

Mano River Union

Brand Manual

Content

Introduction

01

The Logo

- Main Version
- Clear Space
- Preferred Size
- Incorrect Usage
- Policy on MRU Logo Use

02

Colour

- Main Colours
- Accent Colours

03

Typography

- Main Font
- Weight Variations

04

Boilerplate Text

05

Applying the Logo

- Publications
- Promotional Items
- Stationery
- Visibility Items

06

Media Use

- Press Release
- Joint Press Release
- Media Advisory

Introduction

MRU is evolving. Its brand must evolve with it. As we reshape our organization for the future, we need to update how we communicate our core brand positioning, both visually and verbally. This document represents the first step in this process to address immediate needs.

The guidelines demonstrate the various ways the logo is applied, presents new typefaces (fonts) for print and digital executions, and introduces the Technical references in the Strategic Plan colours as secondary “accent colours” used in conjunction with the MRU Purple.

The MRU logo is the keystone element of our identity and should be used to represent the entire organization.

In practical terms, the Purple colour and flag shape icons makes the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent MRU and its experience.

Whatever the application of the logo, the MRU logo should always be reproduced from official artwork. **DO NOT RE-DRAW THE LOGO.**

LOGO

MAIN VERSION



ALTERNATE VERSION



CLEAR SPACE

To achieve maximum recognition of the logo, it is important that it is never obscured or crowded by other elements. Leave an area of isolation around it, or clear space, as is indicated below with the grey rectangle. Only where space is very limited should the clear space be reduced.



PREFERRED SIZE

The preferred logo size for placing on A4/Letter paper is 1.5cm width. To ensure visibility, and the clarity of the MRU emblem, the logo should be reproduced with a minimum width of 0.8mm. On exceptionally small or large applications, size to fit as appropriate.



1.5cm



0.8cm

INCORRECT USAGE

A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The examples on this page illustrate some common errors that should be avoided. Such misuses will undermine MRU's efforts to project a unified image.



Do not distort the shape
of the logo



Do not rearrange
the elements



Do not add an outline
to the logo

POLICY ON MRU LOGO USE

1. This is the only MRU logo to be used: with the brand name in English and French.
2. Each MRU Country Office will use version of the logo with name in both French and English.
3. MRU Country Offices should not place the name of the individual country under the logo.
4. All units will use the MRU logo as their only logo. There should not be any separate or stand-alone logos used.

There are no exceptions to this rule.

APPLICATION

5. On print publications, including brochures and flyers, the MRU logo should be placed at the top left-hand corner on the front cover of the publication. The name of the organization must be spelled out in full in the appropriate languages (for e.g. Mano River Union) and placed on the front cover of the publication/product.
6. MRU Country Offices must write out the full name, "Mano River Union" in any appropriate local language, on publications, stationery, signs or elsewhere.

All logos should be visually equal when used with other partners.
7. All logos must be placed on the same line. No one logo should take precedence over the other logos of partnering agencies
8. Logos of commercial publishing houses should be placed discreetly on the back cover of a publication, on the spine or on the inside pages of the publication. The use of commercial publishing houses is normally related to publications for sale.
9. For partnerships such as GiZ, the MRU logo must be used with partner logos.
10. Any MRU field project must carry the MRU logo as its only logo; use of any other logo will dilute the MRU brand. If required, the name of the project should be spelled out in full and placed next to the logo. If the project is managed with a partner, which needs to be acknowledged visually, the MRU logo should be used in conjunction with the logo of the other partner(s) only.

Color

MAIN COLORS

Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used. While the formulas on this page serve as an important guide, whenever possible the printer should be given a colour sample to match.

PURPLE

Hex: **4E3B74**
RGB: R-78 G-59 B-116
CMYK: C-82 M-88 Y-25 K-11

WHITE

Hex: **FFFFFF**
RGB: R-255 G-255 B-255
CMYK: C-0 M-0 Y-0 K-0

ACCENT COLORS

Accent colours may be used to complement, but never overpower, the logo design. Below are some colour suggestions, based on the Strategic Pillars (SPs), that have been used in conjunction with the MRU logo.



TRADE & INDUSTRY



AGRICULTURE, FORESTRY
& FISHERIES



COMMUNICATIONS &
TRANSPORT



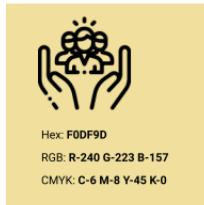
EDUCATION, TRAINING
& RESEARCH



FINANCE &
ADMINISTRATION



ENERGY &
NATURAL RESOURCES



PEACE & SECURITY

TYPOGRAPHY

TYPOGRAPHY

Starting with the design of the MRU brand guide, a combination of two typeface families are being used. "Roboto" been selected as the main font for all body text, consistency in the use of typeface enhances and strengthens the MRU identity and is an integral part of the corporate visual system.

MAIN : ROBOTO FONT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; " "

WEIGHT VARIATIONS

Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Bold
Roboto Bold Italic

BOILERPLATE TEXT

TYPOGRAPHY

This text will appear at the footer of every MRU public information material:

ENGLISH VERSION

The MRU is an intergovernmental institution that pursues the revival, growth, socio-economic development, and integration of the sub region within the framework of four pillars: institutional revitalization and restructuring of the public sector of Member States; peace and security; economic development and regional integration; and social development. Current members are Sierra Leone, Liberia, Guinea and Ivory Coast.

FRENCH VERSION

L'UFM est une institution intergouvernementale qui poursuit la relance, la croissance, le développement socio-économique et l'intégration de la sous-région dans le cadre de quatre piliers : la revitalisation institutionnelle et la restructuration du secteur public des États membres ; paix et sécurité; développement économique et intégration régionale; et le développement social. Les membres actuels sont la Sierra Leone, le Libéria, la Guinée et la Côte d'Ivoire.

APPLYING THE LOGO

APPLYING THE LOGO

When possible, the MRU logo should be placed in the upper-left corner. Consistent placement gives visibility to the logo. Products will be easily identified as belonging to MRU. It will also be in keeping with the format adopted for press releases, media advisories and letterheads.

PUBLICATIONS

On magazines, reports, books, brochures and other publications, the MRU logo should be placed at **the top left-hand corner of the front cover**.



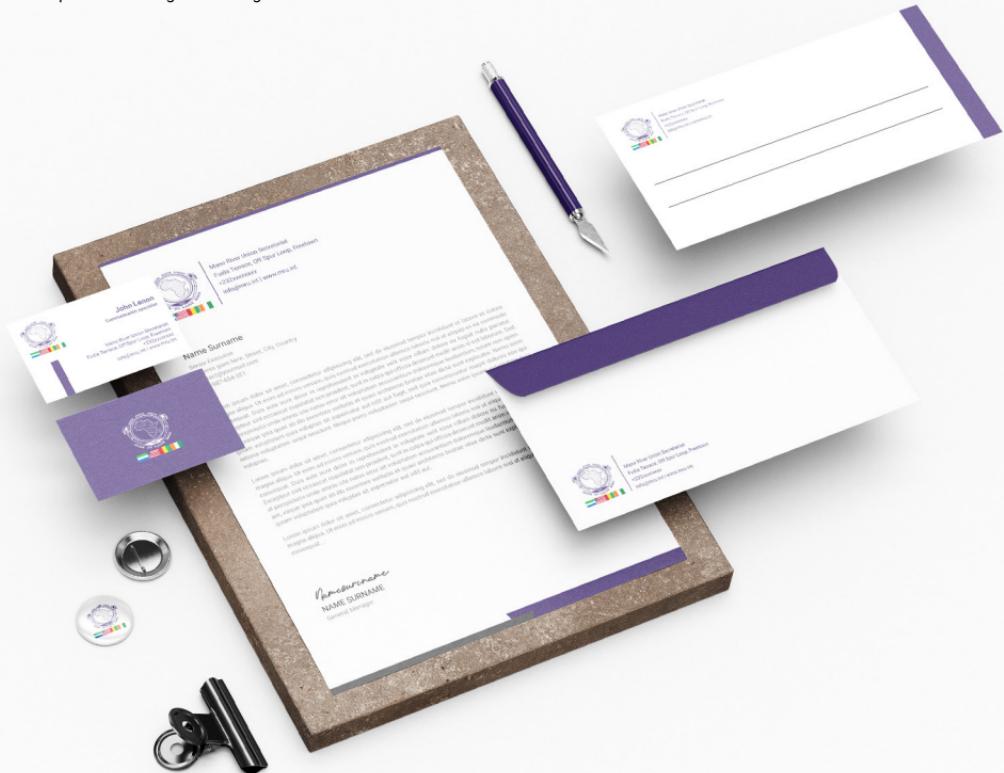
PROMOTIONAL ITEMS

The logo should be displayed tastefully, yet prominently, on all promotional items. Visibility and legibility are crucial. Minimum printing sizes will vary by surface. **Check with your local vendor as to size limits, as small details in the MRU emblem may not be possible, especially for embroidery.**



STATIONERY

MRU stationery items were carefully developed into a system. The preset format is an integral part of the design and, when followed, complements and completes the image of the organization as a whole.



VISIBILITY ITEM

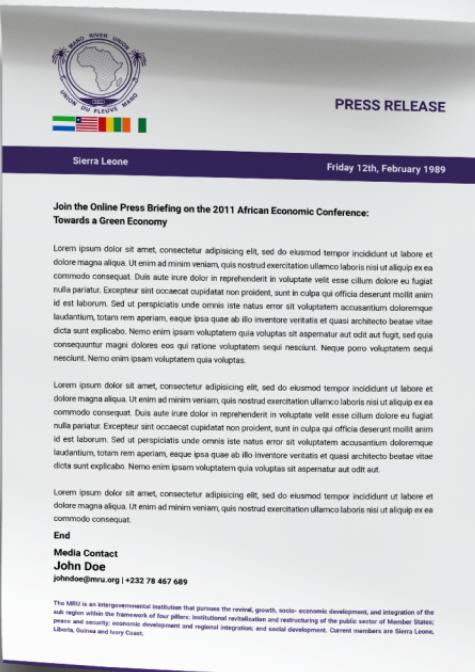
Using the MRU logo in the field reinforces MRU identification. Items should reflect the exact logo design, but can be made in materials appropriate to the setting.



MEDIA NEEDS

PRESS RELEASE

The boilerplate text to describe MRU must be included at the bottom of all press releases.



The template consists of a white rectangular card with a thin black border. At the top left is the MRU logo, which features a circular emblem with a map of Africa and the text "MAGNUS RIVER UNION" and "UNION DU FLEUVE MAGNUS". Below the logo is a horizontal bar with the American flag on the left and the United Nations flag on the right. To the right of the logo is the word "PRESS RELEASE" in bold capital letters. A dark blue horizontal bar across the middle contains the text "Sierra Leone" on the left and "Friday 12th, February 1989" on the right. The main body of the text begins with "Join the Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy". Below this is a large block of placeholder text (Lorem ipsum) followed by three smaller blocks of placeholder text. At the bottom, there is a "Media Contact" section with the name "John Doe" and the email "john.doe@mruru.org | +232 78 467 689". A small note at the very bottom right provides information about the MRU's mission and members.

PRESS RELEASE

Sierra Leone Friday 12th, February 1989

Join the Online Press Briefing on the 2011 African Economic Conference:
Towards a Green Economy

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End

Media Contact
John Doe
john.doe@mruru.org | +232 78 467 689

The MRU is an intergovernmental institution that pursues the revival, growth, socio-economic development, and integration of the region. It has a framework of four pillars: institutional revitalization and restructuring of the public sector of Member States; peace and security; economic development and regional integration; and social development. Current members are Sierra Leone, Liberia, Guinea and Ivory Coast.

JOINT PRESS RELEASE



Implemented by:
giz
Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

JOINT PRESS RELEASE

Sierra Leone

Friday 12th, February 1989

Join the Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

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End

Media Contact

John Doe

johndoe@mu.org | +232 78 467 689

The MII is an intergovernmental institution that pursues the revival, growth, socio-economic development, and integration of the sub-region within the framework of four pillars: institutional revitalization and restructuring of the public sector of Member States; peace and security; economic development and regional integration; and social development. Current members are Sierra Leone, Liberia, Guinea and Ivory Coast.

MEDIA ADVISORY



MEDIA ADVISORY

Sierra Leone

Friday 12th, February 1989

Towards a Green Economy

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent. This year, the Conference takes place in Abidjan, Ivory Coast, during 25-28 October, in the run up to next month's climate change talks in Monrovia, Liberia.

What: Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

When: Friday 14 October 2011, 10:00am EST

Who: Mthuli Ncube, Chief Economist, African Development Bank (ADB); Ambassador Madina Wesseh Esu, Secretary General, Mano River Union (MRU). During the online press briefing the hosts will discuss the aims of the conference, specifically the continent's prospects for advancing sustainable development and boosting economic productivity by adopting greener growth paths.

To join the press briefing, participants are invited to register here: <http://www.apo-opa.org/en/application?vc=AfDB>; this service is FREE and only requires a computer connected to the internet.

Languages: English, French

Media contacts:

ADB: Penelope Pontet; Tel: +216 71 10 12 50; +216 24 66 36 96;

p.pontet@afdb.org

MRU: James Kabia; Tel: +251 11 54450 98; james.kabia@mru.int;

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