

SIANI BRANDING GUIDELINES



Photo: Johan Fogde Dias



SIANI

Swedish International Agricultural Network Initiative

Our brand

SIANI's mission is to enable sustainable food security and nutrition for all.

SIANI is a member-based network that supports and promotes Swedish expertise and provides an open and interactive platform for engagement and dialogue in a global context.

Why branding guidelines?

When our members use our logo in their publications, we need to make sure that the public image of the organisation is preserved, and that we create a consistently strong overall visual brand identity. These guidelines have been created to ensure you are able to find and use our logos and mission statements correctly.

If you have any queries, please contact info@siani.se

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1 The SIANI logo

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1 The SIANI logo

The SIANI logo is part of a suite of logos used by the organisation and follows a distinct style. The relationship between the logo image and text is fixed and must not be altered in any way. There are three available versions, in three colourways. The colour version should be used where possible, upon a white background. For coloured or image based backgrounds, the mono black or mono reversal version may be used, depending on the contrast between the logo and the image.

Each logo is available in the file formats described. Please email info@siani.se to request logos.

1.1 LONG TEXT VERSION Available file formats: EPS / JPEG / PNG (please note white logos not available as JPEG)



● Colour logo



● Mono black logo



● Mono reversal logo

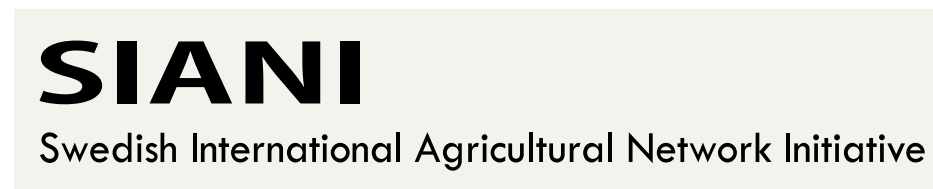


1 The SIANI logo

1.2 ROUNDEL VERSION Available file formats: EPS / JPEG / PNG (please note white logos not available as JPEG)



1.3 TEXT ONLY VERSION Available file formats: EPS / JPEG / PNG (please note white logos not available as JPEG)

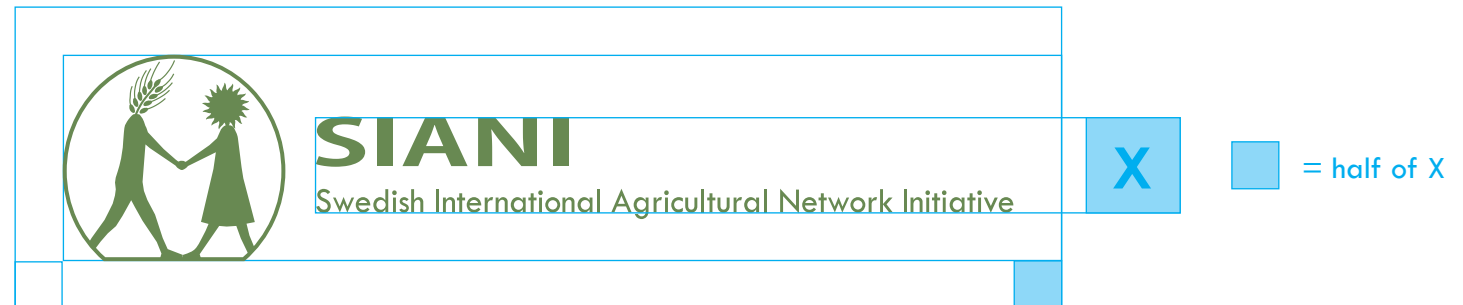


1 The SIANI logo

1.4 LOGO EXCLUSION ZONE AND MINIMUM SIZES

The logo exclusion zone is in place to ensure that the SIANI logo does not become crowded by other visual elements on a print or digital document.

For the roundel logo, the exclusion zone is calculated by the height of the “SIANI” text as indicated. For the long text version the exclusion zone is calculated by half the height of the combined text elements. This also applies to the text only version.



The minimum sizes for the three logotypes are as follows:

Roundel:	35mm width (print)	112 pixels (web)
Long text:	45 mm width (print)	90 pixels (web)
Text only:	35 mm width (print)	112 pixels (web)



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1 The SIANI logo

1.5 LOGO DON'TS



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✗ Don't recolour the logos or any element within the logos



the
SIANI WORKGROUP

Swedish International Agricultural Network Initiative

✗ Don't embellish the text or add any pictorial elements to the logos

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✗ Don't reposition the logo elements



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✗ Don't resize any of the elements within the logo



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✗ Don't stretch or distort the logos



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2 SIANI colours



Photo: Bo Lager



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2 SIANI colours

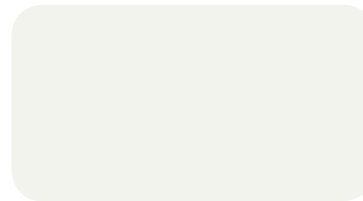
SIANI makes use of a finite number of colours in its logos, documentation and website. Below are swatches and colour values (CMYK/RGB/HEX#) for each of these.

CMYK colours are used in professional printing, RGB can be for Word documents and Powerpoint presentations - or for printing at home or in the office. Hex values are indicated by the hash (#) key and are used on websites and digital products such as apps. A pantone spot colour is also provided for the green of the logo. Pantone colours are used in litho (non digital) printing where only one or two colours are needed for a document or item (e.g. business card).

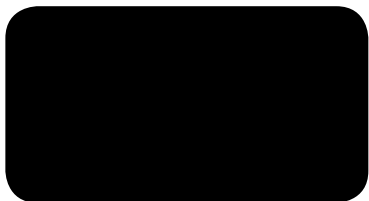
Care must be taken when using EPS (CMYK) files and JPEG (RGB) files, as resaving logos and using them in different programs can alter the output colours. Always try to use the correct logo, rather than repurpose a previous one.



SIANI GREEN
Pantone 7490C
54C 18M 76Y 24K
RGB 104/137/82
Hex #688952



SIANI GREY
4C 2M 6Y 0K
RGB 242/243/236
Hex #F2F3EC



Black
Pantone Process black
0C 0M 0Y 100K
RGB 35/31/32
Hex #231F20



SIANI ORANGE
5C 61M 79Y 0K
RGB 233/127/72
Hex #E97F48



SIANI YELLOW
9C 0M 92Y 0K
RGB 240/233/47
Hex #F0E92F



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2 SIANI typefaces & fonts



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3 SIANI typefaces & fonts

SIANI uses two typefaces within the brand (with a tertiary system typeface available for use in the absence of access to those outlined here). The primary typeface should be used in most cases, but where this is not available, the secondary typeface may be used (e.g. within web pages or documents where the licence for the primary typeface is not readily available).

PRIMARY

TW Cen MT

(Twentieth Century Monotype)

Available in Regular / *Italic* / **Bold** / ***Bold Italic***

ABCDEFghijklmnopqrstuvwxyz

0123456789@£€\$%&(?!+”;

SECONDARY

Myriad Pro

Available in Regular / *Italic* / **Bold** / ***Bold Italic***

ABCDEFghijklmnopqrstuvwxyz

0123456789@£€\$%&(?!+”;

For headlines (print and digital where possible), TW Cen MT Bold should be used.

Body text should be TW Cen MT Regular or Myriad Pro regular.

Combining Myriad Pro and TW Cen MT in one document should be avoided, unless an ‘expert’ version of a font is needed, in which case Myriad Pro has the full character set (e.g. scientific fractions). If neither of these typefaces is available, Calibri is an acceptable substitute, and should also be used for larger blocks of body text, ie. reports or lengthy journal articles.

Avoid laying coloured fonts on coloured backgrounds, except in the case of the yellow on orange on the SIANI website, or SIANI green on the SIANI grey.



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4 SIANI tone of voice



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4 SIANI tone of voice

SIANI's mission is: "Sustainable food security and nutrition for all". It is important for our members to use the correct language and 'tone of voice' when using the SIANI brand within the public sphere.

For publications:

We use clear, and direct language that best communicates the issue we are dealing with. We aim to make sure language is clear to non-native speakers and thus refrain from using rare or uncommon specialist terms without providing definitions.

For communications:

We use non-scientific language, and try to use a friendly and familiar tone in our communications, but always respectful and appropriate language.



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Contact

For more information about SIANI
branding and for design support
please contact: info@siani.se

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