

BRAND BOOK



UNOPS

PRACTICAL
SOLUTIONS



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1. INTRODUCTION

INTRODUCTION

1.1. What is PROCARIBE+?

The PROCARIBE+ Project is a regional initiative to protect and restore the natural capital of the ocean, build resilience, and support regional investments for sustainable blue socioeconomic development in the Large Marine Ecosystems of the Caribbean and the Northern Brazil Shelf (CLME+ region). The project aims to implement regional and national integrated ocean management agreements, develop sustainable and resilient ocean economies, catalyze regional processes such as the Transboundary Diagnostic Analysis (TDA) and the Strategic Action Programme (SAP), and establish a regional ocean coordination agreement to enhance international collaboration for the conservation and sustainable use of living marine resources in the CLME+ region.

The project includes four components that will support countries in advancing regional coordination and collaboration, national capacity building, environmental stress reduction, blue economy, marine planning and conservation, sustainable fisheries, regional marine data infrastructure, and knowledge sharing.

The five-year PROCARIBE+ Project (2023-2028) is funded by the Global Environment Facility (GEF), implemented by the United Nations Development Programme (UNDP), and executed by the United Nations Office for Project Services (UNOPS) in collaboration with 19 countries in Latin America and the Caribbean. The PROCARIBE+ Project Coordination Unit (PCU) is located at the UNESCO-IOCARIBE offices in Cartagena, Colombia.

2. VISUAL IDENTITY

VISUAL IDENTITY

2.1.
Our Logo

The PROCARIBE+ logo is the most representative symbol of our identity, reflecting our essence. Its design balances modernity and tradition, highlighting our connection with the environment, innovation, and regional progress.

- 2.1. Our logo
- 2.2. Safety space and minimum sizes
- 2.3. Corporate colors
- 2.4. Logo and color backgrounds
- 2.5. Incorrect uses
- 2.6. Cobranding

MAIN LOGO



SECONDARY LOGO



- 2.1. Our logo
- 2.2. Safety space and minimum sizes
- 2.3. Corporate colors
- 2.4. Logo and color backgrounds
- 2.5. Incorrect uses
- 2.6. Cobranding

VISUAL IDENTITY

2.2.
Safety
space and
minimum sizes

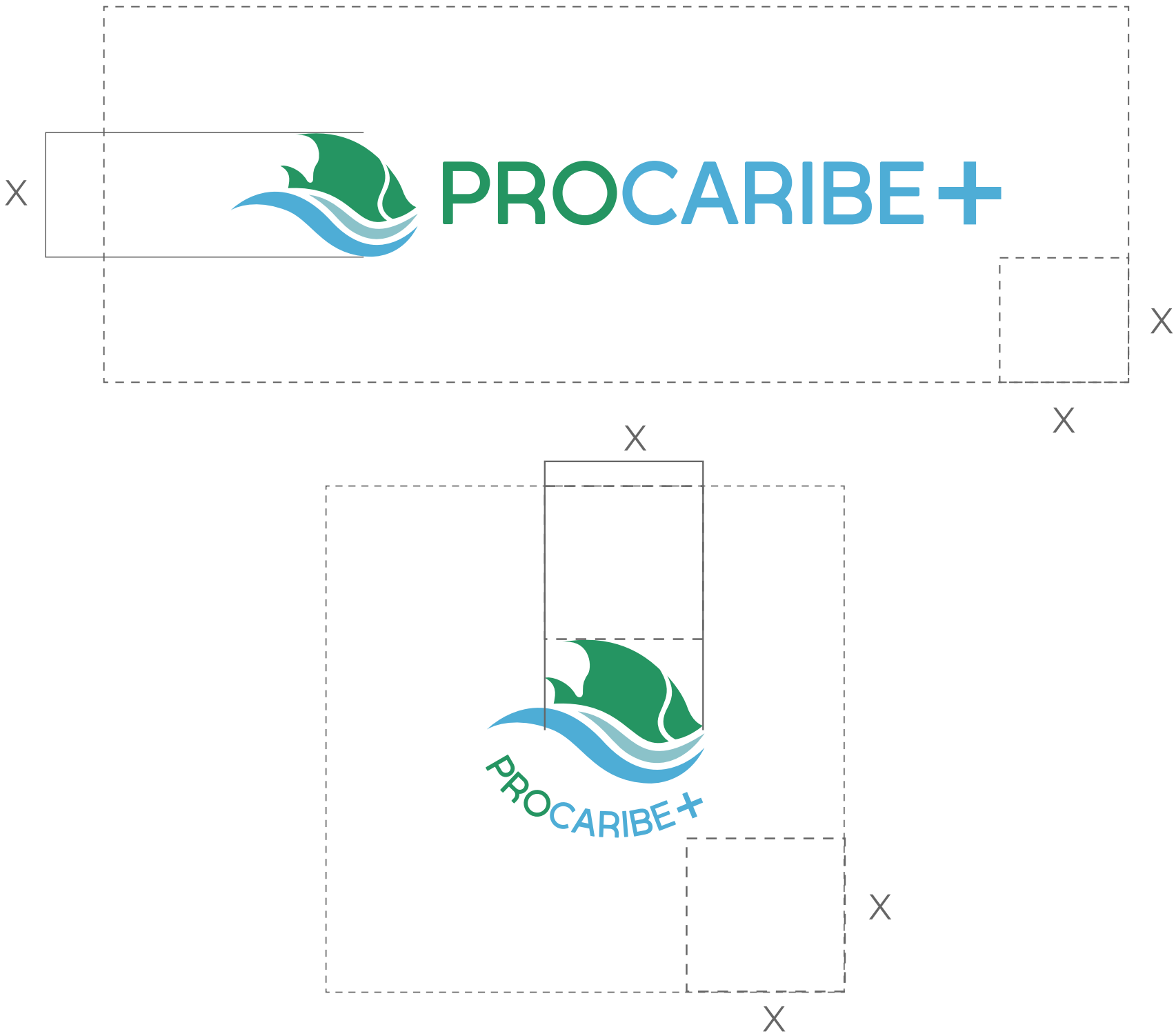
To ensure proper visibility and readability of our logo in any application, it is essential to respect the established safety space and minimum sizes.

Safety Space

The safety space is the minimum distance that must be maintained around the logo to avoid interference with other graphic elements or text.

Minimum sizes

The minimum size ensures that our logo is clearly legible in any format, especially in smaller scale digital or printed applications.



MINIMUM SIZES PRINTING



MINIMUM SIZES DIGITAL



VISUAL IDENTITY

2.3.
Corporate
colors

Procaribe+ corporate colors are a fundamental pillar of our visual identity. They reflect the essence of the brand, evoking emotions and values that we want to convey to our audience.

Our main palette is designed to highlight the connection with the Caribbean region, projecting freshness, energy and confidence. Each shade has been carefully selected to ensure versatility and consistency in all applications.

- 2.1. Our logo
- 2.2. Safety space and minimum sizes
- 2.3. Corporate colors
- 2.4. Logo and color backgrounds
- 2.5. Incorrect uses
- 2.6. Cobranding



R:37 G:149 B:98
C:98 M:1 Y:79 K:0
#299663



R:78 G:137 B:214
C:79 M:1 Y:11 K:0
#4eadd6



R:139 G:194 B:201
C:57 M:0 Y:23 K:0
#8bc2c9

2.1. Our logo

Safety space and
minimum sizes

2.3. Corporate colors

2.4. Logo and color backgrounds

2.5. Incorrect uses

2.6. Cobranding

VISUAL IDENTITY

2.4.
Logo and color
backgrounds

MAIN LOGO



NEGATIVE



POSITIVE

The PROCARIBE+ logo must maintain its visibility and readability in any application. Therefore, it is essential to use specific versions of the logo according to the background color on which it is applied.

SECONDARY LOGO



NEGATIVE

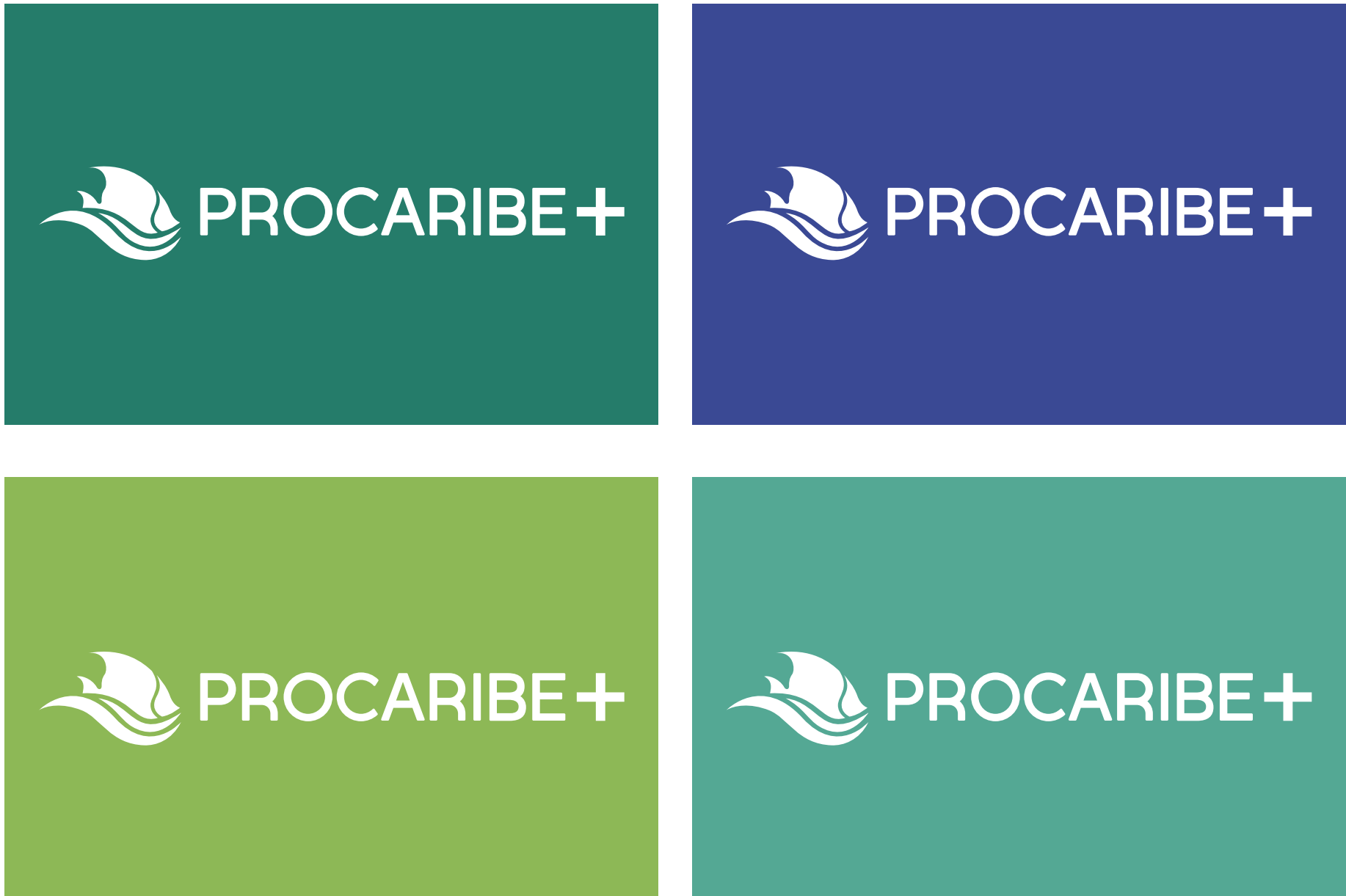


POSITIVE

VISUAL IDENTITY

2.4.
Logo and color
backgrounds

MAIN LOGO



SECONDARY LOGO



The PROCARIBE+ logo must maintain its visibility and readability in any application. Therefore, it is essential to use specific versions of the logo according to the background color on which it is applied.

- 2.1. Our logo
- 2.2. Safety space and minimum sizes
- 2.3. Corporate colors
- 2.4. Logo and color backgrounds
- 2.5. Incorrect uses
- 2.6. Cobranding

- 2.1. Our logo
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- 2.6. Cobranding

VISUAL IDENTITY

2.5.
Incorrect uses

To protect the visual identity of Procaribe+, it is essential to avoid any misuse of the logo that compromises its legibility, consistency or visual impact. The following are examples of misuses that should be avoided at all times:

MAIN LOGO



Do not distort



Do not change the order of the logo elements



Do not change the orientation of the logo



Do not vary the colors of the logo, even if they are part of the color palette



Do not use colors outside the defined palette.



Do not change the size of the elements

SECONDARY LOGO



Do not distort



Do not change the order of the logo elements



Do not change the orientation of the logo



Do not vary the colors of the logo, even if they are part of the color palette



Do not use colors outside the defined palette



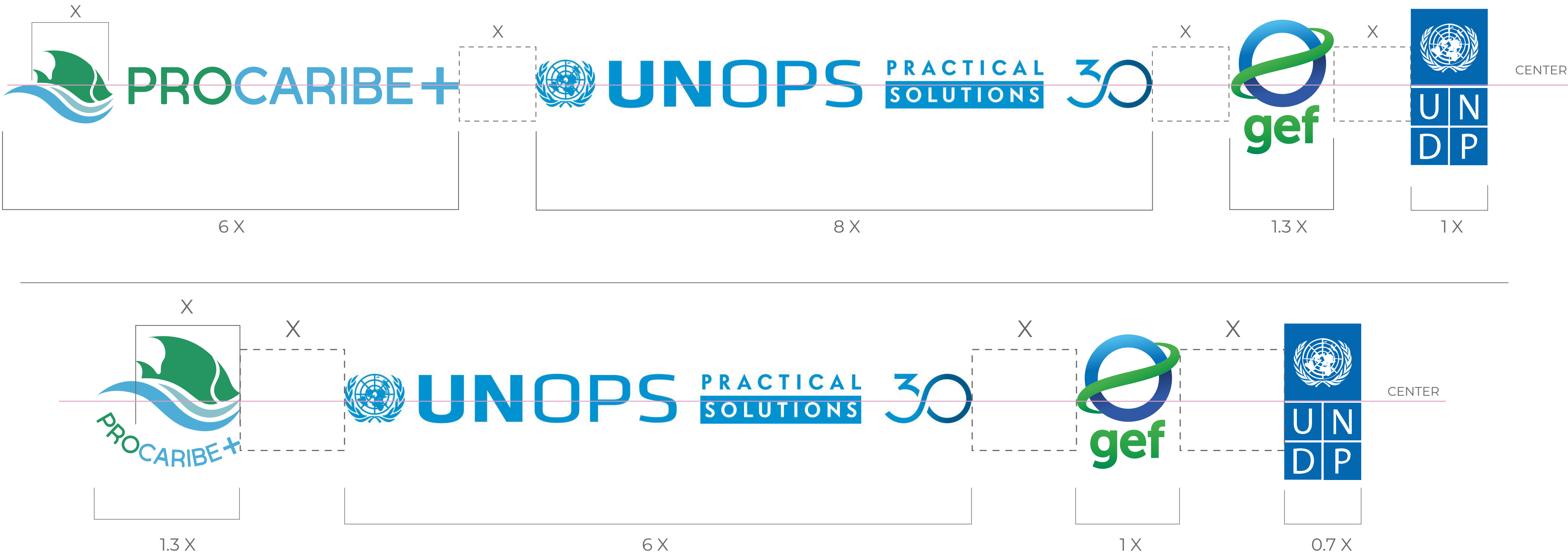
Do not change the size of the elements

- 2.1. Our logo
 - Safety space and minimum sizes
- 2.3. Corporate colors
- 2.4. Logo and color backgrounds
- 2.5. Incorrect uses
- 2.6. Cobranding

VISUAL IDENTITY

2.6.
 Cobranding

Cobranding is a strategic tool that allows Procaribe+ to collaborate with other brands while maintaining the coherence and recognition of our visual identity. In order to achieve a harmonious integration between both brands, it is essential to follow the guidelines established in this manual.



NOTE: The order of the logos must be maintained.

3. VISUAL SYSTEM

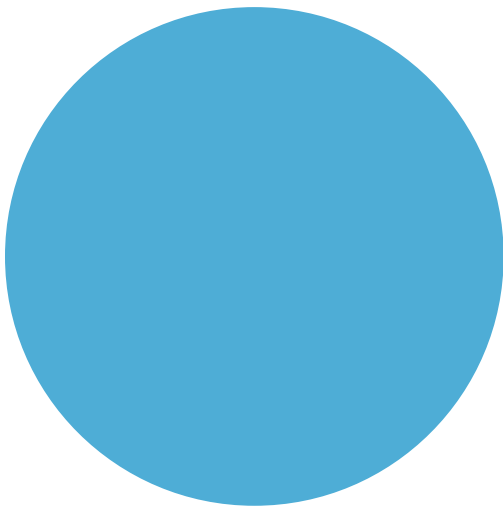
- 3.1. Main color palette
- 3.2. Secondary color palette
- 3.3. Typography
- 3.4. Logo placement in corporate pieces
- 3.5. Estilo fotográfico

VISUAL SYSTEM

3.1.
 Main color palette

The Procaribe+ color palette is a visual representation of our identity and essence. Each shade has been carefully selected to convey confidence, dynamism and connection to our Caribbean region.

Our palette is divided into primary and secondary colors, which allow for versatility in graphic applications while maintaining the visual coherence of the brand.



R:78 G:137 B:214
 C:79 M:1 Y:11 K:0
 #4eadd6
 PANTONE:6120 C



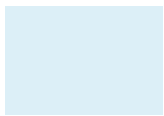
100%



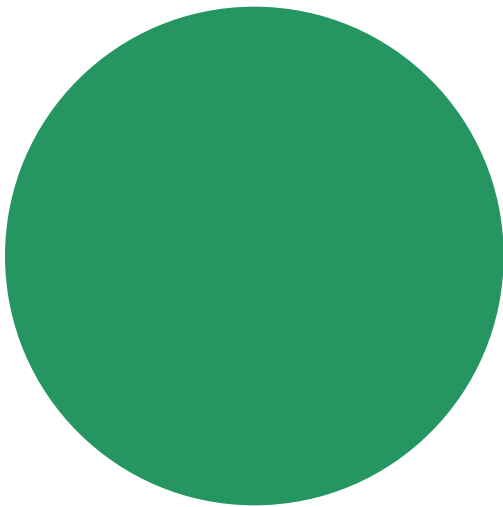
75%



50%



20%



R:37 G:149 B:98
 C:98 M:1 Y:79 K:0
 #299663
 PANTONE: 2417 C



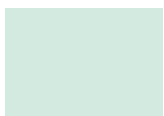
100%



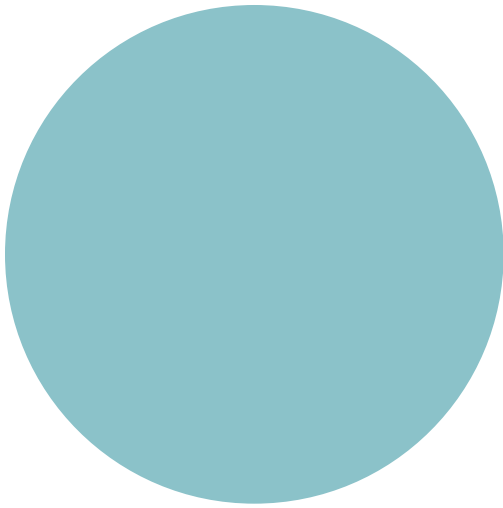
75%



50%



20%



R:78 G:137 B:214
 C:79 M:1 Y:11 K:0
 #4eadd6
 PANTONE: 4174 C



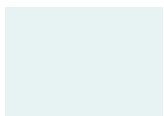
100%



75%



50%



20%

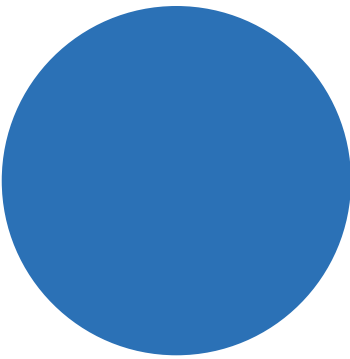
Primary colors can have a hue ranging from 100% to 20% of their value.

VISUAL SYSTEM

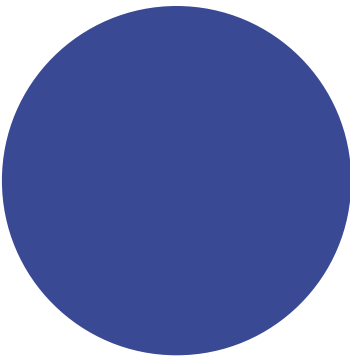
3.2.
 Secondary
 color palette

NOTE: The secondary palette complements the visual identity without competing with the primary palette. It is used to a lesser extent to highlight information and provide versatility in graphic materials, categories or digital platforms.

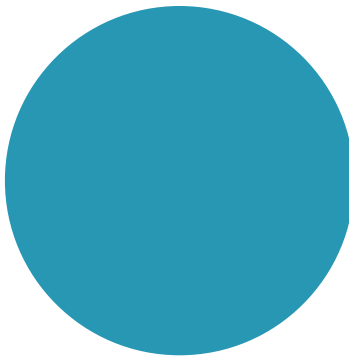
- 3.1. Main color palette
- 3.2. Secondary color palette
- 3.3. Typography
- 3.4. Logo placement in corporate pieces
- 3.5. Photographic style



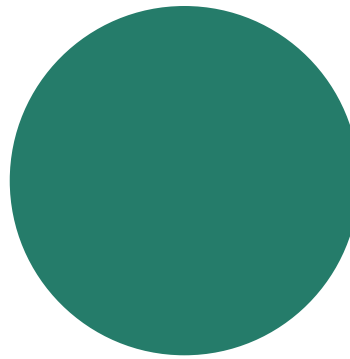
R:43 G:113 B:182
 C:93 M:45Y:0 K:0
 #2b71b6



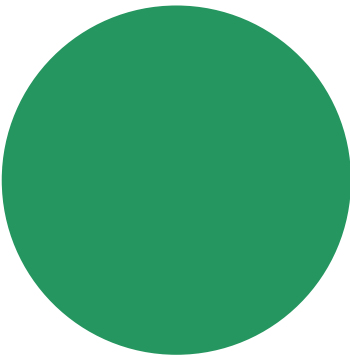
R:58 G:73 B:148
 C:92 M:76 Y:1 K:0
 #3a4994



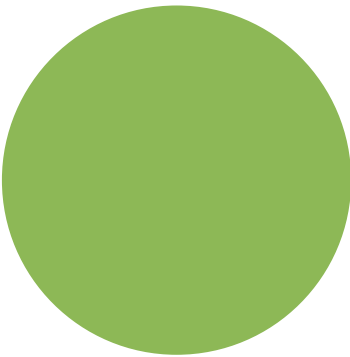
R:197 G:207 B:64
 C:92 M:10 Y:25 K:0
 #2897b4



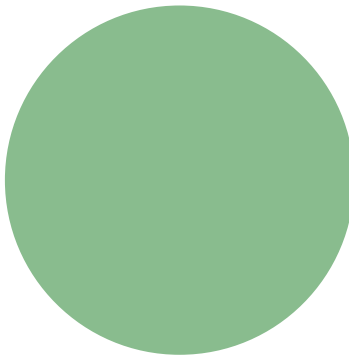
R:37 G:124 B:106
 C:98 M:21 Y:65 K:9
 #257c6a



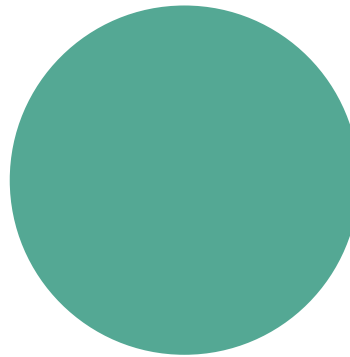
R:38 G:9150 B:96
 C:98 M:0 Y:80 K:0
 #269660



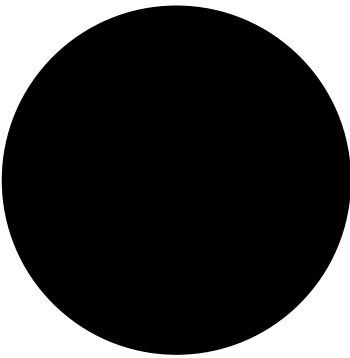
R:141 G:184 B:86
 C:59 M:0 Y:85 K:0
 #8db856



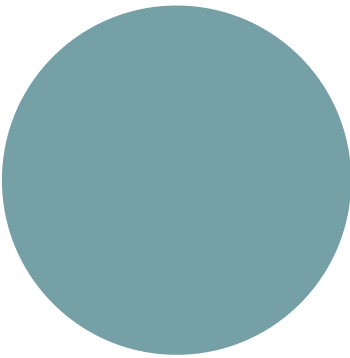
R:137 G:188 B:142
 C:59 M:0 Y:55 K:0
 #89bc8e



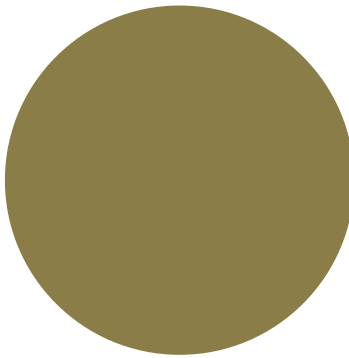
R:84 G:168 B:184
 C:81 M:0 Y:51 K:0
 #54a894



R:0 G:0 B:0
 C:0 M:0 Y:0 K:100
 #000000



R:116 G:160 B:166
 C:65 M:18 Y:33 K:2
 #74a0a6



R:138 G:125 B:71
 C:38 M:37 Y:77 K:23
 #8a7d47

Secondary colors
 can have a tint
 value ranging
 from 100% to 20%.

- 3.1. Main color palette
- 3.2. Secondary color palette
- 3.3. Typography
- 3.4. Logo placement in corporate pieces
- 3.5. Photographic style

VISUAL SYSTEM

3.3.
Typography

Procaribe+'s corporate typography is a key element of our visual identity. Its choice reflects the personality of the brand, projecting professionalism, clarity and modernity in all our communications.

Typeface family: Procaribe+ has adopted Red Hat display as its primary font. This typeface supports a wider range of languages and reduces the need for additional font variations, improving overall consistency. Monserrat is used as a practical choice for text-heavy applications due to its more subtle design, offering better legibility in tight spaces.

Consistency: Cross-platform consistency is strengthened by offering alternatives in Google Suite for fonts that were previously exclusive to design software. This approach ensures that all communications, regardless of the tool used, better align with the new brand guidelines.

The new fonts ensure: Consistency, Global accessibility.

LOGO TYPOGRAPHY

AMONOS DISPLAY SEMIBOLD

This typographic style should be used in editing programs such as Ai and Ps.
Note: Take into account the legal instructions of this typeface.

TITLES TYPOGRAPHY

RED HAT DISPLAY BOLD

SUBTITLES TYPOGRAPHY

MONTSERRAT SEMIBOLD

TEXT BOX TYPOGRAPHY

MONTSERRAT REGULAR

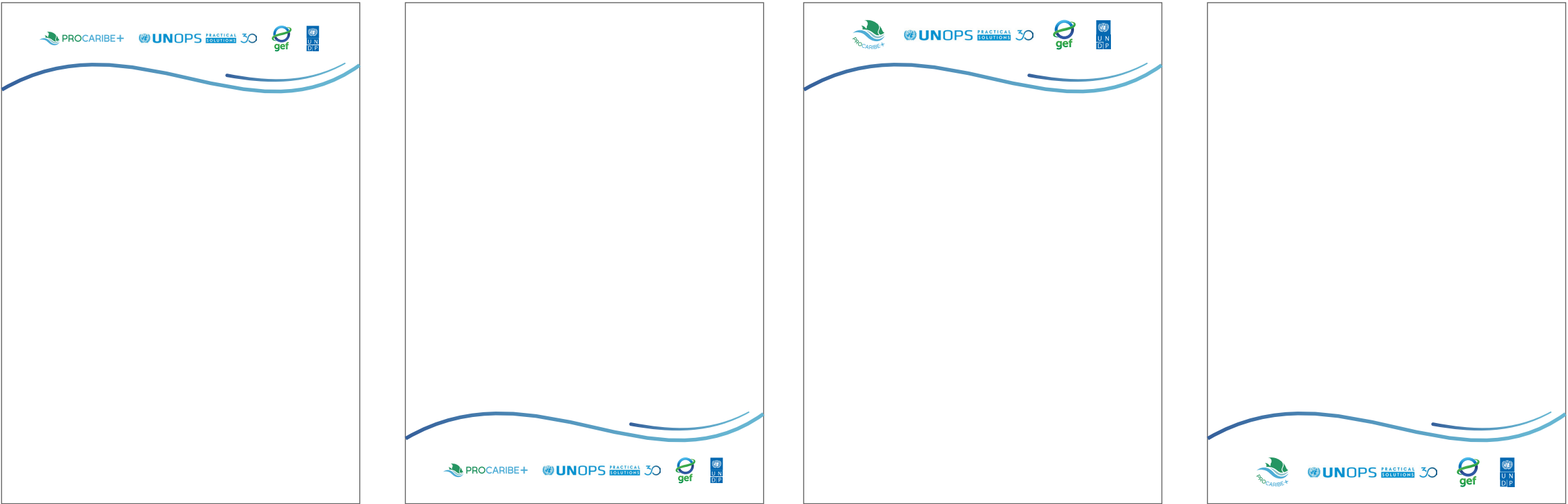
- 3.1. Main color palette
- 3.2. Secondary color palette
- 3.3. Typography
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VISUAL SYSTEM

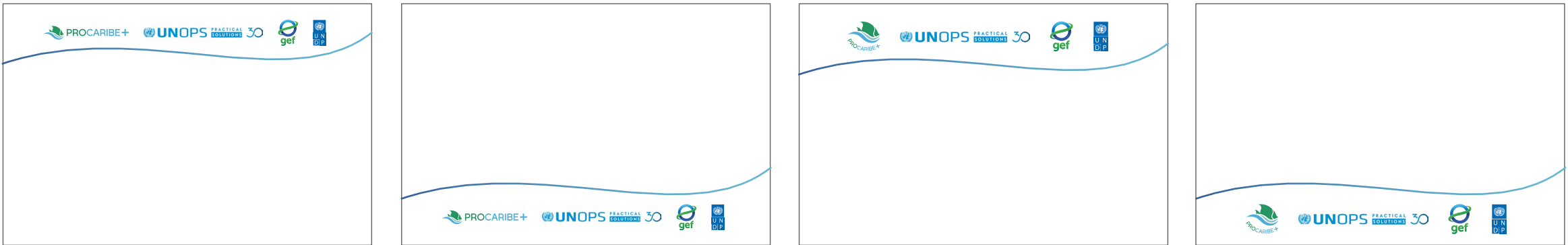
3.4.
Logo placement
in corporate
pieces

The Procaribe+ logo must be strategically placed in each corporate piece to guarantee a professional, coherent presentation, aligned with our visual identity.

PLACEMENT ON VERTICAL PIECES



PLACEMENT ON HORIZONTAL PIECES



3.1. Main color palette

3.2. Secondary color palette

3.3. Typography

3.4. Logo placement in
corporate pieces

3.5. Photographic style

VISUAL SYSTEM

3.5.

**Photographic
style**

Photography is an essential component in communicating the core values of Procaribe+. The photographic style must clearly and emotionally convey our principles of hope, sustainability, resilience, responsibility, empathy and inclusion, creating a genuine connection with our audience.

Hope

Images should convey a sense of optimism, future, and growth.

Sustainability

Photographs should reflect our commitment to sustainability, showcasing ecological practices such as the use of renewable resources, recycling, and respect for the environment.

Resilience

Images should illustrate the ability to overcome obstacles, adapt to changes, and remain strong in the face of adversity.

Responsibility

Photos should show people acting responsibly in their daily actions, whether in social, environmental, or work-related contexts.

Empathy

Priority is given to images showing genuine interaction between people, with a focus on mutual support, active listening, and understanding.

Inclusion

Photographs should depict people of different ages, genders, races, and abilities, reflecting the diversity that is part of our DNA.



NOTE: Picture of reference do not belong to PROCARIBE+.