A GUIDE TO ILC'S

# BRAND & VISUAL IDENTITY

INTERNATIONAL LAND COALITION

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Design by Federico Pinci.

**We've produced these guidelines so that all members can use the visual identity of our network. I strongly urge you to use it, alongside that of your own organisation, in ways that you find useful. I hope that our common visual identity can act as a unifying thread to weave together our story that spans across the globe. Only together can we achieve our transformational aspirations.**

MikeTaylor
ILC Director

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# ILC'S BRAND

Branding isn't just about a logo or colour scheme, it's about how others think, share and feel about ILC.

A strong brand will drive cohesion with our members and help build trust among our constituents and the change-makers ILC is trying to influence.

Good "brands" must be responsive to the environment in which they operate, and must adapt to the evolving goals of an organisation. That is why, with ILC's 2016–2021 Strategy, we believe there is no better time than now to rethink what and how we communicate to the outside world.

## A COALITION OF EQUALS...

The primary function of ILC as a network is to weave together a wide range of views and practices on land rights and governance based on shared values and the principle that every member has an equal voice. Members don't always agree, but that is also our strength: ILC provides a space where some of the most difficult land-related issues can be aired, and when agreement is reached, the outcome is all the more meaningful.

As members of ILC and ambassadors of our network, we believe that ILC's visual identity should reflect and serve each and every member in their day-to-day interactions. Members stand united with a common agenda for change, and take leadership in the network's direction and in fulfilling its ambitions. Our job is to equip our members with the tools they'll need to represent who we are as a network and to promote our shared vision of people-centred land governance.

## WHAT MAKES ILC UNIQUE?

> *ILC is a* diverse network *that bridges a* wide range of views *on land rights and governance but shares a* common vision and values *to catalyse* joint action in-country.

Defining ILC's unique selling proposition (USP) is an important part of the branding process. By doing so, we are able to carve out where and how ILC's uniqueness contributes to the land debate in a space that is increasingly being occupied by a multitude of like-minded organisations.



## WHAT ARE WE TRYING TO ACHIEVE?

How do we translate our values, goals and organisational personality into a clear and compelling brand that is wholeheartedly understood and embraced by the network and beyond?

We hope this guide to ILC's brand and visual identity will provide a clear picture of the Strategy we are looking to take over the next six years and beyond. ILC's reach will only be as strong as the united effort we put into **shaping the impressions we want to make, for the change we want to see**.

ILC's membership has almost doubled in the last five years, and one of our greatest strengths continues to be our ability to accommodate a wide range of views. That being said, it is essential that we present ourselves in a unified way to have the utmost impact from country to global levels.

**UNIFIED AND APPEALING IDENTITY**

Being a member of ILC means that you are part of a larger community – and so it's important that as a network we create an environment where we're all on the same page both visually and through our messaging.

**FOCUSED POSITIONING**

The better we are able to position ILC, the more opportunities we create for highlighting our members and their work.

Increased awareness and sharpening the focus of ILC will help our members be more successful by making ILC more credible.

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# HOW WE LOOK

How we look and present ourselves as a network can be summarised by the following core elements:

- Logo
- Colours
- Typography
- Photography and illustrations

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# LOGO

Our logo is at the core of ILC's visual identity, and is the most tangible representation of ILC, our members, our mission and our values to the outside world.

## Rationale

Unlike ILC's old logo, which had two distinct elements, illustration and typography, the new logo (endorsed in 2016) combines both of these elements in the colour version.

The rationale behind this change was deliberate: the concept of "land" is extremely subjective and, therefore, difficult to convey through a single image and apply to the many different contexts and cultures in which ILC works.

That is why, with the new logo, we haven't left anything to the imagination and are boldly stating that yes, LAND is our focus. Just one glance at our logo leaves no room for misinterpretation of what it is that we do.

## Correct use

The power of a logo can only be seen over time, with consistent, controlled and conscientious application. We therefore encourage all of our members and partners to use it in accordance with the guidelines set out in this document.

1

INTERNATIONAL LAND COALITION

The *standard variant*

2

INTERNATIONAL LAND COALITION | ASIA

INTERNATIONAL LAND COALITION | AFRICA AFRIQUE

INTERNATIONAL LAND COALITION | AMÉRICA LATINA Y EL CARIBE

INTERNATIONAL LAND COALITION | EUROPE MIDDLE EAST & NORTH AFRICA

The *regional variant*

3

INTERNATIONAL LAND COALITION | MEMBER

INTERNATIONAL LAND COALITION | MEMBRE

INTERNATIONAL LAND COALITION | MIEMBRO

The *member's variant*



# LOGO VARIANTS

1

**STANDARD**

The *standard variant* of the ILC logo is meant to be a reference to the global Coalition and is therefore used on all products and documents published by the Secretariat, as well as the global website and multimedia products.

2

**REGIONAL**
**(AFRICA, ASIA, LATIN AMERICA & THE CARIBBEAN)**

The *regional variant* is meant to highlight the decentralisation of ILC's activities and the importance of the regional role.

**When to choose this variant**

It is to be used on products and documents published by ILC Regional Coordination Units. Members are also encouraged to use this variant to highlight collaborations within the region on documents published by ILC – in particular, when they develop materials in the context of regional initiatives.

3

**MEMBERS**

The *member's variant* of the logo, available in English, French and Spanish, is meant to facilitate the ownership and wide uptake of the ILC brand, as well as to give greater visibility to members, where needed.

**When to choose this variant**

Members are encouraged to use this variant on email signatures, business cards, websites and any products and publications NOT produced by ILC.

4

INTERNATIONAL LAND COALITION | UNITED FOR LAND RIGHTS

INTERNATIONAL LAND COALITION | TOUS UNIS POUR LES DROITS FONCIERS

INTERNATIONAL LAND COALITION | UNIDOS POR LOS DERECHOS A LA TIERRA

The *tagline variant*

5

The *tagline variant* may only be used as provided and may not be altered.

INTERNATIONAL LAND COALITION | UNITED FOR LAND RIGHTS

The *tagline variant*

However the *standard variant* and the *ILC tagline* may be freely combined.

INTERNATIONAL LAND COALITION

The *standard variant*

UNITED FOR LAND RIGHTS

*ILC tagline*



4

**TAGLINE**

A *tagline variant* of the logo (not to be confused with the *ILC tagline*) is available for download in the three languages.

When using the tagline variant, avoid altering the space and proportions between the tagline and the logo.

**When to choose this variant**

The tagline variant may be used as an alternative to the standard logo but it may not replace the regional variant.

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**TIP**: *The **standard variant** and the **ILC tagline** may be used either independently or in conjunction, allowing for more flexibility.*

## WHERE TO DOWNLOAD IT

Members may download the *member's variant* of the logo from MemberNet. For accessing all other downloadable logo variants, please contact the Secretariat or the regional coordination units.

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INTERNATIONAL LAND COALITION

correct use

INTERNATIONAL LAND COALITION

INTERNATIONAL LAND COALITION

incorrect use

7

INTERNATIONAL LAND COALITION

INTERNATIONAL LAND COALITION

INTERNATIONAL LAND COALITION

INTERNATIONAL LAND COALITION



## HOW TO USE IT

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The logo should be used as provided and must not be altered in any way. This includes animating, rotating, skewing or applying any sort of effect that modifies its original shape or colour. You should also not separate its elements and should never attempt to recreate it or change its font or the proportions between its elements.

The logo may naturally be scaled up or down in such a way that all the parts of the image remain clearly readable.

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### CHOOSING COLOUR AND FILE FORMAT

Each variant of the logo is available in black, grey, white or colour.

**THE BLACK, GREY, WHITE OR COLOUR VERSIONS OF THE ILC LOGO MAY BE USED INTERCHANGEABLY** as long as they remain readable and prominent.

How do I know which colour to use?

**BLACK/GREY**

While this version may be used in any situation, we encourage its use:

- on documents that are intended to be faxed, photocopied or processed in a way that makes colour information unnecessary or problematic;
- whenever the ILC logo is placed beside other logos, so that it stands out as much as possible;
- on colourful materials such as sharegraphics or pictures and whenever the colour logo would clash or compete with surrounding colours.

It is not to be used on darker backrounds.

**COLOUR**

Best suited for screen applications such as the web, videos or presentations.

8

9

8

**WHITE** To be used on a darker background where the black or grey logo wouldn't be visible. Same indications apply as per the black and grey logo.

Each variant and colour of the logo may be downloaded in either .EPS, .PNG or .JPG format.

**How do I know which format is best?**

**.EPS** We suggest you download the logo as .EPS whenever you intend to use it on printouts such as reports, business cards or posters.

**.JPG/.PNG** These files are best suited for screen use such as emails, websites or presentations, the main difference being that .PNG files have transparency and .JPG files do not.

## WHEN TO USE IT AND WHERE TO PLACE IT

### WHEN USED ON DOCUMENTS PUBLISHED BY ILC

The ILC logo must be present on all documents published by the ILC Secretariat and Regional Coordination Units, including brochures, stationery, business cards, reports, presentations, videos and the website.

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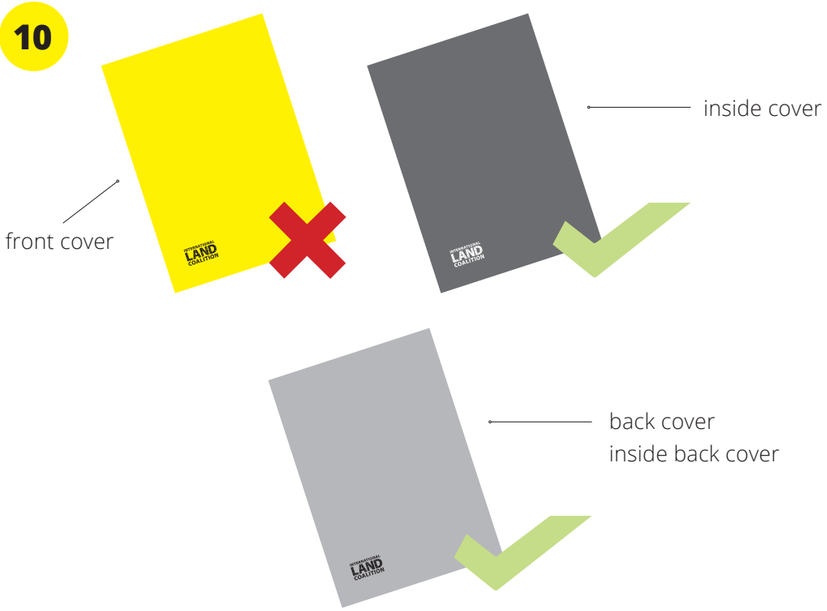
On printed and screen material produced by ILC and intended for external distribution, the ILC logo should be placed so that it appears as the most prominent graphical element on the front cover, front page or final slide/scene.

10




11

10

**WHEN USED ON DOCUMENTS PUBLISHED BY ILC IN COLLABORATION WITH PARTNER ORGANISATIONS**

The ILC logo may be used in combination with other logos, including those of member and partner organisations to suggest an association between ILC and other organisations, projects or initiatives.

The ILC logo should still appear on the front cover, front page or final slide/screen of all printed and screen communications intended for external distribution.

We encourage the use of the black, grey or white logo for this particular application.

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**WHEN USED ON DOCUMENTS NOT PUBLISHED BY THE ILC SECRETARIAT OR THE REGIONAL COORDINATION UNITS**

The member variant ILC logo may be used in publications, documents and advertising material produced by member/partner organisations upon prior coordination with the ILC Secretariat or the relevant Regional Coordination Units.

When placed on documents not published by ILC, it should always be accompanied by a disclaimer [*see page 57*].
Please refer to *Disclaimer* section for further instructions.

In this particular case, the ILC logo may not appear on the front cover, but it can be accommodated in the inside cover, inside back cover or back cover.

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# ILC'S BRAND ARCHITECTURE FOR ILC PLATFORMS AND FACILITIES

ILC is a global coalition of platforms, with over 250 members working together across the globe. Structured and established platforms in an advanced phase of their development may feel the need to mark their status as unique bodies under the ILC umbrella.

In order to accommodate this request, ILC allows for its platforms to use and promote their own *custom logotypes* and/or *branding*. Note that such an operation is purely optional.

## REFERENCING THE ILC UMBRELLA

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» **PRESENCE OF THE ILC LOGO -** ILC platforms, unless otherwise agreed, are required to show their relation to the ILC network by including the appropriate ILC logo (either the *standard, tagline* or *regional variant*) on all digital (websites, social media, presentations, mail signatures) or physical (books, reports, flyers, banners) communication materials they publish

» **LOGO PLACEMENT -** The ILC logo shall be placed anywhere on the front page or publication cover together with any CBI, NES or ILC facility logos. No logo on that same page shall exceed ILC's in terms of height. In the case of websites it may be placed anywhere on the homepage (including the footer) or placed in the "About us" page.

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» **ILC ASSOCIATION -** Whenever the ILC logo is used by an ILC platform, the sentence below should also be included as body text or as a note anywhere on the same page or, in the case of books or flyers, in the adjacent or following page (i.e. back cover):

> *{platform_name} is associated with the International Land Coalition, and works to promote the network's shared goal of people-centred land governance.*

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### DECENTRALISED BRANDING SCHEME

**WHO:** NES and CBI platforms.

**SCHEME:** free to adopt your own visual identity (including both logo and branding) to suit your national and local audiences.

**ILC CLEARANCE: not required**
The ILC Secretariat does not need to be part of this process and **no prior clearance is required** in order for a NES to use its *custom logo* or branding on any communication material published by the platform.

The ILC Secretariat is available to provide feedback.

NES: a decentralised branding scheme

customisation is optional



## 15

### SUB-BRANDING SCHEME

**WHO:** ILC facilities.

**SCHEME:** customisation possible.

**ILC CLEARANCE: required**
any customisation will always be developed in collaboration with the communication team at the Secretariat and any other co-leading orgnanisation.

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*Global and regional colours*

| | | | |
|---|---|---|---|
| Global yellow | RGB: 255 237 0 | HEX: ffed00 | CMYK: 0 0 100 0 |
| Africa orange | RGB: 255 152 0 | HEX: ff9800 | CMYK: 0 48 93 0 |
| Asia violet | RGB: 204 173 220 | HEX: ccaddc | CMYK: 23 37 0 0 |
| LAC green | RGB: 209 222 132 | HEX: d0dd83 | CMYK: 25 0 60 0 |
| EMENA blue | RGB: 139 207 222 | HEX: 8bcede | CMYK: 48 0 13 1 |

*Neutral colours*

| | | | |
|---|---|---|---|
| ILC grey | RGB: 112 111 111 | HEX: 6f6f6e | CMYK: 0 0 0 70<br>70% black |

17

*Logo colours*

| | | | |
|---|---|---|---|
| ILC logo blue | RGB: 139 207 222 | HEX: 8bcede | CMYK: 48 0 13 1 |
| ILC logo green | RGB: 157 191 139 | HEX: 9cbe8a | CMYK: 39 0 51 13 |



# COLOURS

ILC's corporate colours are meant to visually convey the bold, positive, and declarative/activist approach and tone that we have adopted for our 2016 Strategy.

The swatches on the opposite page reflect our complete branded colour palette, which should be applied consistently throughout all ILC products, including reports, publications, newsletters, brochures, posters, multimedia products, etc.

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**Colours and regions**

Our corporate palette is also meant to distinguish ILC's decentralised way of working, and so specific colours have been selected to represent each of the the three regions.

**Neutral colours**

Some neutral colours have been selected and may be used in conjunction with the above in order to complement our corporate palette whenever necessary.

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**Logo colours**

These colours are used in the ILC colour logo and are also to be considered corporate colours in conjunction with the above.

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*Our 10 commitments colours*

Commitment 1: Secure tenure rights
RGB: 34 163 183 HEX: 22A3B7 CMYK: 75 14 26 1

Commitment 2: Strong small-scale farming systems
RGB: 70 180 139 HEX: 46B48B CMYK: 69 0 57 0

Commitment 3: Diverse tenure systems
RGB: 255 108 55 HEX: FF6C37 CMYK: 0 69 76 0

Commitment 4: Equal land rights for women
RGB: 7115 108 30 HEX: 736C1E CMYK: 51 40 100 31

Commitment 5: Secure territorial rights for Indigenous Peoples
RGB: 219 0 50 HEX: DB0032 CMYK: 5 100 76 1

Commitment 6: Locally managed ecosystems
RGB: 226 33 133 HEX: E22185 CMYK: 4 94 0 0

Commitment 7: Inclusive decision-making
RGB: 171 189 226 HEX: ABBDE2 CMYK: 37 22 0 0

Commitment 8: Transparent and accessible information
RGB: 176 132 63 HEX: B0843F CMYK: 26 43 80 17

Commitment 9: Effective actions against land grabbing
RGB: 92 87 157 HEX: 5C579D CMYK: 75 70 6 0

Commitment 10: Protection for land rights defenders
RGB: 35 30 33 HEX: 231E21 CMYK: 73 69 58 78

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**Our 10 commitments colours**

ILC's ten commitments are represented in our communications by distinctive icons and colours associated with specific numbers and definitions such as:

**COMMITMENT 5: SECURE TERRITORIAL RIGHTS FOR INDIGENOUS PEOPLES**

We encourage the use of the relevant colour whenever referring to a specific commitment.
You may find more information about how to refer to our ten commitments in our communications under "**ICONS**" at page 41.

Please consider that neither the ILC commitment icons nor their colours are universally recognised therefore any chromatic reference shall always be associated with explanatory icons and text.

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# TITLES (OPEN SANS EXTRA-BOLD 800)

Body text (Open Sans Light)
Body text **bold** (**Open Sans Regular**), *italics* (*Open Sans Light Italics*)...

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A serif is a small line attached to the end of a stroke in a letter or symbol. A typeface with serifs is called a **serif** typeface while a typeface without serifs is referred to as **sans-serif**.

# TYPOGRAPHY



The fonts to be used for our online and offline corporate communications are:

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- *headings*: **Open Sans Extra-Bold 800** (all-caps)
- *body text*: **Open Sans**

The entire **Open Sans font family** is available for free at this link:
*https://www.google.com/fonts/specimen/Open+Sans*

As with our logo, **consistent use of our corporate typeface is crucial to our brand integrity**.

The font we have chosen as our corporate font is a freely available, cross-platform web font that can be used consistently in electronic documents, printed documents and web pages.

Open Sans meets our requirement by being:

- open source and free to use in conformity with the Creative Commons policy we embrace;
- available for both print and the web as a Google Font, allowing for consistency in any media;
- rich in non-Western/non-English glyphs and characters;
- available in many different styles: light, regular, bold, extrabold...

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A **sans-serif font family** is more stylised and better suited than serif for use on electronic devices.

21 HEAD-
ING ✗

HEADING ✓

22 font size

Point size minimum:
10pt english, 9pt es/fr

Default leading (distance between lines):
15pt (1 1/2 line in MS Word)

Tracking (distance between letters):
10pt english,
0pt es/fr



**What to use if Open Sans is not available**

While you should try and use Open Sans whenever possible, you may come across programs such as Microsoft Word, PowerPoint, Outlook and most email desktop applications that may not be capable of displaying web fonts consistently across different computers.

In this specific case, Open Sans should be substituted by the widely available Arial (on Windows) or Helvetica (on the Mac).

You may use Arial/Helvetica Regular for body text and Arial/Helvetica Black for titles.

## STYLING TEXT

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### TITLES

Headings are normally capitalised (used as all caps).
Titles should never be hyphenated nor justified.

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### BODY TEXT

**Font size**

For printed documents, body text should be set at 10pt with a 15pt leading. It may be downsized up to a minimum of 9pt/14pt leading, with the exception of footnotes that may be downsized to 7pt minimum with a leading of 10pt. Body text should not be downsized below 14pt for screen/web use.

**Hyphenation**

Text should never be hyphenated.

**Justification**

Body text and headings should normally be flagged to the left or right, depending on the context. This is mandatory whenever a column's width is equal to or smaller than 65mm.

When used on the web, body text and headings shall never be justified.

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# PHOTOGRAPHY & ILLUSTRATIONS

The use of photography is playing an increasingly important role in promoting and conveying ILC's messages, while visually supporting the telling of good stories. It's true what they say, a picture can tell a thousand words. Where good images can breathe life and emotion into a message, poorly chosen images can have the opposite effect, creating negative associations and potentially manipulating and/or taking away from the story being told.

## THE PERFECT PICTURE

Although photography selections will be determined by the needs of each individual project, the visual vocabulary used to depict ILC's activities must be consistent with the Coalition's ideals and objectives.

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How we present ourselves through imagery can be summarised in the following core elements:

- **EMOTIVE**: Show images that express and evoke emotion. Activating these emotions will spur "action" on the part of the recipient.
- **REAL**: Portray the "human face" of land issues, depicting real-life situations and people who live on and from the land.
- **ENGAGING**: Inspire people by showing a different perspective and making a personal connection.

When using more than one photograph on the same page, it is good practice to try to cover different actions, actors or perspectives and avoid using photos that depict the same emotion and subject. More often than not, one good picture is more eloquent than several unimpressive ones.

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This is an example of a gender-, race-, age- balanced, high-quality picture depicting ILC's activities in the field.
© ILC/Michael Benanav.



## ILC'S PHOTO POLICY

Before taking or using a photo, make sure to ask yourself the following:

- Am I creating and using photos in a manner that will do no harm to persons appearing in them?
- What is my intention or purpose in using this photo? How can I use it to promote a positive message?

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DO

- Portray subjects with respect, dignity and humanity, **not pity**.
- **Ensure a gender, age, racial and regional balance**.
- **Use the caption** in order to give context.
- Use a mix of photos – for example, landscapes and close-ups – as well as photos that promote the **idea of people working together**, discussing, sharing, advocating, etc.
- Give preference to images depicting **ILC activities in the field**.
- Use **high-quality photos** (ideally taken by professional photographers).
- Never forget to add **credits** in the caption in the case of copyrighted pictures (see below).

DO NOT

- Distort the true context, content or meaning of a photograph.
- Use photos depicting violence, people – particularily children – who look malnourished or are suffering from extreme violence and poverty.

## COPYRIGHT CREDITS

All ILC-commissioned photos must be credited as follows
© ILC/"name of photographer"

In the framework of our Creative Commons Licence policy, all images and any other graphical asset used in our publications, videos or websites must be free to use and distribute.

## WHAT IS IMAGE RESOLUTION AND HOW DO I CHECK IT?

### What is resolution?

Resolution determines how clear the image will look: the higher the resolution, the clearer the image. Resolution indicates the number of points or pixels[1] that make up a picture.

Note that there is no relation between how big the image appears on screen and how high its resolution is.
Imagine a box containing beans: the size of the box does not tell you how many beans it contains; it may contain many, it may contain few.

What we can tell you is that screen is very forgiving compared to paper. Images at a resolution of 72 pixels per inch (PPI) look perfectly fine on screen, while in print their resolution needs to be much higher – ideally around 300 dots per inch (DPI).

### How can I tell the resolution?

In Windows you can find out what resolution an image is in just three clicks:

1. right-click the image file;
2. select "Properties" from the menu;
3. select the "Details" tab and scroll down until you find horizontal resolution and vertical resolution.

Alternatively, you can check the file extension: *.jpg, .png, .gif* are normally aimed at the web while *.psd, .tif, .eps, .ai, .svg* are generally good for print.

## IMAGE REQUIREMENTS (AT 100% SCALE)

Images for web and screen use: minimum resolution 72 PPI.

Images for printing: resolution of 300 DPI (200 DPI minimum).

---

1 The unit of measure for print resolution indicates the number of dots per inch (DPI). PPI is used for screen instead, and it indicates the number of pixels per inch. Note that we refer to size at 100%: whenever you enlarge the picture, you end up spreading the pixels on a larger area, making the picture appear pixelated or blurry.



# ICONS

Using icons to represent complex ideas such as ILC's ten commitments can be tricky, and they should be used with care. The positive side is that they are a common visual language that cuts across potential language and literacy barriers.

The ILC commitment icons are not universally recognised symbols, but are a visual representation of what our membership has jointly agreed to working towards in achieving our goal. We therefore encourage their use in conjunction with explanatory text in case their meaning is not clear in the context.



They are an easy and eye-catching visual aid to help support our messaging and draw attention to content, but they are not meant to diminish or replace it. We even encourage friendly (and fun!) memory games, to help our members and others familiarise themselves with the commitments.

Here are a few ideas to help get you started. Feel free to adapt to your specific context or situation:

- **NAME THAT COMMITMENT**: In this game, participants are shown a series of commitment icons (with accompanying commitment names). They are later shown one of the commitment icons (without accompanying commitment names) and are asked to "name that commitment".
- **ELEPHANT MEMORY**: They say that elephants never forget. Can we say the same for our members? See if participants can build up their memory over a few minutes. Show them the commitments and ask them to memorise. Then ask them to recognise the commitments from a longer list that contains "distractor sentences".

In the end, have fun with them, incorporating them in your meetings as visual aids for break-out working groups or discussion groups.

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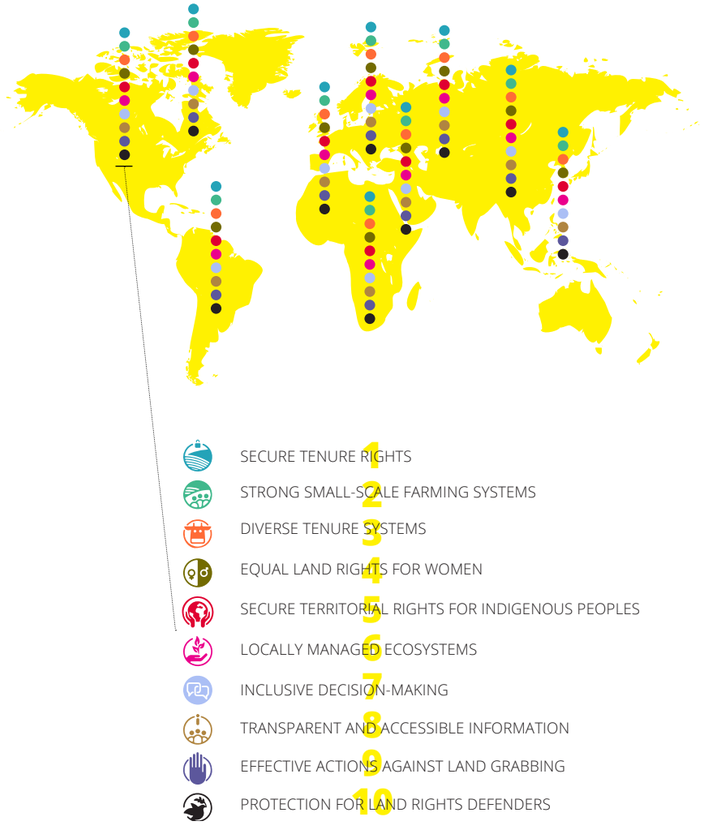




# INFOGRAPHICS AND SHAREGRAPHICS

Cognitive scientists have found that our minds capture much more visual detail than once believed. Infographics can be helpful in this regard, as they do a good job of taking large amounts of information (in text or numerical form) and condensing it into easy to digest and visually pleasing images. Effective sharegraphics and infographics use imagery to enhance a message, quote, data or statistic.

Evidence also suggests that social media posts with images and infographics get a substantially higher engagement rate than links and text. It is therefore important that we keep using these types of visuals for our social media and outreach strategy.

## Sharegraphics

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All ILC-created sharegraphics must include ILC's logo – specifically, the black/white/grey variants for minimal distractions, generally positioned in the bottom left corner.

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# HOW WE SPEAK

Consistent messaging and use of certain language will help raise ILC's profile and credibility as a united network.

How we present ourselves through the spoken and written word as a network can be summarised in the following **core elements**:

**DECLARATIVE**: With the new Strategy, ILC has evolved from "facilitator" to a more "politically active" role. We know what we want, now is the time to declare it!

**POSITIVE**: Avoid "doom and gloom" messaging. Research shows that positivity is contagious with people more likely to share positive content than negative content.

ILC produces a wide range of publications and content for various target audiences. The tone and language will vary according to the publication (*what is its purpose?*) and target audience (*who is it intended for?*). However, whoever the target audience may be, your writing style should always be clear and accessible.

## LANGUAGE AND TERMINOLOGY

### PLAIN LANGUAGE

In most cases, the "knowledge curse" can become a liability when trying to communicate to non-experts. Because of this curse, there is a natural tendency to use jargon and acronyms in speaking and writing.

Development jargon or "devspeak" is an easy way to alienate your target audience, particularly when reaching out to the general public. The case can even be made that that jargon discriminates against the poor – the very people we are trying to serve – by making information inaccessible.

To get our messages across in a clear, simple and more relatable way, **IT IS IMPORTANT THAT WE STICK TO USING PLAIN LANGUAGE**. Apart from writing donor reports, where some jargon may be required, there is always a better way to tell the story.

Here are some **TIPS**:

- Try to think of another word. If you can't, use a thesaurus or, for a helpful guide to alternative words, check out: *http://www.plainenglish.co.uk/files/alternative.pdf*
- Minimise the use of acronyms and abbreviations
- Ask yourself, who are you communicating with and what are the key messages?
- Would a ten-year-old understand it? Not in terms of complexity, but simple language.
- Be consistent in the use of terms (e.g. platform vs. processes).
- Use gender-neutral language.
- Help improve clarity with the Hemingway app: *http://www.hemingwayapp.com*

We see these words being used more often than needed. Try instead using some of the alternatives:

- *Synergies*: try instead *combined effort*, *teamwork* or *team effort*
- *Catalyse*: try instead *set in motion*, *activate*
- *Leverage*: try instead *use the opportunity to...*, *take advantage of...*
- *Cross-fertilisation* or *cross-cutting*: try instead *blend*, *create a union*, *important to everything*
- *Operationalise*: try instead *set into motion*
- *Taskforce*: use instead *team*, *group*
- *Harness*: try instead *bring together*.

**WRITING TIP**

Keep sentences active rather than passive.

Active verbs are much more effective, especially in headlines, for example:

*The Council* approved *the 2016 workplan and budget in December 2016*

as opposed to

*The workplan and budget* were approved *by the Council in December 2016*.

## STYLE GUIDE

ILC's official **THREE LANGUAGES** are English, French and Spanish.

All official correspondence to members must be sent in all three languages. Website and social media content should also be kept up to date with translations.

### British vs. American English

In general, ILC uses British English for its institutional publications and communications; however, there is more freedom for individual papers. The most important thing is that the choice is consistent throughout the document.

Some examples of the differences between British vs American English:

- Programme vs. program
- Centre vs. center
- Behaviour vs. behavior
- S vs. z spellings: utilise, centralise, prioritise, etc.

### Other languages

For publications in Spanish, ILC's preferred style is based on the style guide of the Universidad de Colima: *http://portal.ucol.mx/content/micrositios/188/file/Manual_de_estilo_de_Publicaciones_UdeC.pdf*

As yet, there is no established style preference for French or other languages.

### Punctuation

**Brackets**

Use sparingly. If the sentence is grammatically complete without the information contained within the parentheses *(round brackets)*, the punctuation stays outside the brackets.



(A complete sentence that stands alone in parentheses starts with a capital letter and ends with a full stop.)

**Colon**

Use between two sentences, where the first introduces a proposition that is resolved by the second, or when preceding a list of items:
*The NES platform in Cameroon is pushing for land reforms: the new land bill should address some of their concerns.*

Do not capitalise the first word after the colon. When listing items, it is optional to capitalise the first word; end the sentence with appropriate ending punctuation.

**Comma**

Use a comma to separate two sentences joined by coordinating conjunctions such as *and, but, or, so, for, nor*. The comma goes before the conjunction and helps to give pause to the sentence.

**Dashes**

Dashes (or en rules) are used to separate a clause within a sentence:
*The new law will be introduced – subject to the agreement of all parties – by the end of the year.*
This is usually to add emphasis or for dramatic effect.

However, dashes are often over-used, sometimes leading to confusingly long sentences full of sub-clauses. Sometimes a comma, colon or semi-colon will do the job just as well – or in many cases, a full stop and a new sentence.

**Semi-colon**

Halfway between a full stop and a comma, use a semi-colon in place of a period to separate two closely related sentences:
*You requested travel support; it was granted.*

Semi-colons can also be used to separate units of a series when one or more of the units contains commas:
*The Regional Coordination Units work out of Kampala, Uganda; Lima, Peru; and Jakarta, Indonesia.*

### Capitalisation

Use sparingly. When writing documents, don't capitalise headings, except perhaps the title of the paper. The use of *all caps* headings should be exclusive to the final layout version of documents and papers.

### Dates

[Day] [month] [year] (no commas): *11 April 2016*

### Currency

Use *USD*, *EUR*, *GBP*, etc. with a space: *USD 50 million*

Write out *million* and *billion* in full, except to save space in tables.

### Numbers

Write out numbers from one to ten in full (and when a number starts a sentence); use numerals for 11 onwards. Write fractions as *one-eighth*, *three-quarters*, etc.

### Acronyms and abbreviations

Acronyms are generally written as *all caps*, regardless of the capitalisation style of the spelled-out form and can be used as a word on its own right.

For ease of reference, include a list of all the significant acronyms and abbreviations used in your paper, following on from the contents page and list of boxes, tables, etc. There is often no need to include very common abbreviations (*EU*, *UN*, *USD etc.*), but this depends on the target audience.

In the text, all names or phrases should be spelled out the first time they are used, with the abbreviation given in parentheses: *World Food Programme (WFP).* Thereafter, you may use the abbreviation.



Use a full stop/period with contractions such as *Dr., e.g., i.e., pp., etc.*

### The International Land Coalition

Once the spelled-out name *International Land Coalition* (capitalised) has been introduced, we can reference the organisation as:

- ILC
- the Coalition
- our network.

Note that the definite article "the" is used when referring to *the International Land Coalition* but not with the abbreviation *ILC:*
*ILC says* not *the ILC says*.

This is unless the term *ILC* is used as an adjective, in which case it may be preceded by an article: *the ILC logo*.

### Web references

When referencing the ILC website, if possible use: *landcoalition.org* instead of the more obscure *http://www.landcoalition.org*

When referencing PDFs or other electronic files, link to the page that hosts the file, not the file itself as it may be renamed or moved in the future.

When using hyperlinks in printed documents:

- Do not underline the address or use quotation marks.
- Whenever possible, avoid breaking Internet addresses into multiple lines (set them on a separate line if necessary).
- Avoid pointing to specific files that may be moved or renamed in the future, use the download page address instead.
- Avoid adding punctuation at the end of an Internet address.

Additionally, in the case of web/electronic documents:

- A long hyperlink may be substituted by a simple *click here.*
- All hyperlinks are supposed to be clickable and functional.
- Hyperlinks should stand out from the rest of the body text by making consistent use of a specific character style and/or colour.

## ENGAGING WITH THE MEDIA

The media can be a powerful tool for raising ILC's profile and spreading the word about member activities and achievements.

Focusing on issues that have concrete results and considerable impact on people's lives and their surroundings is crucial to gaining the attention of the media and the public. At the same time, ensuring consistent and impactful messaging will help to maintain their interest, and our credibility.

Here at ILC it is crucial that when dealing with the media we are solutions-oriented and provide a platform to amplify our members' voices. Representing real and local perspectives is the ultimate aim.

### THE POWER OF A STORY

Creating compelling and persuasive storytelling is a part of any good communications strategy.

It is crucial to connect with and rely on the "story" as a powerful emotive tool to motivate and influence action. As a network with hundreds of member organisations in diverse contexts, the storytelling aspect of ILC's work must be approached with careful consideration.



Prior to developing a story and engaging with the media, we suggest carefully analysing it in terms of the following **THREE CONCEPTS**:

**Voice**

When telling someone else's story, assumptions can easily lead to damaging consequences. That is why it is important to give voice to those who are most affected, avoiding the portrayal of people as victims. To fully understand how "voice" can help in your communications, use direct quotes and focus on people's ideas on what they think is needed for change to happen. Before writing, ask yourself the following five questions:

- Who is speaking?
- For whom?
- About what?
- For what purpose?
- What's missing?

**Agency**

ILC is member-driven and our communications should reflect this. ILC members and those we work with are drivers of their own change, and this should be inherent in all of ILC's storytelling and communications. No story should be written without their active involvement and input.

**Complexity**

Landlessness, inequality, poverty and injustice are just a few of the issues faced by our members and those we serve on a daily basis. These are extremely complex issues, and there is no avoiding their inter-relatedness when communicating about one or the other.

Accompanying your story with strong visual elements is recommended. This can be done in a a number of different ways, including photo essays and video documentaries.

As a Coalition, ILC is constantly evolving its organisational messaging. For specific and approved messaging, please consult ILC's communication strategy 2016–2021, and/or consult the global Secretariat or regional communications officers.

### PRESS RELEASES AND MEDIA ADVISORIES

Press releases are an effective tool for ILC to announce news to the mass media, including the launch of a new report/publication, an upcoming initiative or recent agreement with a government. Press releases should always highlight concrete data and statistics to give them more appeal to journalists.

All press releases going out with the standard ILC logo or mention of ILC need final approval from the global Secretariat's communications manager; this includes joint press releases with partner/member organisations. The same rule applies for use of the regional logo, where final approval of the regional communications officer is mandatory.

For press releases, any reference to the Director must appear as follows: *[Name], Director of the ILC Secretariat*

Media advisories help to inform the press of an upcoming event, including a press conference, meeting, etc. so that they can cover it. Make sure to include all logistical information including, date, time, location, key participant info and focus of the event.



### SUGGESTIONS FOR EFFECTIVELY ENGAGING THE MEDIA

The key to getting the most out of your dealings with the media and journalists is to follow the "five Fs" rule of being:

- fast
- factual
- frank
- fair
- friendly.

In addition, when preparing for an interview or press conference, it's important to keep the following in mind:

- Know your two or three most important messages well.
- Learn more about the journalist(s) and become familiar with the publication and its audience.
- Think objectively about your story from that specific publication's perspective.
- Wherever possible, find out the focus of the interview and what the journalist wants to discuss.
- Make sure that you have identified differences between ILC and similar organisations or efforts before conducting press meetings – journalists will always ask.
- Create a list of questions about your organisation and its specific activities that you will most likely be asked during an interview.
- Create a list of questions that you would least like to be asked by the press in order to be completely prepared.
- Identify key points to reinforce the answer to each question.
- Conduct a practice Q & A session with your peers in preparation for an interview.

# SOCIAL MEDIA

Social media is an extremely valuable online tool for promoting ILC's brand identity and organisational positioning to a wide audience.

Before big events, launches, meetings, campaign actions, etc. a social media strategy should be drafted, including suggested or "pre-canned" tweets, and circulated to participants and involved communications officers.

**TWITTER TIPS**

With only *140 characters* to convey your message, being succinct while creating impact is **KEY**. In order to do that, make sure you:

» Incorporate any *official hashtags (#)* in your tweet to save on space and make sure the tweet is searchable;
» *Shorten your URL* by using: *www.tiny.url* or *www.bit.ly*;
» Make sure to link up with any official twitter *handle* of the meeting, campaign, organisation, etc.;
» *Use sharegraphics* or photos to accompany the tweet where relevant to increase likeliness of retweets that will expand reach.

## OFFICIAL ILC ACCOUNTS

### Global

Twitter @landcoalition
*https://twitter.com/landcoalition*

Facebook International Land Coalition
*https://www.facebook.com/International-Land-Coalition-223345351015056*

Flickr internationallandcoalition
*https://www.flickr.com/photos/internationallandcoalition*



### Global and regional

YouTube LandCoalition
*https://www.youtube.com/user/LandCoalition*

### Regional

**Asia**

Twitter @ILCAsia
*https://twitter.com/ILCAsia*

Facebook ilcasia
*https://www.facebook.com/ilcasia*

Flickr ILC Asia Region
*https://www.flickr.com/photos/131413611@N08/*

**Africa**

Twitter @ILCAfrique
*https://twitter.com/ILCAfrique*

Facebook ILC Africa
*https://www.facebook.com/ILCAfrique*

**Latin America and the Caribbean**

Twitter @ILCLatinAmerica
*https://twitter.com/ILCLatinAmerica*

Facebook ILC América Latina
*https://www.facebook.com/ILC-América-Latina-202318696463177*

Flickr ILCAmericaLatina
*https://www.flickr.com/photos/65374832@N05/*

# STANDARD INFORMATION BLOCKS

ILC documents make use of standard information blocks for authorised use on printed documents. Standard information blocks include our address, our mission, our vision, our goal and a colophon template. Each block is meant to be used as it is and its text should not be manipulated in any way.

## MISSION/VISION/GOAL

### Our Goal

**English**
To realise land governance for and with people at the country level, responding to the needs and protecting the rights of those who live on and from the land.

**French**
Instaurer une gouvernance foncière participative et au service de l'être humain à l'échelle nationale, qui réponde aux besoins des personnes qui vivent de la terre, et en protégeant leurs droits.

**Spanish**
Alcanzar una gobernanza de la tierra para y con las personas a nivel país, atendiendo las necesidades y protegiendo los derechos de aquellos que viven en y de la tierra.

### Our Mission

**English**
A global alliance of civil society and intergovernmental organisations working together to put people at the centre of land governance.

**French**
Une alliance mondiale d'organisations de la société civile et intergouvernementales œuvrant ensemble pour placer l'être humain au cœur de la gouvernance foncière.



**Spanish**
Una alianza mundial de la sociedad civil y organizaciones intergubernamentales que trabajan juntas para situar a las personas en el centro de la gobernanza de la tierra.

### Our Vision

**English**
A just, equitable, and inclusive world in which land rights are secure and poverty is eradicated.

**French**
Un monde juste, équitable et inclusif exempt de pauvreté dans lequel les droits fonciers sont garantis.

**Spanish**
Un mundo justo, equitativo e inclusivo en el que los derechos a la tierra son seguros y se ha erradicado la pobreza.

## DESCRIPTION

**English**
ILC is a global alliance of civil society and intergovernmental organisations working together to put people at the centre of land governance. The shared goal of ILC's 207 members is to realise land governance for and with people at country level, responding to the needs and protecting the rights of women, men and communities who live on and from the land.

**French**
ILC est une alliance mondiale d'organisations intergouvernementales et de la société civile œuvrant ensemble pour placer les populations au cœur de la gouvernance foncière. L'objectif partagé des 207 membres de ILC est d'instaurer une gouvernance foncière participative et au service de l'être humain à l'échelle nationale, qui réponde aux besoins des femmes, des hommes et des communautés qui vivent de la terre, et en protégeant leurs droits.

**Spanish**
ILC es una alianza mundial de organizaciones intergubernamentales y de la sociedad civil que trabajan de forma conjunta para situar a las personas en el centro de la gobernanza de la tierra. La meta compartida de los 207 miembros de ILC es conseguir la gobernanza de la tierra para y con las personas a nivel nacional atendiendo las necesidades y protegiendo los derechos de las mujeres, hombres y comunidades que viven en y de la tierra

## THE ADDRESS BLOCK

**English**
International Land Coalition Secretariat
at IFAD Via Paolo di Dono, 44 , 00142–Rome, Italy
tel. +39 06 5459 2445 fax +39 06 5459 3445
*info@landcoalition.org* | *www.landcoalition.org*

**French**
Secrétariat de la Coalition internationale pour l'accès à la terre
c/o IFAD Via Paolo di Dono 44, 00142–Rome, Italie
tél. +39 06 5459 2445 fax +39 06 5459 3445
*info@landcoalition.org* | *www.landcoalition.org*

**Spanish**
Secretaría de la Coalición Internacional para el Acceso a la Tierra
en el FIDA, Via Paolo di Dono 44 , 00142–Roma, Italia
tel. +39 06 5459 2445 fax +39 06 5459 3445
*info@landcoalition.org* | *www.landcoalition.org*



## THE COLOPHON

By *colophon* we refer to a brief statement containing information about the publication, such as the place of publication, date, citation and ISBN catalogue number. The colophon is commonly located at the verso of the title-leaf and should be clearly visible and neatly separated from the main content.

Some elements of the colophon, such as the ISBN[1], may be unnecessary and may therefore be taken off. These optional elements have been indicated as [OPTIONAL: ... ] in the templates below.

**English**
All our publications are licenced under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0). The contents of this work may be freely reproduced, translated and distributed provided that attribution is given to the International Land Coalition and the article's authors and organisation. Unless otherwise noted, this work may not be utilised for commercial purposes.

[OPTIONAL: The opinions expressed herein are those of the authors and the individuals interviewed for this report. They do not constitute official positions of ILC, its wider membership or donors.] The ILC Secretariat would appreciate receiving copies of any publication using this study as a source at *info@landcoalition.org*

Designed by . [OPTIONAL: Edited by . Photos by . Printed on recycled/FSC paper.] Citation: .
[OPTIONAL: ISBN: .]

1 The International Standard Book Number (ISBN) is a unique numeric book identifier assigned to each edition and variation of a book. An ebook, a paperback and a hardcover edition of the same book would each have different ISBNs; translations of the same book in different languages would also have different ISBN. However, a reprint would have the same ISBN as the original publication. Note that the ISBN is assigned exclusively to publications destined to be released to the public and eventually filed in a library. The ISBN code is therefore not required on internal documents. A new ISBN code may be requested from the Secretariat at *info@landcoalition.org*

**French**

Le contenu de cet ouvrage peut être librement reproduit, traduit et distribué à condition que l'attribution soit donnée à la Coalition internationale pour l'accès à la terre (ILC), aux auteurs de l'article et à l'organisation. Sauf indication contraire, cet ouvrage ne peut pas être utilisé à des fins commerciales.

[OPTIONNEL : Les opinions exprimées ici sont celles des auteurs et des personnes interviewées pour ce rapport. Elles ne reflètent pas nécessairement la position officielle de l'ILC, de ses membres ou de ses donateurs.]

Pour de plus amples renseignements, prière de nous contacter: *info@landcoalition.org*

Conception : . [OPTIONNEL : Rédaction : . Photographies : . Imprimé sur papier recyclé / certifié FSC. ]
Citation: .
[OPTIONNEL : ISBN: . ]

**Spanish**

El contenido de este trabajo puede ser libremente reproducido, traducido y distribuido a condición de que la atribución se dé a la Coalición Internacional para el Acceso a la Tierra, los autores del artículo y la organización. A menos que se especifique lo contrario, este trabajo no se usará con fines comerciales.

[OPCIONAL: Las opiniones recogidas en este documento corresponden al autor y no representan la postura oficial de la Coalición Internacional para el Acceso a la Tierra, sus miembros o donantes.]

Para más información envíe un correo electrónico a: *info@landcoalition.org*

Diseño gráfico: . [OPCIONAL: Edición: . Imágenes: . Impreso en papel reciclado/FSC. ] Cita: .
[OPCIONAL: ISBN: . ]



**DISCLAIMERS**

A standard disclaimer is contained as an option in the colophon and it should be used whenever necessary on any material published by ILC or its members: *The opinions expressed herein are those of the authors and the individuals interviewed for this report. They do not constitute official positions, strategies or opinions of ILC, its wider membership or donors.*

Whenever the ILC logo is used by a member on a document not produced by the ILC Secretariat or ILC's Regional Offices, the following text should complement the above standard disclaimer:

**English**

is a member of the International Land Coalition, with whose partnership the research for this report was undertaken. ILC is a global alliance of civil society and intergovernmental organisations working together to put people at the centre of land governance. The shared goal of ILC's 207 members is to realise land governance for and with people at country level, responding to the needs and protecting the rights of women, men and communities who live on and from the land.

**French**

est membre de la Coalition internationale pour l'accès la terre (ILC), à laquelle il s'est associé pour mener les recherches étayant ce rapport. ILC est une alliance mondiale d'organisations intergouvernementales et de la société civile œuvrant ensemble pour placer les populations au cœur de la gouvernance foncière. L'objectif partagé des 207 membres de ILC est d'instaurer une gouvernance foncière participative et au service de l'être humain à l'échelle nationale, qui réponde aux besoins des femmes, des hommes et des communautés qui vivent de la terre, et en protégeant leurs droits.

**Spanish**

es un miembro de la Coalición Internacional para el Acceso a al Tierra, con cuya asociación se llevó a cabo la labor de investigación en el marco de este informe. ILC es una alianza mundial de organizaciones intergubernamentales y de la sociedad civil que trabajan de forma conjunta para situar a las personas en el centro de la gobernanza de la tierra. La meta compartida de los 207 miembros de ILC es conseguir la gobernanza de la tierra para y con las personas a nivel nacional atendiendo las necesidades y protegiendo los derechos de las mujeres, hombres y comunidades que viven en y de la tierra.

## LICENSING


### CREATIVE COMMONS LICENCE

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The Creative Commons logo is available at the following address: *https://creativecommons.org/about/downloads/*

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**Implications**

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**Copyrighted assets**

Whenever ILC uses copyrighted material, rights held by third parties such as trademark rights must be clearly indicated either in the colophon or in notes/captions. You should also specify that these assets may not be redistributed or reused without the previous authorisation of the owner.


## OUR GREEN POLICY

Our commitment to maintaining a safe and healthy environment is consistent with what indicated in the *SDG framework* [see goals 13, 14, 15 at *https://sustainabledevelopment.un.org*].

One of our concerns relates to the number of trees that must be harvested to provide paper. This is why, when printing our documents, we encourage the use of recycled paper and a choice of formats that allow for minimal paper waste during the manufacturing process.

# CHEAT SHEETS



## LOGO

The ILC logo should be present on all material published by ILC or involving ILC as a partner.

### AVAILABLE COLOURS

Colour, black, grey or white

### AVAILABLE VARIANTS

| VARIANT | TO BE USED ON MATERIAL PUBLISHED BY |
|---|---|
| Standard | ILC Secretariat |
| Regional | ILC Regional Coordination Units |
| Members | Members |
| Tagline | As an alternative to any of the above variants |

### AVAILABLE FILE FORMATS

| VARIANT | TO BE USED FOR | TRANSPARENT BACKGROUND |
|---|---|---|
| .EPS | Print: books, brochures, banners | ✔ |
| .JPG | Screen: web, MS Office, video | ✘ |
| .PNG | Screen: web, MS Office, video | ✔ |

### WHERE TO PLACE IT

| PUBLISHED BY | FRONT COVER | INSIDE COVER | BACK COVER |
|---|---|---|---|
| ILC | ✔ | ✘ | ✘ |
| ILC + partners* | ✔ | ✘ | ✘ |
| Non-ILC** | ✘ | ✔ | ✔ |

* Black, grey or white logo suggested.
** Upon previous authorisation and complemented by a disclaimer provided by the Secretariat at *info@landcoalition.org*

# COLOURS

## GLOBAL AND REGIONAL COLOURS

Global yellow
RGB: 255 237 0 HEX: ffed00 CMYK: 0 0 100 0

Africa orange
RGB: 255 152 0 HEX: ff9800 CMYK: 0 48 93 0

Asia violet
RGB: 204 173 220 HEX: ccaddc CMYK: 23 37 0 0

LAC green
RGB: 209 222 132 HEX: d0dd83 CMYK: 25 0 60 0

## LOGO COLOURS

ILC logo blue
RGB: 139 207 222 HEX: 8bcede CMYK: 48 0 13 1

ILC logo green
RGB: 157 191 139 HEX: 9cbe8a CMYK: 39 0 51 13

## NEUTRAL COLOUR

ILC grey
RGB: 112 111 111 HEX: 6f6f6e CMYK: 0 0 0 70

## 10 COMMITMENTS COLOURS

Commitment 1: Secure tenure rights
RGB: 34 163 183 HEX: 22A3B7 CMYK: 75 14 26 1

Commitment 2: Strong small-scale farming systems
RGB: 70 180 139 HEX: 46B48B CMYK: 69 0 57 0

Commitment 3: Diverse tenure systems
RGB: 255 108 55 HEX: FF6C37 CMYK: 0 69 76 0

Commitment 4: Equal land rights for women
RGB: 7115 108 30 HEX: 736C1E CMYK: 51 40 100 31

Commitment 5: Secure territorial rights for Indigenous Peoples
RGB: 219 0 50 HEX: DB0032 CMYK: 5 100 76 1

Commitment 6: Locally managed ecosystems
RGB: 226 33 133 HEX: E22185 CMYK: 4 94 0 0

Commitment 7: Inclusive decision-making
RGB: 171 189 226 HEX: ABBDE2 CMYK: 37 22 0 0

Commitment 8: Transparent and accessible information
RGB: 176 132 63 HEX: B0843F CMYK: 26 43 80 17

Commitment 9: Effective actions against land grabbing
RGB: 92 87 157 HEX: 5C579D CMYK: 75 70 6 0

Commitment 10: Protection for land rights defenders
RGB: 35 30 33 HEX: 231E21 CMYK: 73 69 58 78

# OUR 10 COMMITMENTS ICONS

Each ILC commitment is represented by an icon. While we encourage their use, please bear in mind that these icons are not universally recognised and they should be complemented by explanatory text whenever necessary.



# TYPOGRAPHY

We use Open Sans for all our typography needs. This font family is freely available at this link: *www.google.com/fonts/specimen/Open+Sans*

Text should normally not be hyphenated nor justified.

## FOR PRINT: BOOKS, BROCHURES, POSTERS

| TYPE | FONT | MIN. SIZE | MIN. LEADING |
|---|---|---|---|
| Headings | Open Sans Extra-Bold (ALL CAPS) | any | any |
| Body | Open Sans Light | 9pt | 14pt |
| Body bold | Open Sans Regular | any | any |
| Body italics | Open Sans Light Italics | any | any |
| Notes | Open Sans Light | 7pt | 10pt |

## FOR SCREEN: WEB, VIDEO

| TYPE | FONT | MIN. SIZE | MIN. LEADING |
|---|---|---|---|
| Headings | Open Sans Extra-Bold (ALL CAPS) | any | any |
| Body | Open Sans Light | 14px | 150% |

## FOR SCREEN: MS OFFICE DOCUMENTS

| TYPE | FONT | MIN. SIZE | MIN. LEADING |
|---|---|---|---|
| Headings | Arial Black / Helvetica Black (ALL CAPS) | any | any |
| Body | Arial or Helvetica | 12pt | 1.5 lines |
| Notes | Arial or Helvetica | 10pt | 1.5 lines |

# PHOTOGRAPHY

## PICTURES SHOULD BE

- » emotive, real and engaging;
- » balanced: gender, age, race, region;
- » high-quality;
- » complete with captions and credits.*

## THEY SHOULD NOT

- » portray people – especially children – who look malnourished or are suffering from extreme violence or poverty;
- » distort the true context, content or meaning of the photograph.

## PICTURE QUALITY

| TO BE USED FOR | MIN. RESOLUTION** |
|---|---|
| Print: books, brochures, banners | 300dpi |
| Screen: web, MS Office, video | 72ppi |

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** To find out more about resolution, see the section on page 34

# USEFUL LINKS

**LOGO DOWNLOAD**
*From MemberNet at*
*members.landcoalition.org*

*Technical assistance*
*membernet@landcoalition.info*

**FONTS DOWNLOAD**

*www.google.com/fonts/specimen/Open+Sans*

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*info@landcoalition.org*

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