

Share-Net

BRAND MANUAL 2019

www.share-netinternational.org



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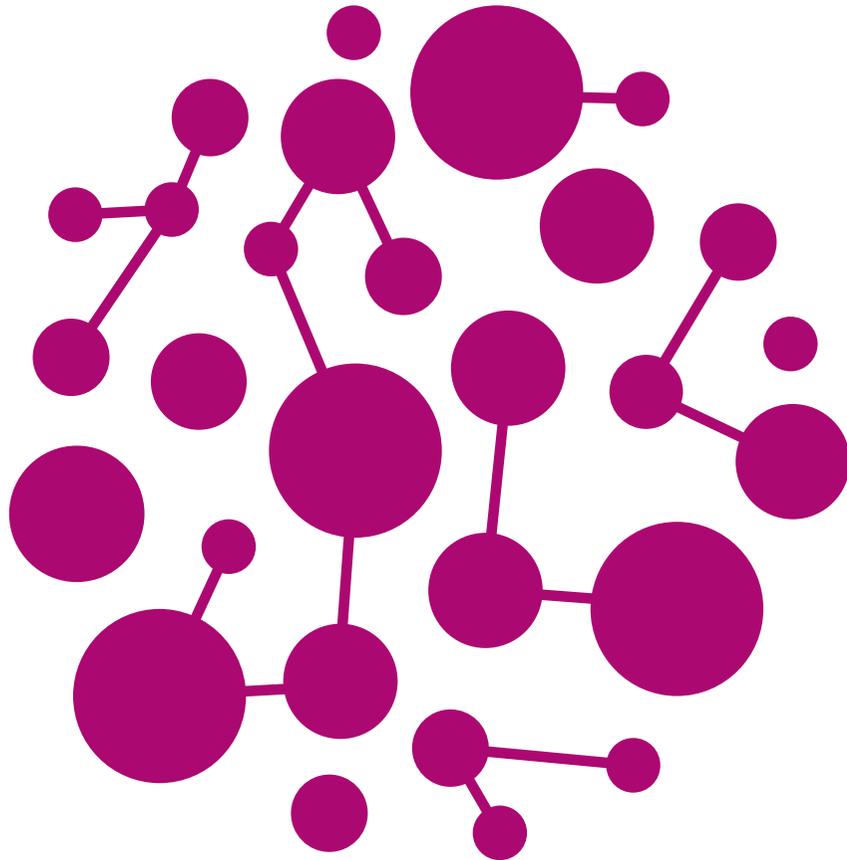
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**WHAT ARE
THESE
GUIDELINES
FOR?**

Following these guidelines will help us:

- Grow recognition and awareness of Share-Net and our work with all our audiences across the world – from supporters to governments – in order to increase our impact and influence.
- Protect our reputation and the trust we've built in Share-Net over the years.
- Present ourselves as a strong, unified, global partner e.g. to corporations, the media and other NGOs.
- Share resources internally to encourage innovation and best practice and cut costs.
- Feel part of one global team.

THE SYMBOL | Rationale



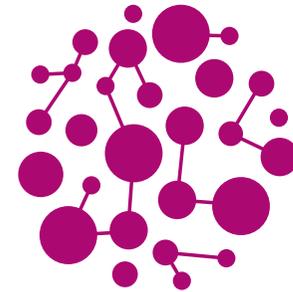
Share-Net is much more than a knowledge platform – it is a global hub for like-minded souls, connection in motion, bridging knowledge into products, the future brought one step closer. Share-Net is inspired by the members, partners, realities and in return, inspires. Share-Net is the ‘to-go’ point and benchmark if any person or organisation in the SRHR field in need of information or access to local, regional and international networks, NGOs, companies, social entrepreneurs, research institutes, universities, students, governments, practitioners and investors.

It is this that Share-Net wishes to bring to life for everything Share-Net does. Share-Net members and partners perceive everything as a truly Share-Net experience.

THE LOGO

Share-Net International

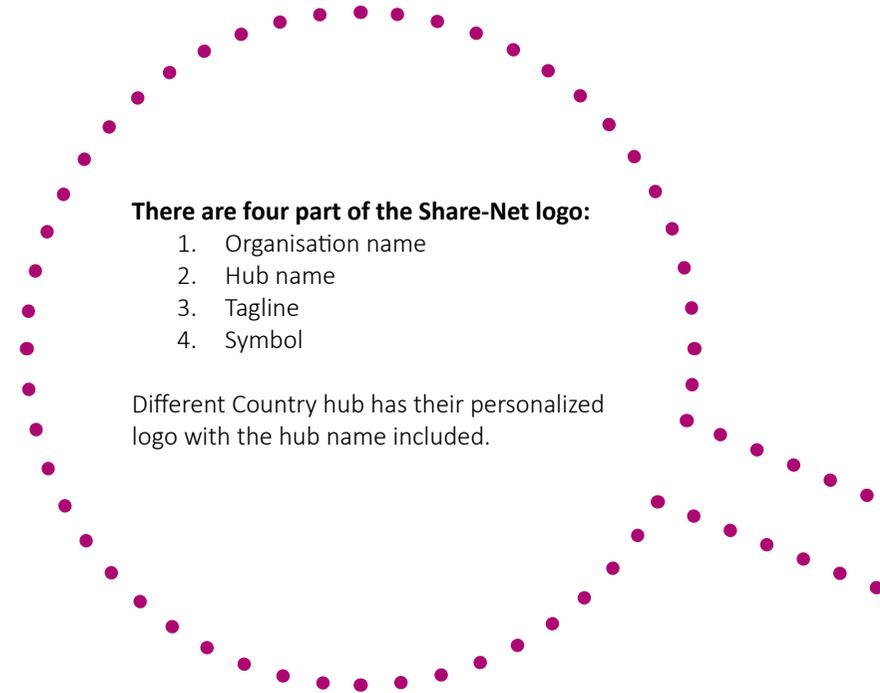
The Knowledge Platform on
Sexual and Reproductive Health & Rights



The logo - is the most valuable element of Share-Net's visual communications. Whenever the logo appears, people will immediately make a link between the accompanying message or activity and Share-Net. Ensuring the logo is used correctly also enables us to protect it legally and stop it being used without permission. That is why it's so important to get it right.

All the visual communications should include the whole logo, and you must follow these guidelines to ensure that we can protect our logo and make the most of its impact. The logo can only be used by Share-Net and by its agreed associates who have signed a licence agreement.

THE LOGO | Variations



Example of a specific country hub logo



THE LOGO | Variations

Share-Net
International



There is a smaller version of the Share-Net logo available for items that have small printing surface like a Pen or Pencil



THE LOGO | Basic rules on using our logo

1. Always use the whole logo (*the symbol, the name, the hub and the tagline*) from the logo files provided – **never recreate**.
2. **Don't attach any other message to the logo** (e.g. *campaign names, slogans or illustrations*).
3. **Don't rearrange**.
4. **Don't recolour it yourself**.
5. **Don't use effects**.
6. **Don't rotate the logo in any way**.
7. **Don't distort the proportions of the logo in any way**.

Click
Here 
to download
the Logo



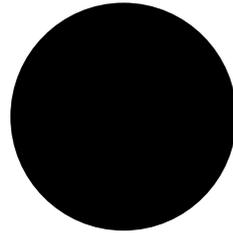
THE LOGO | Logo colours

Logo colours



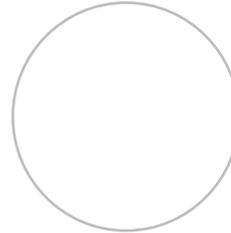
Pantone
234 CP

Colour values
RGB 172 8 113
HEX/HTML AC0871
CMYK 18 100 6 18



Black

Colour values
RGB 0 0 0
HEX/HTML 000000
CMYK 0 0 0 100



White

Colour values
RGB 255 255 255
HEX/HTML FFFFFFFF
CMYK 0 0 0 0

Logo in full colour



Single colour logo



Logo reversed out of the brand colour



Logo in single colour black

Use the logo in full colour whenever possible, with the symbol in red and the name in black.

When using the logo on a dark background, you can use a version with the symbol in brand colour and the name in white.

We also have an all-white version, for use if it's hard to see the brand colour symbol on the background colour, and an all-black version, for when it's impossible to use colour.

Click Here 
to download
the Logo

THE LOGO | Minimum size



6mm



10mm



15mm



22mm

Minimum size

The main version of the logo should not be smaller than 10mm for print and ideally at least 6mm (as shown).

On websites and in digital formats the logo should not be smaller than 20 pixels.

The minimum size is based on the height of the symbol (as shown), **width should be proportionate.**

Suggested logo size

The height of the symbol is set at:

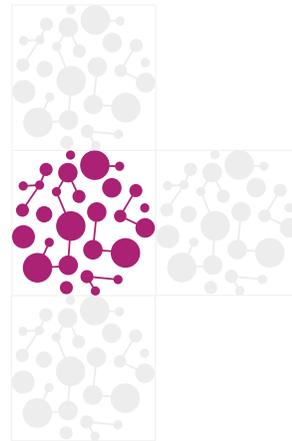
1. 10mm: is the minimum dimension
2. 15mm: recommended size of business cards, letterhead and DL/C5 Envelopes
3. 22mm: recommended size on the Letter/A4 format publications and C4 Envelope.

Click
Here 
to download
the Logo

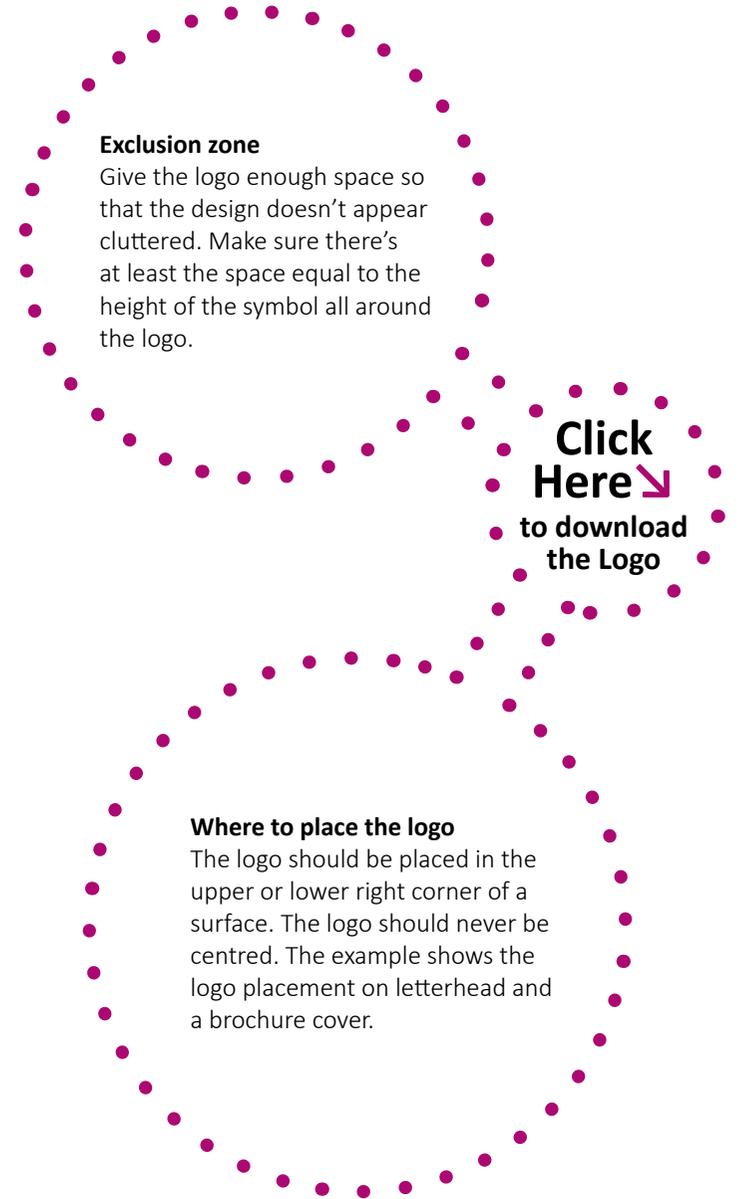
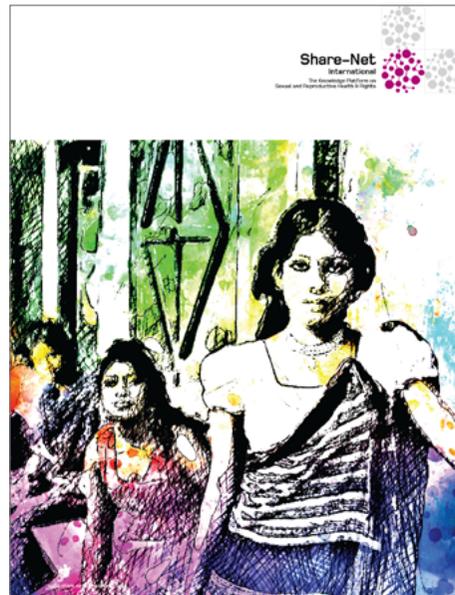
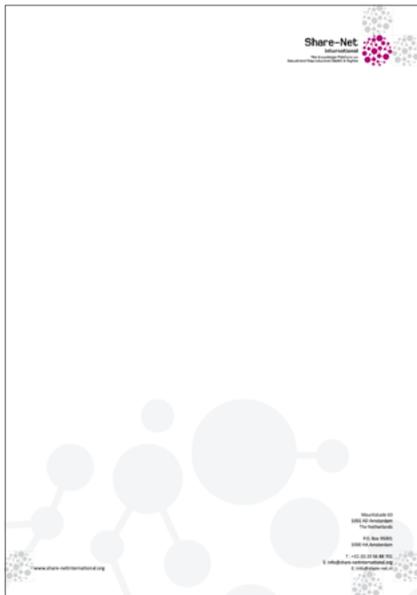
THE LOGO | Exclusion zone



Share-Net
International
The Knowledge Platform on
Sexual and Reproductive Health & Rights



Placing the logo



Exclusion zone

Give the logo enough space so that the design doesn't appear cluttered. Make sure there's at least the space equal to the height of the symbol all around the logo.

Click Here ↘

to download the Logo

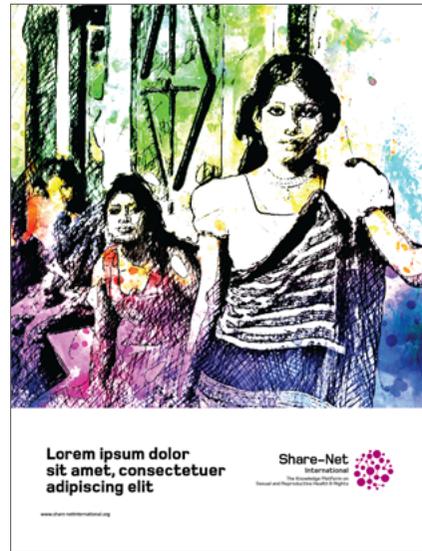
Where to place the logo

The logo should be placed in the upper or lower right corner of a surface. The logo should never be centred. The example shows the logo placement on letterhead and a brochure cover.

THE LOGO | Placing the logo – examples



Press advertisement



Brochure cover



Website



Online banner advertisement

COLOUR PALETTE

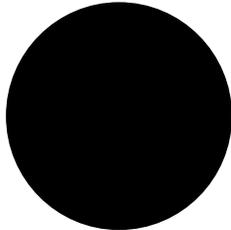
Primary colour palette



**BRAND
COLOUR**

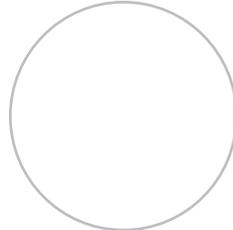
Pantone 234 CP

Colour values
RGB 172 8 113
HEX/HTML AC0871
CMYK 18 100 6 18



Black

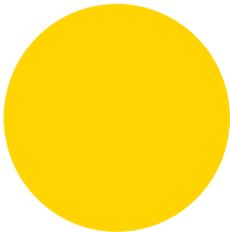
Colour values
RGB 0 0 0
HEX/HTML 000000
CMYK 0 0 0 100



White

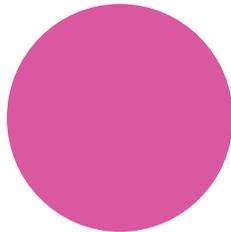
Colour values
RGB 255 255 255
HEX/HTML FFFFFFFF
CMYK 0 0 0 0

Secondary colour palette



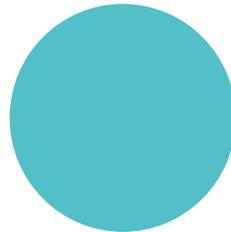
Colour values

RGB 255, 215, 0
HEX/HTML FFD400
CMYK 0, 15, 100, 0



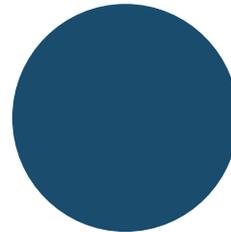
Colour values

RGB 217, 88, 160
HEX/HTML D958A0
CMYK 10, 80, 0, 0



Colour values

RGB 82, 191, 201
HEX/HTML 52BFC9
CMYK 62, 2, 22, 0



Colour values

RGB 26, 77, 109
HEX/HTML 1A4D6D
CMYK 94, 68, 36, 21

Colours

Our primary colours are Pantone 234CP (Brand Colour), black and white.

We also have a secondary colour palette which we suggest you use throughout your communications to give them a consistent look.

You can also use tints of these colours.

However, to increase the coherence of your communications, you may wish to limit how many of the secondary colours you use.

**Click
Here** 
to download
Adobe
Swatch File

TYPOGRAPHY

Corporate typefaces

Foundry Monoline

Medium
Bold

Calibri

Regular
Italic
Bold
Bold Italic

Corporate typefaces

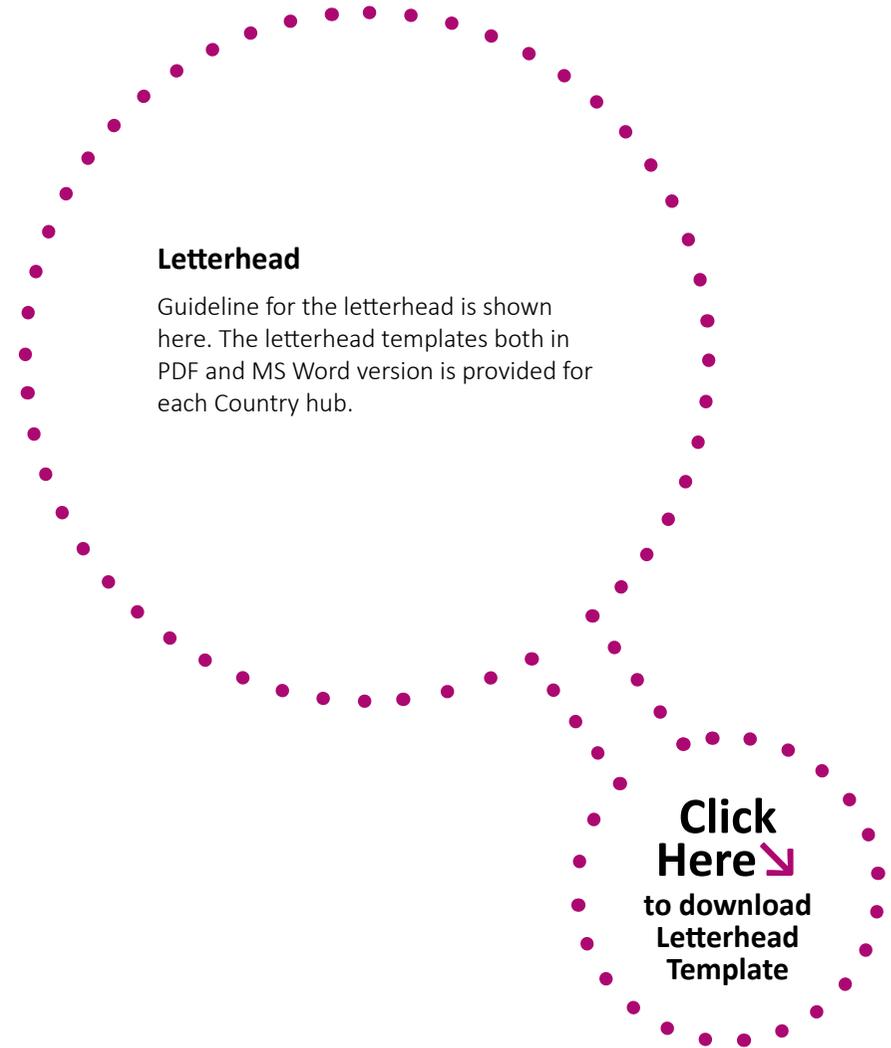
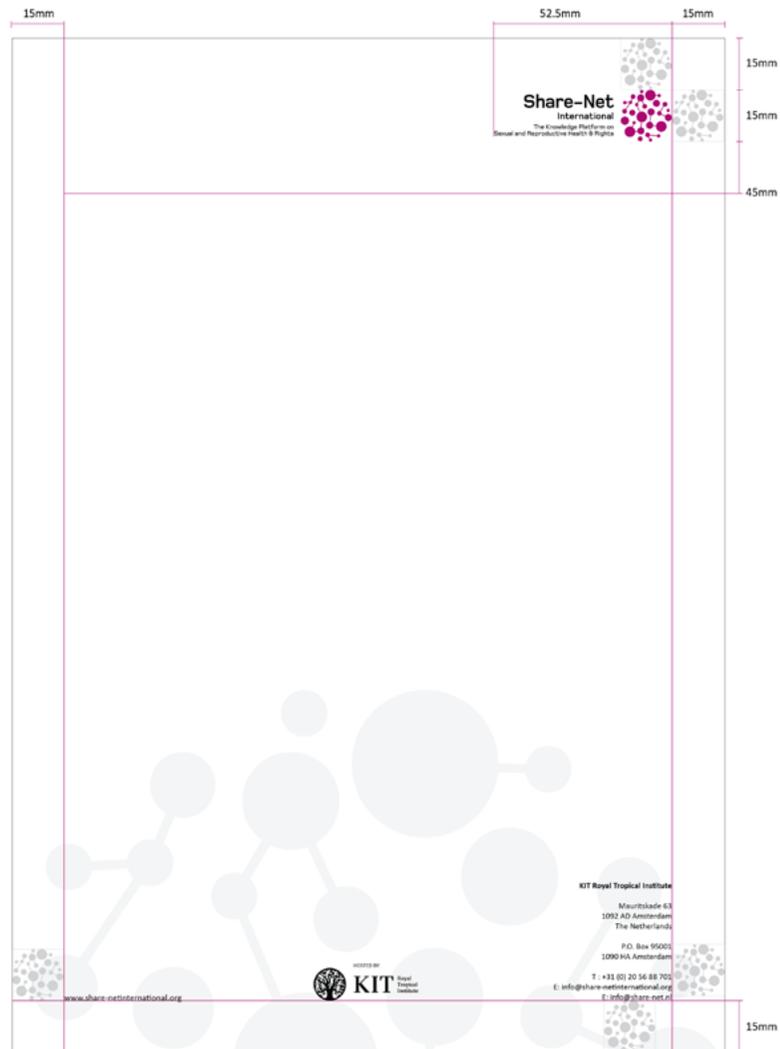
Share-Net have two corporate typefaces, **Foundry Monoline** and **Calibri**.

Foundry Monoline is the typeface used in Share-Net logo.

Calibri is the main typeface to be used in every other situation, such as writing letters, reports and all kinds of publication.

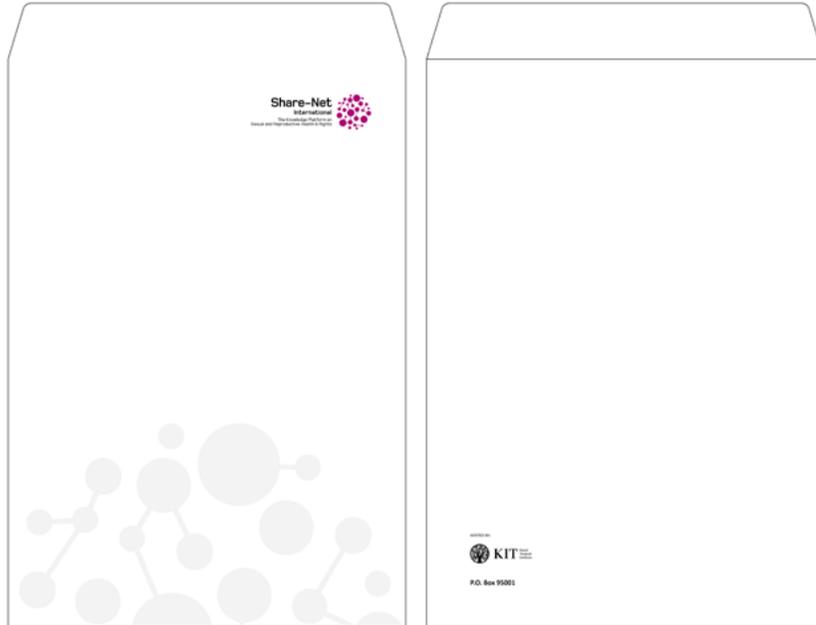
Click
Here 
to download
Font

STATIONERIES | Letterhead



STATIONERIES | Envelopes

Envelope C4
229mmX324mm



Envelope DL
220mmX110mm



Envelopes
Two types of envelope templates are provided for each Country hub. The C4 is to hold unfold A4/letter (max) paper and the DL is for trifold A4/ Letter

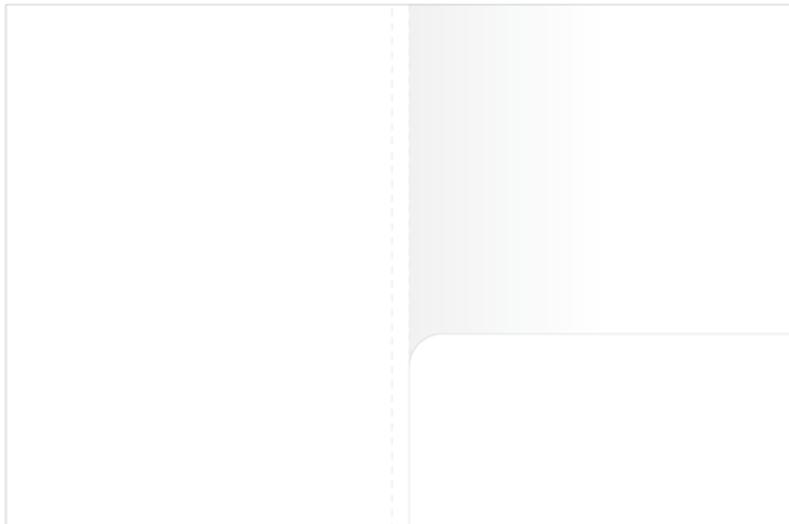
Click Here ↘
to download
Envelope
Templates

STATIONERIES | Folder

Outer view



Inner view



Folder

Customized Folder templates are provided for each Country hub.

Click Here ↘
to download
Folder
Template

TEMPLATES | Notebook



Back Cover

Front Cover



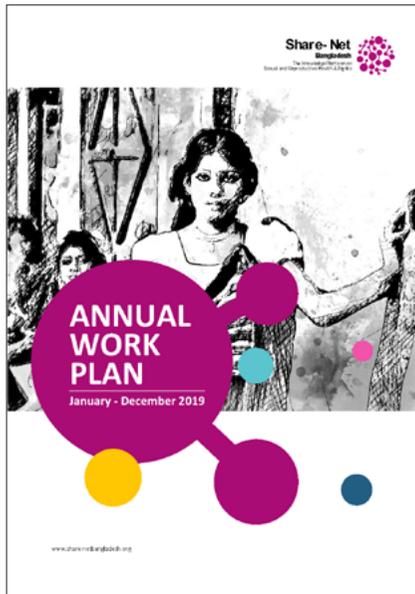
Page

Notebook

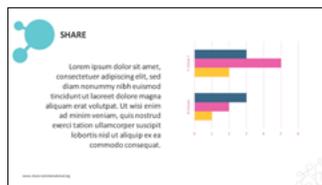
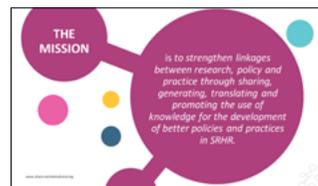
Customized A5 size Notebook templates are provided for each Country hub.

Click Here 
to download
Notebook
Templates

TEMPLATES | Reports and Plan



TEMPLATES | PowerPoint



PowerPoint Template

This customizable PowerPoint template is provided with optional slides.

PowerPoint User Guidelines :

- Only use the brand font ‘**Calibri**’ for all slides
- The minimum size for all fonts in PPT is **20pt**
- Use only **primary** and **secondary brand colours** on all slides
- Amount of text may vary from slide to slide. Please pick the slide according to your requirement. If there is too much text then use a **blank slide**.
- Click on “**Use Destination Theme**” while pasting **texts, charts, tables** or **Smart Objects** from other files.
- While using photo collage pick the **blank slide** option.



TEMPLATES | Flyers



Using Flyer Template :

- Use only the brand font 'Calibri'
- Minimum Text Size for A4 Flyer
- Header: 16pt
- Body Text: 10pt
- Only use **primary** and **secondary brand colours** for all composition
- Click on "Use Destination Theme" while pasting **texts, charts, table or Smart Objects** from other files.



TEMPLATES | Banners

Share-Net International
The Knowledge Platform on Sexual and Reproductive Health & Rights

To strengthen linkages between research, policy and practice through sharing, generating, translating and promoting the use of knowledge for the development of better policies and practices in SRHR.

www.share-netinternational.org

Share-Net International
The Knowledge Platform on Sexual and Reproductive Health & Rights

KNOWLEDGE USE TRANSLATION

Ensuring evidence is presented in formats appropriate for the intended audience to facilitate accessibility, understanding and usage of knowledge

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PROMOTION KNOWLEDGE USE

Promotion of use of knowledge products and formats by policy makers and practitioners

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NETWORK DEVELOPMENT

Networking at national (CoPs) and international level (partners)

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KNOWLEDGE SHARING

Dissemination through a wide range of channels and tools of both new and existing knowledge

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KNOWLEDGE GENERATION

Addressing priority knowledge gaps through research and further analysis and synthesis of existing data



TEMPLATES | Newsletter



TEMPLATES | Web Banners



Using Web Banner Template :

Steps for Changing Background Image:

1. Select the default background image
2. Delete it
3. (i) Click on the small image icon to insert a new image or (ii) Drag and drop new image
4. Right click on the new image
5. Send it to back. Place it behind the text and other elements.
6. Adjust your text
7. Add logo
8. Save

Exporting as Image:

- Go To > File > Export
- Select the File Format as PNG from the bottom of the export window
- Select the slides that you want to export
- Put the value of 500 as the Height, the width will be adjusted automatically
- Save
- Click on 'Export'





Share-Net | **Brand Manual 2019**

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