

Regions4 Brand guidelines

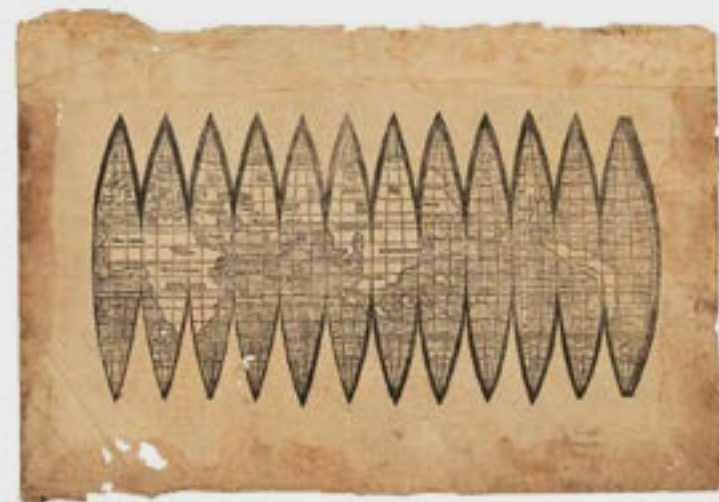
Introduction

This guide provides a practical summary of the fundamental features of the Regions4 brand. It must be used as a guide in producing any kind of element related to this brand.

Consider this guide as the reference document for correctly applying the Regions4 brand.

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01 Brand concept



Waldseemüller's globe map is a map of many firsts: the first printed globe, and the first "accurate and complete" map of the world in 360°.

The world map is our symbol. It represents our global presence and the sum of many different parts. Each separate part represents a member of the Regions4 network, working together for a common cause. The symbol also reveals our role as connectors and catalysts of change, and its unique shape shows our different way of doing things through closeness and collaboration.

Main version
Construction
Exclusion zone & Minimum sizes
Variations
Wordmark misuse

02 Logotype & Symbol

Main Version



This is our new logo. It's our signature and brand guarantee. It's the graphic encapsulation of our values and serves to identify everything that represents us: all we do and say.

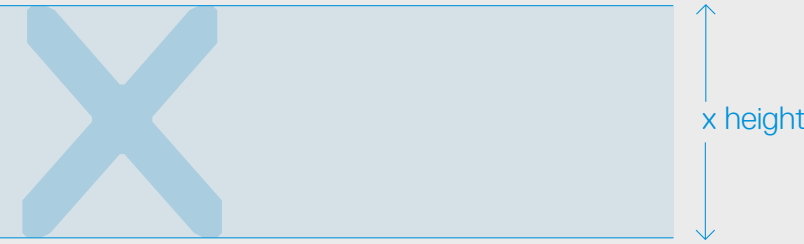
WHY 4?

We consider the “4” as a preposition (for), instead of a real number to avoid connecting it with a creative concept. “4” is a call to action.

Construction

Make sure to only use the Final Artwork provided to you. These are not to be modified by any means.

These are the proportions used to build our wordmark. The "x" height will be used to determine the reserved spaces.



Exclusion zone
& Minimum sizes

For the wordmark to preserve its legibility, it is critical to respect the reserved space. This is marked out by the repetition of the lowercase “x”, creating an exclusion zone. This space should never be invaded by any other element, whether it be text, images or other logos.

Minimum digital size



Minimum print size

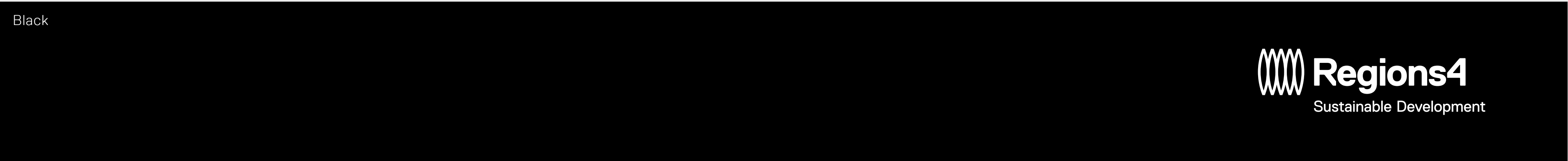


Positive

Blue

Positive monochrome

Negative monochrome



Variations

Whenever you apply Regions4’s wordmark, you should make sure that it has adequate contrast from the background and has a primary role in the communication piece.

Depending on the background colour or when applying the wordmark on top of pictures, you should use the positive or negative version of the logotype, so we don’t compromise its visibility/legibility.

Wordmark misuse

Avoid incorrect use of the wordmark, as seen on the right. For correct use, refer to the guidelines previously listed in the document (shown below).

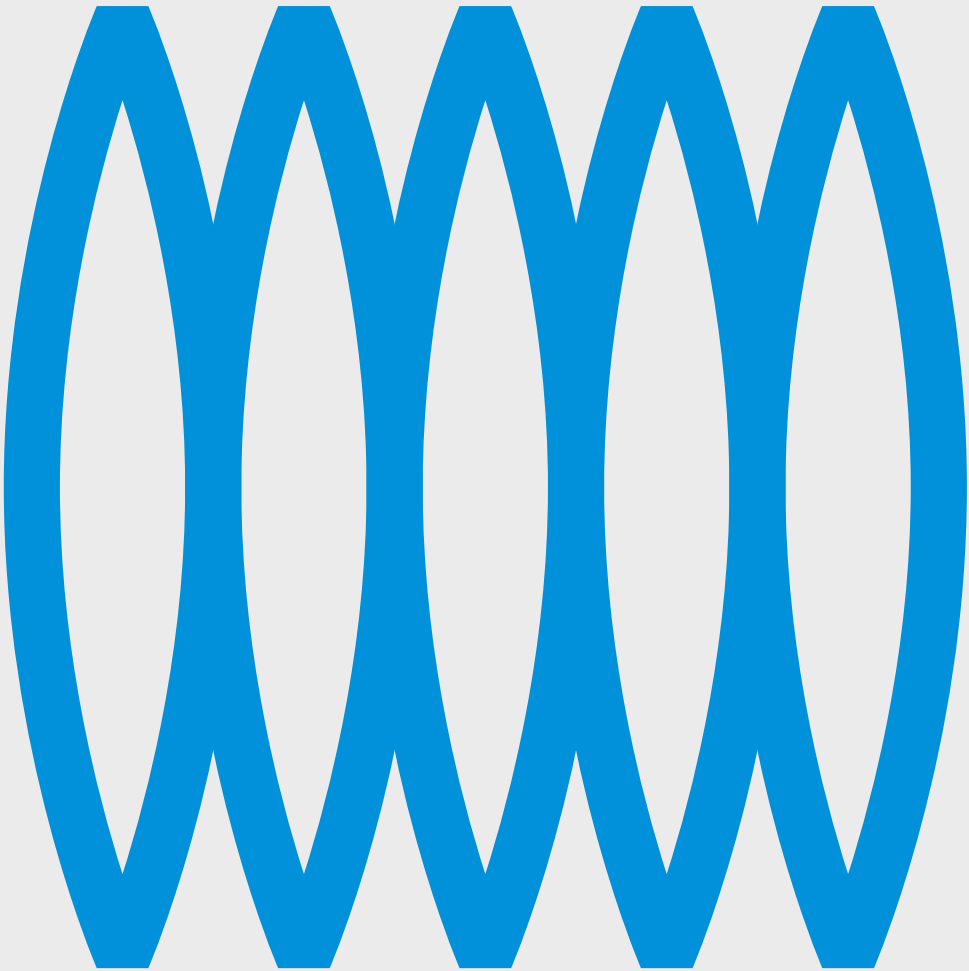


Main Version

This is our new symbol. The five seeds united, based on the ancient map, are our minimum amount for signature and brand guarantee. It's the most iconic version of our brand. It must be applied in reduced spaces when the others versions do not fit the frame.

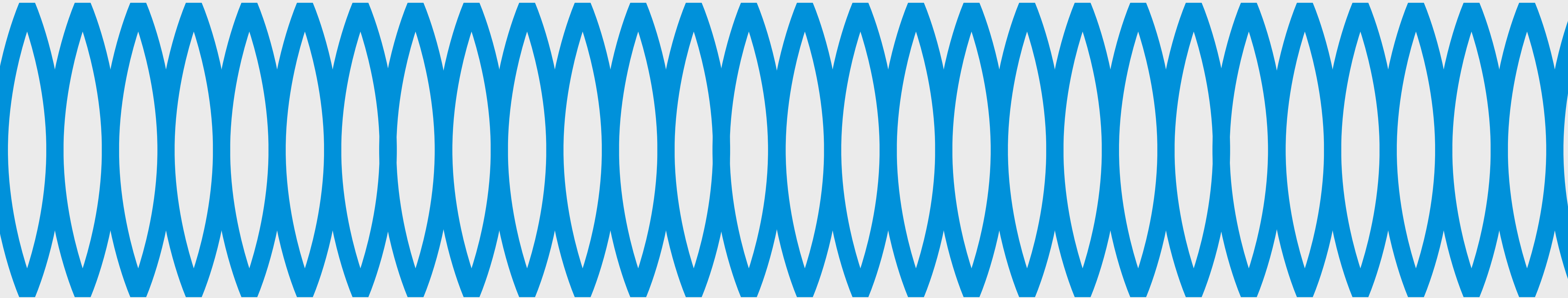
WHY FIVE SEEDS?

To avoid any possible confusion with the numerical number "4", we decided to create a compact icon of five seeds, honouring the 12 parts of the original map from Waldseemüller.



OUR PATTERN

To reinforce our international connection, we have created this pattern. Every single seed is a representation of our partners. When we all come together, it is possible to create a pattern to express this commitment that unites us.



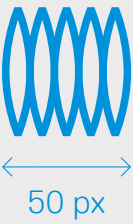
SEED

This is just one of many seeds. A single seed on its own does not generate any change. Do not use this symbol or pattern unless it contains five compacted seeds

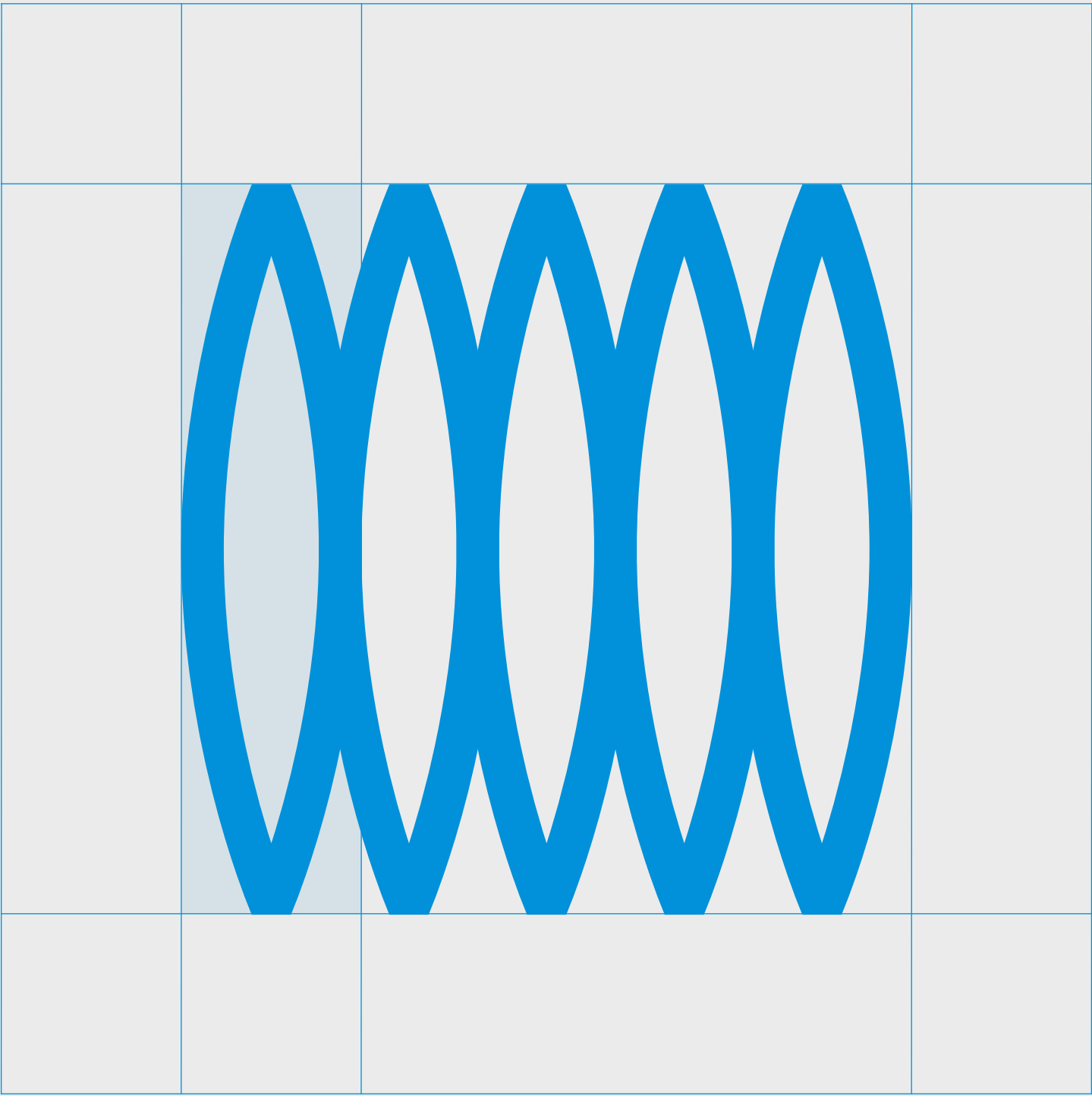
Construction

These are the proportions needed to build our symbol. This space should never be invaded by any other element, whether it be text, images or other logos.

Minimum digital size



Minimum print size



y width

The "y" width will be used to determine the reserved spaces.

Variations

Whenever you apply Regions4’s symbol you should make sure that it has adequate contrast from the background and has a primary role in the communication piece.

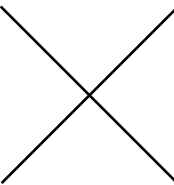
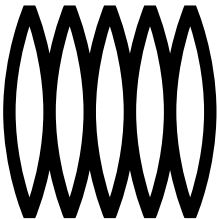
Depending on the background colour, or when applying the symbol on top of pictures, you should use the positive or negative version of the logotype, so we don’t compromise its visibility/legibility.

Blue

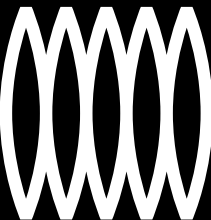
Positive monochrome

Negative monochrome

White



Black



Blue



Image



Descriptor versions
Non-descriptor versions

03 Responsive brand

①



②



Descriptor versions

③



- ① MAIN VERSION
This version should be used whenever applicable, unless the other versions fits better given the format and the content.
- VERTICAL VERSION
- ② This version is designed to be applied in smaller sponsorship environment blocks.
- HORIZONTAL VERSION
- ③ Recommended mainly for horizontal applications.

①



②



Non-descriptor versions

③



The use of the brand without the descriptor “Sustainable Development” is acceptable in specific circumstances. The non-descriptor version can be used when the logo needs to be placed more than once in the same project.

① = ③

In this case, the Main version ① and the Horizontal version ③ become the same logo because both logos have identical proportions.

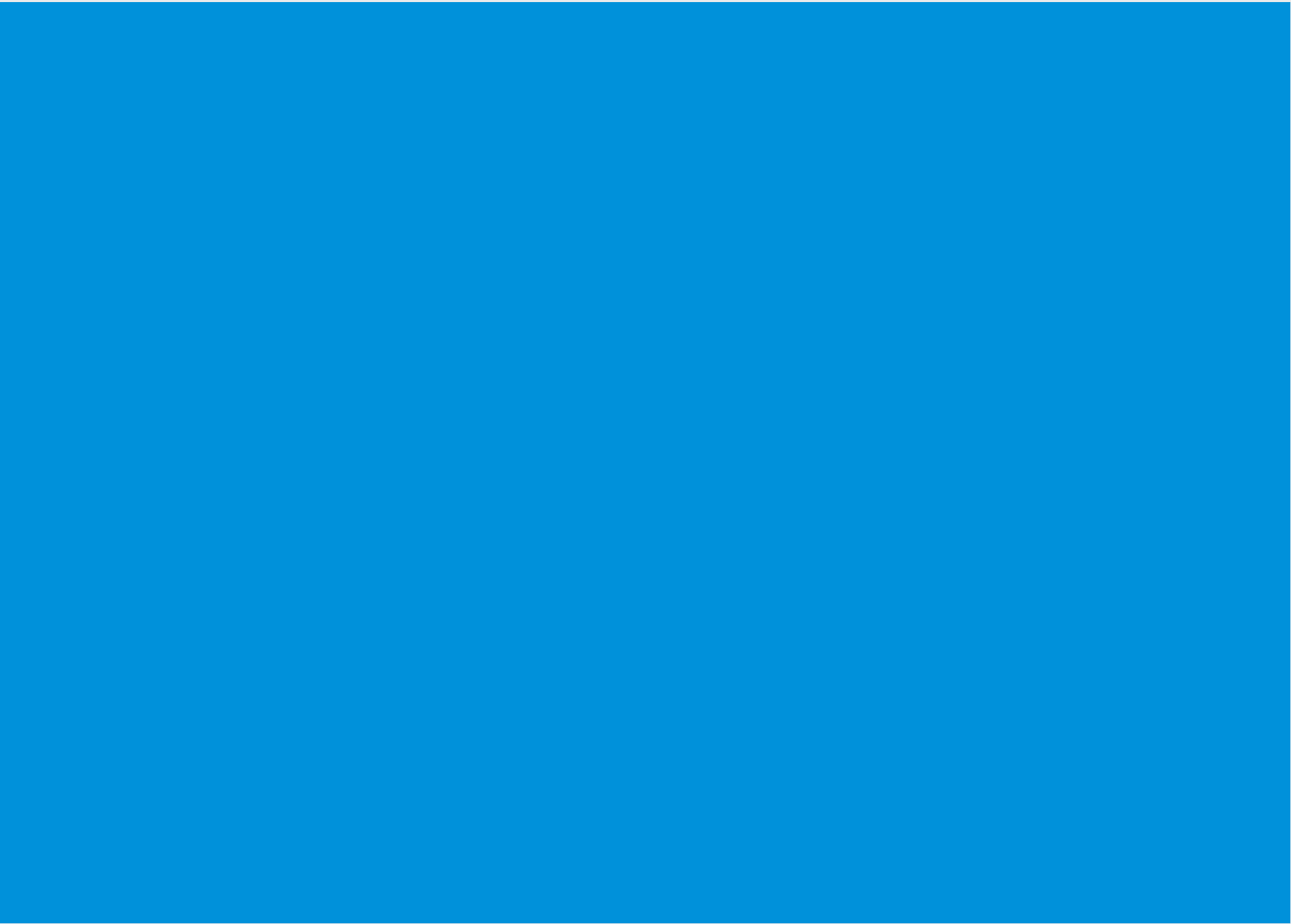
Color Palette
Typography

04 Colors & Typography

Colour Palette

Our corporate colours are a very important part of the brand’s visual identity. Therefore, using them appropriately, we can establish a direct relationship between the colours and the brand.

We have established blue as one of the main three colours that represent the Regions4 brand, next to black and white.



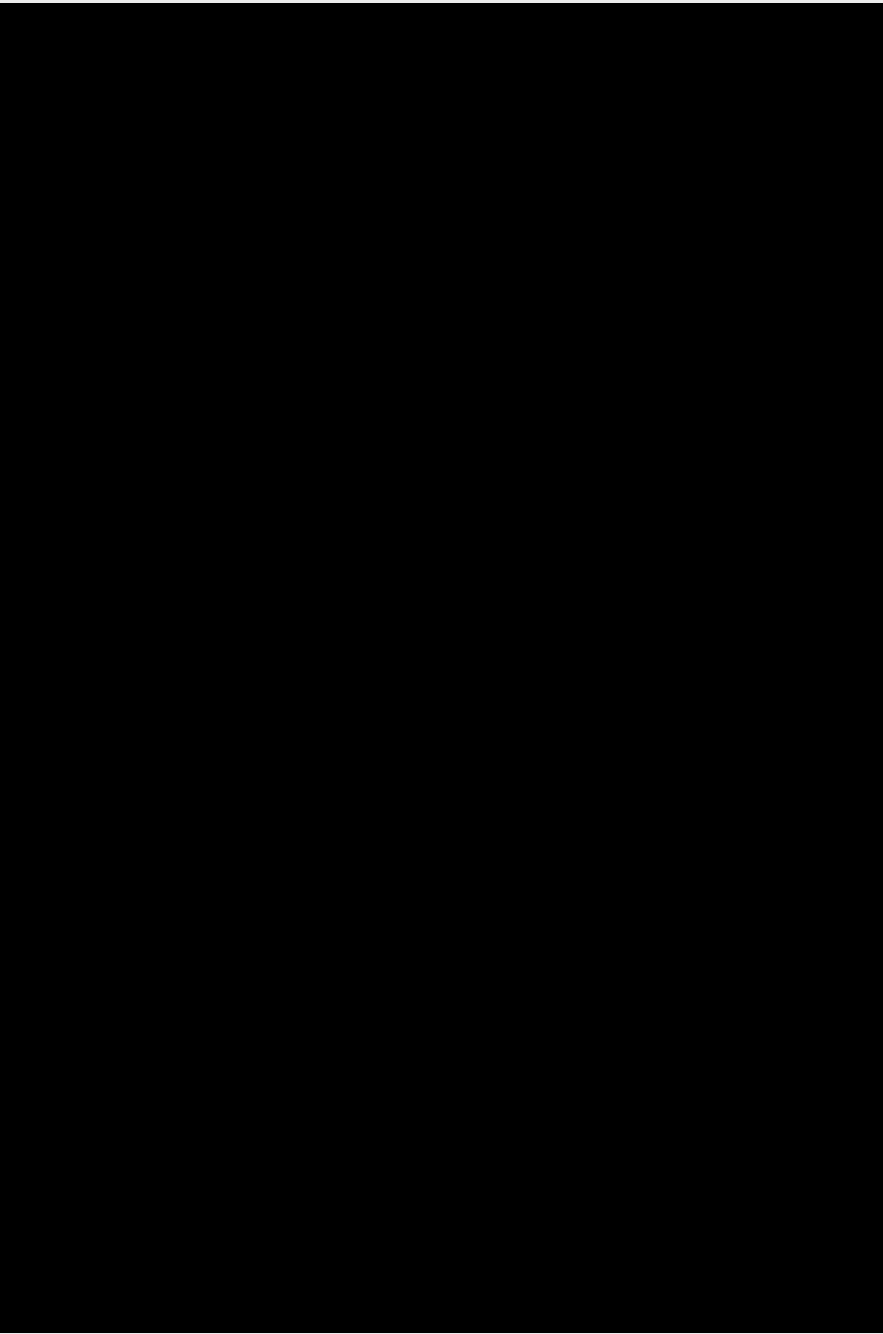
Regions4 Blue

PANTONE 2192 C
RGB 0 145 218
CMYK 89% 18% 0% 0%
HEX #0091DA



100% White

PANTONE —
RGB 255 255 255
CMYK 0% 0% 0% 0%
HEX #FFFFFF



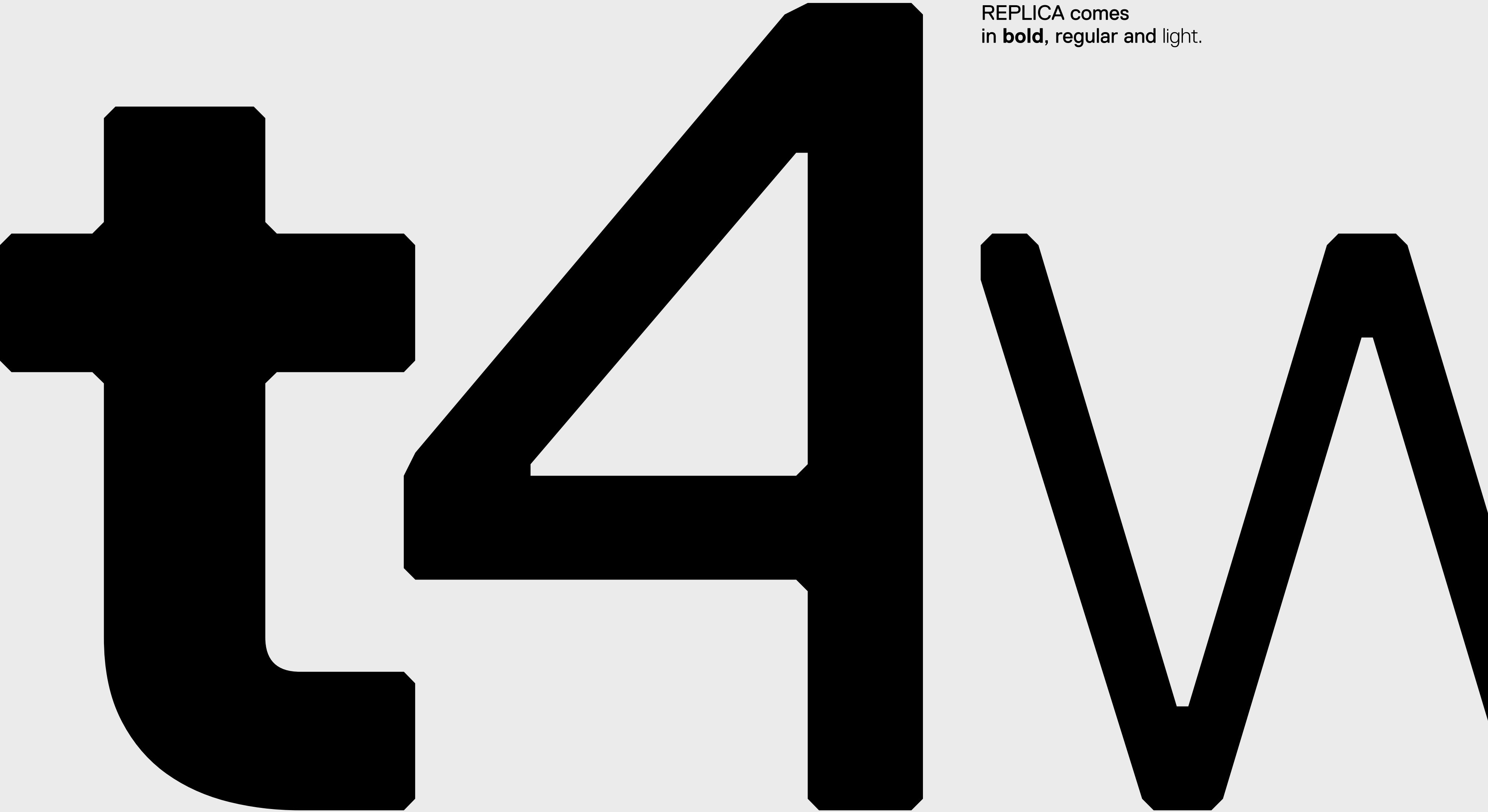
100% Black

PANTONE Black C
RGB 0 0 0
CMYK 100% 100% 100% 100%
HEX #000000

Typography

Replica is a sans serif font designed by Lineto foundry. It was designed on a religiously strict grid and conceived for text as well as for more graphic applications at large point sizes.

Their squared edges give it a distinct character. Despite the apparent simplicity and obviousness of forms, the Replica design is original and classic at the same time.



REPLICA comes in **bold**, regular and light.

05 Photography



Photography style

Our photographs should convey the dignity and seriousness of the issues we talk about. Images are more compelling when there is a real story behind them.

This is a general overview of the new photography topics we deal with:

#sustainabledevelopment #climatechange
#biodiversity #sdgs #adaptation #nature
#mitigation #climateaction #people
#water #education #water #energy
#health #agriculture



Photography style

Here are some examples of photographs for some Regions4 focus points: connectivity, working together, action, diversity, collaboration...

POINT OF VIEW

We recommend to vary between details, top views and other angles to generate rhythm.



Photography style



Proximity can be used to reveal the details and the story behind each scene. It is a way to reinforce one of our key values: closeness.



If you’ve just read these guidelines, it means you share our belief in detail and quality. We know applying these principles takes time and effort, but the stories we tell in all our Regions4 communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don’t hesitate to contact:

info@regions4.org

