



GENDER-RESPONSIVE COASTAL ADAPTATION

BRANDING GUIDELINE

Enhancing adaptive capacities of coastal communities,
especially women, to cope with climate change induced salinity

GCA Branding Guide

A brand style guide is a rulebook that explains how an organization presents itself to the world through its logo, font and color selections, photography and much more. Put another way, it's a reference tool that helps maintain consistency in what a brand looks, feels, and sounds like. So, like many the Gender-responsive Coastal Adaption (GCA) project is also interested to use unique representation by using its branding materials. Lead by the Bangladesh Ministry of Women and Children Affairs, the GCA project is a 6-years project (2018-2024) focuses on the Southwestern coastal districts of Khulna and Satkhira funded by the Green Climate Fund (GCF), Government of Bangladesh (GoB) and technically supported by United Nations Development Program (UNDP).

These branding guidelines set out the conditions applicable to the use of the GCA logo (the "GCA Logo") by the GCA project & the partners who have entered into a contract/agreement with the GCA (the "Responsible Parties"), pursuant to which such partners agreed to comply with the Guidelines. These guidelines apply to the use of the GCA Logo on any material, whether in print or electronic format and regardless of their form or material, including any documents, reports, photos, designs, drawings, panels, labels, assets, equipment, social networking sites and websites.

WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals GCA choose and the words it uses — every part of GCA's brand is an important part of whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help to use with a single, influential style to generate bold, engaging communications, build strong bonds with audiences, and protect GCA's brand for years to come.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

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Or download from

GCA Website: <https://www.gendernclimatedwa.org>

Visual identity - LOGO

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.



General Guideline

Reporting and review

- On request from GCA, the partners shall transmit to reproduction, or visual representation of any such material on which the GCA Logo have been used.
- GCA project may review materials reported by the partners and verify their compliance with these Guidelines, as appropriate.
- At any time GCA may request any RP/s to stop, suspend or limit the use of the GCA Logo on any materials, and/or suspend, limit, or stop the production, distribution, reproduction of such materials. In that event, GCA and the relevant partner will consult on any potential issues or implications arising therefrom.

Compliance

- In the event the partner becomes aware of any circumstance or event that may result in the use of the GCA Logo being incompliant with these Guidelines, the Partner shall promptly report to GCA.
- For any misuse or abuse of GCA logo by any third party, the partners shall immediately inform GCA concern personnel.
- GCA does not assume any responsibility for any loss, damage, or any other liability arising from the partners' misuse or abuse of the GCA Logo.

Do not use GCA Logo

- On materials on which the partners have no control and whose content may be modified by third parties (e.g. PowerPoint presentations not directly presented by the partners, web platforms with online fora, social network pages).
- On materials that breach, or may potentially breach, ethics, public order, legal or social norms, or human rights.
- If it may jeopardize the safety and/or security of any person, property, facility or asset associated with the GCA Logo.

Do not

- Change the colors of the logo
- Condense, expand, or distort the logo unproportionally.
- Add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
- Resize any individual elements of the logo and adjust the placement of logo icon.
- Rotate the logo.
- Crop the logo.

Amendment

GCA project reserves the right to amend these Branding Guidelines at its own discretion. The amended Branding Guidelines will be available on the GCA website at <https://www.gendernclimatedwa.org>

Legibility

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the half of the height of the capital G in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



Background Colours

You should always try to use the positive (main) version of the logo.

However, when the background is the same colour as an element of the logo you can use the white background version.

Avoid using the logo on a plain green or greenish background. If this cannot be avoided, use the white background version of the logo to ensure legibility.



Background Images

Use the main version on light backgrounds.

Use the white background version on dark backgrounds which do not contrast with the any part of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

Placements

GCA logo should not be placed:

In Footer or below of any documents

Against a visually confusing background or image.

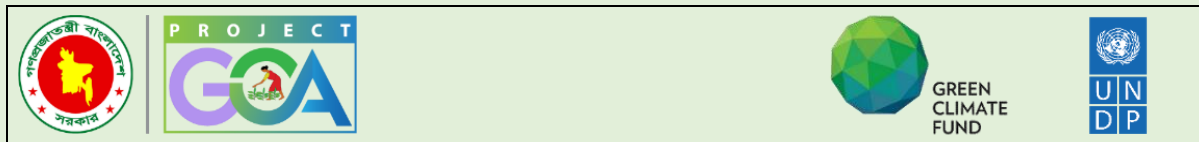
Too close to other visual elements. The partners must ensure that any other visual elements are placed outside of the exclusion zone (a grey area), as illustrated below.

For single use of content GCA logo should be placed on the middle of the document (i) and use of combination with donor and implementing agencies (ii) keep the GCA logo in left.

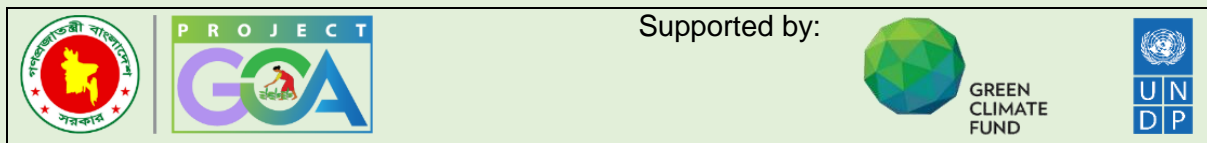
- I. For single use of logo should be kept in middle of contents



- II. For the use of combination of donor & implementing partner logo



- III. Or, for the use of combination of donor & implementing partner logo



Size or Dimensions

The size, importance and placement of the GCA Logo shall clearly reflect project activities and in a manner that will not create any confusion regarding the ownership, property of, responsibility for, the materials on which they are displayed or for the related activities.

As a general rule, the size of the GCA Logo should be equal to that of the Donor & implementing agencies.

Depending on the nature and scope of the GCA's contribution to the activities or events, the GCA Logo may be smaller than the one of the Donor or implementing agencies.

In any case, the GCA Logo cannot be bigger than the logos of the Donor or implementing agencies.

Minimum size refers to the smallest dimensions allowed for the Switcher Studio logo. The minimum sizes for each configuration of the logo are listed below

For print (W x H): 1.48 x 0.5 " minimum
For web (W x H): 162 x 55 pixel minimum



Items	Donor Logo Size	Partner Logo Size
12 ft x 6 ft (Banner)	GoB + GCA: 26.54 inc x 8.86 inc GCF: 16.95 inc x 8.86 inc UNDP: 4.48 inc x 8.86 inc	CNRS: 6.03 inc x 5.14 inc DSK: 21.83 inc x 5.14 inc BRAC: 15.37 inc x 5.14 inc
10 ft x 4 ft (Banner)	GoB + GCA: 17.45 inc x 5.92 inc GCF: 11.5 inc x 7 Inc UNDP: 3.1 in x 6.2 inc	CNRS: 4 inc x 4 inc DSK: 21 inc x 3.3 inc BRAC: 11.5 inc x 4 inc
6 ft x 4 ft (Banner)	GoB + GCA: 13.5 inc x 4.5 inc GCF: 8.6 inc x 5.3 Inc UNDP: 2.3 in x 4.6 inc	CNRS: 3 inc x 3 inc DSK: 2.5 inc x 16 inc BRAC: 3 inc x 8.8 inc
2 ft x 5 ft (X-Banner)	GoB + GCA: 9.9 inc x 3.4 inc GCF: 5.5 inc x 3.4 Inc UNDP: 1.7 inc x 3.4 inc	CNRS: 2 inc x 2 inc DSK: 9.7 inc x 1.5 inc BRAC: 5.4 inc x 1.8 inc
2 ft X 3 ft (Festoon / Poster)	GoB + GCA: 7.4 inc x 2.5 inc GCF: 4 inc x 2.5 Inc UNDP: 1.3 in x 2.5 inc	CNRS: 2 inc x 2 inc DSK: 9.7 inc x 1.5 inc BRAC: 5.4 inc x 1.8 inc
8.7 inc x 11.69 inc (A4)	GoB + GCA: 1.48 inc x 0.5 inc GCF: 1.2 inc x 0.7 Inc UNDP: 0.3 in x 0.7 inc	CNRS: 0.3 inc x 0.3 inc DSK: 1.9 inc x 0.3 inc BRAC: 1.1 inc x 0.3 inc
18 inc x 24 inc (Poster)	GoB + GCA: 7.3 inc x 2.5 inc GCF: 4 inc x 2.5 Inc UNDP: 1.2 in x 2.5 inc	CNRS: 1.5 inc x 1.5 inc DSK: 7.8 inc x 1.2 inc BRAC: 4.3 inc x 1.4 inc

The partner or implementing agencies of GCA should strictly follow the size dimensions of the GCA logo along with Donor and accredited entity on any printing material as prescribed below. The partner will also follow the guideline for their logos also as given.

Guideline for **GCF** Logo

As a general rule, when ownership is equal (e.g. a jointly published report), the size of the GCF Logo should be equal to that of the Partners.

Depending on the nature and scope of the GCF's contribution to the activities or events, the GCF Logo may be smaller than the one of the Partners.

In any case, the GCF Logo cannot be bigger than the logos of the Partners.

The GCF Logo should not be altered in any way. Specifically, do not:

Crop, flip or rotate the GCA Logo.

Stretch, distort, re-color, apply filters, or animate the GCA Logo.

Apply a colored mask or a text box to the GCA Logo.

Size and placement of GCF logo:

The size, prominence and placement of the GCF Logo shall clearly reflect the nature and scope of the GCF's support to activities or events, in a manner that will not create any confusion regarding the ownership, property of, or responsibility for, the Materials on which they are displayed or for the related activities and events.

The GCF Logo **SHOULD NOT BE PLACED**

Against a visually confusing background or image; or

Too close to other visual elements. The Partners must ensure that any other visual elements are placed outside of the exclusion zone (a grey area), as illustrated below.



Guideline for UNDP Logo

When possible, the UNDP logo should be placed in the upper-right corner. Consistent placement gives visibility to the logo. Products will be easily identified as belonging to UNDP. It will also be in keeping with the format adopted for press releases, media advisories and letterheads.

On magazines, reports, books, brochures and other publications, the UNDP logo should be placed at the top right-hand corner of the front cover. In the case of Arabic language publications, logos would be placed on the upper left corner.

In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The examples below illustrate some common errors that should be avoided. Such misuses will undermine UNDP's efforts to project a unified image.



Do not distort the shape of the logo



Do not rearrange the elements



Do not add an outline to the logo



Do not change the style or colour of the element

Visual identity - GRAPHICS

GCA graphics inspire the audience, but also add value and further develop our brand. Use the green based original graphics (i, ii, iii, iv) for any publications, banner, poster, presentation, or report.

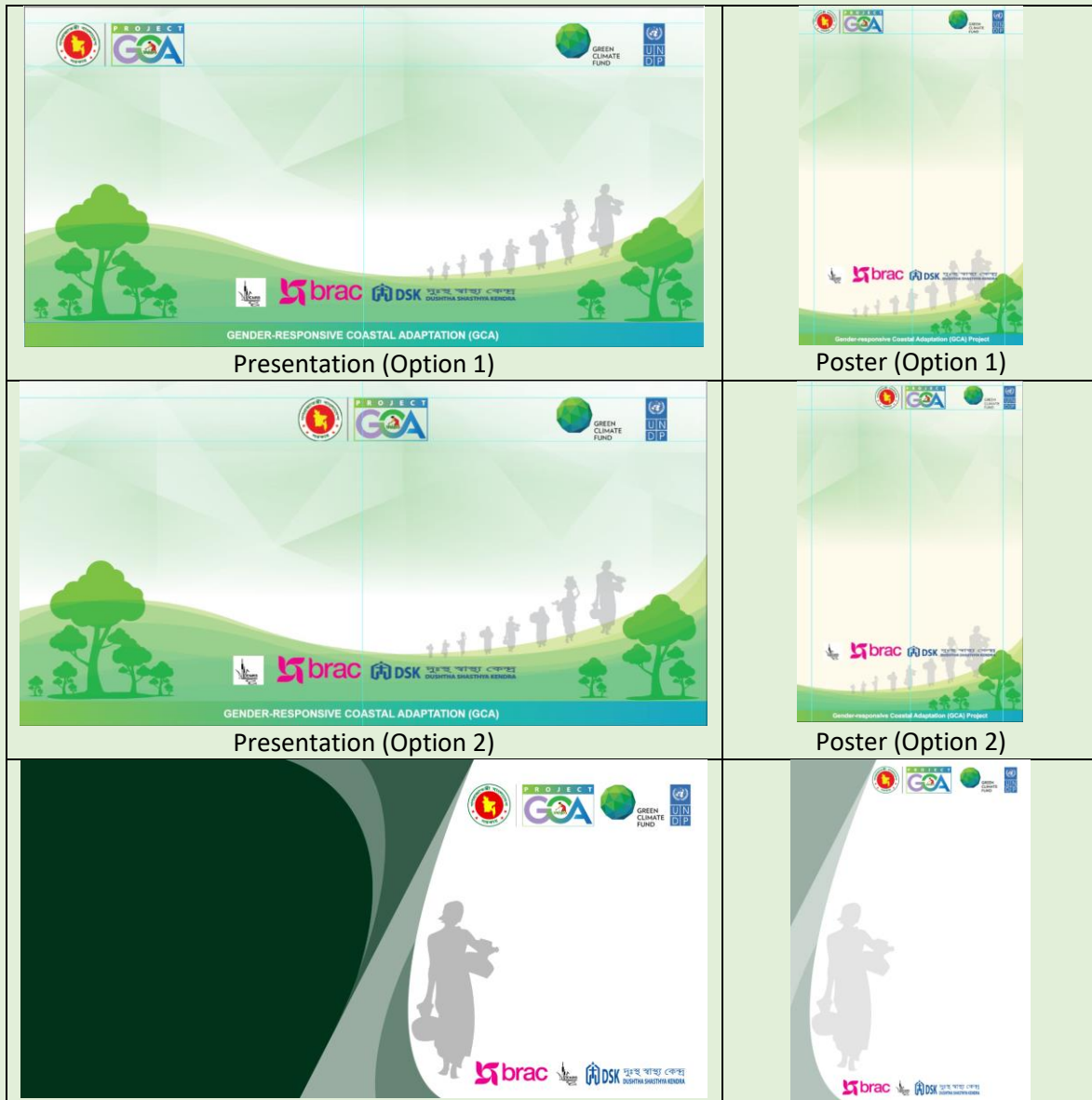
In case of color printing limitation, monochrome version (v, vi, vii) of the image also can be used without distorting the graphical content of the image. Graphics are important tools and help create brand recognition and engage the audience.

Original green based graphic (iii & iv) can be used in footer of report, poster, banner etc.



Placement of Partner's Logo

On any adverts or promotion materials, reports, banners, posters or festoons the partners' logo should not place before or above GCA or GCF and UNDP logo. The partner's logo should be placed only beneath of each item.

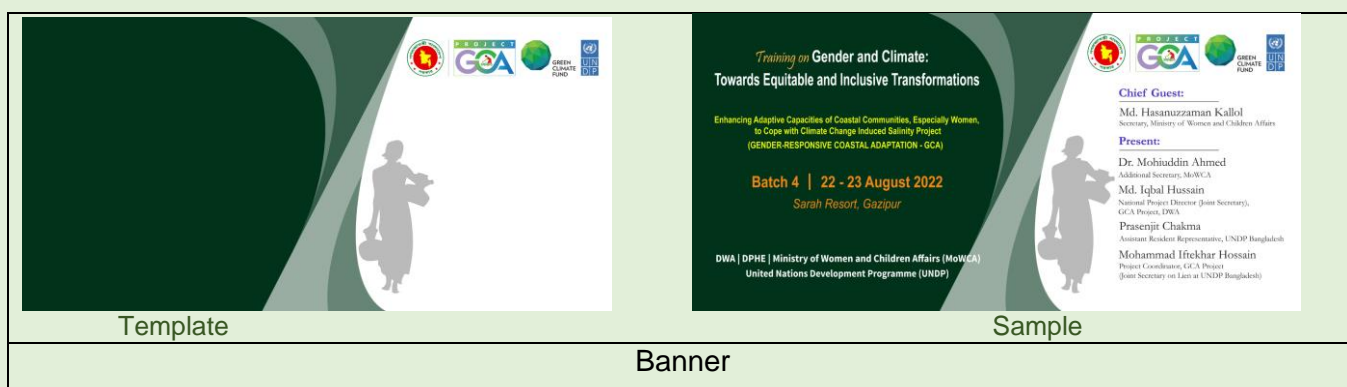


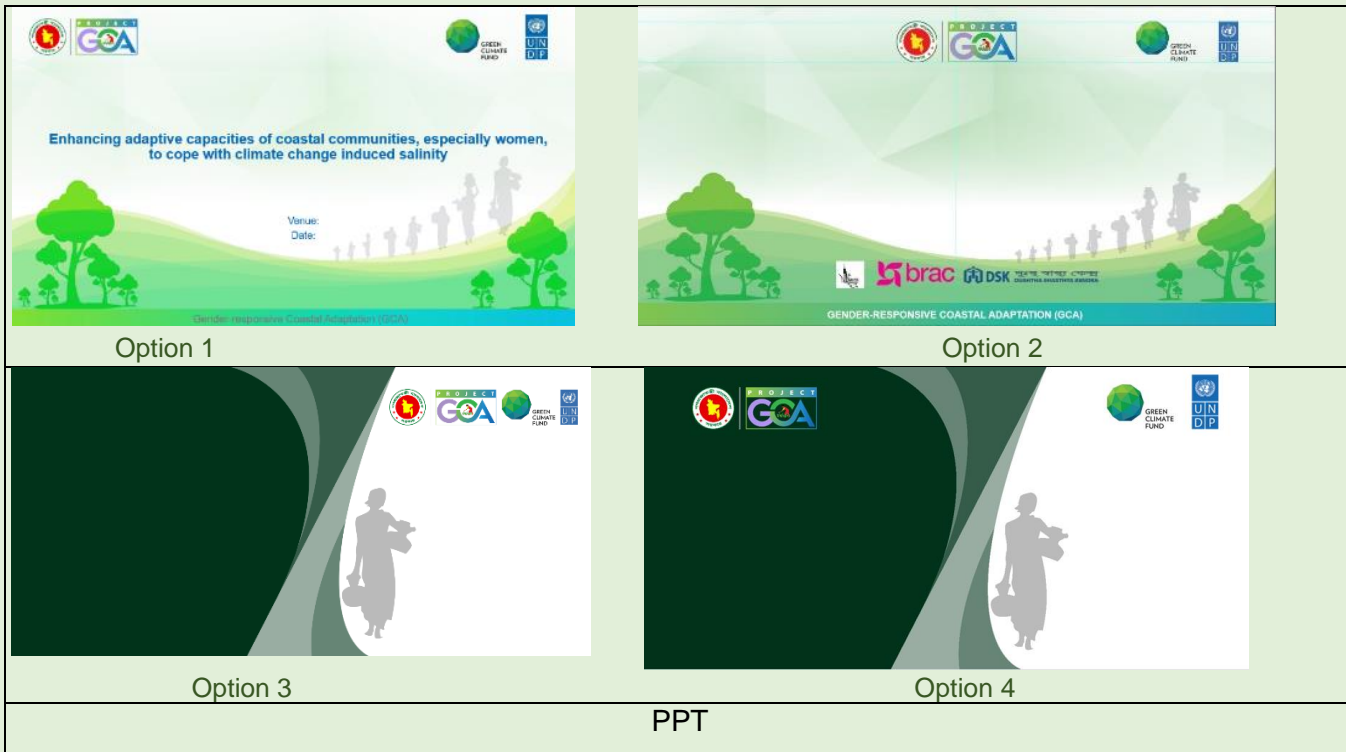
Use on Partners' websites

Subject to the conditions, the partners may display the GCA Logo on their website in a manner that clearly reflects the nature and scope of collaboration between GCA, and the partner concerned, and that will not create any confusion regarding the ownership, the property of, or responsibility for, the website. Specifically, the GCA Logo.

May be displayed on the webpage (e.g. in the main content or the sidebar) that lists the partners, collaborators, donors or funders; but always should be placed on top.

Sample templates







T-Shirt



Vest



Mug and Thumb Drive



Bag and Pen holder



Pen