

VISUAL IDENTITY AND APPLICATIONS 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".



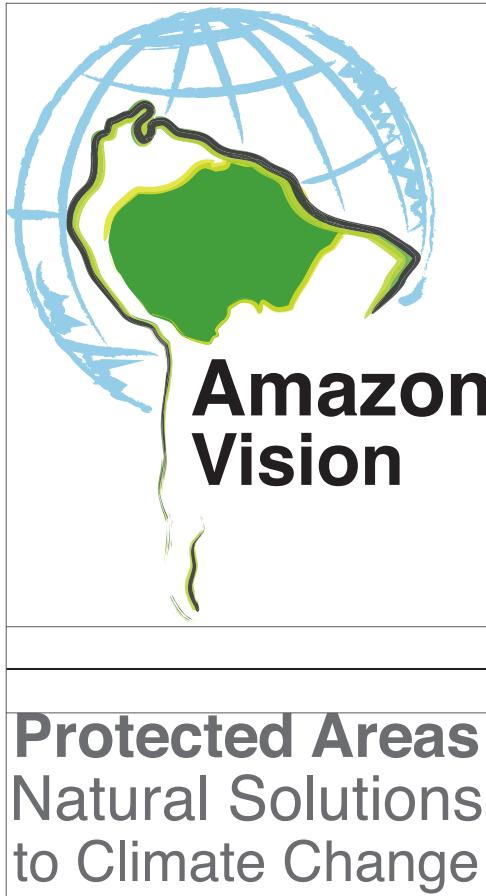
2. For the NASCC Project

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 NASSC 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**

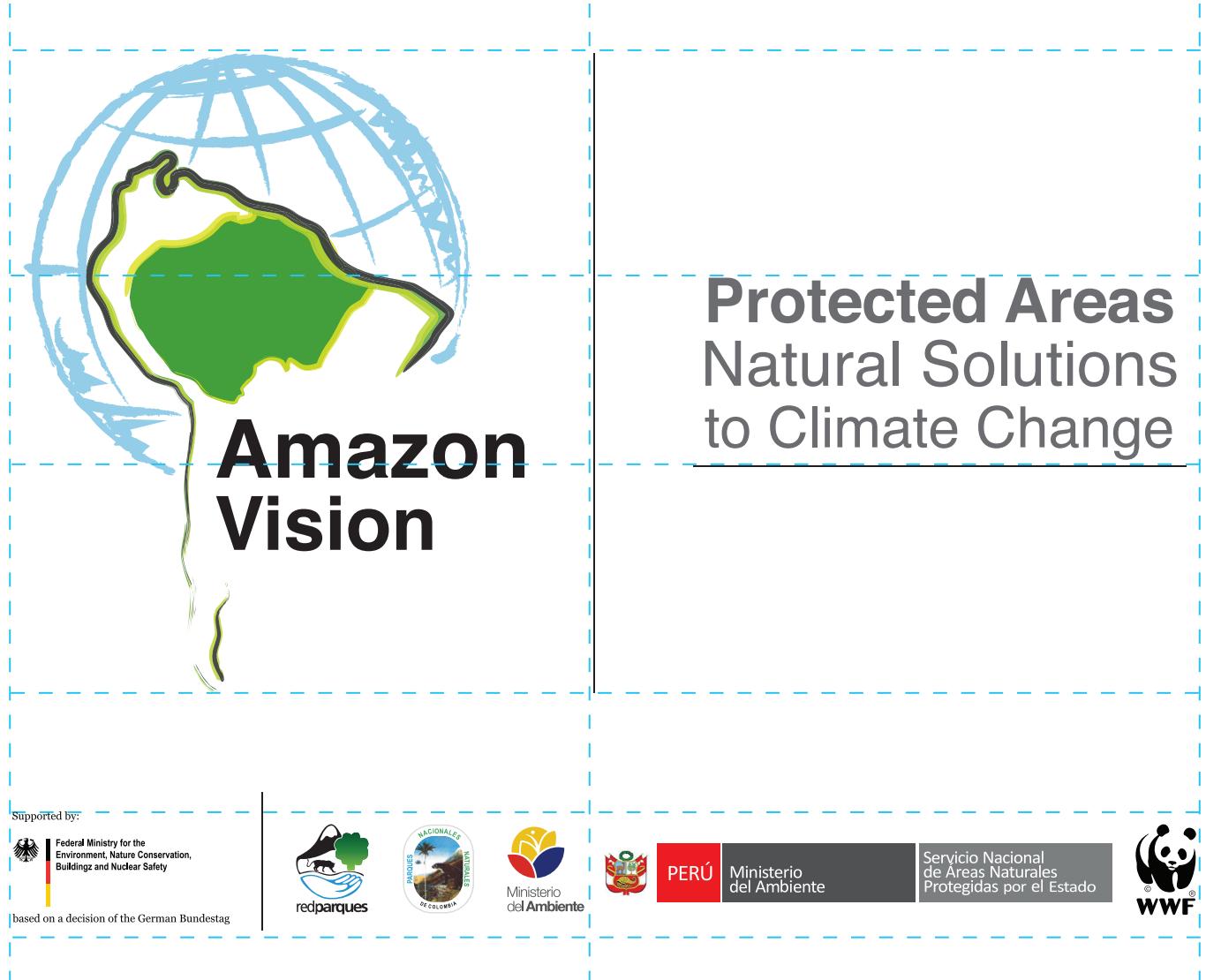
2. Amazon Vision Logo; uses and applications for especific projects



1cm			1cm
		<p>Protected Areas Natural Solutions <u>to Climate Change</u></p>	
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.

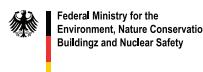
3. Disposition and order of logos of the project partners and donors





Protected Areas Natural Solutions to Climate Change

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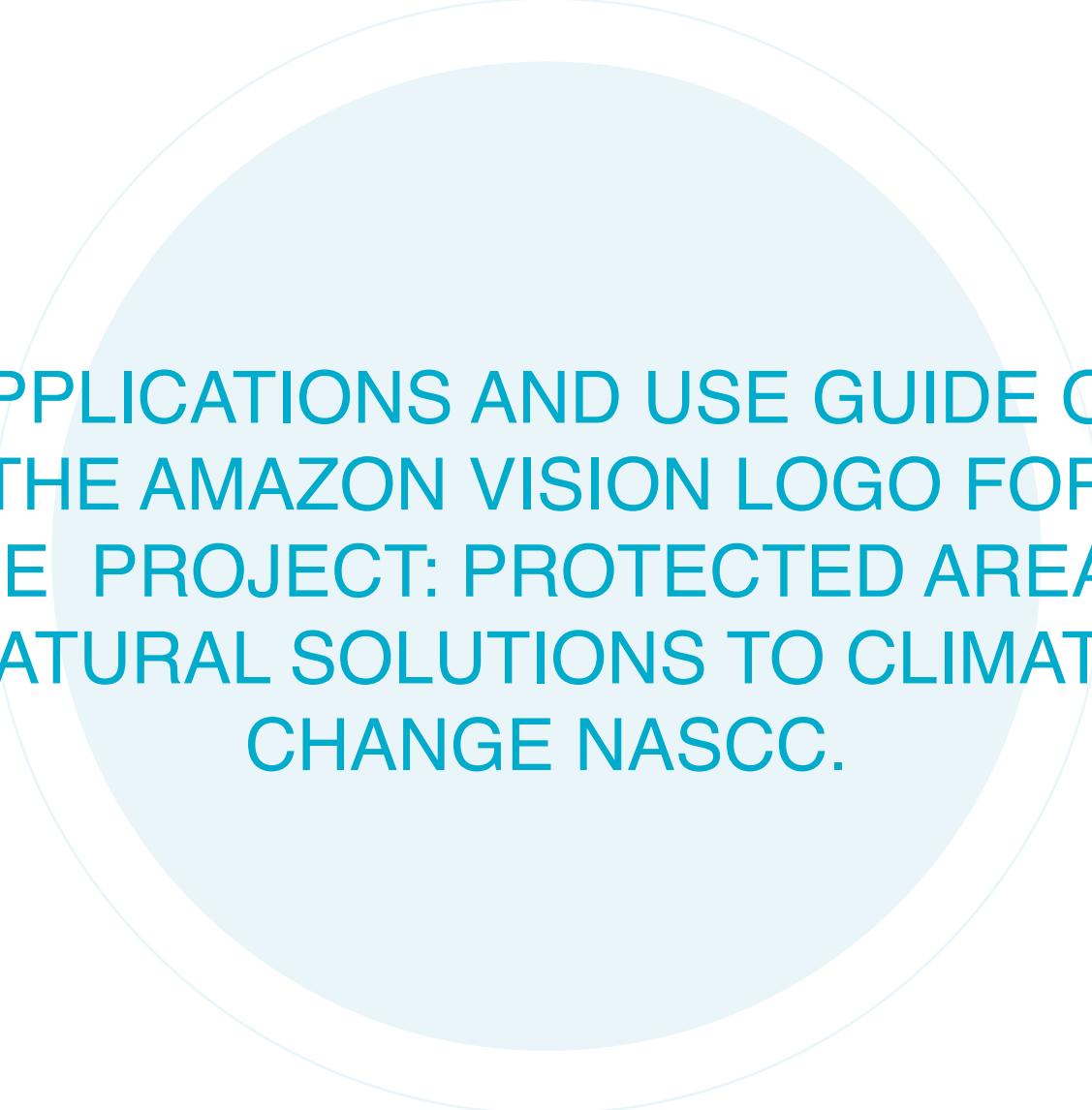


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APPLICATIONS AND USE GUIDE OF THE AMAZON VISION LOGO FOR THE PROJECT: PROTECTED AREAS, NATURAL SOLUTIONS TO CLIMATE CHANGE NASCC.



Protected Areas

Natural Solutions to Climate Change



Protected Areas

Natural Solutions to Climate Change



Protected Areas

Natural Solutions to Climate Change

5. Reserve area



6. Typography

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

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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 graysacale

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



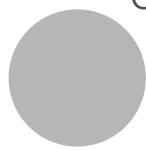
C M Y K : C:6 M:5 Y:5 K:85



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



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



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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



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



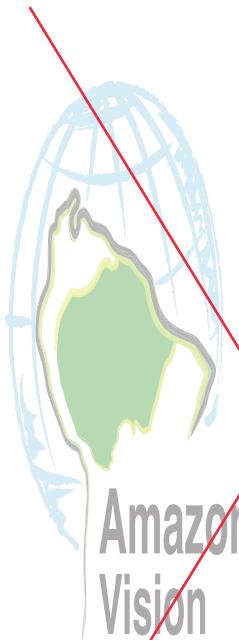
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Natural Solutions
to Climate Change



Protected Areas
Natural Solutions
to Climate Change



Protected Areas
Natural Solutions
to Climate Change



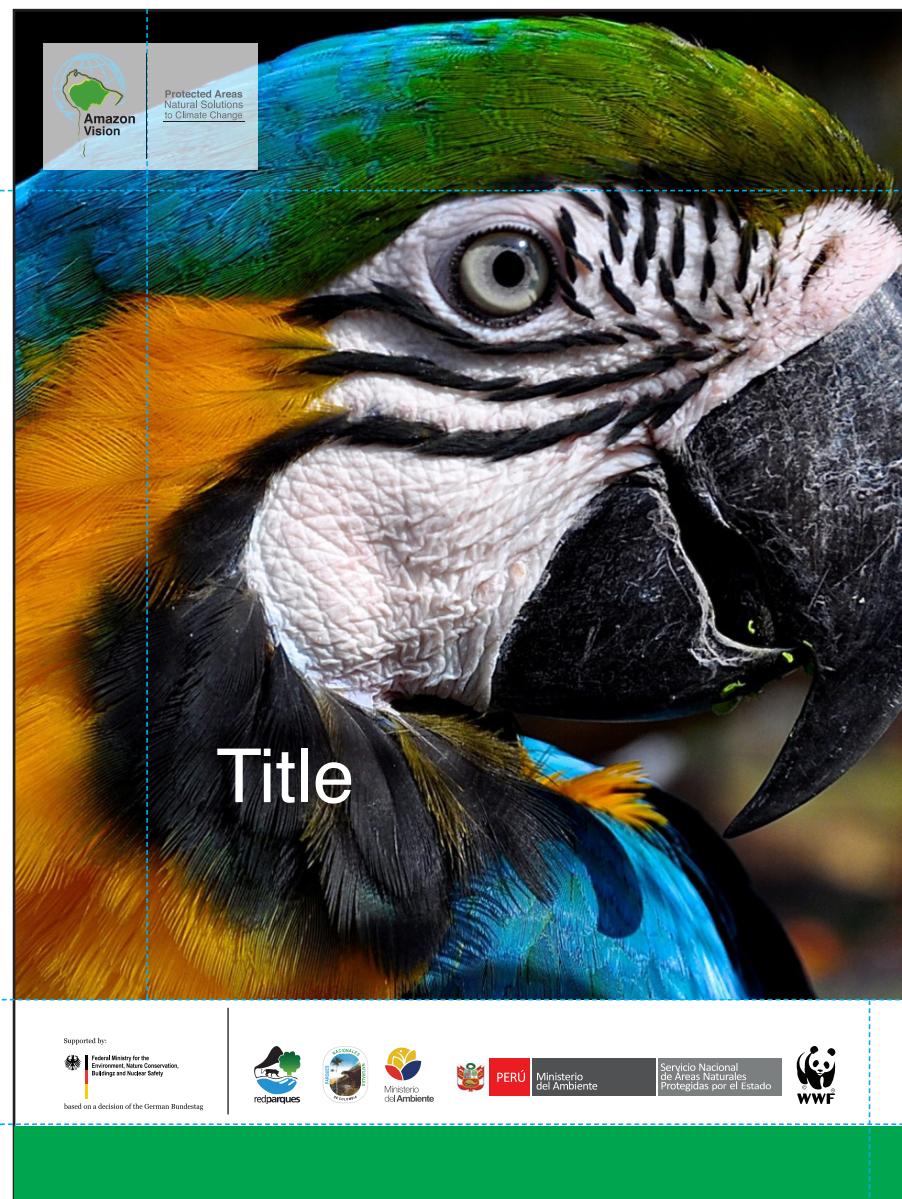
Protected Areas
Natural Solutions
to Climate Change



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.

Custom text

Custom text

Custom text

Custom text

El logo sirve para identificar la iniciativa y los proyectos que trabajan en el marco de ella, su comunicación y actividades. El logo tiene 2 versiones, una con el lema "Áreas Protegidas más allá de las Fronteras" y otra sin el lema. Además, dependiendo de las posibilidades de impresión el logo debe representarse en 5 tintas o colores (verde claro, verde oscuro, azul claro, gris y negro) o en un solo color. También está prevista una versión negati dependiendo de las posibilidades de impresión el logo debe representarse en 5 tintas o colores (verde claro, verde oscuro, azul claro, gris y negro)

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CORFORESSES

Ministerio del Ambiente

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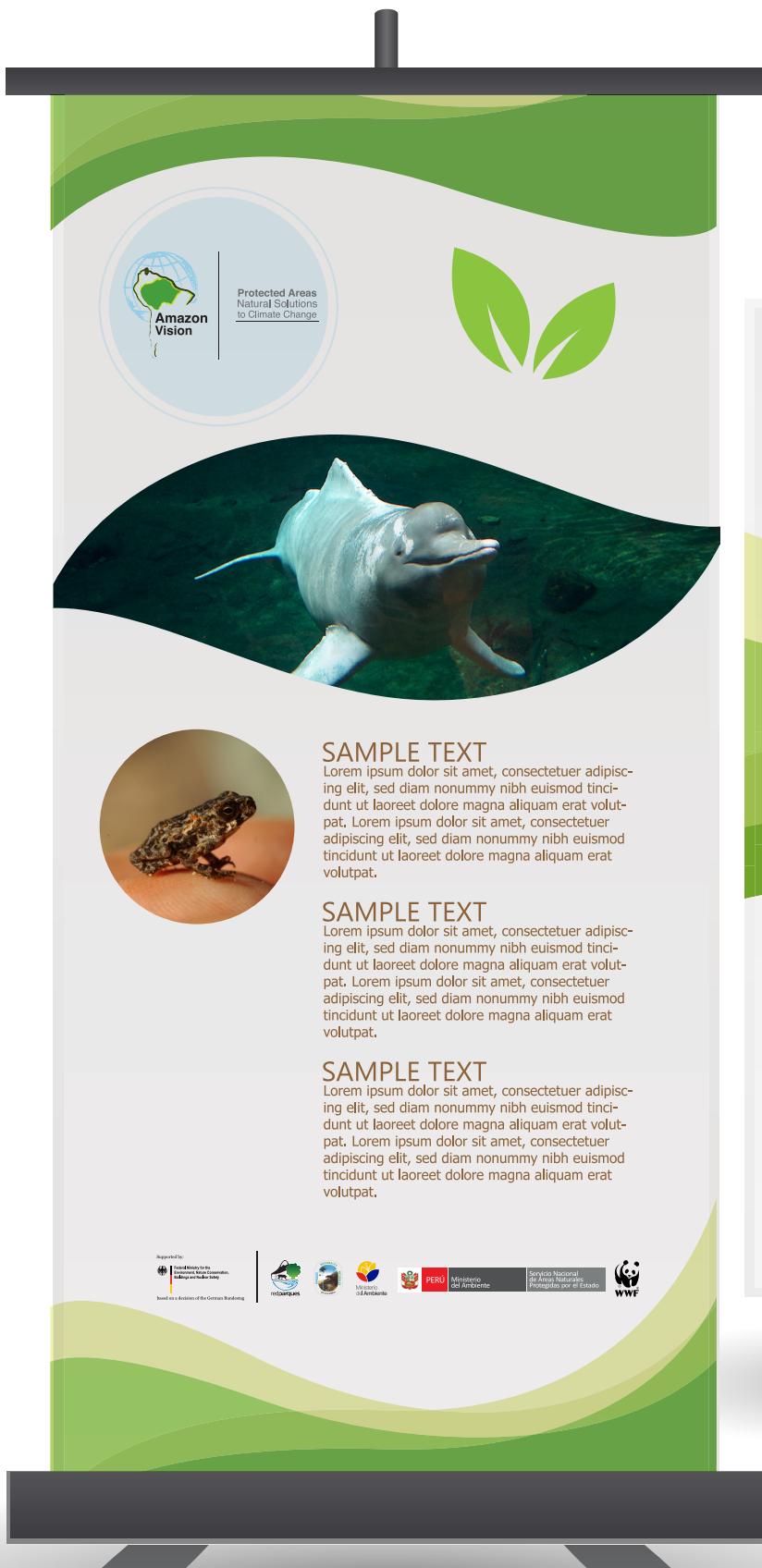
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WWF

13. Letter size Folder





15. Label CD



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



17. Basic Stationery



18. T-Shirts & Caps





APPLICATION IN DIGITAL COMMUNICATION MATERIALS

19. Home Web site



Protected Areas
Natural Solutions
to Climate Change

HOME

ABOUT US

SOLUTIONS

PARTNERS

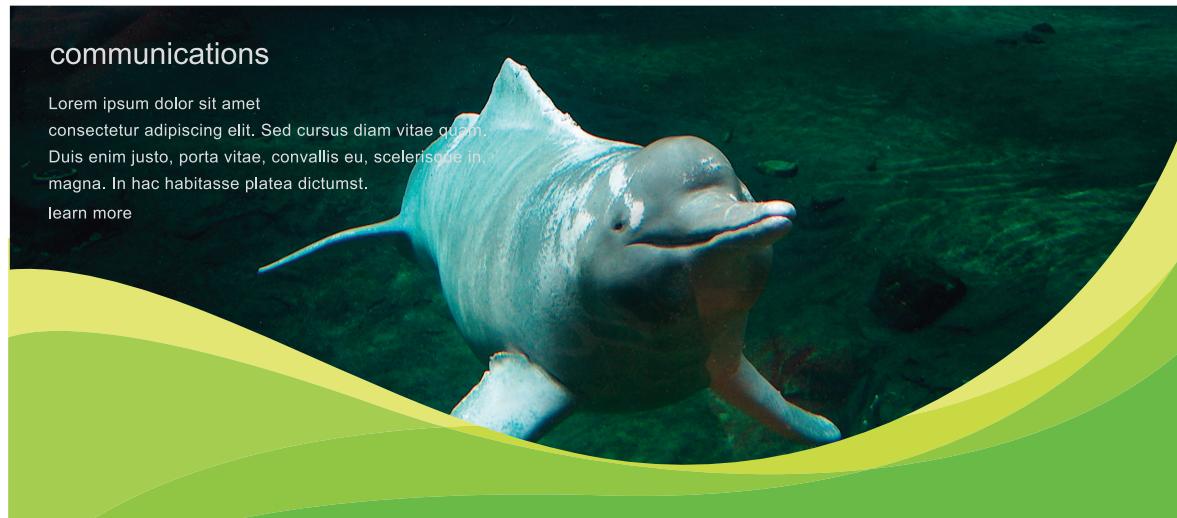
SERVICES

CONTACTS

communications

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[learn more](#)



Business Strategies

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



Business Planning

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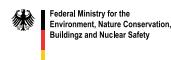
Newsletter Sign-Up

[submit](#)

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



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20. Profile Facebook Photo

The screenshot shows a Facebook profile page. At the top, there's a blue header bar with the Facebook logo, a search bar, and navigation links like 'Inicio' and 'Anuncios'. The main profile picture is a large image of a dolphin swimming in the ocean. Below the profile picture, the page title is 'communications' and the bio text is: '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.' There's a 'learn more' link. To the left of the profile picture is a small box for 'Amazon Vision' with the text 'Protected Areas Natural Solutions to Climate Change'. Below the profile picture are tabs for 'Biografía', 'Información', 'Fotos', 'Amigos', and 'Más'. On the right side, there are several sidebar modules: 'Anuncios', '¿MBA, propósito para 2014?', 'Sesión gratuita, Regístrate aquí', 'Recuerda suscribirte, al canal de Jese1801, si te ha servido ponme gusta en el video', 'Vender tu cel es fácil', and 'Vende tu celular y cómprate lo que quieras'. At the bottom, there are sections for '¿Ya te subscribiste?' and '¿Te sirvió el video? Pon me gusta'.

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 Protected Areas
Natural Solutions
to Climate Change

Email Newsletter

Visión Amazónica

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](#)

See Details ►





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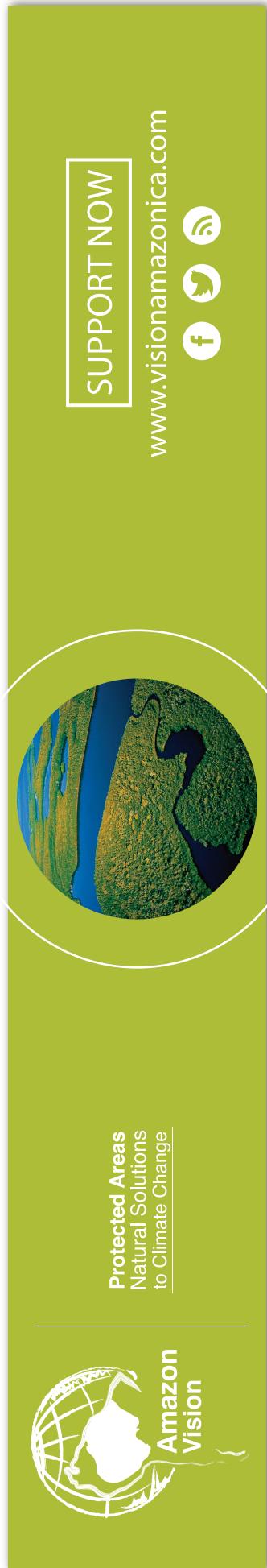
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23. Power Point Template

