

HOW WE LOOK

LOGO

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

AVAILABLE COLORS

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 info@landcoalition.org

COMMITMENTS ICONS

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

- 1 SECURE TENURE RIGHTS
- 2 STRONG SMALL SCALE FARMING SYSTEMS
- 3 DIVERSE TENURE SYSTEMS
- 4 EQUAL LAND RIGHTS FOR WOMEN
- 5 SECURE TERRITORIAL RIGHTS FOR INDIGENOUS PEOPLES
- 6 LOCALLY MANAGED ECOSYSTEMS
- 7 INCLUSIVE DECISION-MAKING
- 8 TRANSPARENT AND ACCESSIBLE INFORMATION
- 9 EFFECTIVE ACTIONS AGAINST LAND GRABBING
- 10 PROTECTION FOR LAND RIGHTS DEFENDERS

USEFUL LINKS

LOGO DOWNLOAD

From MemberNet at
members.landcoalition.org

Technical assistance

membernet@landcoalition.info

FONTS DOWNLOAD

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

PERMISSIONS AND ANY DOUBTS

info@landcoalition.org

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 not be hyphenated or 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: MICROSOFT OFFICE DOCUMENTS

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

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

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

** To know more about resolution check "A guide to ILC's Brand & Visual Identity", page 34.

COLOR

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: 8bcde CMYK: 48 0 13 1

NEUTRAL COLOUR

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

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