



Down to Zero

Fighting commercial sexual exploitation of children

Down to Zero
Alliance Branding
- Guidelines -

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1. DOWN TO ZERO ALLIANCE BRANDING - PARTNER LOGOS

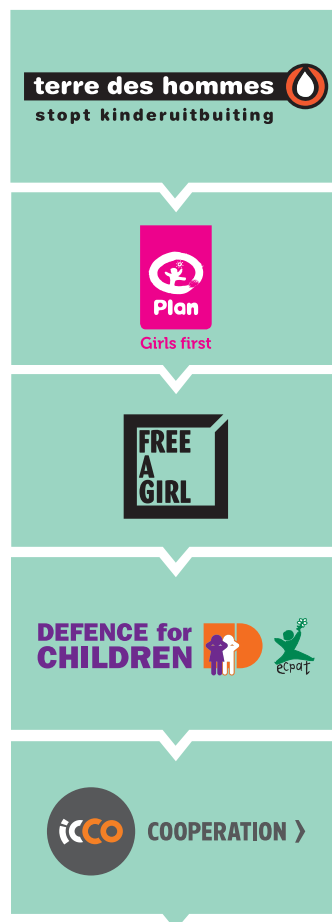
COMMUNICATION IN THE NETHERLANDS

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.

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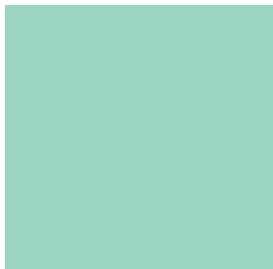


EXTRA COMMENT

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:	<i>Calibri italic</i>	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.

TYPOGRAPHY

- 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



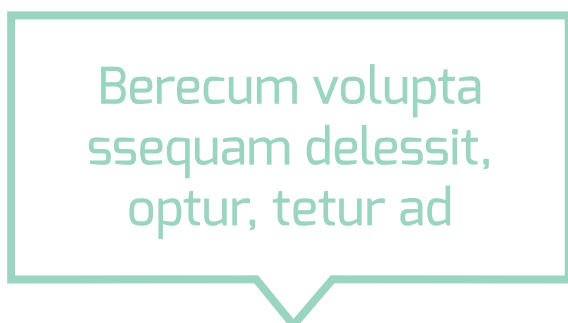
- o Arrow pointing down symbolises Down to Zero.
- o Copy 100% primary colour.

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

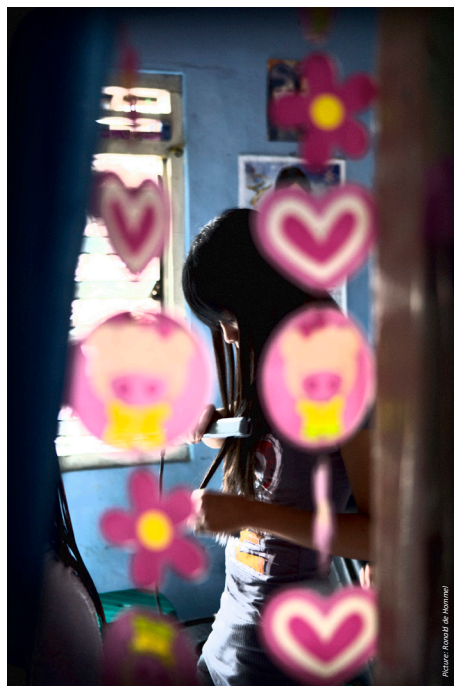
WHERE TO ADD PHOTO CREDITS

- 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.



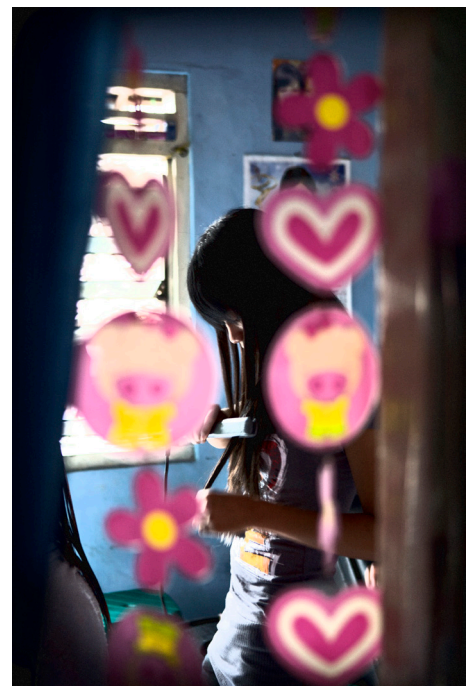
Picture: Ronald de Hommel

V1



Picture: Ronald de Hommel

V2



V3

HORIZONTAL LINE

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

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 volorib uscimod isciis dicipis min pro blatum reputatissim exereperum facest eiciur? Quibusae m ventiae est verro delique nosam aut



Ministry of Foreign Affairs

- 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



- 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

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terre des hommes 
stops child exploitation

 **PLAN**
INTERNATIONAL

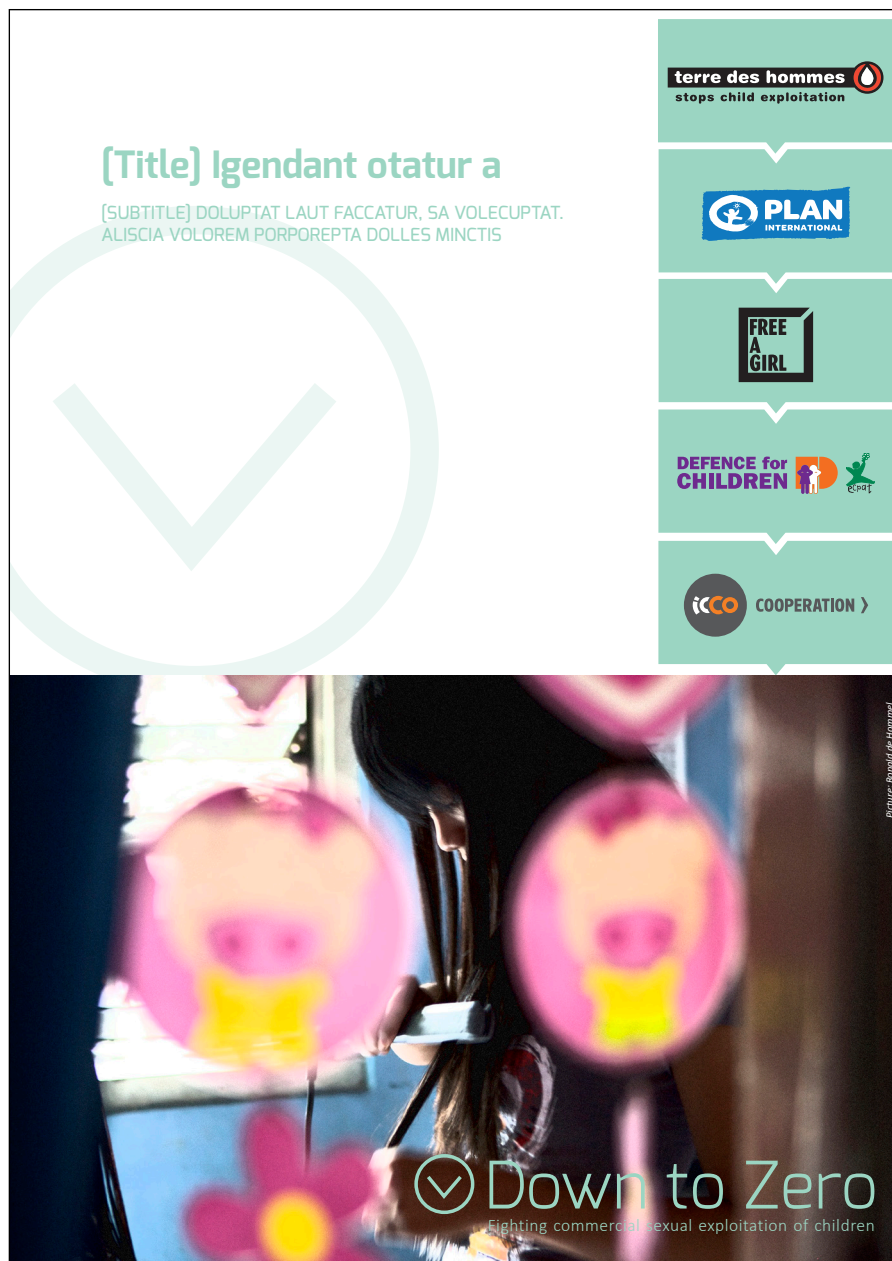
**FREE
A
GIRL**

**DEFENCE for
CHILDREN**  

 **COOPERATION** >

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]

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Ministry of Foreign Affairs

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Picture: Ronald de Hommel

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[Name sender]

8.4 DOWN TO ZERO ALLIANCE BRANDING - FOLDER A5

FOLDER A5



Cover

Back



Inside