as Powerpoint and Word documents so that no font availability issues should occur.

**Arial - Bold**

Arial - Regular

## This is a Sample Headline in Arial Bold

Arial Regular to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

**This is a Sub Headline in Arial Bold**

Arial Regular to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

# Colours

## Primary Colours

Black to be used as a solid background 'flood' or used sparingly with plenty of white space.



**CMYK**  
0 / 0 / 0 / 100  
**RGB**  
0 / 0 / 0



**CMYK**  
0 / 0 / 0 / 0  
**RGB**  
255 / 255 / 255

## Secondary Colours

To be used as accents and in sub-sections, not as colours for type (only the dark blue passes WCAG 2.0 guidelines for on-screen legibility).



**CMYK**  
80 / 50 / 0 / 0

**RGB**  
57 / 115 / 185

**HEX**  
# 3873B9



**CMYK**  
60 / 5 / 0 / 0

**RGB**  
95 / 191 / 237

**HEX**  
#5FBFED



**CMYK**  
75 / 10 / 22 / 0

**RGB**  
8 / 168 / 194

**HEX**  
#07A8C2



**CMYK**  
35 / 0 / 75 / 0

**RGB**  
186 / 210 / 95

**HEX**  
#BAD15E



**CMYK**  
0 / 5 / 88 / 0

**RGB**  
255 / 231 / 29

**HEX**  
#FFE61D



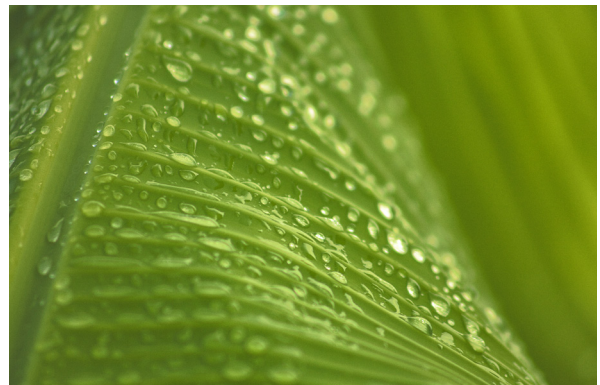
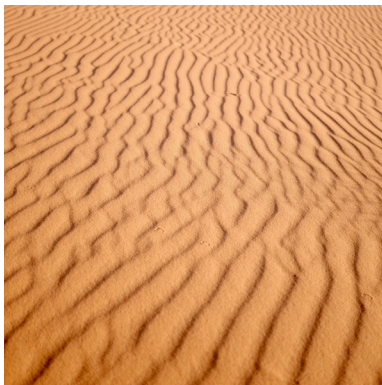
**CMYK**  
0 / 40 / 100 / 0

**RGB**  
247 / 166 / 0

**HEX**  
#F7A600



# Imagery



Try wherever possible to use a mixture of relevant lifestyle and landscape imagery combined with abstract close-ups, in colours that match or complement the logo.



# Together, we are stronger



## 3.3m

households can  
access new or  
improved weather  
and climate  
information  
services