

**Cities Alliance**

Cities Without Slums

# Branding & Disclaimer Guidelines For Cities Alliance Funded Project

CITIES  
WITHOUT  
SLUMS

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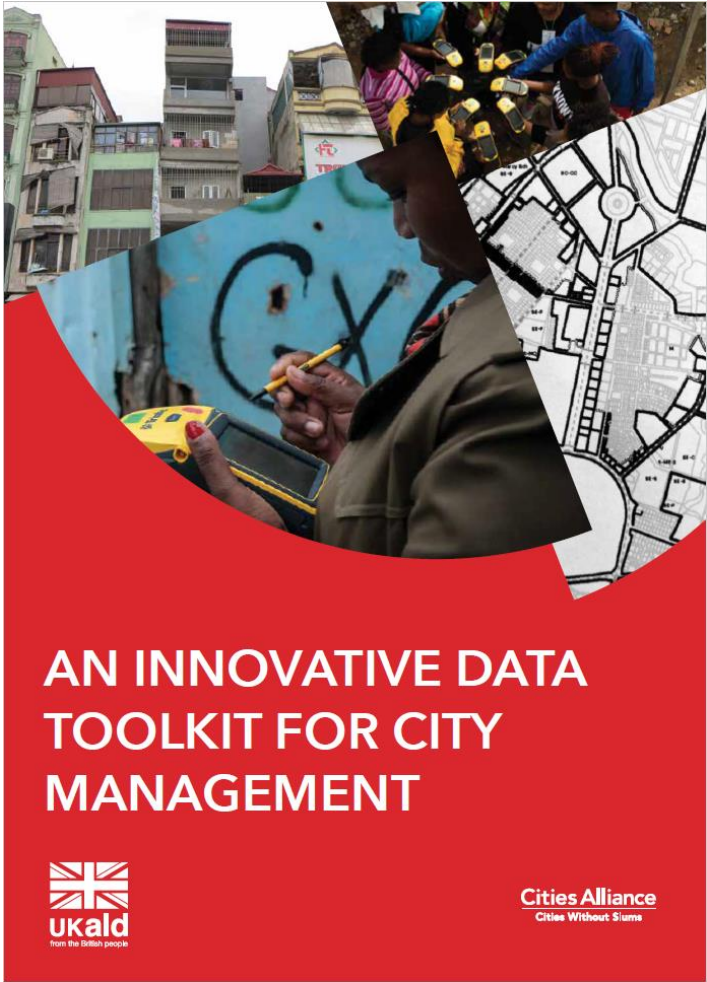
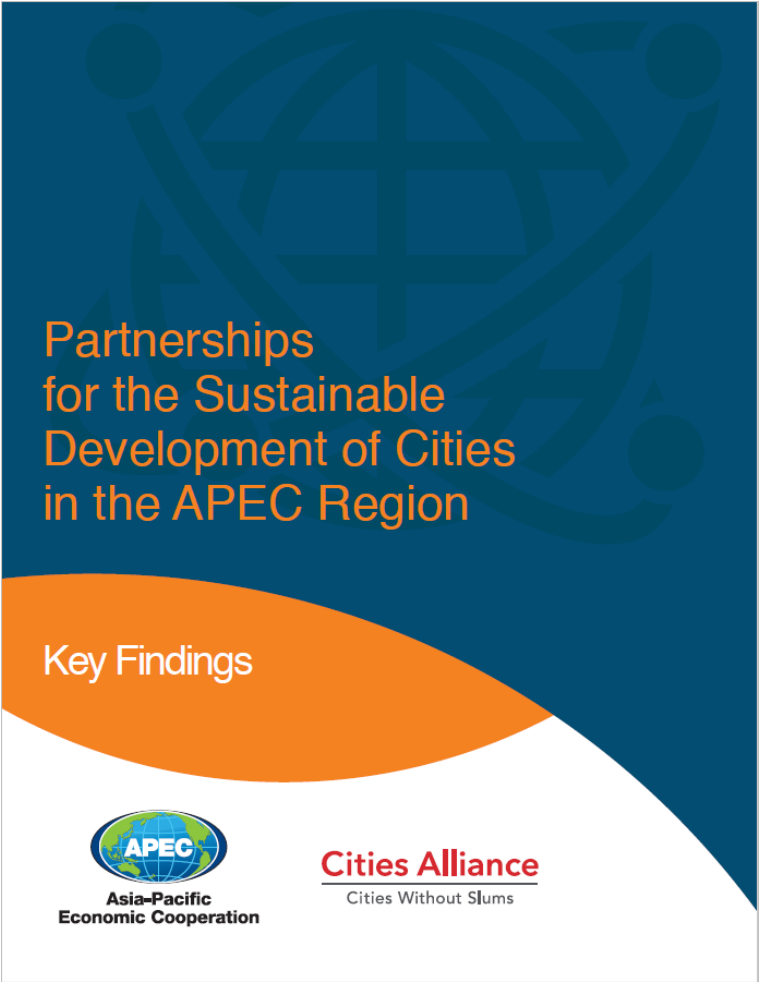
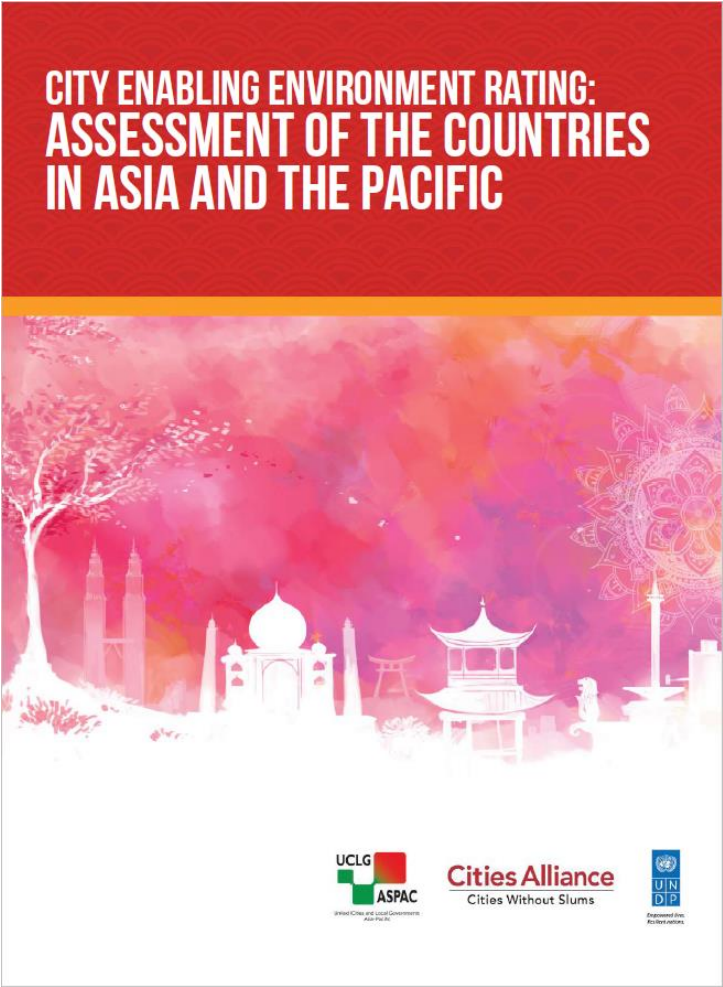
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# Logo Placement – Publication Cover



# Logo Placement – Multi Media Product

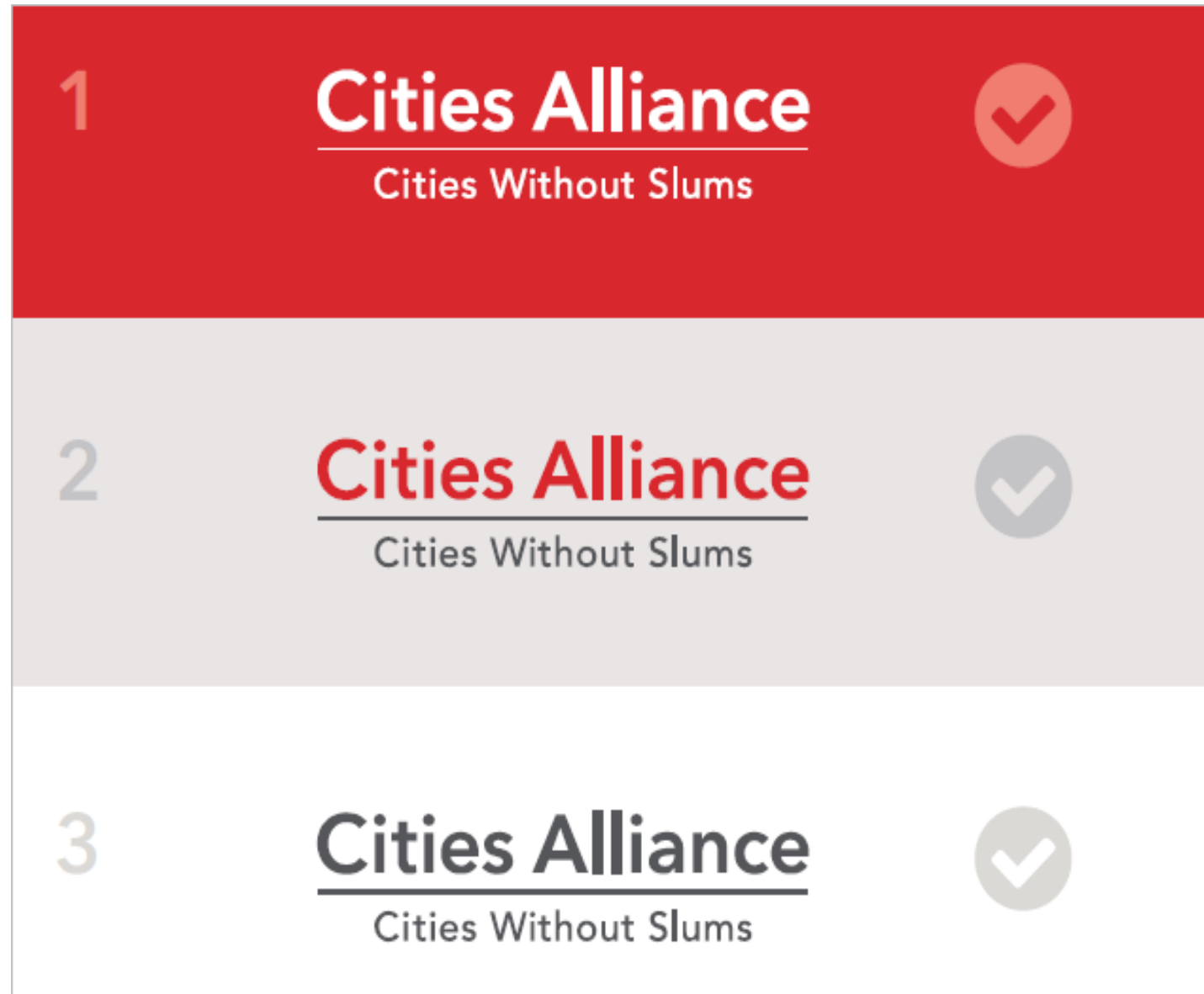
## Multi Media Product

For multi media product, Cities Alliance logo should be placed:

1. Front cover of product
2. Cities Alliance dully credited on the product

# Logo Usage

There are three permitted logo colour variations



# Logo Usage

There are three permitted logo colour variations

1

The **light logo** is to be used on an appropriate coloured or image background.

2

The standard **colour logo** is used on a plain background or on an image background that does not obscure the logo in any way.

3

The **dark logo** is to be used on black and white only artwork.

Logo Size

60mm

Standard Logo Width

The full Cities Alliance logo shown in it's standard size and position at the top of each page measures **60mm** across.

27mm

Minimum Logo Width

To ensure maximum readability and recognition of the brand, it is vitally important that all instances of the Cities Alliance logo are never reduced below the minimum width of **27mm** across.

# Colour

Consistent in using colours is a critical component to any brand's identity

## Primary Colour Palette

The primary colour palette consists of the two logo colours and the additional pale grey, often used as a background colour, which both compliments and contrasts with the corporate red and dark grey while also allowing subtle white graphics and text to be incorporated into the page design.

Tints of each colour are also allowed to create more flexibility and diversity whilst not deviating from the primary colour palette.

The three permitted tints are:

- 100%
- 66%
- 33%



Pantone 1795 C  
C11 M99 Y96 K0  
R211 G34 B42  
#d3222a



Pantone Cool Grey 11 C  
C67 M59 Y53 K34  
R77 G78 B83  
#4d4e53



Pantone Cool Grey 1 C  
C10 M8 Y10 K0  
R226 G225 B221  
#e2e1dd

# Colour

Complimentary colours extend  
and enliven the brand essence

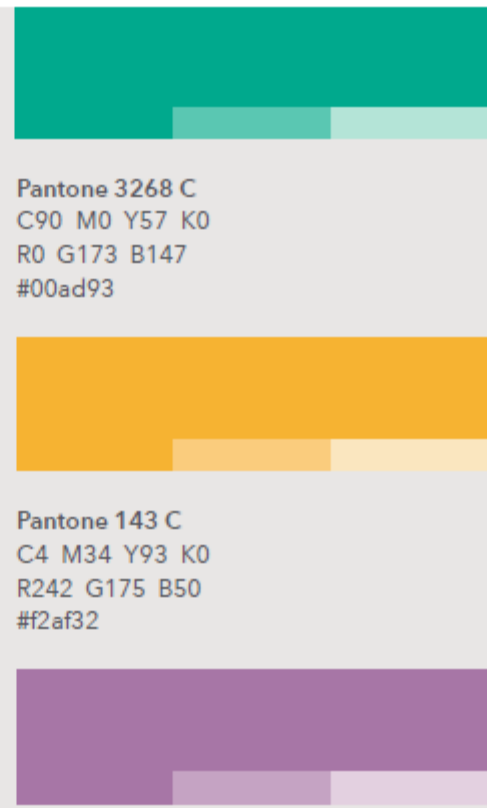
## Secondary Colour Palette

The secondary colour palette has been specifically designed to work as an extension of the primary palette to allow more complimentary colour combinations.

Tints of each colour are also allowed to create more flexibility and diversity whilst not deviating from the secondary colour palette.

The three permitted tints are:

- 100%
- 66%
- 33%



Pantone 3268 C  
C90 M0 Y57 K0  
R0 G173 B147  
#00ad93

Pantone 143 C  
C4 M34 Y93 K0  
R242 G175 B50  
#f2af32

Pantone 7440 C  
C38 M58 Y9 K0  
R163 G121 B169  
#a379a9



# Imagery / Photography

## Imagery / Photography Guidelines

Imagery is an integral and vital part of the Cities Alliance visual communication. Project partners are encouraged to submit photographs from activities.

When preparing or selecting imagery to use for report / publication, keep the following guidelines in mind:

1. Focus on progress made and results from project interventions;
2. Ensure relevance to story;
3. Ensure photo credits when possible;
4. Select images that are in focus, colourful and bright; and
5. For offset print, images should be at least 300 pixels per inch and either CMYK or greyscale colour mode.

# Imagery / Photography

## Imagery / Photography Guidelines

For print publications, photographs should be credited:

1. Beneath the image, flush right; or
2. Vertically beside the image, flush left or right bottom; or
3. On a separate 'credits' page, include the page reference and position on the page where the image appears
4. For outsourced images, follow the credit line information recommended by the photographer or agency
5. Use photo captions to provide context to the photo
6. Example of photo credit format: © Cities Alliance/2014/lastname

# Imagery / Photography

## Photos and Gender

The Cities Alliance commitment to gender equality must also be communicated through the use of imagery. Whenever possible, and particularly when focusing on programmatic results, Cities Alliance images should depict women and men in anti-stereotypical gender roles.

A black and white photograph of a slum area. In the foreground, a man stands next to a food cart labeled "FRESH SAUSAGES", holding a large umbrella. Several children are walking or sitting on the dirt path. The background shows a dense cluster of small, makeshift buildings on a hillside, with a large, ornate church visible in the distance. The overall scene depicts a crowded, informal settlement.

# CITIES WITHOUT SLUMS