# Logo

## Solid Logo:

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

**WISER**
Weather and Climate Information Services for Africa

## Black & White Logo:

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

**WISER**
Weather and Climate Information Services for Africa

## 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.**

**WISER**
Weather and Climate Information Services for Africa

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# Logo Sizes & Placement

## Reproduction Size



**WISER**
Weather and Climate Information Services for Africa

Min. dims (Primary Logo):        60mm wide x 23.5mm high
Min. font size (Strapline):      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.

**WISER**                        Weather and Climate Information Services for Africa

Min. dims (Secondary Logo):      30mm wide x 10mm high       85px wide x 28px high
Min. font size (Strapline):      6pt (print)                 14px (screen)

## Exclusion Zone



**WISER**
Weather and Climate Information Services for Africa

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.

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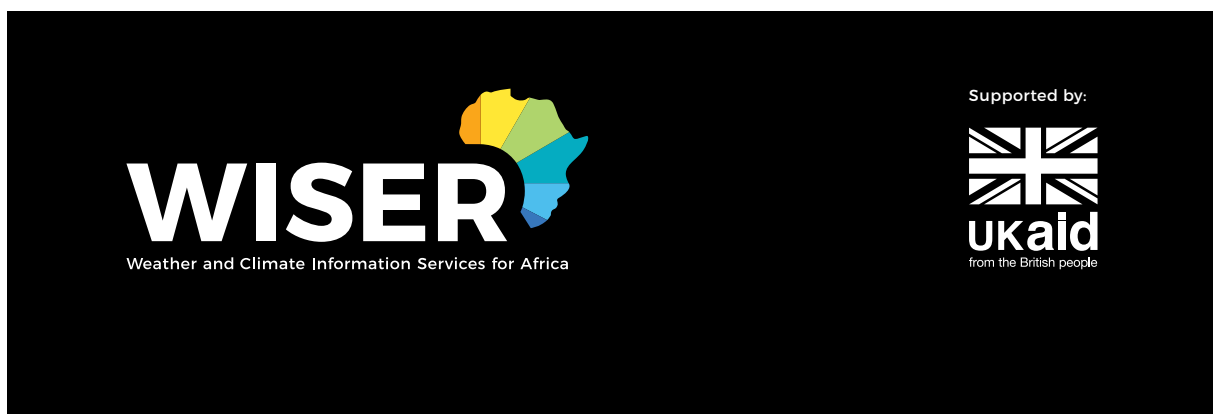
## UK aid branding

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 section 6. of the UK aid Branding Guidance "Where UK aid branding should not or need not appear".



Supported by:

17mm



WISER
Weather and Climate Information Services for Africa

Supported by:

UKaid
from the British people

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If you have any WISER brand queries, please contact **wiser@metoffice.gov.uk**

# Logo Placement continued

As previously mentioned, wherever the WISER brand is shown with accompanying partner or fund manager 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.

Ensure all Fund Manager and Delivery Partner logos are labelled in the same manner as the UK Aid logo - in Montserrat Regular, and in the same point size as the WISER strapline.
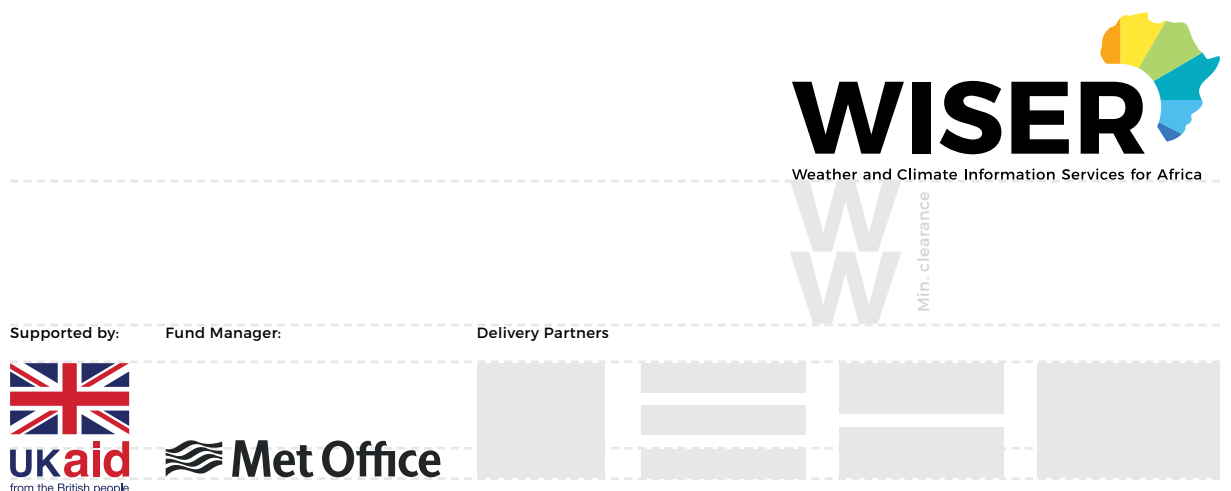


**NOTE**: To ensure accompanying logos balance visually, match logo height or x-height wherever possible.

If you have any WISER brand queries, please contact **wiser@metoffice.gov.uk**

# Type

## Marketing material

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

**NOTE:** Montserrat is an online typecase, freely available from **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 adipis cing 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 adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

## Standard documents

Some organistations 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 adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.
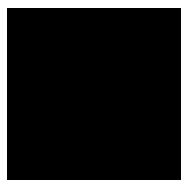
### This is a Sub Headline in Arial Bold

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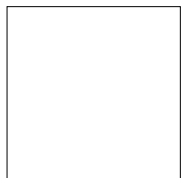
# Colours

## 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** | **RGB** | **HEX** |
|---|---|---|
| 80 / 50 / 0 / 0 | 57 / 115 / 185 | # 3873B9 |
| 60 / 5 / 0 / 0 | 95 / 191 / 237 | #5FBFED |
| 75 / 10 / 22 / 0 | 8 / 168 / 194 | #07A8C2 |
| 35 / 0 / 75 / 0 | 186 / 210 / 95 | #BAD15E |
| 0 / 5 / 88 / 0 | 255 / 231 / 29 | #FFE61D |
| 0 / 40 / 100 / 0 | 247 / 166 / 90 | #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.

# Brand Values

WISER will enhance the resilience of African people and economic development to weather related shocks. The programme aims to improve the generation and use of weather and climate information across Sub-Saharan Africa.

WISER is funded with UK aid from the British people and will deliver maximum value for money by working in partnership and collaboration, capacity building and leveraging funds to ensure long term sustainable delivery and improvement of weather and climate services for Africa.

WISER aims to be a coherent programme focussing firmly on service delivery and making a step change in the quality, reach and application of weather and climate information.

**If a report, case study or service is WISER branded, people should know that it will be reliable, accurate and easy to understand. The following are WISER values:**

| | |
|---|---|
| **Integrity** | Putting user needs first |
| **Transparency** | We cannot achieve what we are setting out to do without openness and honesty, including about where there is uncertainty or evidence might be weak |
| **Unity** | Together we are stronger |
| **Flexibility** | In all aspects of working, responding to a changing environment |
| **Clear Communication** | WISER is for everyone, products will be clearly presented, in a form that can be understood - no one will be excluded |

# WISER
**Weather and Climate Information Services for Africa**

# Tone of Voice

The WISER tone of voice is an expression of the brand's personality, and is applicable across all media. Content is key and must be suitable for the target audience - Weather and climate information service providers, African policy makers, weather and climate information users.

## Open

We have conversations with people and engage in open dialogue; we don't resort to jargon.

**#UKaidWISER**
to be used in official tweets
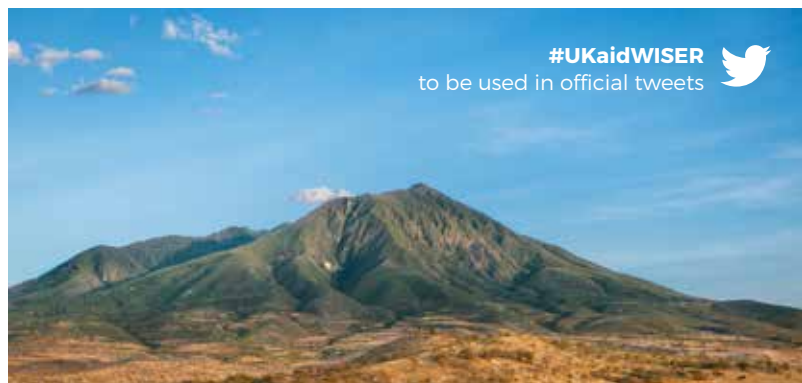
## Clear

WISER is for everyone, products will be clearly presented, in a form that can be understood - no one will be excluded
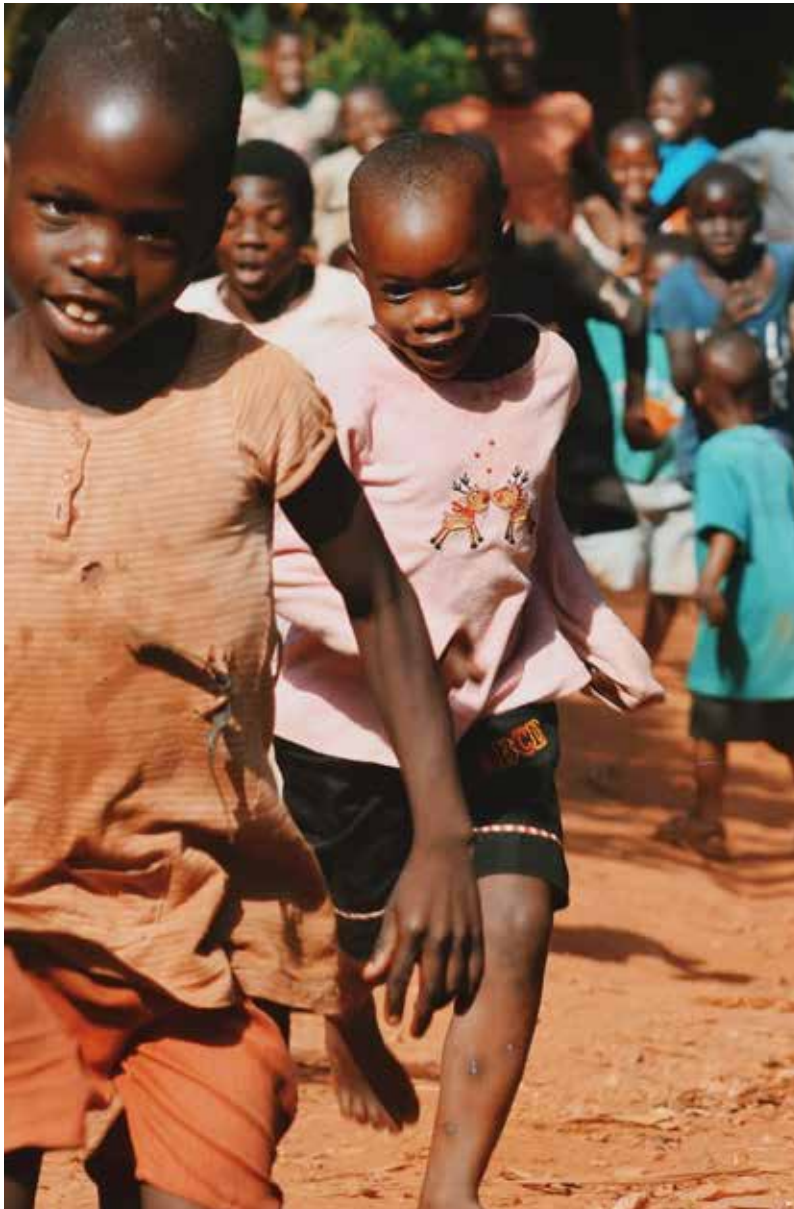
Writing should be carried out in an easy to understand manner which links directly to our visual style.

## Expert

The way we communicate must reflect our authoritative tone and focus on our expertise.

# Together, we are stronger





## 67%
**Crop yield increase for the 2016 season**

WISER
Weather and Climate Information Services for Africa