

**Cities Alliance**

Cities Without Slums

# Branding & Disclaimer Guidelines For Cities Alliance Funded Project

CITIES  
WITHOUT  
SLUMS

# Disclaimers

## Sole Proprietorship

© Cities Alliance, 2018

UN House | Boulevard du  
Régent, 37 (1st Floor) |  
1000 Brussels

<http://www.citiesalliance.org>

info@citiesalliance.org

The material in this publication is copyrighted. Requests for permission to reproduce whole or portions of it should be directed to the Cities Alliance Secretariat at the email address above. Cities Alliance encourages active dissemination of its work. Permission to reproduce will normally be given and - when the reproduction is for non-commercial purposes – without requesting a fee.

### Technical Coordination and Supervision

Individual Name (Cities Alliance)

Individual Name (Cities Alliance)

### Authors

Individual Name (Organization)

or

(Organization)

### Contributing Authors

Individual Name (Organization) (If applicable)

### Disclaimer

The analysis, results, and recommendations are those of the authors only and do not re-present the position of the Cities Alliance or its members.

Cover photo: (Name) / (Organization)

Graphic design and layout: (Name or company)

Editing and proofreading: (Name)

ISBN: (Number – if applicable)

## Shared Disclaimers

© 2018 UCLG ASPAC Cities Alliance

This Report includes the Introduction, Methodology, Findings and Conclusion of the City Enabling Environment Rating: Assessment of the Countries in Asia and the Pacific. All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

### Publishers

United Cities and Local Governments Asia-Pacific

Jakarta's City Hall Complex, Building E, 4th Floor

Jl. Medan Merdeka Selatan 8-9

Jakarta, Indonesia

[www.uclg-aspac.org](http://www.uclg-aspac.org)

Cities Alliance

UN House | Boulevard du Régent, 37 (1st Floor) |

1000 Brussels

<http://www.citiesalliance.org>

info@citiesalliance.org

### DISCLAIMERS

Cities Alliance and UCLG ASPAC do not represent or endorse the accuracy, reliability, or timeliness of the materials included in the report or of any advice, opinion, statement, or other information provided by any information provider or content provider, or any user of this website or other person or entity. Reliance upon the materials in the report or any such opinion, advice, statement, or other information shall be at your own risk. Cities Alliance and UCLG Asia-Pacific will not be liable in any capacity for damages or losses to the user that may result from the use of or reliance on the materials or any such advice, opinion, statement, or other information.

The terms used to describe the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries, or regarding its economic system or degree of development do not necessarily reflect the opinion of UCLG ASPAC. The analysis, conclusions and recommendations of this report do not necessarily reflect the views of all the members of UCLG ASPAC.

This document has been produced with the financial assistance of the Cities Alliance. The contents of this document are the sole responsibility of UCLG ASPAC and can under no circumstances be regarded as reflecting the position of the Cities Alliance and that of the United Nations Development Programme.

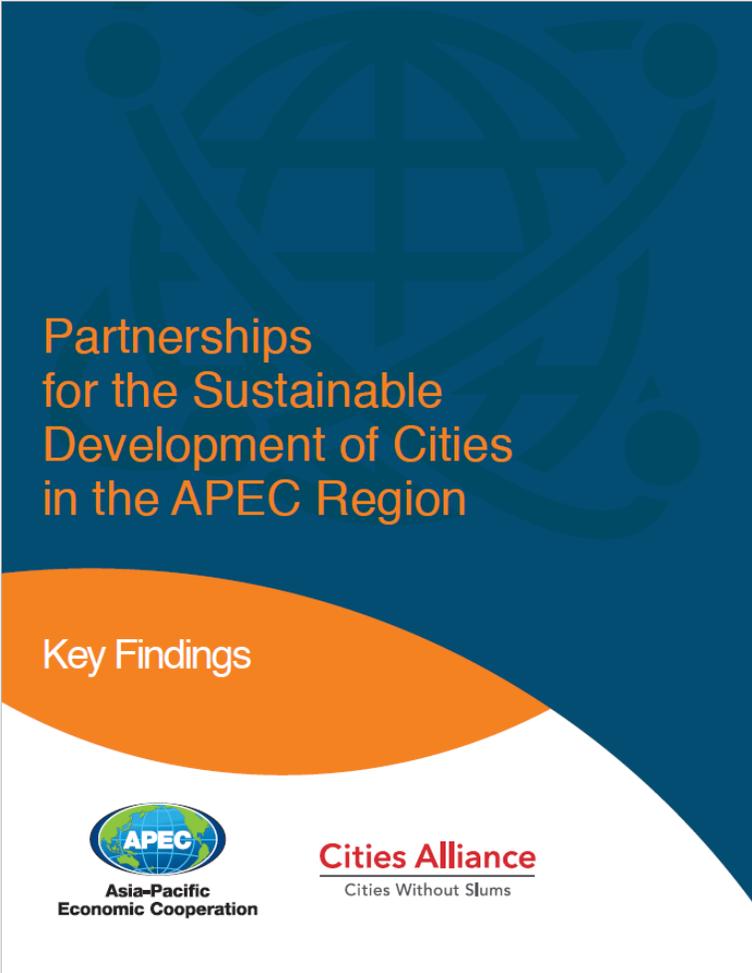
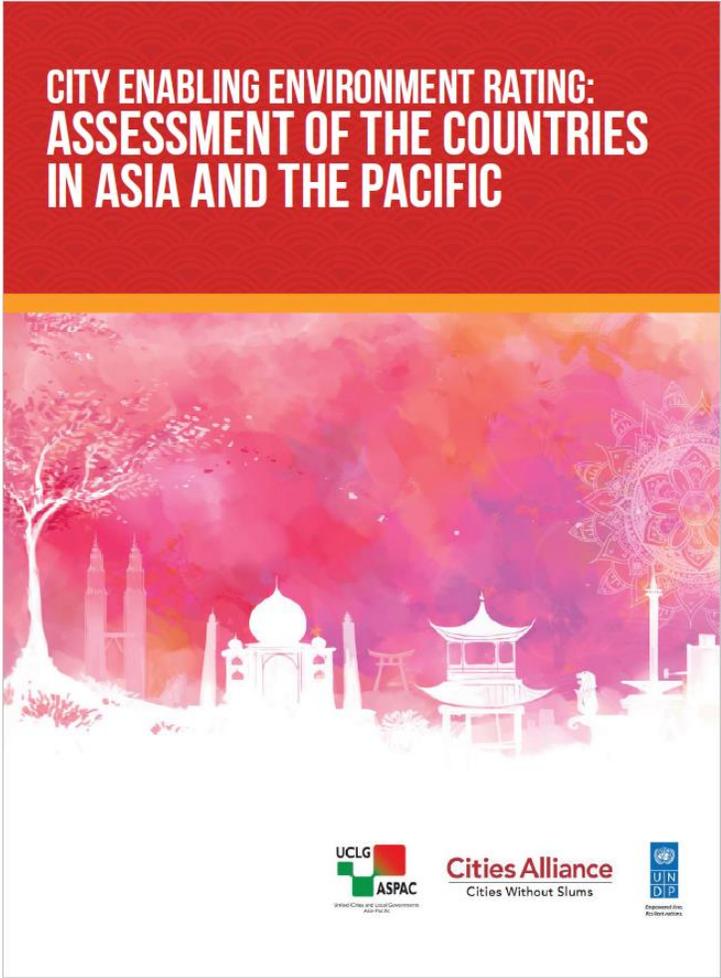
Illustrations: Haryoso Riyadhi

Graphic design and layout: Haryoso Riyadhi

Editing and proofreading: Abhishek Pandey

ISBN: 978-602-18185-2-7

# 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 its 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

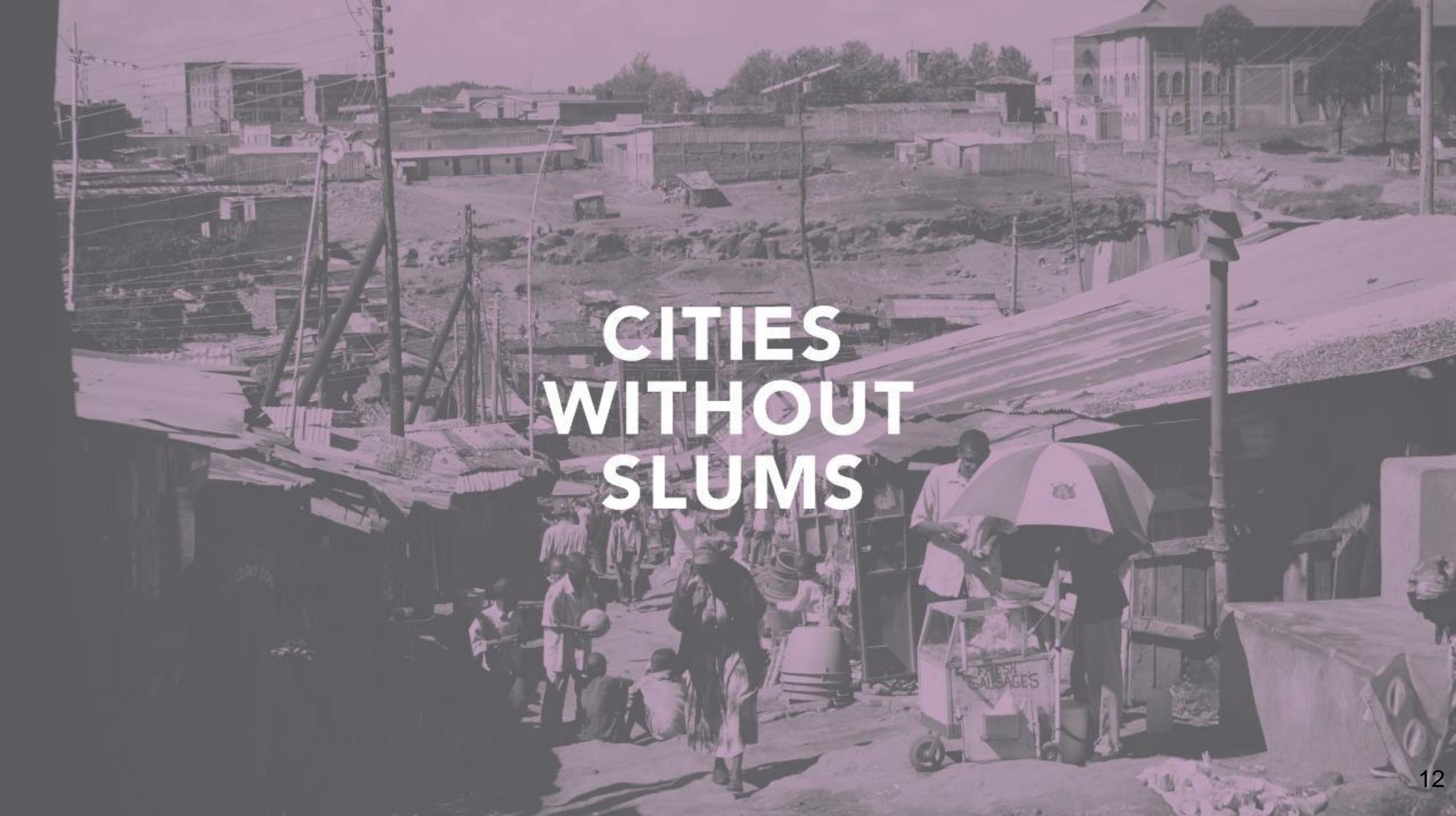
For print publications, photographs should be credited:

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. The scene is filled with makeshift buildings, many with corrugated metal roofs. In the foreground, a woman in a headscarf and patterned dress walks towards the camera. To her right, a man stands behind a food cart labeled "FRESH SAUSAGES" under a large umbrella. Other people are visible in the background, some sitting on the ground. The overall atmosphere is one of poverty and informal urban development.

# CITIES WITHOUT SLUMS