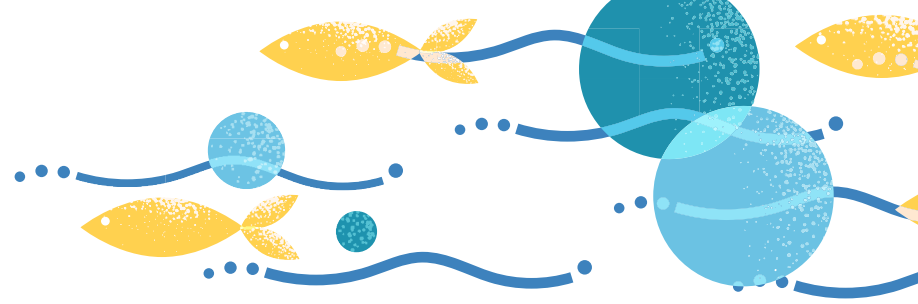


Illuminating Hidden Harvests

Brand identity at a glance



Logo exclusion space

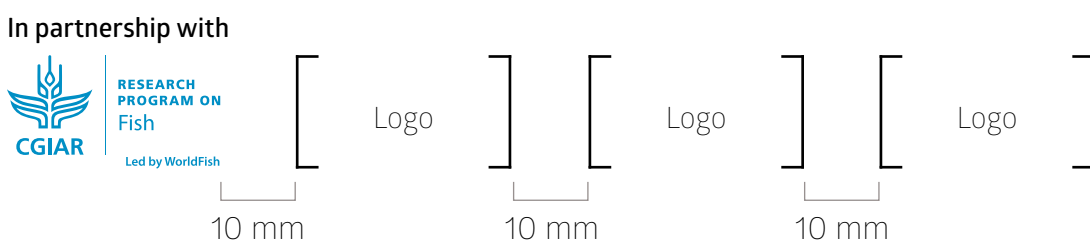
In order to ensure that the logos appear in a proper and distinct manner, the minimum size (diameter) of the logo should be **15 mm**, and a minimum distance between the logo and other elements must be maintained.



Donors



Partners



Front cover



Back cover

Print minimum size



A minimum size has been established to ensure legibility in all print publications.

Minimum height of horizontal Identity = 15 MM

Minimum width of horizontal Identity = 170 MM

Digital minimum size



An absolute minimum size has been established to ensure legibility in all on-screen applications.

Minimum height of on-screen = 30 pixels

Minimum width of on-screen = 340 pixels

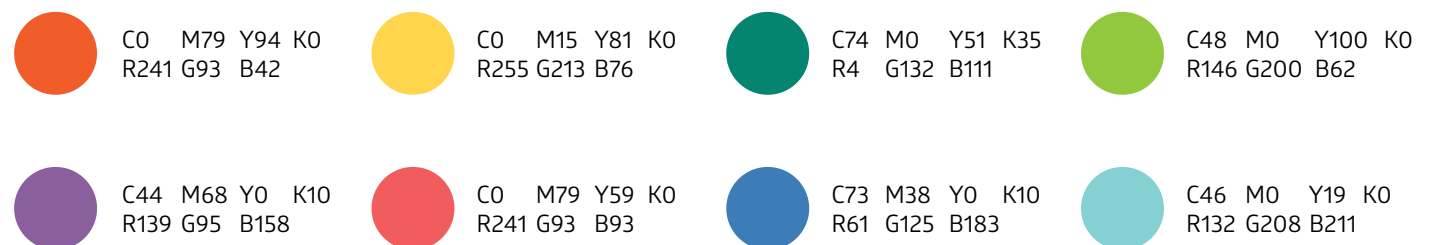
Colours

Colours are a vital part of our brand identity and must be used on all Illuminating Hidden Harvests (IHH) outputs.

Primary



Secondary



Typography

	Print	Digital
Font	Glober family	Arial Regular family
Weights	Glober Black, Glober Heavy, Glober Extra Bold or Glober Bold for titles, headings and sub-headings. Glober Regular or Glober Book for body copy Glober Semi Bold or <i>Glober Regular Italic</i> for emphasis	Arial Bold for titles, headings and sub-headings Arial Regular for body copy Arial Bold or <i>Arial Italic</i> for emphasis
Cases	Use sentence case	Use sentence case
Colors	Preferred Illuminating Hidden Harvests When necessary Illuminating Hidden Harvests Illuminating Hidden Harvests Illuminating Hidden Harvests Illuminating Hidden Harvests	Preferred Illuminating Hidden Harvests When necessary Illuminating Hidden Harvests Illuminating Hidden Harvests Illuminating Hidden Harvests Illuminating Hidden Harvests

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Disclaimer

The opinions expressed here belong to the authors, and do not necessarily reflect those of the Food and Agriculture Organization of the United Nations (FAO), Duke University and WorldFish.

