PAKISTAN POVERTY ALLEVIATION FUND

BRANDING & VISIBILITY GUIDELINES

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1 INTRODUCTION

The purpose of the guidelines is to ensure consistency in branding and visibility of projects and initiatives of Pakistan Poverty Alleviation Fund (PPAF) in accordance with the rules articulated in this document.This resource serves as a valuable reference for PPAF employees, partner organisations, and entities receiving funds from PPAF. It provides guidance on best practices and restrictions when presenting materials associated with PPAF, including the use of the PPAF logo and showcasing its projects and activities.

PPAF and its partner organisations are expected to adhere to the guidelines detailed in this manual. For any additional clarification, the PPAF's Media & Communication team can be reached at comms@ppaf.org.pk.

2 ABOUT PPAF

OUR VISION

Restoring hope, securing the future, ending poverty.

OUR MISSION

Transforming the lives of the poor to create a more equitable and prosperous Pakistan.

OUR CORE VALUES

The foundation of the way we work and ensure outreach to the most excluded regions, communities, and households.

- **Inclusion:** Recognising demographic diversity – women, children, elderly, persons with disabilities, indigenous groups and religious minorities – and connecting different views, experiences, issues and vulnerabilities as a methodology to reducing poverty.
- **Participation:** Increasing community input by having a broad process of consultation so that decisions on contents of intervention, policies and programmes are not dominated by one group's perspective.
- **Accountability:** Having in place legal and reporting framework, organisational structure, processes, and procedures to make sure regularity and the efficiency of the use of resources and personnel held responsible for their actions.
- **Transparency:** Substantiating achievements by evidence, clear reporting on activities, and financial proof that would reflect on implementation of strategies and adherence to mandates and outcomes; advancing the practice of downward accountability to beneficiaries; and upholding the democratic traditions by having community institution leadership elected and follow a structure and processes for governance.
- **Stewardship:** Responsible management of that which has been entrusted to us in the ecosystems and communities we serve. As caretakers of the environment and its resources we believe in having a constructive effect on the ambit of our influence. We commit to fulfilling our shared responsibility to our planet, our children, and our future.

3 THE LOGO AND ITS USAGE

RATIONALE OF THE LOGO

The PPAF logo represents two parallel themes: large triangle means inverting the income pyramid and central triangle means window of opportunity.

INVERTING THE INCOME PYRAMID

The larger outer triangle shows the traditional distribution of income, which counts the number of people at different income levels with the top of the pyramid being high income bands and the bottom being low-income bands. Since there are very few people at the top and a great many people at the bottom, hence a broad big base converging into a narrow peak. The two together translate into a pyramid shape. The inner triangle represents PPAF goal: inverting the pyramid, so that there are fewer people at the lower levels of income, and a much greater number of people at the higher income level.

WINDOW OF OPPORTUNITY

The central triangle is also a window of opportunity; an opening that leads out of poverty, towards sustainable growth and development.

The logo must be prominently displayed on all printed and electronic material produced for all PPAF supported projects, interventions, and activities as detailed in the next section.

The PPAF logo as shown here serves as the organisation's primary logo and trademark.

NOTE:
The PPAF logo should never be recreated or typeset. This logo should be used in all communications. Official logo can be downloaded from:
https://www.ppaf.org.pk/logos



LOGO VARIANTS

Use the Cyan version of the logo when it is compatible with the design.
For bright- and dark-colored backgrounds, use the reversed out ("white") version.





Preferred ways to use logo

LOGO PLACEMENT

The brand logo should always be surrounded by a minimum area of space into which no other visual elements must be placed. This space is known as the “exclusion zone”. The exclusion zone ensures that headlines, text or other visual elements do not encroach on the logo.

In the given example, ‘P’, represents the clear space around the logo. ‘P’ is equal to the height of the letter ‘P’ in the PPAF logo.

PPAF logo with clear space around



MINIMUM SIZE

The minimum size of the logo should not measure less than 17mm in width.
For website applications, the logo should not be smaller than 90 pixels wide.

14mm



45pixels



PROHIBITED LOGO USAGE

EXAMPLES OF WRONG USAGE

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the program's identity. The logo is an indivisible unit and should not be altered in its composition, or recreated.

Examples of unacceptable modifications and incorrect uses of the logo are shown as follows:



Don't place the logo on low contrast background



Don't tilt or skew the logo



Don't change the color



Don't distort the logo



Don't change the position & size of any logo parts

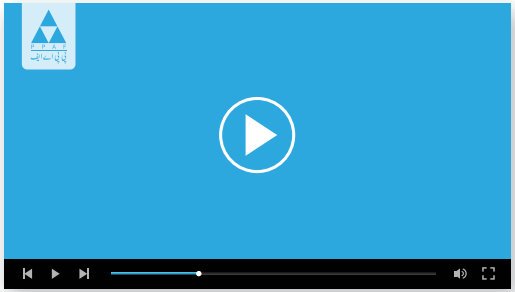


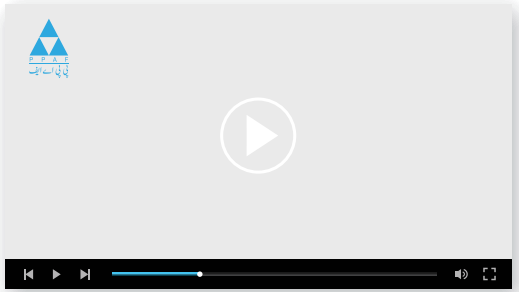
Don't change the font style of the logo

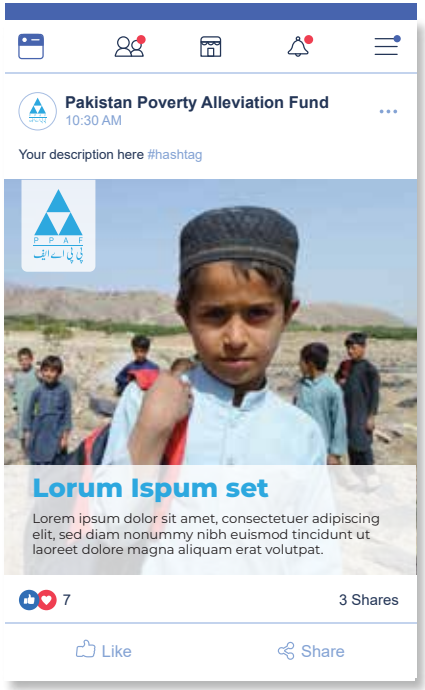
USING LOGO OVER COLORED BACKGROUND OR PICTURES

BRANDED EXAMPLES

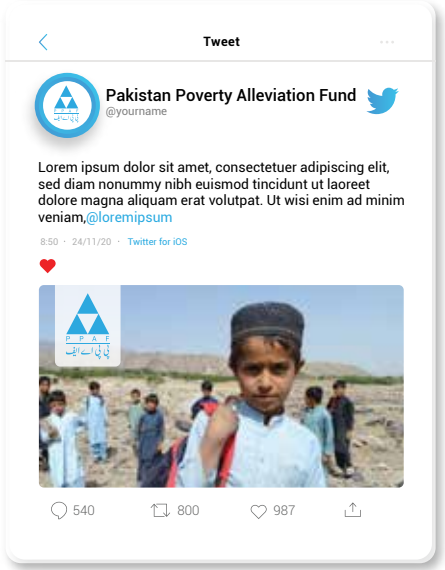
VIDEO AND SOCIAL MEDIA







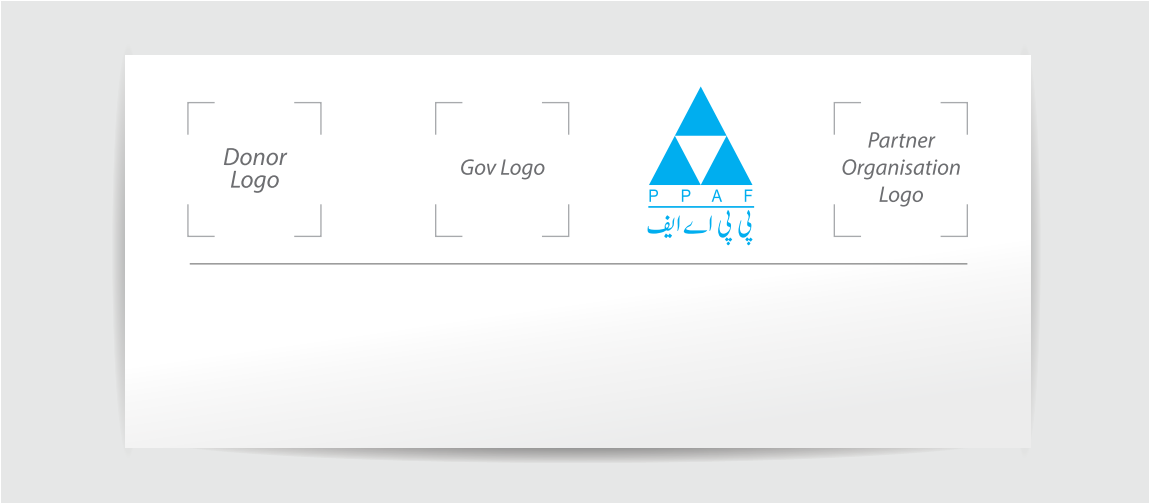




LOGO USAGE WITH LOGOS OF PARTNERS/STAKEHOLDERS

PLACEMENT OF LOGO IN PARTNERSHIP

In a partnership, it is important to give partner's logo equal emphasis. The logos should be shown at proportionately the same size and at the same level.



4 SLOGAN

The slogan of PPAF will be used for all the following purposes, unless a waiver is issued by the competent authority at PPAF:

WHEN TO USE THIS SLOGAN:

In English language use "**Delivering Prosperity**"

Whereas for Urdu, use "خوشحالی سب کے لئے "

1. Branding of key National and Sub-National events by PPAF and its partners.
2. Branding of promotional items on Print, Electronic and Digital Media by PPAF and its partners.
3. Periodical publications like newsletters and reports by PPAF
4. Signage of National and Sub-National offices by PPAF
5. Website and Social Media Page Branding. The positioning statement is not necessary for everyday posts
6. Usage of PPAF logo for any large format branding like outdoor public places, backdrops, large banners, transit media and co-branding opportunities at public places.

The Slogan:

خوشحالی سب کے لئے

English Translation:

Delivering Prosperity

PLACEMENT OPTIONS FOR THE SLOGAN

Slogan 'Delivering Prosperity' and خوشحالی سب کے لئے to be used for products developed in English and Urdu languages respectively.

DESIGN SAMPLES



Delivering Prosperity

خوشحالی سب کے لئے



Pakistan Poverty Alleviation Fund | Delivering Prosperity

پاکستان پاورٹی ایلیویشن فنڈ (پی پی اے ایف) | خوشحالی سب کے لئے

Pakistan Poverty Alleviation Fund
Delivering Prosperity

پاکستان پاورٹی ایلیویشن فنڈ (پی پی اے ایف)
خوشحالی سب کے لئے

Delivering Prosperity
www.ppaf.org.pk

خوشحالی سب کے لئے
www.ppaf.org.pk

5 CREDIT STATEMENT

All partner organisations and stakeholders must credit PPAF for all programme and project related communications according to the following statement in English and Urdu.

FOR DONOR FUNDED PROJECTS:

ENGLISH

This Project/Programme is funded by the **"Donor Name"**, led by Pakistan Poverty Alleviation Fund (PPAF) and is being locally implemented by **"Partner Organisation Name"**.

URDU

یہ پروگرام/پروجیکٹ 'ڈونر کا نام' کے مالی تعاون سے پاکستان پاورٹی ایلیویئشن فنڈ (پی پی اے ایف) کی سربراہی میں مقامی سطح پر 'پارٹنر آرگنائیزیشن کا نام' کے ذریعے جاری ہے۔

FOR PPAF FUNDED PROJECTS:

ENGLISH

This Project/Programme is funded by Pakistan Poverty Alleviation Fund (PPAF) and is being locally implemented by **"Partner Organisation Name"**.

URDU

یہ پروگرام/پروجیکٹ پاکستان پاورٹی ایلیویئشن فنڈ (پی پی اے ایف) کے مالی تعاون سے مقامی سطح پر 'پارٹنر آرگنائیزیشن کا نام' کے ذریعے جاری ہے۔

6 COLOR PALETTE

PRIMARY COLOUR

COLOR CODE

RGB: 39% - 170% - 225%
CMYK: 70% - 15% - 0% - 0%
HEX: #27AAE1

Blue is the primary colour with both green, yellow and grey as secondary colours. When applying the design rules make sure to use the exact tone specified in RGB, CMYK as well as HEX formats below.

Other than white and black, any other colour should not be used without permission of the communications department at PPAF.

SECONDARY COLORS

CMYK 0, 0, 0, 30
RGB 188, 190, 192
HEX BCBEC0

CMYK 91, 0, 97, 0
RGB 0, 171, 81
HEX 00AB51

CMYK 0, 31, 100, 0
RGB 253, 183, 20
HEX FDB714

7 TYPOGRAPHY

ENGLISH TYPOGRAPHY

In the PPAF branding and styling guide, the specified font for publication headings is Montserrat, imparting a sleek and modern aesthetic. For the body text of publications, the chosen font is Open Sans, ensuring readability and clarity throughout the content. This careful selection of fonts exemplifies PPAF's commitment to a cohesive and visually appealing brand identity, reinforcing the organisation's professionalism and attention to detail. Montserrat font can be download from the following link:

http://fonts.google.com/specimen/Montserrat

For all official documentation, presentations, and email communications, PPAF mandates the use of Times New Roman font, a clean and universally accessible sans-serif typeface. This choice ensures uniformity across various platforms, enhancing readability and visual coherence.

Standard language style for all types of communication is 'British English'

PRIMARY HEADING FONTS

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SECONDARY OR BODY TEXT

OPEN SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

FOR OFFICIAL DOCUMENTATION

Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

URDU TYPOGRAPHY

PRIMARY HEADING FONTS

JAMEEL NOORI NASTALEEQ KASHEEDA

جمیل نوری نستعلیق کشیدہ

آ ا ب پ ت ٹ ث ج چ ح خ د ڈ ذ ر ڑ ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ہ ھ ء ی ے ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

SECONDARY OR BODY TEXT

JAMEEL NOORI NASTALEEQ

جمیل نوری نستعلیق

آ ا ب پ ت ٹ ث ج چ ح خ د ڈ ذ ر ڑ ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ہ ھ ء ی ے ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

8 SAMPLE DESIGNS

PLACEMENT OF LOGO ON ENGLISH AND URDU PUBLICATIONS/ PRODUCTS

For communication products in English language PPAF logo will be on the left hand side. Communication products* produced in Urdu will feature PPAF logo on the right-hand side as shown in samples.

(These guidelines are only for products that do not feature logos of any other donor, partner organisation etc).

*communication products:

- Visual content
- Presentations
- Flyers & Brochures
- Publications (reports, flyers, brochures, newsletters etc)
- Banners, Standees, Project Display Boards,
- Commemorative Plaques, Shields
- Talking points, Press releases
- Social Media Posts
- Web Content
- Email Signatures

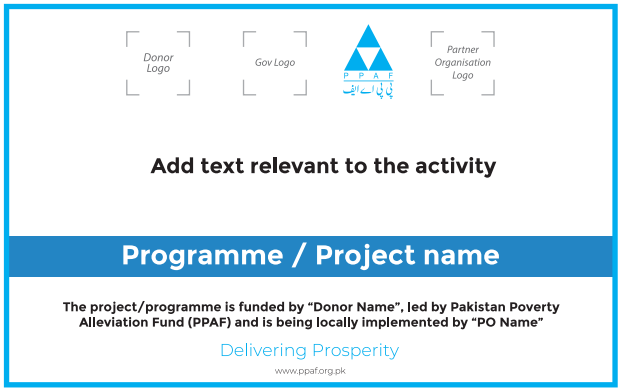
DESIGN SAMPLE



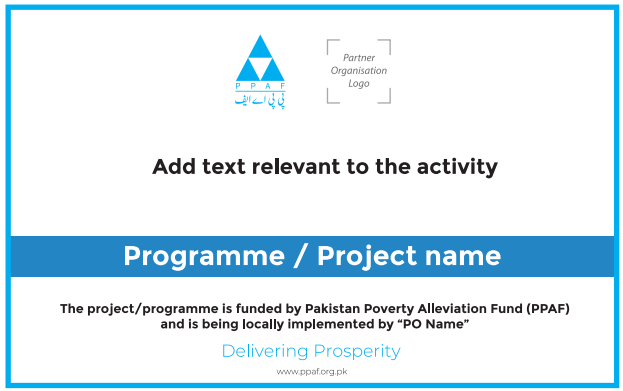


BANNER AND STANDEE FEATURING LOGO OF PPAF PARTNERS AND DONORS

DESIGN SAMPLE











Note: Click here to download templates

8B - BRANDING OF KEY ITEMS

A. STATIONERY OVERVIEW

Stationery items such as business cards, envelopes and letterheads often serve as the first point of contact with external audiences. Following are the examples of stationery items for PPAF.



B. STATIONERY



8C - PROMOTIONAL ITEMS





ADDRESS

Pakistan Poverty
Alleviation Fund
Plot No. 14, Street 12,
G 8/1, Islamabad, Pakistan.

PHONE

Phone: +92 (51) 8439450 - 79
UAN: (+92-51) 111-000-102

EMAIL & WEB

Email: comms@ppaf.org.pk
Web: www.ppaf.org.pk