



# ARAP

# corporate and visual identity guidelines

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## the Corporate Id

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# Introduction: the ARAP identity

The ARAP identity comes from the visual summary of some basic identifying elements of the project.

The logo is a puzzle and every part of it is made up of one of the four colors of the Ghanaian flag.

The shape of the logo itself, externally, is the simplified outline of the map of Ghana.

In addition, the choice of a puzzle shape was not casual but based on concepts that express the mission of the project: the **cooperation** between the various institutional entities and the **cohesion** that the programme wants to encourage in the Country by restoring the respect for **legality** and **the rule of law**.

A certain idea of **dynamism** is transmitted by the logotype, re-drawn from a typeface of the Aaux Next family.

On the other hand, the **solidity** and **transparency** that the programme wants to encourage in Ghana is represented by the typefont of the logotype extension, a **neutral** and **strong** Helvetica.



# Official color palette

The official color palette consists of the four colors of the ARAP logo with the addition of the blue color of the EU logo. Here are the values in CMYK, RGB, Hex, and Pantone.

## RED

CMYK **10 100 90 0**  
RGB **213 18 36**  
Hex **D51224**  
Pantone **1797 C**



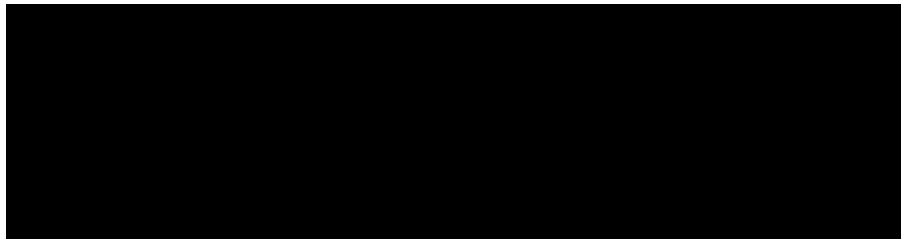
## GREEN

CMYK **90 30 90 20**  
RGB **0 111 62**  
Hex **006F3E**  
Pantone **3425 C**



## BLACK

CMYK **100 100 70 100**  
RGB **0 0 0**  
Hex **000000**  
Pantone **Process Black C**



## YELLOW

CMYK **0 15 90 0**  
RGB **255 214 24**  
Hex **FFD618**  
Pantone **116 C**



## BLUE

CMYK **100 89 0 0**  
RGB **38 53 140**  
Hex **26358C**  
Pantone **Reflex Blue**



## Placement on photographs

On photographs, it is mandatory to use the logo in monochrome version: if the photo is dark overlay the logo in the white version, if the picture is pale use the black version.



## Typefaces: primary font

ARAP primary logo font family is **Helvetica Neue LT Std.**

Helvetica Neue is a sans serif type family with a large variety of weight and width options.

These different weights (light, medium, heavy, etc.) as well as widths (condensed, regular or extended) provide a vast library of type options to help match type to design.

Helvetica and other sans serif typefaces particularly work well as headlines, callouts or captions.

Helvetica can work well at small sizes (no less than 8 pt. for body copy) to large, display or headline type.

**Helvetica Neue LT Std  
95 Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@**

**Helvetica Neue LT Std  
75 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@**

**Helvetica Neue LT Std  
55 Roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@**

**Helvetica Neue LT Std  
25 Ultra Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

# Typefaces: secondary font

ARAP secondary logo font family is **Arial**.

This sans serif system font is used in many document formats such as Word, PowerPoint and other applications.

Arial is recommended for large amounts of copy.

## **Arial Black Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@**

## **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@**

## **Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

# Typefaces: usage tips on publications

The examples show how the font may be used in a generic publication.

Same suggestions apply both for the primary font than for the secondary.

You can use:

**Helvetica Neue Bold**

for main titles at the top of an article and/or for the name of a chapter, and **Helvetica Neue Light** for its subtitles

## MAIN TITLE OF THE PUBLICATION

Subtitle of the publication

**Helvetica Neue Regular**

for paragraph titles

● **Title of main paragraph**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam

libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

**Helvetica Neue Regular**

for text within paragraphs

**Title of main paragraph**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Helvetica Neue Regular**

for paragraph subtitles

● **Title of subparagraph**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vero eos et accusamus et iusto odio dignissimos ducimus qui blan-



● Caption of the photo or image

**Helvetica Neue Medium**

for captions

If you want to create a header you can use one of the ARAP official palette colors for the background: on a blue or green background header use a title and subtitle in white; on a yellow background use a black text.

It is not recommended to use the color red for large surfaces.

If you use color for titles and / or graphic objects, do not use more than one color on each page.

You can use the colors of the ARAP palette to create graphical objects, such as dividers, frames, backgrounds, tables, boxes.

## HEADER OF THE PUBLICATION

Subtitle of the publication

**Helvetica Neue Light**  
it's suitable for quotes or phrases you want to highlight

### Title of main paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The titles and subtitles of the paragraphs can be colored: avoid the yellow color for this use, because it is too light and would not be readable.

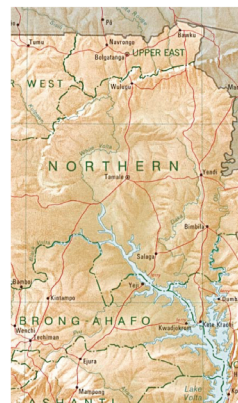
### Title of main paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### Title of subparagraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis



Caption of the photo or image

# Positioning according to EU guidelines

The EU through its official Communication and Visibility Manual sets the rules for the communication of the projects it supports. The Manual can be found at: [http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions\\_en](http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en)

According to these standards, the ARAP logo must always appear accompanied by the EU logo and the FIIAPP logo.

The EU logo has always priority over the FIIAPP logo when combined with it. It has to appear on the left hand side, and has to be accompanied by the words “Funded by” above the logo and “EUROPEAN UNION” under the logo.



In a few exceptional cases such as lack of space, you can use the EU logo omitting the FIIAPP logo.

For example, this could be the case of the personalization of pens or USB pen-drives, which are very small objects where printing the entire content would not be possible.

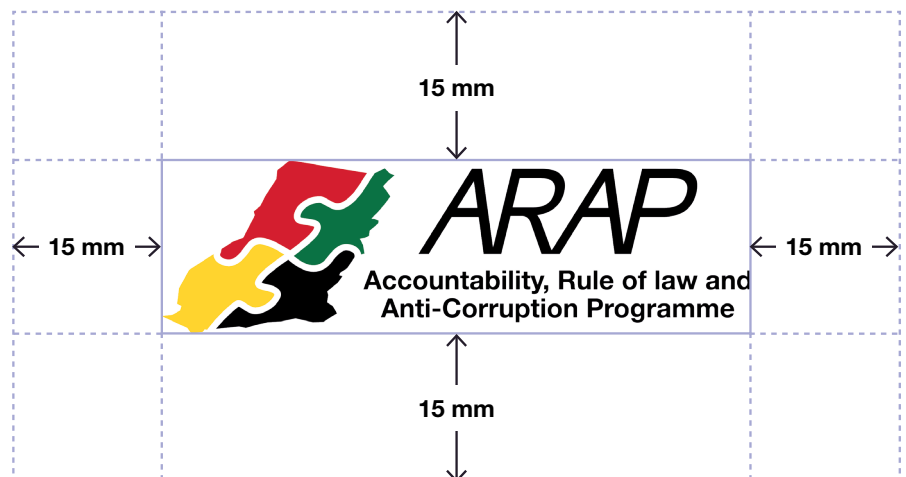
## Best practices for using the ARAP identity

The ARAP logo must be used as originally designed and proportioned and should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio.

There are also a few other rules to follow (except for business cards):

- On the front and the back cover of publications, position the identity at a minimum distance of 15 mm from the edges
- The logo should never be rendered smaller than 9 mm high
- The logo must appear combined with EU and FIAP logos, as specified in the **Positioning according to EU guidelines** page of this manual and in compliance with the the rules laid down in the EU official **Communication and Visibility Manual** available at: [http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions\\_en](http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en)

- A buffer zone of at least 15 mm should appear between the logo and other design elements



## Logo file versions

Official standard versions for printing and for publishing on the web, associated with its accompanying files.

**File names:**

ARAP-PMS.ai  
ARAP-CMYK.ai /.eps /.tif  
ARAP-RGB.jpg /.png

**Full colors for print: Pantone (PMS) and CMYK**

**Full colors for digital/web: RGB**

**Low Resolution Files for Web:**

ARAP-RGB-web.jpg /.png



**File names:**

ARAP-Grayscale.jpg /.png /.eps /.tif /.ai

**Grayscale version**



**File names:**

ARAP-Black.jpg /.png /.eps /.tif /.ai

**Black version**



**File names:**

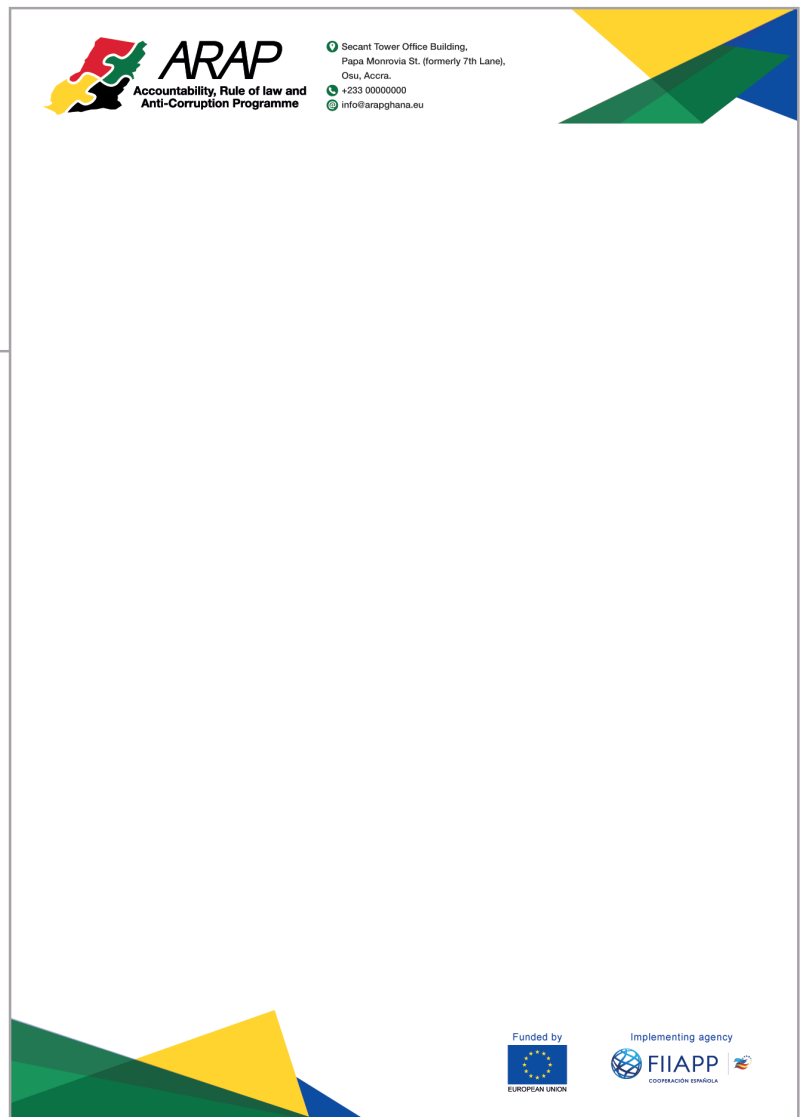
ARAP-White.jpg /.png /.eps /.tif /.ai

**White version**

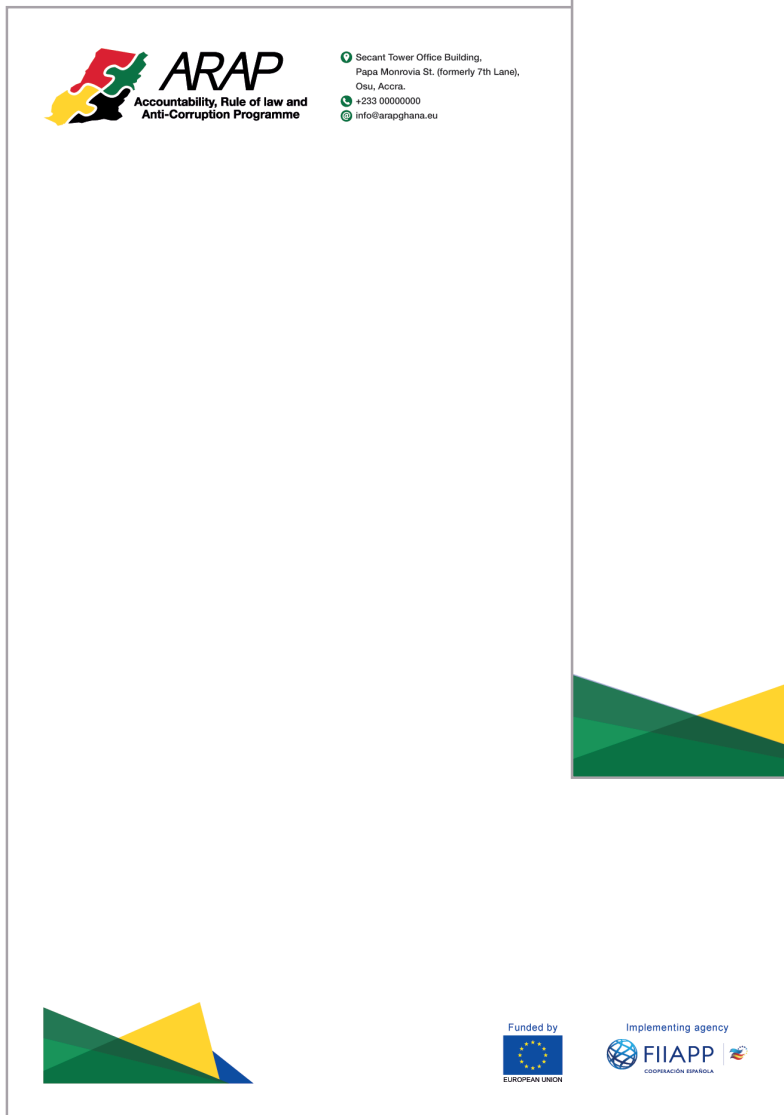


The following pages show templates and examples of how the ARAP brand should be applied. Consider them a reference guide as you develop your material.

## Stationery: letterheads



**example of letterhead for letterpress printing**  
A4 - 210 x 229 mm



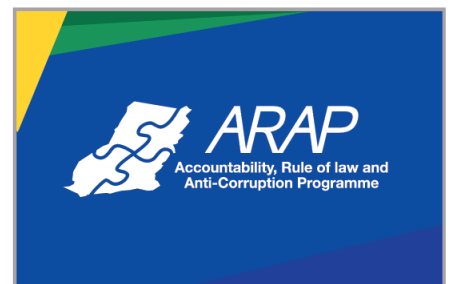
**example of letterhead for office printing**  
A4 - 210 x 229 mm

## Stationery: business card and folder

**example of business card**  
80 x 45 mm  
(the image represented here  
is not in real size)



recto



verso

**example of A4 folder**



# Publication cover



example of publication cover based on A4 ratio

# Power Point presentation template

page template  
1500 x 1060 px



cover template  
1500 x 1060 px



# Office signage: office plaque and external sticker



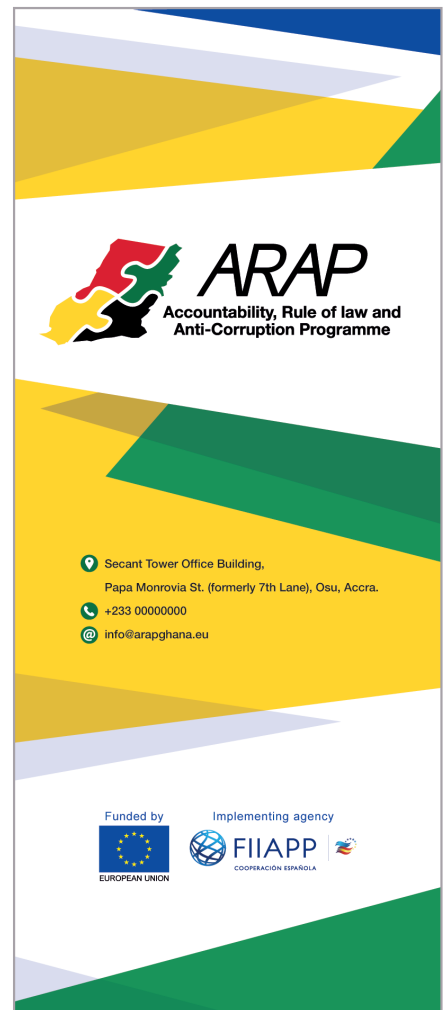
**office plaque / printed on plexiglass**  
900 x 500 mm



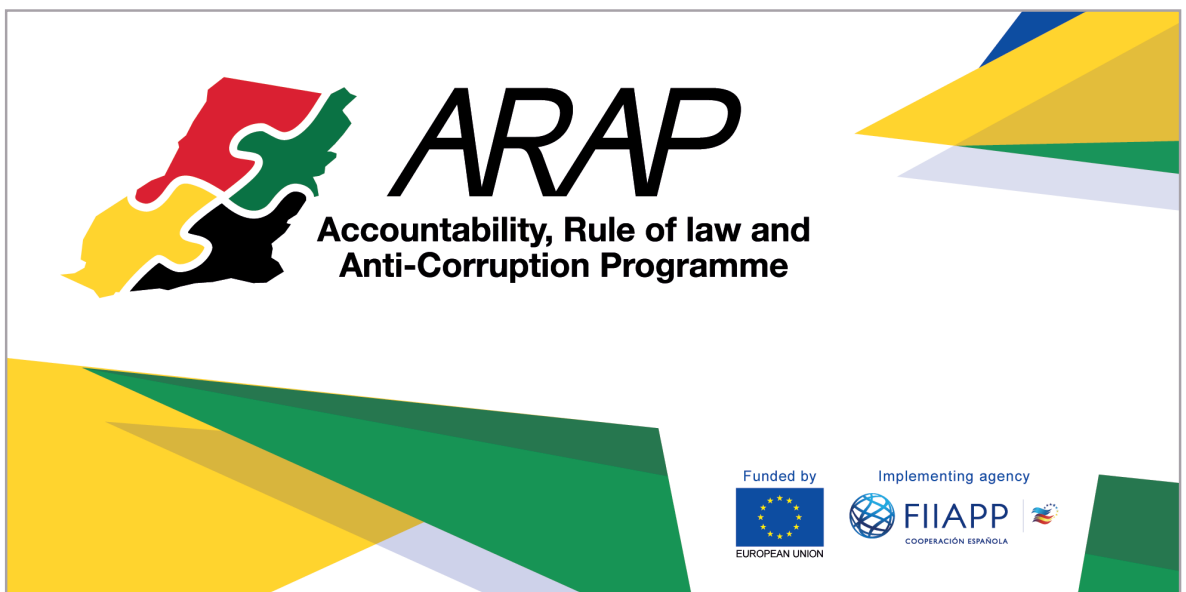
**external signage sticker**  
225 x 200 mm

Special  
events  
signage:  
roll-up  
and  
external  
banner

roll-up  
85 x 200 cm



banner 225 x 200 mm



# Branding: t-shirt

## Example of customization of a white t-shirt



## Example of customization of a blue t-shirt



# Branding: pen

## Example of customization of a white pen



## Example of customization of a blue pen



# Branding: USB flash-drive

## Example of customization of a white USB flash-drive



## Example of customization of a blue USB flash-drive

