



## **Our Brand**

Basic Elements and Guidelines for Use

### The Brandmark

The brandmark consists of two elements: the icon, and the typographic element. The icon element may be either used alone or together with the typographic element, but the typographic element must never be used alone. For most standard applications the complete mark with both elements will be used.

The brandmark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in digital format and are available from the brand coordinator, Peder Andreas Nergaard: [pan@afbf.no](mailto:pan@afbf.no)



## The Brandmark Bulgarian version

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The brandmark is also available in a Bulgarian version. The Cyrillic text is set in the same typeface as the English version and has similarly been represented in all lower case. The mark has been balanced to perfectly complement the English version while suiting the needs of addressing a Bulgarian audience.



## The Brandmark Clear Space

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To ensure prominence and legibility, the Brandmark is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type and other graphics. The minimum area of clear space is shown by the keyline containing the Brandmark. The construction of the keyline is based on the x-height ('X') of the lower-case letters of 'ambassadors'. The clear space area is a minimum and should be increased wherever possible.



## The Brandmark Minimum size and orientation

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### Specifying the size of the Brandmark

The size of the Brandmark is specified by measuring horizontally from the extreme left of the 'a' to the extreme right of the 's' in 'ambassadors'.

### Minimum size

The minimum size of the Brandmark in print is 20mm, as shown below. There is no limit to the maximum size of the Brandmark.

### Orientation

Depending on the required use, the Brandmark may be given a vertical orientation as shown, with the icon above the text. Wherever possible, the horizontal orientation should be used. Alternative artwork is provided for the vertical orientation.



### Minimum size



## The Brandmark Colourways

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### Primary colour

For most applications, particularly where primary brand identification is required, the Brandmark should always be used in its primary colour but where this is not possible it is appropriate to print the logo in black. The Brandmark can also be reversed out of its primary colour and black.



### Alternative colours

The Brandmark may be shown in a selected range of alternative colours as a contrast to the primary. This palette is based on contrasting colours taken from four points of the colour wheel.

### Alternative colours



## The Brandmark Secondary element

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The secondary element (icon) is included to provide a fun contrast to the primary mark.

### Uses of the secondary element

The secondary element should never replace the Brandmark as the primary identifier of Ambassadors for a Better Future, and should not in any context be directly associated with the typographical element. It is intended purely as an insert graphic, with a clear stylistic link to the primary Brandmark.

The icon may be employed in a variety of ways, some of which are demonstrated here.

Watermark

### The secondary icon



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Page numbering

## Colour Palette

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An independent colour palette secures a high level of recognition and guarantees an unmistakable corporate image. The primary colour palette is used to create an overarching colour expression, the secondary palette is used to provide contrast and accent.

### Colour swatches

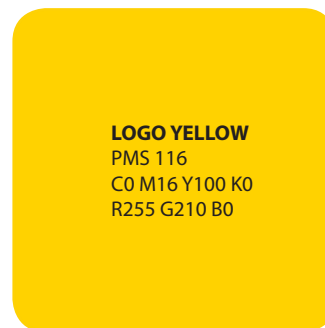
The coated Pantone colours act as the master colour references to which all other colour specifications should be matched.

### Colour breakdowns

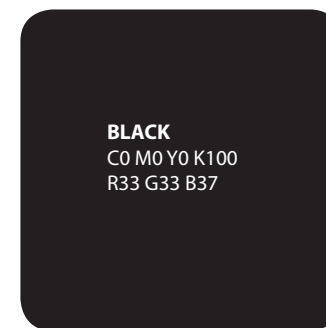
The CMYK and RGB figures show the colour breakdowns for the core colours. These breakdowns have been matched to replicate the Pantone colours and should not be modified.

Note: the colours shown on this page and throughout these guidelines are not intended to match the Pantone Colour Standards. \*Pantone® is a registered trademark of Pantone, Inc.

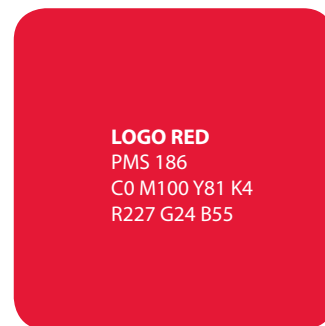
### Logo colour



### Primary colours



### Alternative colours



# Typeface

Adobe Myriad Pro is used for all aspects of communication, from body copy to headlines, stationery to core signage. Use of the font and consistent typographic styling across all applications strengthens recognition of the Ambassadors for a Better Future brand.

## Weights

Myriad Pro is available in a variety of weights. Ambassadors for a Better Future uses Myriad Pro Regular, Myriad Pro Bold and their italic variants. For more information about purchasing or licensing of fonts please contact the brand coordinator, Peder Andreas Nergaard: [pan@abf.no](mailto:pan@abf.no)

## Secondary Typeface – Arial

Arial is Ambassadors for a Better Future's secondary font and should be used for the main copy on applications where use of the primary typeface is not possible or reliable. Examples include:

- Letters and Microsoft Word templates
- Powerpoint
- Online text
- Email

## Primary typeface – Myriad Pro

abc

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
AaBbVvГгДдЕеЖжЗзИиЙйКкЛлМмНн  
ОоПпРрСсТтУуФфХхЦцЧчШшЩщ  
ЪъЬьЮюЯя

Myriad Pro Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**  
**AaBbVvГгДдЕеЖжЗзИиЙйКкЛлМмНн**  
**ОоПпРрСсТтУуФфХхЦцЧчШшЩщ**  
**ЪъЬьЮюЯя**

Myriad Pro Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*  
*AaBbVvГгДдЕеЖжЗзИиЙйКкЛлМмНн*  
*ОоПпРрСсТтУуФфХхЦцЧчШшЩщ*  
*ЪъЬьЮюЯя*

## Secondary typeface – Arial

abc

Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Arial Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

## Photography

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Selecting appropriate high quality imagery is a profoundly important task because it's an opportunity to illustrate the benefits of what Ambassadors for a Better Future offers. Pictures reach out to people in a more direct way than text ever can. They focus the emotions of the observer.

The theme of the visual language adopted by Ambassadors for a Better Future is characterised by one single idea, 'A window of opportunity'.

The predominant imagery should be that of framed glimpses into a different world.



Above: Close-framed banner image  
Far left: Brandmark overlay  
Left: Shaped frame



## Print

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The simplicity of the Brandmark lends itself to a number of applications and it can easily be reproduced on a wide variety of surfaces, textures and colours. In addition to simple spot or process colour reproduction, various finishing processes such as embossing, laminating, varnishing or die-cutting can also be applied without degradation.



## Business Cards and Stationery

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A strong mark creates a bold and immediately recognizable presence even in the smallest of applications. Additional techniques such as watermarks and full bleeds reinforce the brand and draw the eye towards your message.



## Signage

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Cost-effective reproduction at large sizes is also possible with laser-cutting in plastics, metal, rubber and other weather-resistant signage materials.



## Poster and Brochure

An example of reversal out of the primary colour.



# ambassadors for a better future

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For enquiries or to donate, visit us at:  
[www.afbf.no](http://www.afbf.no)

An effective combination of Brandmark and images both leads the eye and presents a unified message.

Contact Ambassadors for a Better Future

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[www.afbf.no](http://www.afbf.no)

