



BRAND GUIDELINES

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BRAND OVERVIEW

*"... brands can
speak volumes in
just a few syllables."*

- Lois Geller, Forbes

VISION STATEMENT

Cadasta strives for a future where secure land and resource rights are recognized and protected throughout the world.

MISSION STATEMENT

To support communities and citizens to directly capture and record evidence of their land and resource rights, and to post their evidence on a global platform that is secure, cost effective and transparent to all.

PERSONA

“Your brand is your voice in the marketplace, and it is your proposition for disruption...It is how you tell your story, and it is absolutely key to your success and your survival. ”

**- Amy Cospers,
Editor in Chief/VP,
Entrepreneur.com**

PERSONALITY

Candid & Challenging
Passionate & Inspiring
Approachable & Engaging
Direct & Informative
Friendly

VALUES

Sharing
Practicality
Integrity
Generosity
Justice

LOGO

1 - Primary Logo

2 - Secondary Logo

Downloads

Primary Logo

Secondary Logo

VERSIONS

Cadasta should always appear with the icon.



LOGO (CONTINUED)

WHAT NOT TO DO

Our logo is in the process of being trademarked. So NO alterations are allowed, if the logo doesn't fit within the size that you need contact Alexis and she will work with you to find a size that will fit in the space required.



LOGO (CONTINUED)

Downloads

Logo in white

VARIATIONS

At times the full color logo doesn't fit in every scenario. Here are some examples of how we can use the logo to create some visual interest.



LOGO (CONTINUED)

Logo Integrity

The logo is the embodiment of our brand. Therefore the logo should always be legible and without obstruction. Therefore it's important to maintain an appropriate amount of breathing room around the logo. We don't items around the logo to distract from what we represent.



The padding should at minimum, equal the size of the width of the icon.



Logo should be no smaller than 10x70 pixels.

ICON

Downloads

Icon in white

VARIATIONS

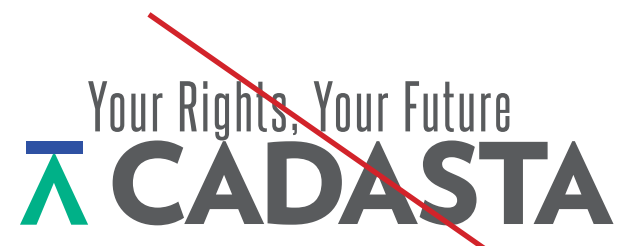
The icon can be used by itself to ad visual interest.



TAGLINE

HOW TO TREAT THE TAGLINE

When using the tagline in conjunction with the logo only use it as provided. Do not make any alterations.



COLORS

PALLET

Colors help present the character of our brand. The colors we use are almost as important as our logo so we need to maintain consistency with this also. The brightness of the pallet exhibits a certain amount of audacity while remaining down-to-earth and approachable.

Avoid using black for copy. Instead use dark gray.



RGB 46r 81g 163b
CMYK 92c 78m 0y 0k
HEX 2e51a3



RGB 0r 178g 136b
CMYK 83c 0m 63y 0k
HEX 00b288



RGB 237r 170g 0b
CMYK 7c 35m 100y 0k
HEX edaa00



RGB 89r 90g 92b
CMYK 64c 55m 52y 27k
HEX 595a5c

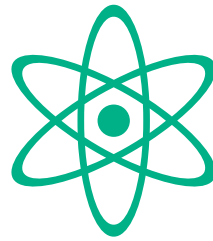
ICONS AND GRAPHICS

Downloads

Icon

ICONS

Icons are going to be an important part of our brand. They will help tell the proper story. Please send any icons you need to Alexis so that she can update them to fit our brand.



**More icons
coming soon...**

GRAPHICS

Graphics will also help tell our story. Please send any graphics you need to Alexis so that she can update them to fit our brand.

Land

Resources

Rights

TYPOGRAPHY

Downloads

Steelfish

Roboto

FONTS AND USAGE

The selection of typefaces and the arrangement of them can be as important as the use of color, images or graphics in creating a brand. These are the fonts that should be used in all Cadasta materials.

STEELFISH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

?><!@#%&*()_+

For use only with headlines and subheads.

Use all caps.

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890?><!@#%&*()_+

For use only with subheads or for emphasis.

TYPOGRAPHY

FONTS AND USAGE (CONTINUED)

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890?><!@#\$%^&*()_+

For use in larger bodies of type, such as paragraphs.

Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890?><!@#\$%^&()_+*

For use in larger bodies of type, such as paragraphs.

PHOTOGRAPHY

Downloads

Approved

COLOR AND USAGE

We need to use photography that is bright and impactful.



PHOTOGRAPHY

- 1 - Pixelated
- 2 - Colors washed out
- 3 - Blurry out of focus
- 2 - Too dark

DON'T USE

We don't want to use pictures that are flat or uninteresting. We also want to use pictures that have good picture quality.

1



2



3



4

