

VISUAL IDENTITY AND APLICATIONS GUIDE



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1. Introducing the Amazon Vision logo

The logo is used to identify the initiative of the Amazon Vision led by Red Parks also to identify the projects working within the framework of this Vision. All the communication and all its activities should be identified according to this. The Amazon Vision logo has two versions:

1. For the Amazon Vision

It should be used when speaking on behalf of the Amazon Vision of Red Parques. This version includes the (1) isotype, (2) title Amazon Vision and (3) slogan "Protected areas Beyond Borders" .



2. For the NASCC Project

It should be used when speaking on behalf of a specific project which is part of the Amazon Vision. In this case all the outcomes and outputs from the NASCC project should be using this version that includes: the (1) isotype, the (2)title: Amazon Vision and the project (3) slogan: Protected Areas, Natural Solutions to Climate Change.



**Protected Areas
Natural Solutions
to Climate Change**

2. Amazon Vision Logo; uses and applications for specific projects

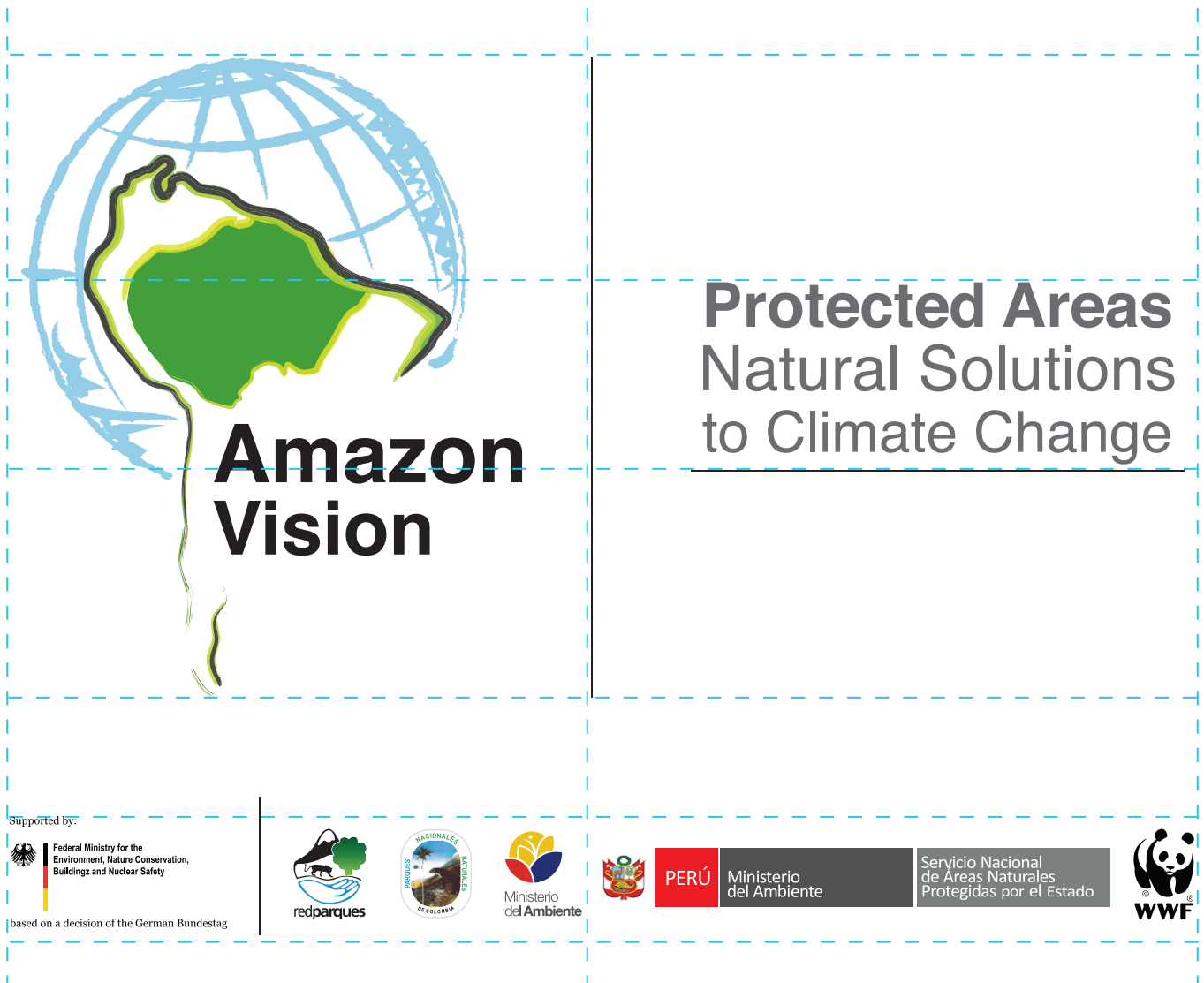
	Amazon Vision		
			Protected Areas Natural Solutions to Climate Change


Protected Areas Natural Solutions to Climate Change

1cm			1cm
		Protected Areas Natural Solutions to Climate Change	
1cm			1cm

For consistent presentation, it is important to keep logo around an area of sufficient respect , allowing isolate it from other surrounding elements that can visually pollute, such as text , borders, illustrations and graphics , among others.

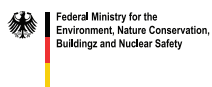
3. Disposition and order of logos of the project partners and donors





Protected Areas Natural Solutions to Climate Change

Supported by:



Federal Ministry for the
Environment, Nature Conservation,
Buildings and Nuclear Safety

based on a decision of the German Bundestag



PERÚ

Ministerio
del Ambiente

Servicio Nacional
de Áreas Naturales
Protegidas por el Estado



APPLICATIONS AND USE GUIDE OF
THE AMAZON VISION LOGO FOR
THE PROJECT: PROTECTED AREAS,
NATURAL SOLUTIONS TO CLIMATE
CHANGE NASCC.



Protected Areas Natural Solutions to Climate Change



Protected Areas Natural Solutions to Climate Change



Protected Areas Natural Solutions to Climate Change



Helvetica Light

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Light

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Text applied to content

Avenir Roman

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Medium

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

C M Y K : C:34 M:0 Y:0 K:8

R G B : R:183 G:210 B:233

C M Y K : C:5 M:0 Y:15 K:85

R G B : R:77 G:78 B:71

C M Y K : C:34 M:0 Y:98 K:2

R G B : R:194 G:205 B:51

C M Y K : C:69 M:0 Y:100 K:17

R G B : R:110 G:154 B:53

Protected Areas Natural Solutions to Climate Change

Amazon Vision

C M Y K : C:0 M:0 Y:0 K:100

R G B : R:0 G:0 B:0

Combining palette colors implemented in the brand should work just for the two main systems printing (lithographic and digital) , therefore if these are respected percentages the result will be the same regardless of printing system used.

8. Application of grayscale

C M Y K : C:19 M:15 Y:15 K:0



C M Y K : C:6 M:5 Y:5 K:85



C M Y K : C:60 M:53 Y:52 K:31



C M Y K : C:29 M:23 Y:24 K:0



Protected Areas
Natural Solutions
to Climate Change

C M Y K : C:0 M:0 Y:0 K:100



This is the case of monochrome printing, with possibilities to handle percentages as for example lithographic prints made with one plate , fingerprints scale gray or any printed piece with this feature.

DARK BACKGROUNDS



Protected Areas
Natural Solutions
to Climate Change

This application is ideal for most craft printing processes as stamps , prints , textile printing , cutting templates and generally surfaces that support a color or ink.

In light background should be black ink 100% or if you must use inverted , as shown in the examples.

CLEAR BACKGROUNDS



10. Logo - Improper uses and applications



Protected Areas
Natural Solutions
to Climate Change



Protected Areas
Natural Solutions
to Climate Change



**Amazon
Vision**

Protected Areas
Natural Solutions
to Climate Change



**Amazon
Vision**

Protected Areas
Natural Solutions
to Climate Change

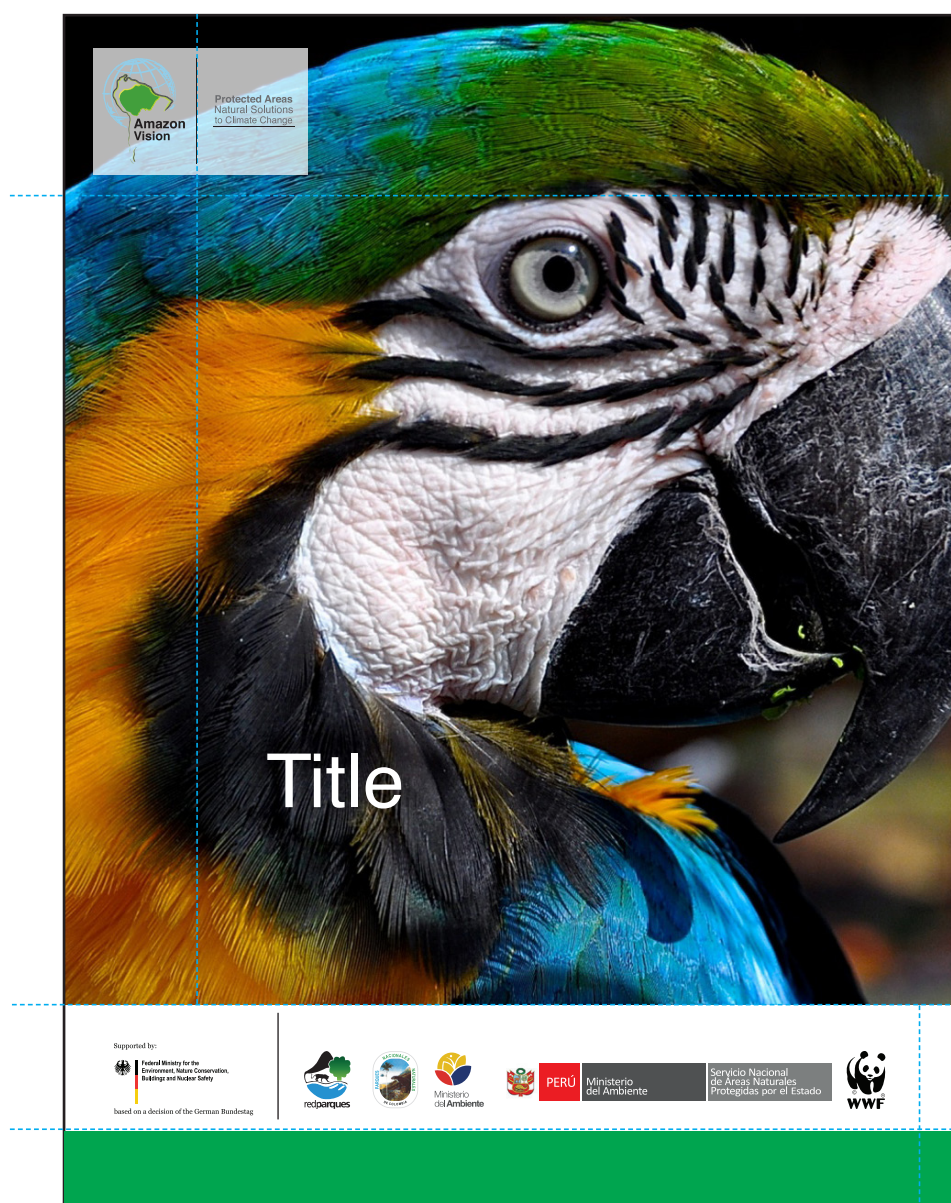


**Amazon
Vision**
Protected Areas
Beyond Frontiers



APPLICATIONS IN PRINTED COMMUNICATION MATERIALS

11. Book cover or Booklet



The organization of both logos is unchangeable order, size and elements like lines of text accompanying sponsors logos and implementers logos.



13. Letter size Folder







The organization of both logos is unchangeable order, size and elements like lines of text accompanying sponsors logos and implementers logos.





18. T-Shirts & Caps







APPLICATION IN DIGITAL COMMUNICATION MATERIALS



Protected Areas
Natural Solutions
to Climate Change

HOME
ABOUT US
SOLUTIONS
PARTNERS
SERVICES
CONTACTS

communications

Lorem ipsum dolor sit amet
consectetur adipiscing elit. Sed cursus diam vitae quam.
Duis enim justo, porta vitae, convallis eu, scelerisque in
magna. In hac habitasse platea dictumst.
[learn more](#)



Business Strategies

Consectetur adipiscing elit.
quam. Duis enim justo, porta vitae, convallis eu,
scelerisque in, magna. In hac habitasse platea
dictumst.



Business Planning

Consectetur adipiscing elit. Sed cursus diam vitae
quam. Duis enim justo, porta vitae, convallis eu,
scelerisque in, magna. In hac habitasse platea
dictumst.



Newsletter Sign-Up

Consectetur adipiscing elit. Sed cursus diam vitae
quam. Duis enim justo, porta vitae, convallis eu



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Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety


redparques


NACIONALES
PARQUES
COLOMBIA


Ministerio
del Ambiente


PERÚ

Ministerio
del Ambiente

Servicio Nacional
de Areas Naturales
Protegidas por el Estado


WWF

based on a decision of the German Bundestag

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20. Profile Facebook Photo



21. Newsletter Template



22. Ad Banner 728 x 90 px



