InaSAFE

Visual Language Guide
*May 2016*

Visual Language Guide

This style guide provides the most recent direction for our most important visual elements. Effective 1 March 2015, all new digital, print and other communications should reflect these guidelines.

These guidelines contain the basic building blocks to create communications in the **InaSAFE** "style."

The InaSAFE Logo

- The InaSAFE logo consists of two elements: a graphic device and a "wordmark" in a specific font.

- The distinctive graphic device that is the core visual descriptor for the InaSAFE brand is referred to as "Gunungan"

- The "Gunungan" is simple, yet powerful, graphical element, an important indonesian symbol.
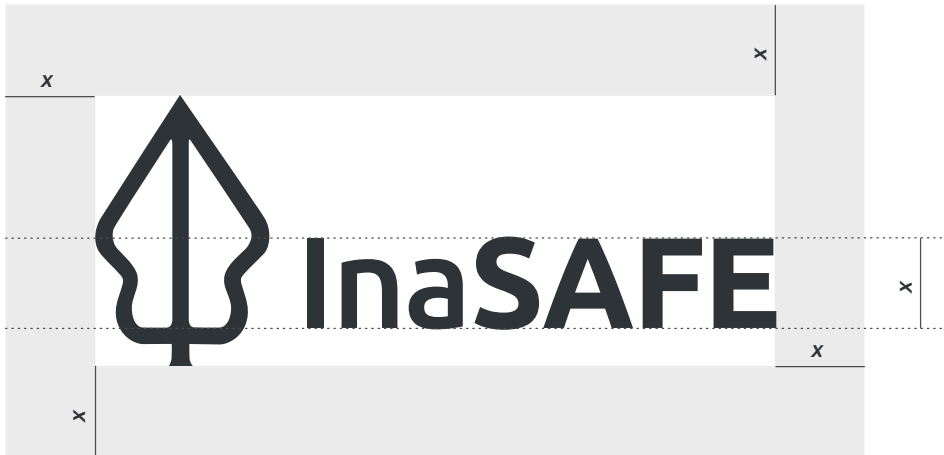
Clear Space

PRINT AND ONLINE STANDARDS

Maintaining a clean and uncluttered space around the InaSAFE logo maximizes the visual impact of this key brand element. Setting a minimum size helps to ensure the logo is always legible and has maximum impact.

DOs

- Always maintain a minimum clear space between the logo and the edge of a page, package or color field.
- Use the specifications as shown on this page to define the appropriate amount of clear space, where "x" amount of clear space is defined by the height of the uppercase letters in the InaSAFE logotype.
- Always position the logo away from other text, graphic and other design elements, especially other trademarks and service marks.

DON'Ts

- Do not use less than the minimum clear space.
- Do not "lock up" the logo with other words, images or logos, except in rare instances.

- To ensure legibility, do not reproduce the logo smaller than 1 inch (2.54 cm) wide for printed materials or, ideally, 150 pixels for online presentations.

Logo Minimum Size

The logo must be in the size large enough to read the logo mark and trademark notation. As the general rule, the logo should not be smaller than 100 pixels wide and 39 pixels height for web, and 1 inch (2.54 cm) wide for printed materials. There is a variation of the logo for small sizes, for web and icon use.

Logo with URL

The InaSAFE logo can be displayed with the www.inasafe.org URL.

In this case the height of the uppercase letter of the URL should be equal the bottom height of the logo together with the bottom stroke. The Wordmark should be lifted up to the half of this height above the URL. The height of the Wordmark should maintain the same, the height equal the middle part of the logo sign.

Main variation

Dark background

Color Variations of Logo

The **InaSAFE** logo was originally created in Adobe Illustrator.

These vector-based EPS files can be reproduced at any size without compromising quality.

All logos can be found online at *https://github.com/AIFDR/ inasafe-graphics*

Logo Color Palette

The logo can appear in 1 color or inverted on dark background. Use the variation the most appropriate for your audience or your budget. Do not alter the colors of the logo in any way.

HEX: #2f3338
CMYK: 76, 62, 53, 61
Pantone: P 179-15 C

Color background

DOs

- Always reproduce the logo in black color on a white background whenever possible (this is the preferred version of the logo).

- Whenever production constraints do not allow the use of the white for the background, use the corporate yellow color or it's variation for th background, keep the logo black.

- If the background is too dark to ensure clear legibility of the logo or if the required background is red, reverse the logo to white, as seen to the left.

DON'Ts

- Do not reproduce the logo in colors other than those specified in this document.

- Do not place the logo on a patterned background which impairs readability.

DON'Ts

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the InaSAFE logo.

Below are some examples of logo misuse:

Do not scale individual parts of the logo

Do not skew or distort the logo

Do not outline the logo

Do not rotate the logo

Do not rearrange the order of the art

Do not lighten the logo

Do not reproduce the logo in low resolution

Do not change colors of the logo

Fonts

Ubuntu Bold - this corporate font is mainly used for headlines, titles and subtitles

Ubuntu Medium - this corporate font is mainly used for headlines, titles and subtitles

Ubuntu Regular - this corporate font is mainly used for body content

Ubuntu Bold Italic - this corporate font is mainly used for headlines, titles and subtitles

Ubuntu Medium Italic - this corporate font is mainly used for headlines, titles and subtitles

Ubuntu Regular Italic - this corporate font is mainly used to place emphasis on the content pieces

These fonts are not common Windows fonts and must be loaded on your machine. They are available to download here:

https://www.google.com/fonts

Color Palette

In addition to the primary colors, specified in the 3-colors corporate colors, there are extensions to the color palette for web and communication materials use.

There are secondary and tertiary colors and mainly used as accent colors.

Primary colors:

HEX: #f15a2b
CMYK: 0, 76, 84, 0
Pantone: P 34-8 C
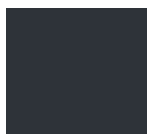
HEX: #2f3338
CMYK: 76, 62, 53, 61
Pantone: P 179-15 C

HEX: #fcb040
CMYK: 0, 37, 80, 0
Pantone: P 14-7 C

Secondary colors:

HEX: #3db2dd
CMYK: 68, 9, 7, 0
Pantone: P 116-5 C

HEX: #50cf5c
CMYK: 64, 0, 79, 0
Pantone: P 148-7 C

Tertiary colors:

HEX: #2f87a6
CMYK: 77, 31, 24, 6
Pantone: P 117-14 C

HEX: #6ec5e6
CMYK: 56, 2, 7, 0
Pantone: P 118-13 C

HEX: #3d9d45
CMYK: 76, 12, 92, 0
Pantone: P 148-15 C

HEX: #7cdb85
CMYK: 53, 0, 62, 0
Pantone: P 145-5 C

HEX: #c6502b
CMYK: 17, 78, 88, 6
Pantone: P 41-7 C

HEX: #f57d35
CMYK: 0, 61, 82, 0
Pantone: P 34-7 C

HEX: #dc923a
CMYK: 12, 47, 84, 2
Pantone: P 21-6 C

HEX: #fcc15a
CMYK: 0, 28, 72, 0
Pantone: P 14-6 C

HEX: #56595d
CMYK: 62, 50, 45, 38
Pantone: P 179-12 C

HEX: #8d9196
CMYK: 47, 35, 32, 12
Pantone: P 179-8 C

Corporate Stationery

Letterhead

InaSAFE Letterhead templates are available in two sizes - standart North American letter size and A4 for UK and Europe. Simple notes to follow when starting a Word document to be printed on the InaSAFE Letterhead sheets:

Top:
Leave/set the margin of 1,9" (4,8cm)

InaSAFE

Start document here

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www.inasafe.org
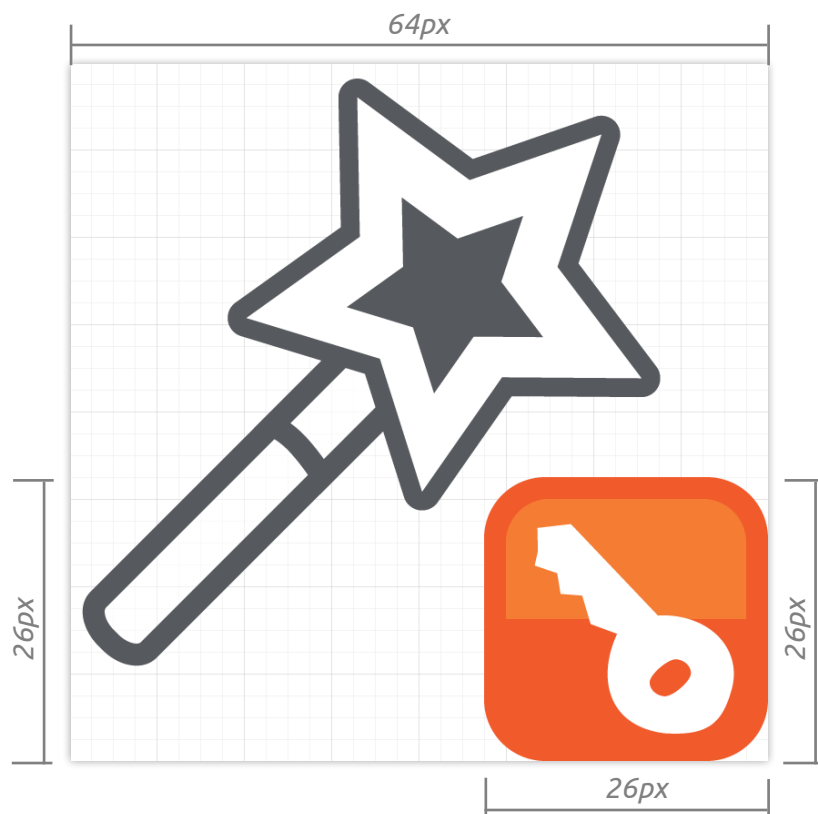
Left margin:
0,95"(2,4cm)

Right margin:
1,9"(4,8cm)

Iconography

InaSAFE is using United Nations Office for the Coordination of Humanitarian affairs (OCHA) 500 icons set:

http://www.unocha.org/top-stories/all-stories/ocha-launches-500-free-humanitarian-symbols

Application icons

The icons of QGIS are **64x64px SVG files**.

The QGIS programm options let the user choose the icon size between 16px, 24px, 32px and 64px. The default size is 32px, so the icon is scaled down x2 times. This should be considerd while creating the new icons. The best option is to use a grid with the gridline each 8px and 4 subdivisions as shown on the image on the left. For the visual clarity better not to use the borders of less than 2px width.

The color scheme of the InaSAFE icons.
For the InaSAFE icons the corporate colors are used:

- *White*

- *InaSAFE Orange*

- *InaSAFE Gray (CMYK: 62, 50, 45, 38)* for the outlines

- *InaSAFE Yellow 40%* above *InaSAFE Orange* for the bottom block

- *White 50%* for the transparent parts

Another QGIS icons feature is a **bottom-right block** for an extra icon element 26px x 26px, with border-radius of 2px and an inner border of 2px

The icon elements are generally white with the gray borders of 2px width.

The main element of the icon if it is used alone without the bottom block has 8px margin around it.

If the main element has a help block, it has minimun 8px margin in the bottom.

Flyers

Two templates are available in Adobe Illustrator for InaSAFE poscard or flyer. The important points of creating your own flyers are:

- Use the minimum margin of 9mm on each side
- Keep the logo size in the proportion of 1:3, 1:4, 1:5 or 1:6 to the document width

1/3

InaSAFE
www.inasafe.org

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Left, middle and right margin: 9mm

InaSAFE
www.inasafe.org

Inasafe is free software that produces realistis natural hazard impact scenarios for **better planning**, preparedness and response activities

Bette Planning Saves Lives

T-shirts

3 color variations designs are available in T-shirts mock-ups, the font used for this design is Boris Black Bloxx

Web Elements

InaSAFE uses **flat light design** for the website.

Each section of the site has two-level menu in the header, the sub-menu has one of **3 colors**, depending of an area of the site:

- *Orange (HEX #f57d35)* - About and blog area
- *Blue (HEX #3db2dd)* - Users area
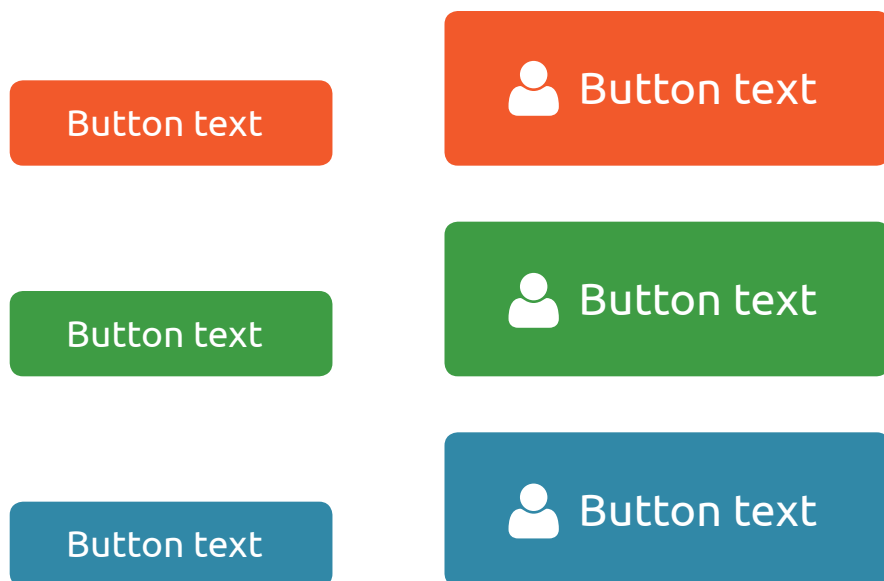- *Green (HEX #50cf5c)* - Contributors area

Border-radius all over the site: 5px

Font:
Font-family: Ubuntu (Google Web font), sans-serif
Body font size: 16px

Icons:
Elusive icons,
CSS prefix : "el-icon-{icon name}"
they are integrated with Shoestrap 3 theme

Button hierarchy:
There are two sizes of buttons, normal and big. Big button has class "big". Optionally it can include an icon, vertically aligned. Buttons can have 3 backgrounds:

- Orange (#f15a2b)
- Green (#3d9d45)
- Blue (#2f87a6)

Hover state:
button changes opacity to 0.8.

Headings:

Heading level 1

Heading level 2

Heading level 3

Heading level 4

Button text

Button text

Button text

Button text

Button text

Button text