



Visual Language Guide  
*February 2015*

# 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](http://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



#### Monochrome



#### 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 3 colors or in black-and-white only. Use the variation the most appropriate for your audience or your budget. Do not alter the colors of the logo in any way.



**HEX:** #f15a2b

**CMYK:** 0, 76, 84, 0

**Pantone:** P 34-8 C



**HEX:** #fcb040

**CMYK:** 0, 37, 80, 0

**Pantone:** P 14-7 C



**HEX:** #2f3338

**CMYK:** 76, 62, 53, 61

**Pantone:** P 179-15 C

Color background



Black-and-white inverted



Black-and-white

## DOs

- Always reproduce the logo in three colors on a white background whenever possible (this is the preferred version of the logo).
- When production constraints do not allow the use of the three-color version, use the black version of the logo.
- Whenever production constraints do not allow the use of the black for the background, reverse the logo out of an equally dark color.
- 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 three-color 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 switch colors within the logo, except if the logo is on the dark background



Do not change colors of the logo



Do not reproduce the logo in low resolution





## 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

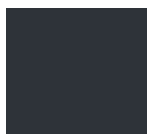
In addition to the primary colors, specified in the 3-colors corporate colors, there are extensions to the color palette for web and communication materials use.

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

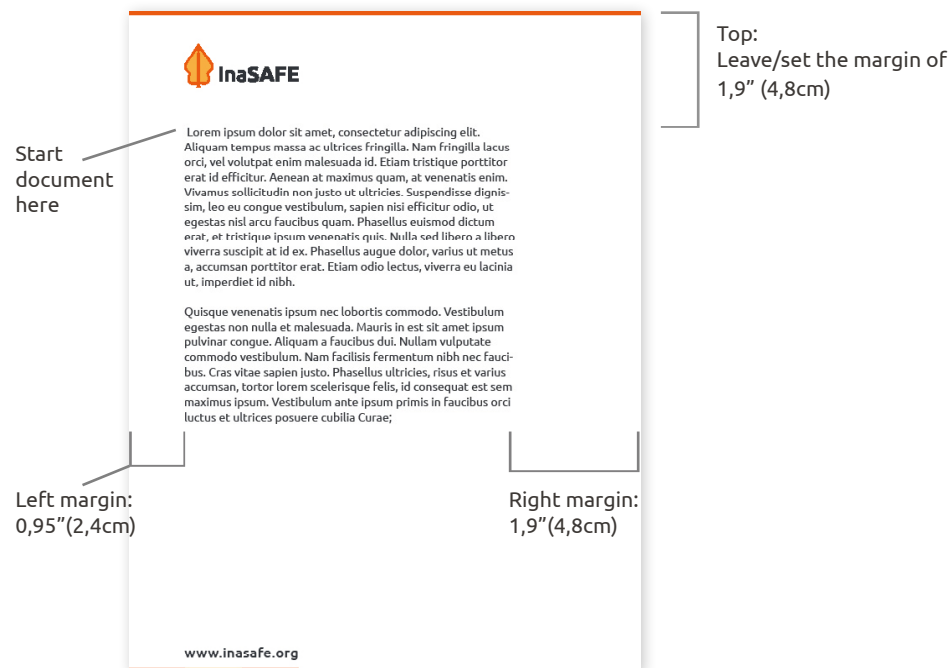


**HEX:** #8d9196  
**CMYK:** 47, 35, 32, 12  
**Pantone:** P 179-8 C

# Corporate Stationery

## Letterhead

InaSAFE Letterhead templates are available in two sizes - standard 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:



## 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>



## 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



## 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

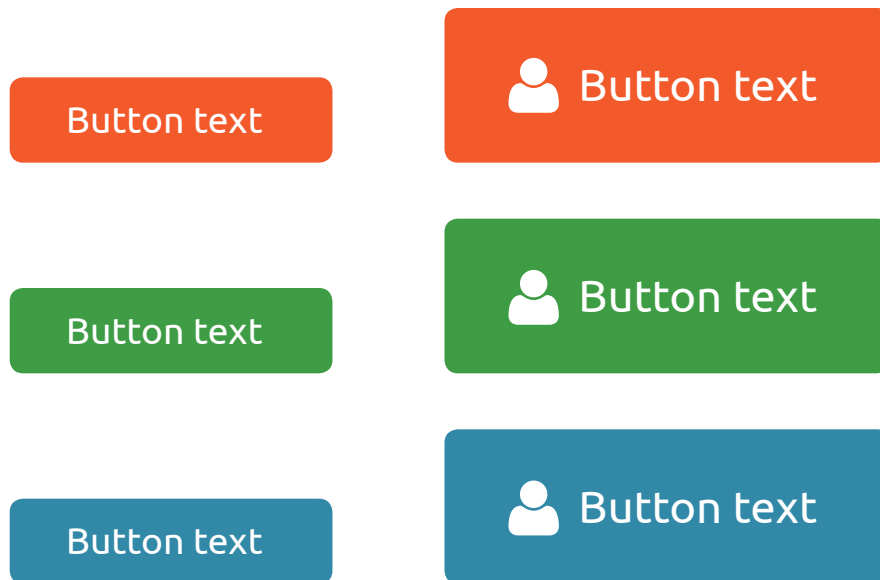
**Border-radius all over the site:** 5px

## 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