DESIGN AND BRANDING GUIDE FOR

LANDSCAPE PARTNERSHIP ASIA

PREPARED FOR
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The Partnership will draw on the collective experience of diverse stakeholders across sectors and borders, supporting local innovation at the grassroots and improving access to knowledge and markets. This will empower rural communities to really own and benefit from more sustainable landscape management well beyond the end of the Partnership in 2032.

CHRISTOPHER ARMITAGE
CHIEF EXECUTIVE OFFICER OF GEA

‘We hope to emphasise the importance of cooperation between communities, scientists, researchers and political stakeholders and strengthen governance and institutional capacities for forest and land restoration’

RICARDO L. CALDERON
EXECUTIVE DIRECTOR OF AFoCO

‘We will achieve the ambition through a consortium of partners in the governmental, non-governmental and private sectors through establishing a network of “engagement landscapes”. Engagement landscapes allow focus in geographical locations that aim to take an intensive, systematic approach to collaborative research over the long term.’

ROBERT NASI
MANAGING DIRECTOR OF CIFOR-ICRAF

‘The Partnership will draw on the collective experience of diverse stakeholders across sectors and borders, supporting local innovation at the grassroots and improving access to knowledge and markets. This will empower rural communities to really own and benefit from more sustainable landscape management well beyond the end of the Partnership in 2032.’

CHRISTOPHER ARMITAGE
CHIEF EXECUTIVE OFFICER OF GEA
OUR AMBITION IS TO RESTORE DRYLANDS AND DROUGHT-PRONE AREAS

Landscape Partnership Asia will contribute to national and international targets on the restoration of forests, agricultural drylands, and drought-prone areas in Central, East, South, and Southeast Asia with an initial 10 million hectares brought under integrated dryland and drought management by 2032.

The partnership will support efforts to restore economic and environmentally productive functions to drylands and drought-prone areas to achieve national and global targets for food security, climate mitigation and adaptation, biodiversity conservation, social equity, bioenergy, governance and economic growth, specifically, to prevent more land degradation, store substantial amounts of carbon and increase biodiversity.

We will deploy proven and cost-effective solutions that can be expanded to large scale. These will include farmer-managed and assisted natural regeneration; agroforestry; sustainable forest, land, rangeland, and water management; bioenergy production; financial instruments; and value-chain development with accompanying social-equity and institutional capacity building. These solutions will help mitigate the climate crisis, build agricultural and environmental resilience, and improve livelihoods through development of small-to-medium enterprises and value chains.
THE LANDSCAPE PARTNERSHIP ASIA LOGO IS INSPIRED BY NATURE, DRY LANDS, COOPERATION AND RESTORATION.

The left hand side of the logo represents a dry and drought-prone landscape. The right hand side of the logo represents the landscape transitioning to a restored and healthy state. However, the flowing, organic shapes are intentionally abstract. This is to allow them to symbolise roots, plants, growth, movement, evolving landscapes, topography, progress, connectedness, interdependence, development and energy.
CLEAR SPACE AND PLACEMENT OF LOGO

The logo always needs safe space that is free of imagery and text surrounding it. This **clear space** can be calculated by using the brown section of the logo, as illustrated below. This reference indicates the minimum amount of safe space that should surround the logo.

The logo can be rotated 90° and placed on the right side, above and below.

Place the brown section of the logo on the left side.
USE OF CLEAR SPACE

Insufficient clear space on all sides

Insufficient clear space on both sides and above

Insufficient clear space on right side

Sufficient clear space on all sides

Sufficient clear space on all sides
MISUSE OF LOGO

- Splitting logo and text
- Adding visual effects
- Changing the logo shape
- Swapping colours
- Inappropriate background
- Placing logo in a frame
- Changing colours
- Distorting dimensions
THE LOGO AND TITLE ARE MOST VISIBLE WHEN PLACED ON A WHITE BACKGROUND. A WHITE BACKGROUND SHOULD BE USED WHENEVER POSSIBLE.

These backgrounds make the logo and title hard to see and read.

Busy backgrounds should not be used.

The logo and title are more visible on these backgrounds.

Editing the transparency of an image can help improve visibility. Use a background which has a section of solid colour.

USE OF BACKGROUND
SECONDARY LOGOS

SECONDARY LOGOS ON THIS PAGE SHOULD ONLY BE USED WHEN IT IS NOT APPROPRIATE TO USE THE PRIMARY LOGO (PAGE 3).

FOLLOW THE SAME GUIDELINES (PAGES 4 - 7) WHEN USING SECONDARY LOGOS.

Logos for use on black and/or dark backgrounds

Secondary logos for avatars and favicons
OPEN SANS, DESIGNED BY STEVE MATTESON, IS A HUMANIST SANS SERIF TYPEFACE.

It is designed to have a neutral and friendly appearance. It is optimised for print, web and mobile interfaces and has excellent legibility characteristics.

The logo makes use of both the regular and light versions of this typeface. The tracking is manipulated on the logo title to play with the idea of connectedness and partnership and to create stronger visual balance.

ABCDEFGHijklmnOPQRSTUVWXYZ
abckdefghijklmnopqrstuvwxyz
1234567890
the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

OPEN SANS LIGHT

ABCDEFGHijklmnOPQRSTUVWXYZ
abckdefghijklmnopqrstuvwxyz
1234567890
the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

OPEN SANS REGULAR
COLOURS

The browns and greens chosen are warm and vibrant. They are intended to convey a number of different meanings.