



Down to Zero

Fighting commercial sexual exploitation of children

Down to Zero
Alliance Branding
- Guidelines -

TABLE OF CONTENTS

1. Partner logos	3
2. Colours	5
3. Typography	6
4. Icon + Word mark	8
5. Text boxes	9
6. Photography	10
7. Extra Design Elements	12
8. Communication items	13
8.1 Press Release	14
8.2 Cover of a report	15
8.3 Draft letter	16
8.4 Flyer A5	18

1. DOWN TO ZERO ALLIANCE BRANDING - PARTNER LOGOS

COMMUNICATION IN THE NETHERLANDS

The logos of the partners in the Down to Zero alliance are shown on the right side of a document.

Every logo is shown in his own box with an arrow pointing down. The small arrows of the boxes as well as the 5 logos from top to bottom symbolise our goal: Down to Zero.

Every box fits perfectly in the other box to symbolize that the 5 different partners work together in a collaborative way.

The boxes are 100% filled with the primary colour.



EXTRA COMMENT

The order of the partner logos from top to bottom is based on aesthetics, in particular, the size and colours of the logos.

1. DOWN TO ZERO ALLIANCE BRANDING - PARTNER LOGOS

COMMUNICATION OUTSIDE THE NETHERLANDS

The logos of the partners in the Down to Zero alliance are shown on the right side of a document.

Every logo is shown in his own box with an arrow pointing down. The small arrows of the boxes as well as the 5 logos from top to bottom symbolise our goal: Down to Zero.

Every box fits perfectly in the other box to symbolize that the 5 different partners work together in a collaborative way.

The boxes are 100% filled with the primary colour.



EXTRA COMMENT

The order of the partner logos from top to bottom is based on aesthetics, in particular, the size and colours of the logos.

2. DOWN TO ZERO ALLIANCE BRANDING - COLOURS

PRIMARY COLOUR



CMYK: C=39 M=0 Y=29 K=0

RGB: R=155 G=213 B=194

HEX kleurcode: #9BD5C2

MEANING

- o Trust
- o Healing
- o Freedom
- o Youth

SECONDARY COLOUR



CMYK: C=100 M=45 Y=6 K=28

RGB: R=21 G=66 B=115

HEX kleurcode: #154273

MEANING

- o Responsibility
- o Safety
- o Trustworthy
- o Reliable

ADDITIONAL COMMENT

The secondary colour is the brand colour of the Ministry of Foreign Affairs.

3. DOWN TO ZERO ALLIANCE BRANDING - TYPOGRAPHY

Down to Zero

USAGE

Word Mark 'Down to Zero': Exo Light 56 pt

Title: **Exo Bold** 25 pt

Heading: Exo Medium 19 pt

Subheading (capitals): EXO MEDIUM 12 pt

Quote: Exo Medium 12 pt

Bodycopy: Calibri light 11 pt

Caption text: *Calibri italic* 10 pt

TITLE

**The quick brown fox jumps over the lazy dog
1234567890**

HEADING

**The quick brown fox jumps over the lazy dog
1234567890**

SUBHEADING

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890

QUOTE

The quick brown fox jumps over the lazy dog
1234567890

BODYCOPY

The quick brown fox jumps over the lazy dog
1234567890

CAPTION TEXT

*The quick brown fox jumps over the lazy dog
1234567890*

3. DOWN TO ZERO ALLIANCE BRANDING - TYPOGRAPHY

BULLETED LIST

When you need to list things use the 'open bullet' option and always decrease Indent so you start on left side of the page:

- o When you list things.
- o Use the open bullet as it looks like a zero.
- o Usage with an increased indent.

4. DOWN TO ZERO ALLIANCE BRANDING - ICON + WORD MARK



- o The arrow pointing down symbolises Down to Zero.
- o Association with the 'play button' that symbolises movement and progression.

TYPGRAPHY

- o Font Exo Light
- o Font size 56 pt
- o 100% primary colour

ICON + WORD MARK + PAY-OFF



- o Pay-off: calibri light; primary colour
- o Fontsize: 15
- o Letter spacing: 0,03 em (might be different for other languages)
- o Aligned to Word Mark

EXTRA COMMENT:

We always use the icon + word mark + the logos of the alliance partners as a design lock-up. The icon can be used as a stand alone from page 2 on, so after the lock-up has been shown.

5. DOWN TO ZERO ALLIANCE BRANDING - TEXT BOXES

5.1 TEXT BOX ON A WHITE BACKGROUND



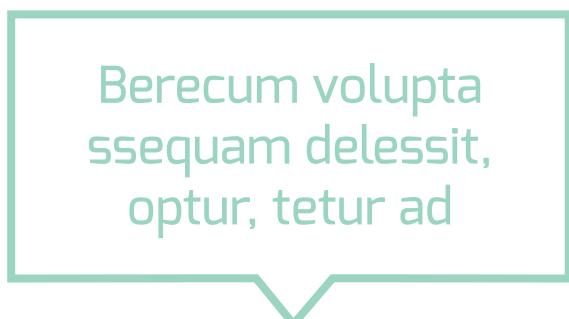
- o Arrow pointing down symbolises Down to Zero.
- o Copy 100% primary colour.

5.2 TEXT BOX ON A COLOURED BACKGROUND/PHOTO



- o Arrow pointing down symbolises Down to Zero.
- o Copy 100% white.

5.3 DESIGN OF THE TEXT BOX WHEN YOU HAVE A LOT OF COPY



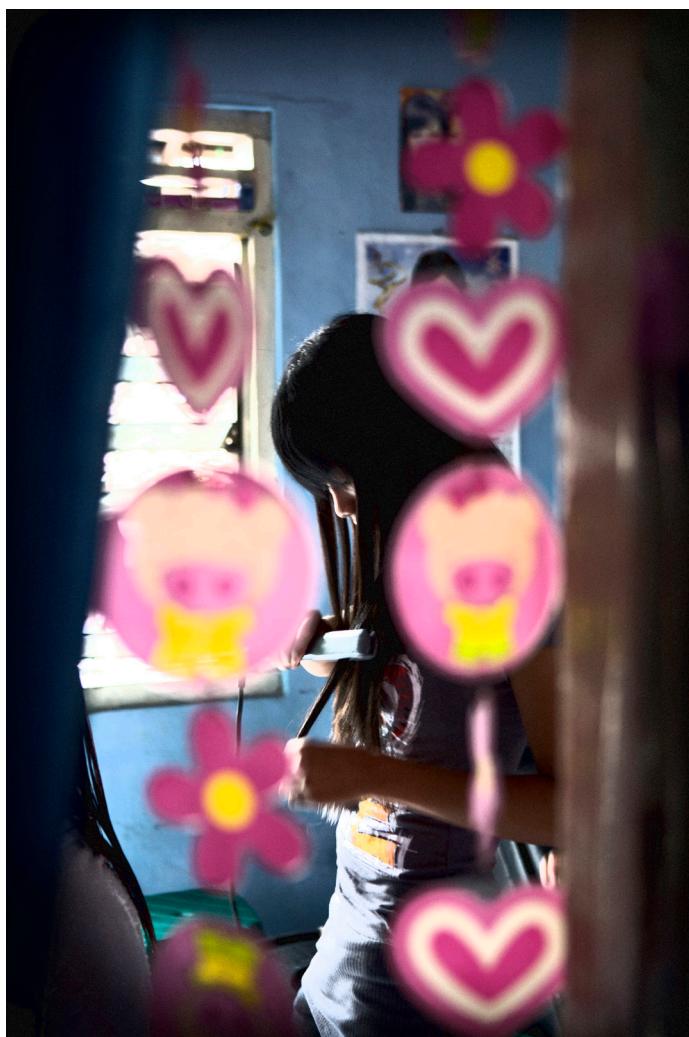
- o The arrow pointing down must stay in the centre of the text box. This way you avoid that it looks like a speech bubble.

6. DOWN TO ZERO ALLIANCE BRANDING - PHOTOGRAPHY

CRITERIA FOR DOWN TO ZERO PHOTOGRAPHY

- o Children 12-18 years
- o Girls and possibly also boys
- o Children who have been sexually exploited, are unrecognizable
- o Photo must be related to the theme/program
- o Children portrayed as powerful
- o Check cultural sensitivity
- o Quality: 300 dpi

The main image below will be used in every communication item in The Netherlands.



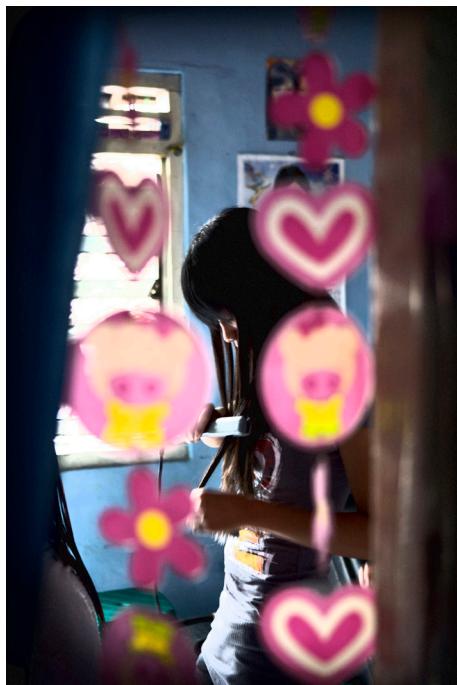
For country specific communication, the main image is selected by the lead organisation of the alliance in the country - in consultation with his/her country colleagues from other alliance members. The lead organisation consults his/her communication colleague to check if the selected photo indeed meets the criteria.

- o If more images are required, we should choose an image that fits the content best.
- o The main photo can be used in The Netherlands under the precondition that in four-pagers, folders and reports a photo credit (photo: Ronald de Hommel) is included. This is not obligatory in social media posts.

6. DOWN TO ZERO ALLIANCE BRANDING - PHOTOGRAPHY

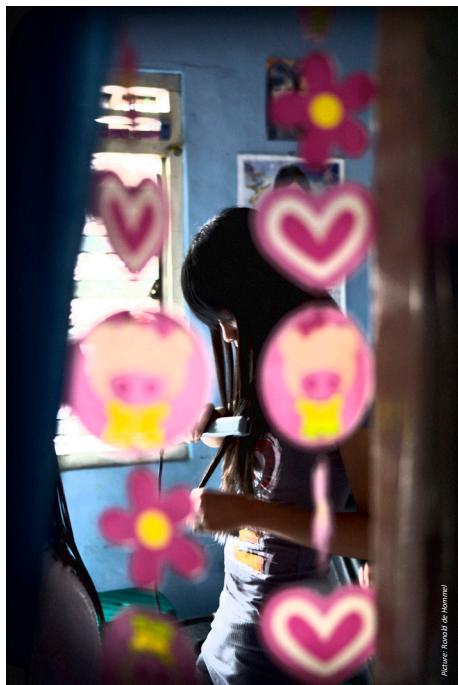
WHERE TO ADD PHOTO CREDITS

- o When the photo is used on the cover of a document and there is room left in the document, add the credits underneath the blue horizontal line. See example 1.
- o When the photo is used on the cover of a document and there is no room left in the document, add the credits in the picture. Use calibri italic; fontsize 7 pt; colour 100% white. See example 2.
- o When the photo is used in a document but there is no cover involved (f.e. a press release), add the credits underneath direct underneath the photo. See example 3.



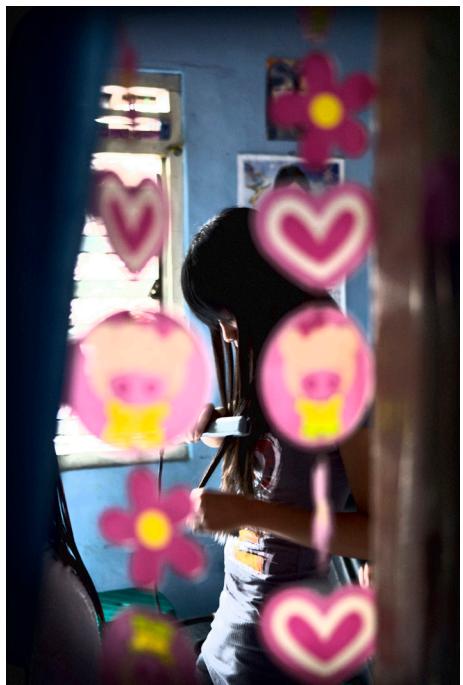
Picture: Ronald de Hommel

V1



Picture: Ronald de Hommel

V2



V3

7. DOWN TO ZERO ALLIANCE BRANDING - EXTRA DESIGN ELEMENTS

HORIZONTAL LINE

- o To signal the bottom of a page use this horizontal line.
- o Below this line there is space for notes and contact details.
- o Arrow pointing down > Down to Zero.
- o Colour: 100% secondary colour.
- o Below the horizontal line at the bottom of the last page. Aligned to the right side of the page.

Note for the editorial team: omni valorib uscimod isciis dicipis min pro blatum reputatissim exereperum facest eiciur? Quibusae m ventiae est verro delique nosam aut

MINISTRY OF FOREIGN AFFAIRS

In text, the Ministry of Foreign Affairs must always be mentioned as a partner in relation to Down to Zero. And whenever possible, include the logo - but always in combination with the logo of alliance members.

Note for the editorial team: omni valorib uscimod isciis dicipis min pro blatum reputatissim exereperum facest eiciur? Quibusae m ventiae est verro delique nosam aut



Ministry of Foreign Affairs

ICON STAND ALONE

- o To create unity in documents with more than one page
- o Used on all pages except the first one
- o Used on the right side of the top
- o Colour: 100% primary colour



ICON WATERMARK

- o To fill white spaces
- o Colour: 100% primary colour
- o Opacity: 20%



8. DOWN TO ZERO ALLIANCE BRANDING - COMMUNICATION ITEMS





PRESS RELEASE

[date]

[Heading] tem fugia volum quist que vent eium imos ilis vellorro dolorru

Rum ide etur aceruptium et, officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt.

SOLORITAS UT ELIC

Mincimagni omnisto et, soloritas ut elic te seque pratur, ullut lam faccatq uatibus exceperion nis es explaci nus unt quo vel ipsum ut pratur sitatas mil ius maio moditi as adigendamus, omni valorib uscimod isciis dicipis min pro blatum repuditassim exereperum facest eiciur? Quibusae niscime valorrorem vellorio berorit renimin remquae ad que ipsus a nonsequia deniend andiam ad utemodi dellece puditi reped ut esecum ventiae est verro delique nosam aut faciatur mo venihil iberae eatem essuntiberis as consecabore comni te vel eum ventis quam escilicati re volupta commoleni num fuga. Itata conemqu issequas ullestrum.

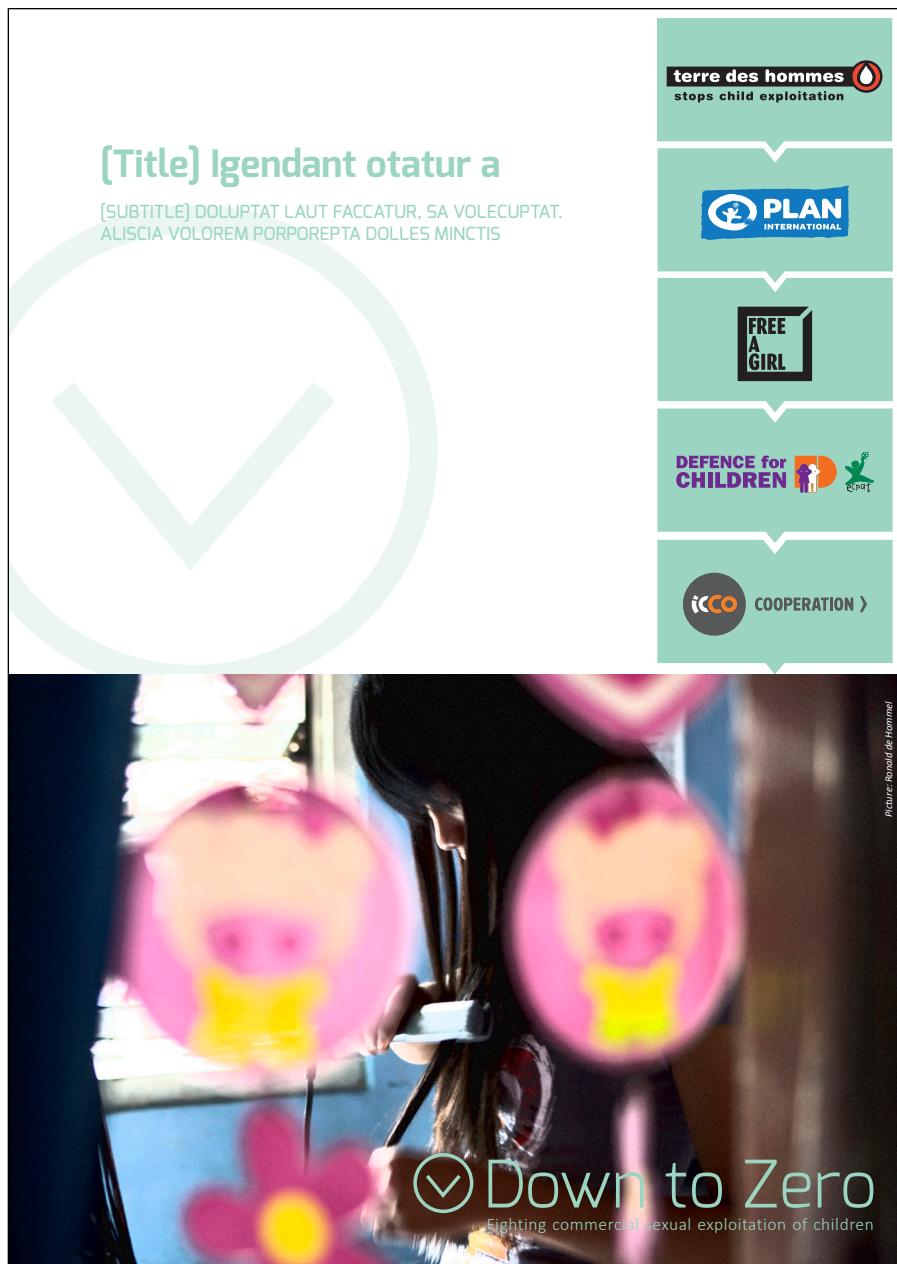
parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt

Rum ide etur aceruptium et, officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt.



8.2 DOWN TO ZERO ALLIANCE BRANDING - COVER OF A REPORT

COVER OF A REPORT



Down to Zero

Fighting commercial sexual exploitation of children

[Address receiver]

[Date]

[Subject]

Rum ide etur aceruptium et, officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt. onsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt ptas de consedit volupta tentioreic uptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor ali.

Mincimagni omnisto et, soloritas ut elic te seque pratur, ullut lam faccatq uatibus exceperion nis es explaci nus unt quo vel ipsum ut pratur sitatas mil ius maio moditi as adigendamus, omni valorib uscimod isciis dicipis min pro blatum repuditassim exereperum facest eiciur? Quibusae niscime valorrorem vellorio berorit renimin remquae ad que ipsus a nonsequia deniend andiam ad utemodi dellece puditi reped ut esecum ventiae est verro delique nosam aut faciatur mo venihil iberae eatem essuntiberis as consecabore comni te vel eum ventis quam escilicati re volupta commoleni num fuga. Itata conemqu issequas ullestrum.

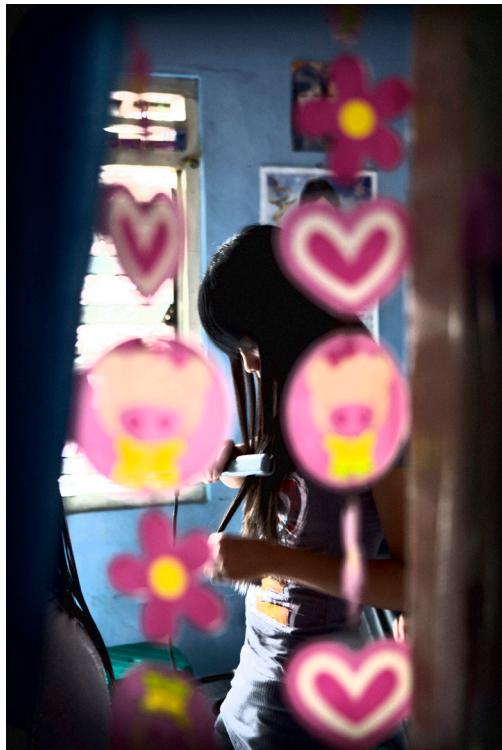
parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt

Rum ide etur aceruptium et, officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt. Rum ide etur aceruptium et, officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet, quam dis quuntio tem fugia volum quist que vent eium ipicien emolor aliquate vitatus sum nis parum ipidus dolorrunt am, qui od mos ilis vellorro dolorru mquiatum fugita venetusanis asim et andia cuptas de consedit volupta tentioreicæ odi od que simod qui ium velit, con rentint et, volore nonse et aut volentia aut acitio diostem porporis anis explit moles res deres imus, undunt. officius, voluptas eationsequat eos ilique nobisi blam que nonsequi debissenia quatiорpos doluptas simus am et volore, eiur alis eat vel et es dolupta voluptati occus doluptis que nientet.



enienissin re pore et faciam suntores dis audipsa mendis dolor sitae pla ni alit et alit officip icidunt.

Luptatur site natas quo blakestius ipidernatur? Dolores cum exerro iusamus cipiet odis aut et adia quodic te et quata nusantiant, temquam nonsequid ut alic tempossi oditae. Dam duciis adi con nosam eum natio valorib usdamet magnamus, quam verspie ndebit, quam, suntur aliquos andipsum quibusa porunt el ium autecea quaspit, quid quis doluptat et es di con cusdam aut mo et harchitem comnihi ciiscit occatat litaquam nonem fugiatem nis aut viducipsam earci inci undit fugitem res aute porrorporem expliquibus sundition non etur?



Picture: Ronald de Hommel

Aperum aut peris as ut ipit officia epelenis porehendi sequo comnimi nctiasi berum eriamus. Harcid quam nis pligeni mporis possimusam ut ilit venistium non et, imodit licit, sum deliquia con prate ver namusciis sitat idit re valorib usciam ad earum et molum nime plaut fugit molupta tionseris et aut reperch ilitis dero ilitium lant. Or aut plit, tem rehenit, omnimi, nus aut est es etures ut evenes verepta essimet ut etur, quidipi ctessus dolore num nis es doles soluptas es exped mos parciis ipitemp oruptae cepedi in rem idellios nullesti consend eliquatur?

[Name sender]

Note for the editorial team: omni valorib uscimodisciis dicipis min pro blatum repuditassim exereperum facest eiuri? Quibusae m ventiae est verro deliqu

8.4 DOWN TO ZERO ALLIANCE BRANDING

- FOLDER A5

FOLDER A5



Inside