Cities Alliance
Cities Without Slums

Branding & Disclaimer Guidelines

For Cities Alliance Funded Project

CITIES
WITHOUT
SLUMS

Disclaimers

Sole Proprietorship

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

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Graphic design and layout: Haryoso Riyadhi
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Logo Placement – Publication Cover
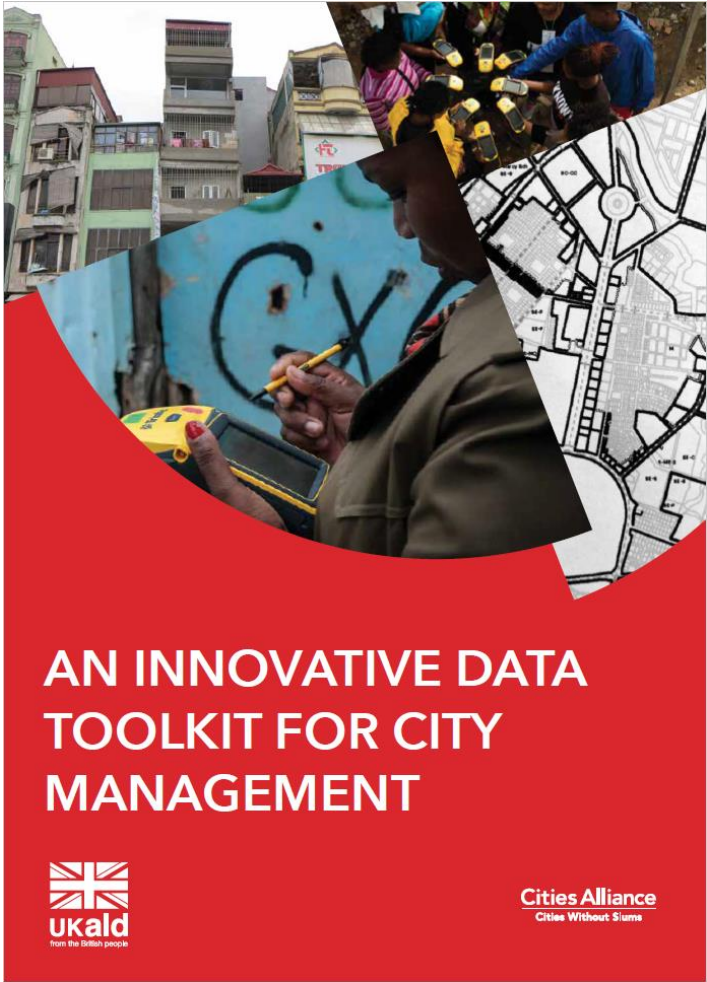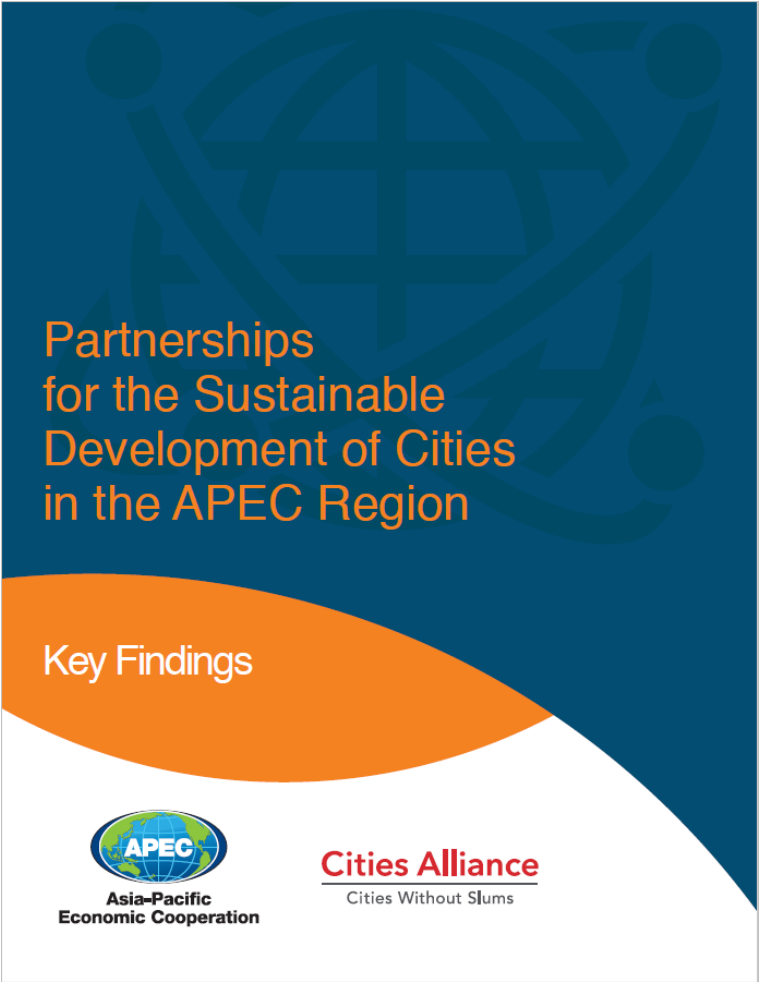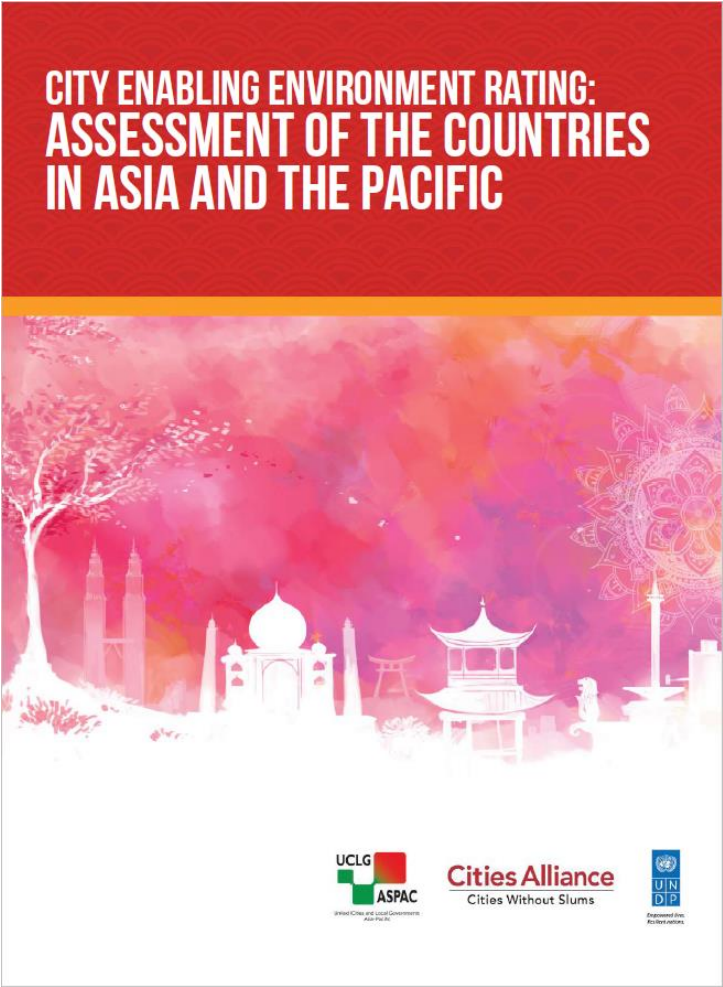
Logo Placement – Multi Media Product

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
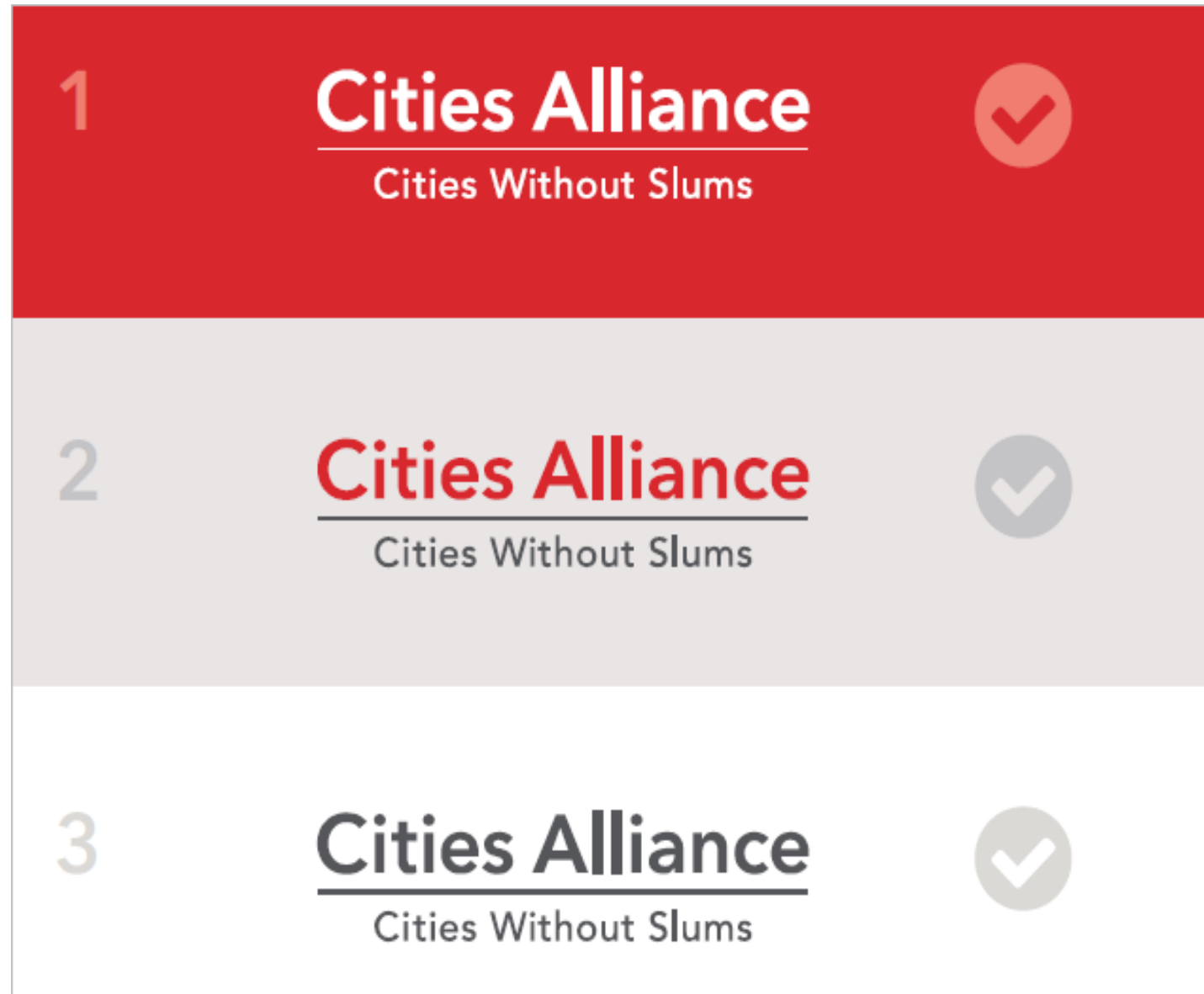
Logo Usage

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

27mm

Minimum Logo Width

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

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
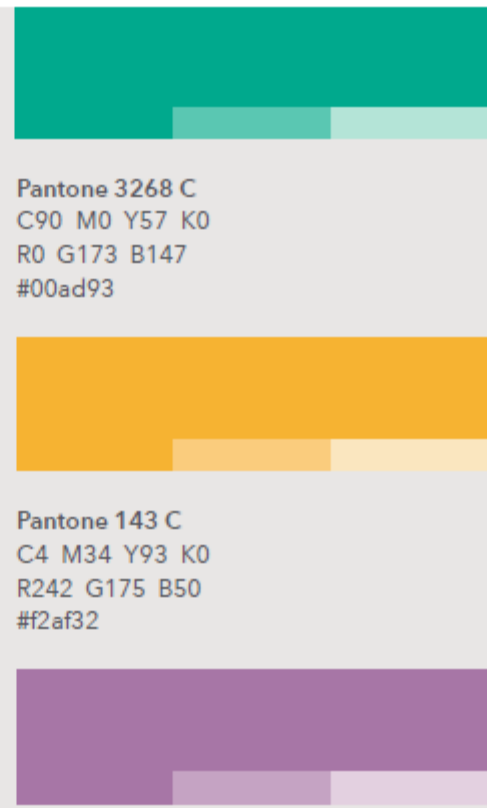
Secondary Colour Palette

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.

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