![Generations For Peace logo] generationsforpeace

Logo Usage Guidelines
Document Last Updated: 08/2014

Introduction 1

Introduction

As a global peace-building organisation Generations For Peace (GFP) works and engages with volunteers, partners and stakeholders around the world. Consistent use and application of our logo is crucial for maintaining our GFP brand identity, which carries our reputation for innovation, quality, impact and sustainability, and our passion for empowering communities to transform conflict.

This document provides guidelines on appropriate use of GFP logo, rules and examples for upholding the logo throughout all aspects of GFP's corporate and marketing communications.

The Donor and Partner Communications department can provide expert and authoritative assistance on applications requiring further detail.

If you have any questions regarding the use of GFP identity that are not addressed within this document, contact the Donor and Partner Communications department at:
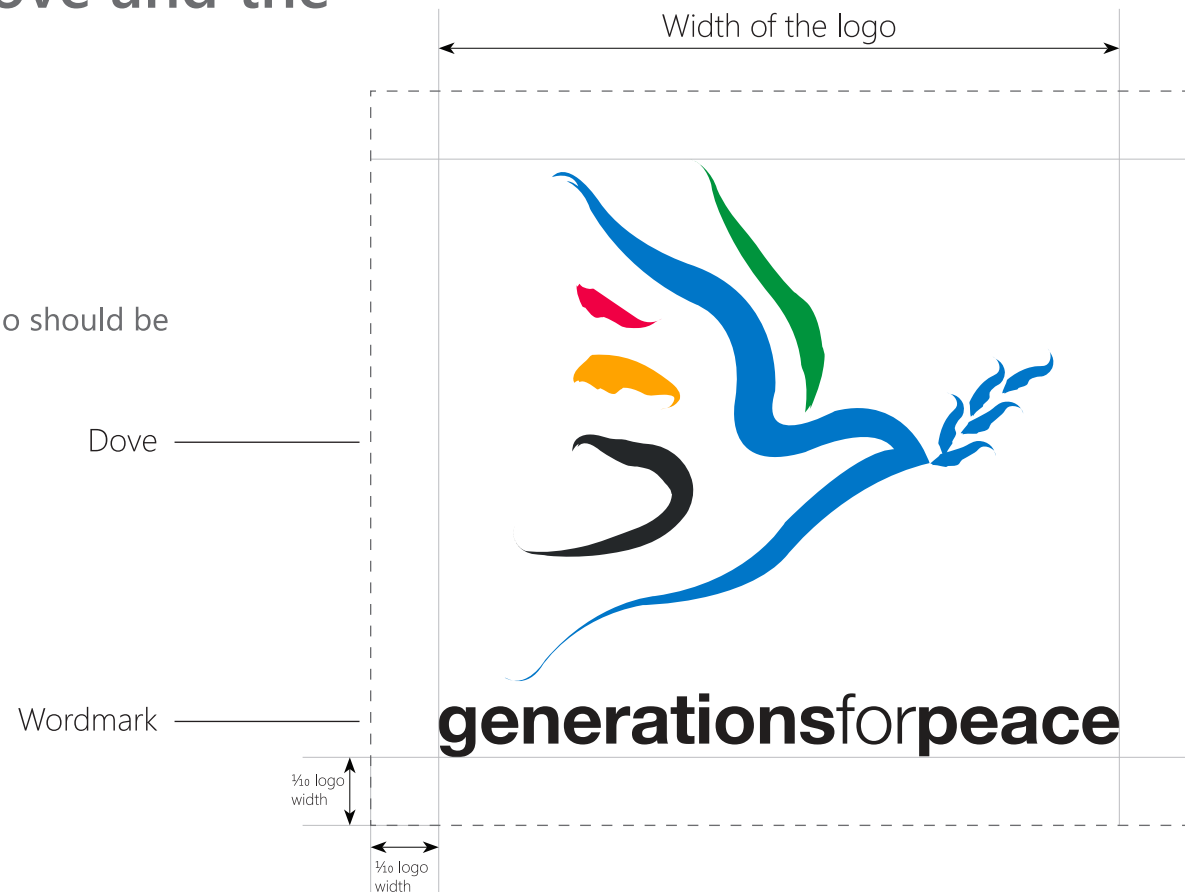info@generationsforpeace.org
+962 6 500 4600

The Logo Assets

2

2.1 Logo & Clearspace

Our logo is made up of two elements – the dove and the wordmark.

Clearspace

A clearspace of ¹⁄₁₀ width of the logo should be kept around the logo at all times.

Width of the logo

Dove

Wordmark

generationsforpeace

¹⁄₁₀ logo width

¹⁄₁₀ logo width

2.2 Logo Colour Variants

01
Standard Logo
The standard full colour logo is the most common and should be used whenever possible.

02
One-colour Logo
On the rare occasion when it is not possible to use the standard two-colour logo, the one-colour version should be used.

03
White & Black Logos
White and black versions of the logo have been created for use in instances when a colour logo cannot be used.

01

02

03

2.3 Logo Minimum Size

01
For Printed Materials
Standard logo
20mm a minimal size of the full colour logo.
One colour logo
15mm a minimal size of the one colour logo.

02
For Digital Materials (website, emails, etc.)
Standard logo
30mm a minimal size of the full colour logo for screen.
One colour logo
25mm a minimal size of the one colour logo for screen.

01

generationsforpeace
20mm

generationsforpeace
15mm

02

generationsforpeace
30mm

generationsforpeace
25mm

2.4 Logo Incorrect Use

The visual integrity of the GFP logo must be maintained at all times. Deviation from these guidelines will result in a diluted and inconsistent visual identity.

Do not modify or combine logo colours

No rotated application of the logo

Do not stretch or distort the logo

No gradients within the logo

Do not alter the relationship of the elements of the logo such as the size or position of logotype

Do not change the typeface or the bold/ regular

No outlined logo application

No cluttered background imagery

No insufficient contrast to the background

The Sub-Logos

3

3.1 Events Logos

How our logo is used to create composite logos for our main events:

01
Camp Logo
This logo is created from a GFP main logo, host city and the year of the event.

Based on the specific event (and the agreement with any sponsor), the main colour is GFP blue unless the printing method requires the inverse or one colour logo.

Camp logo should be used for the event purpose only.

Please note that the rules for the main logo, regarding clear space, inverse colour and minimum size also apply to sub-logos, unless otherwise stated.

generationsfor**peace**

GFP Main Logo

SOCHI —— Host City

CAMP —— Event Name

2014 —— Event Year

3.1 Events Logos

02
Advanced Training Logo
This logo is created from a GFP main logo, title/event sponsor, name of the event and the year of the event.

Based on the specific event (and the agreement with any sponsor), the main colour is GFP red unless the printing method requires the inverse or one colour logo.

Advanced Training logo should be used for the event purpose only.

Please note that the rules for the main logo, regarding clear space, inverse colour and minimum size also apply to sub-logos, unless otherwise stated.

generationsfor**peace**

GFP Main Logo

SAMSUNG
ADVANCED
TRAINING
2014

—— Sponsor Name

—— Event Name

—— Event Year

3.2 Trained Volunteers Logos

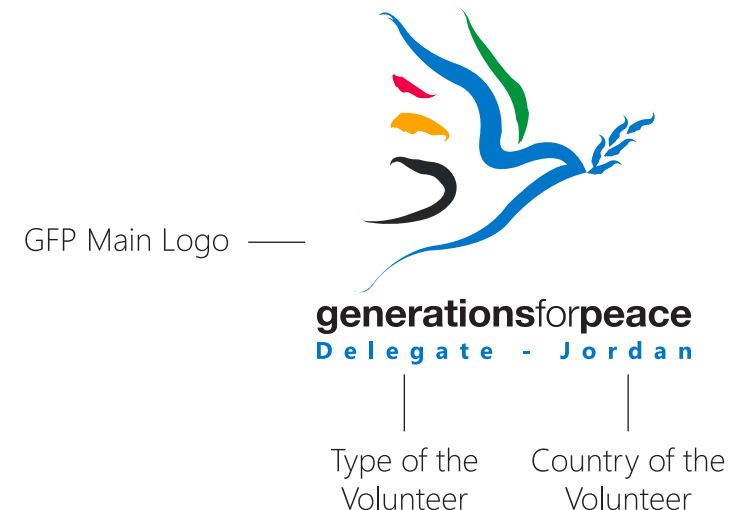## How our logo is used to create composite logos for our trained volunteers (Delegates & Pioneers):

01
Delegate Logo
This logo is created from a GFP main logo, Delegate and the country of the Delegate.

For Delegates, the main colour is GFP blue unless the printing method requires the inverse or one colour logo.

This logo should be used for the Delegates purpose only.

Please note that the rules for the main logo, regarding clear space, inverse colour and minimum size also apply to sub-logos, unless otherwise stated.

GFP Main Logo ——

generationsfor**peace**
D e l e g a t e - J o r d a n

Type of the Volunteer   Country of the Volunteer

3.2 Trained Volunteers Logos

02
Pioneer Logo
This logo is created from a GFP main logo, Pioneer and the country of the Pioneer .

For Pioneers, the main colour is GFP red unless the printing method requires the inverse or one colour logo.

This logo should be used for the Pioneers purpose only.

Please note that the rules for the main logo, regarding clear space, inverse colour and minimum size also apply to sub-logos, unless otherwise stated.

GFP Main Logo ——

generationsfor**peace**
P i o n e e r   -   J o r d a n

Type of the
Volunteer
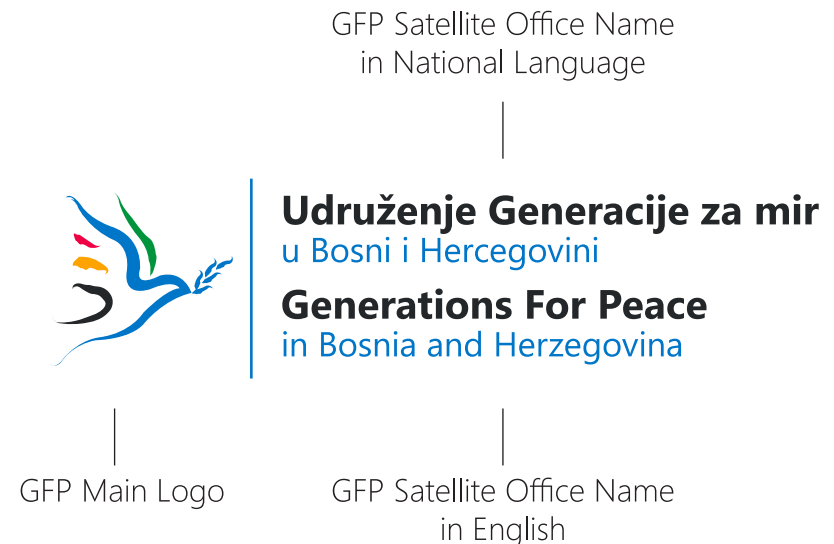
Country of the
Volunteer
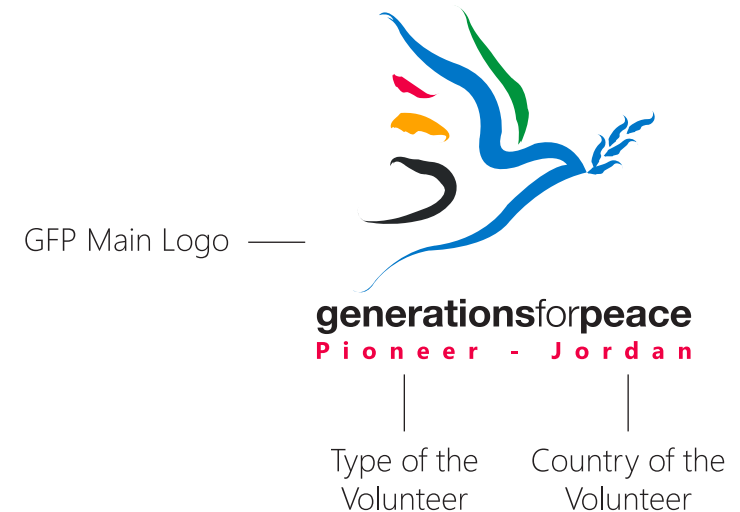
3.3 Satellite Offices Logos

How our logo is used to create composite logo for our Satellite Offices overseas:

This logo is created from a GFP main logo, Satellite Office name in national language[1] and the Satellite Office name in English[2].

For Satellite Offices, the main logo GFP wording should be in GFP black, the name of the country should be in GFP blue, and the logo should be used in full colours unless the printing method requires the inverse or one colour logo.

This logo should be used for the Satellite Offices purpose only.

Please note that the rules for the main logo, regarding clear space, inverse colour and minimum size also apply to sub-logos, unless otherwise stated.

GFP Satellite Office Name
in National Language

Udruženje Generacije za mir
u Bosni i Hercegovini
Generations For Peace
in Bosnia and Herzegovina

GFP Main Logo

GFP Satellite Office Name
in English

1- *If the country has more than one national language, our Pioneer will choose the most suitable one.*

2- *This case is valid unless the English is the national language, in which case the wording will be in English.*

The Colours | 4

4.1 Colours Palette

Our logo contains 5 main colours:

CMYK: C100 **M**46 **Y**2 **K**0
RGB: R0 **G**117 **B**201
PANTONE: 3005C

100   75   50   25   5

CMYK: C0 **M**100 **Y**70 **K**0
RGB: R236 **G**0 **B**68
PANTONE: 192C

100   75   50   25   5

CMYK: C98 **M**11 **Y**100 **K**2
RGB: R236 **G**0 **B**68
PANTONE: 192C

100   75   50   25   5

CMYK: C0 **M**42 **Y**100 **K**0
RGB: R0 **G**149 **B**58
PANTONE: 137C

100   75   50   25   5

CMYK: C73 **M**65 **Y**62 **K**67
RGB: R38 **G**39 **B**41
PANTONE: 426C

100   75   50   25   5