The CEPF Logotype

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PARTNERSHIP FUND

The Critical Ecosystem Partnership Fund (CEPF) is one of a number of funds within CI that has an identifying logo of its own. Unlike the CI logo, which consists of a symbol mark and a logotype in a fixed configuration together, the CEPF logo is strictly a logotype—meaning it is made up of words. This arrangement of words allows CEPF to have a compelling visual mark without competing with the CI logo, which is more complex visually. The configuration of the words that make up the CEPF logotype is fixed. Under no circumstances should you ever attempt to recreate this logotype.

The CEPF logotype will frequently be applied to the covers of publications that do not carry the CI logo. However, the CI logo must always appear somewhere on every CEPF publication, usually on the back cover.

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The CEPF logotype exists in a master electronic format in numerous file types that will allow it to be scaled proportionally and placed into virtually any electronic or printed piece of communication. All of these electronic logo masters are included on the CD that accompanies this toolkit. (See page 4.19.) In addition, the logo masters can be downloaded from CI's intranet site.

Use of Color

The CEPF logo is designed to be printed or displayed in 100 percent black and Pantone 485 (red).

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It is also acceptable to print the symbol in white on a black or dark-colored background.

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If the logo is to appear on top of a light background, the entire logotype must appear in black.

If the logo is to appear on top of any dark color, the entire logotype must appear in white.

If the logo must appear on a photograph, it should be placed on an area of the image that is dark enough to allow the white version to be clearly distinguished from the background.

Unacceptable Configurations

There should NEVER be a situation in which the arrangement of the words within the logotype is changed. Similarly, the fonts should never be altered. The following pages represent only a handful of modifications to the CEPF logotype that are unacceptable. By utilizing only master versions of the CEPF logotype, like those provided on the CD accompanying this toolkit, consistency is guaranteed. If you are uncertain as to whether or not an electronic version of the CEPF logotype you have is correct, it's best to dispose of it and start with an approved master from the CD or the CI intranet.

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NEVER change the given configuration of the logotype.

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NEVER change the proportions of any part of the logotype.

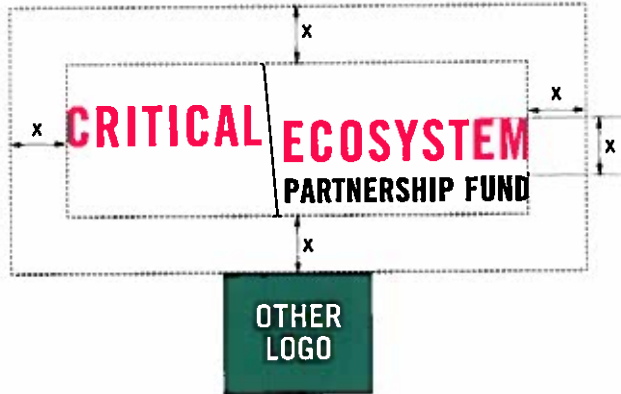**CRITICAL ECOSYSTEM**
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NEVER change the font in which the logotype is set.

Clear Space and Scaling

When placing the logo, it's important to respect a certain visual buffer around the mark, called "clear space." This buffer allows the logo to function effectively without competition from other visual elements. The clear space all the way around the logo should be equal to the measurement from the top of the word "Ecosystem" to the top of the words "Partnership Fund."

This represents the smallest allowable size for the CEPF logotype. It is scaled to 41 percent of the large electronic master or 70 percent of the small electronic master provided on the enclosed CD. The logo should never be printed or displayed smaller than this example.

Utilizing Color

Within the overall CI color palette certain colors are identified most closely with specific programs at CI, enabling these programs to build recognition and distinction within the overall CI brand.

The Critical Ecosystem Partnership Fund is a good example. The vibrant red, orange and yellow of CEPF's brochure, pocket folder and Web site make it immediately apparent that these are CEPF publications. Moreover, the color choices help to communicate the urgent nature of CEPF's mission. Likewise, the Tropical Wilderness Protection Fund has begun to build its identity around cool greens, blues and purples. These colors reflect the vast expanses of tropical forest that are central to TWPF's work.

In no way are these colors meant to be "reserved" for these groups and off limits to others. Instead, these colors will be predominant in existing and future communications produced by these programs. At right are the recommended predominant colors for three groups.

PREDOMINANT COLORS FOR CABS

Pantone	2757 C
Pantone	3425 C
Pantone	627 C
Pantone	634 C
Pantone	293 C
Pantone	267 C

PREDOMINANT COLORS FOR CEPF

Pantone	1225 C
Pantone	158 C
Pantone	485 C

PREDOMINANT COLORS FOR TWPF

Pantone	3425 C
Pantone	2757 C
Pantone	634 C