

# VISUAL IDENTITY GUIDELINES



OUR  
LOGO

The background features a dynamic composition of overlapping, curved shapes in three colors: a deep navy blue, a vibrant sky blue, and a bright yellow. The shapes are layered, with the yellow shape appearing in the foreground, curving across the lower half of the frame. The blue shapes are layered behind it, creating a sense of depth and movement.

## Our logo

The OPEC Fund logo feels energetic and agile. It conveys a strong sense of movement and fluidity.

The OPEC Fund logo should always be applied in a considered and clear way on all communications.

The preferred logo should always appear in full color on a white background wherever possible.

### LOGO ELEMENTS

Our logo is made up of a wordmark, and a logotype. The diagram illustrates these different elements.



## Our logo

### Logo versions

Here are some variations of the OPEC Fund logo. Use the version that best suits your application.

**Primary logo** is our preferred and default version.

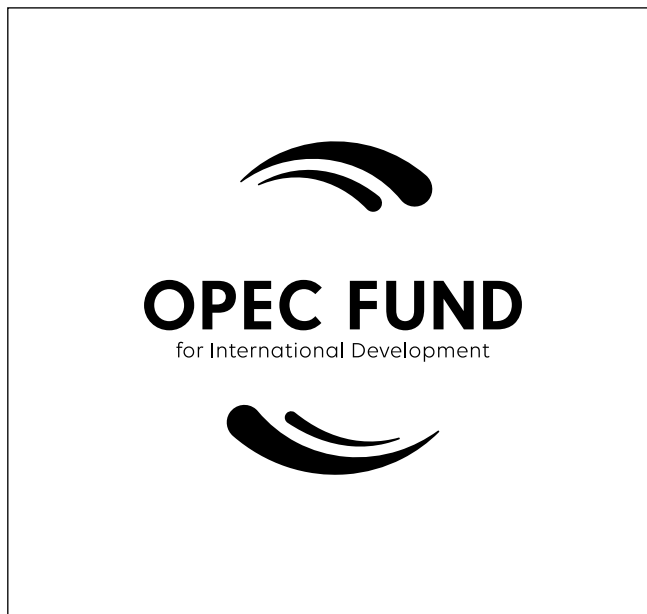
#### MONOCHROME & INVERSE LOGO

The monochrome logo is only used if the primary logo can't be used due to print or media restrictions. Use the monochrome logo for light backgrounds; use the inverse logo for dark backgrounds.

#### Primary logo



#### Monochrome logo



#### Inverse logo



# Our logo Usage

Here are some examples how to use our logo on photo backgrounds.

Use the primary logo on light backgrounds. If the primary logo is not legible, use the inverse logo for darker backgrounds.

Make sure our logo is legible when use on busy backgrounds.

**Do not** use the monochrome logo on photo backgrounds.

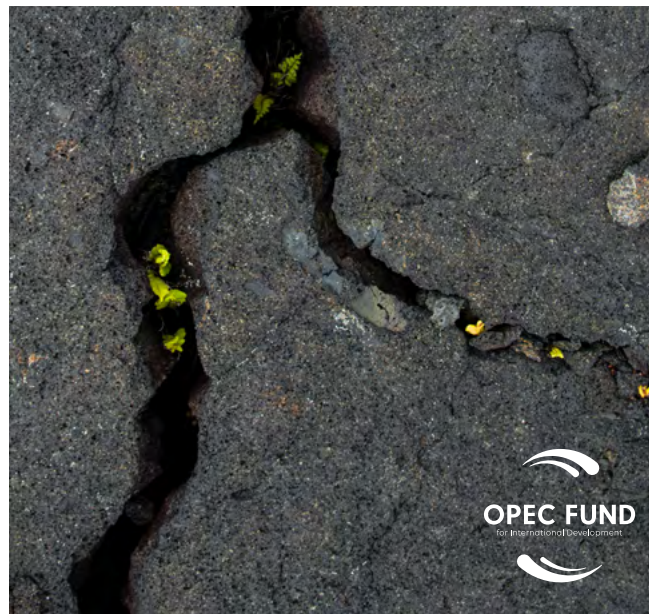
Primary logo



Primary logo



Inverse logo



Inverse logo



# Our logo Positioning

## Primary logo positioning

We try to position our logo on the bottom right corner.

## Secondary logo positioning

If our logo is used on images with busy backgrounds and cannot be positioned on the bottom right corner, it can be placed in all other corners.

### Primary logo positioning



### Secondary logo positioning



## Our logo

### Clear space & size

Always make sure there is clear space around our logo, so it has enough space to stand out and be noticed.

#### CLEAR SPACE

Clear space around the logo lockup defines the minimum amount of space that should be left clear of all other graphic elements.

Clear space is measured using the height of the letter 'F' from the word 'FUND' applied equally all around.

#### MINIMUM SIZE

We should always make sure our logo is the right size. Our logo has a minimum size of 25mm (1") wide for print and 100px wide for screen.

#### Clear space



#### Minimum size



Print = 25mm (1")  
Screen = 100px

## Our logo

### Incorrect usage

Incorrect use of the logo compromises its integrity and effectiveness. Care should always be taken to ensure that correct and consistent use is maintained in every application. Some common misuses are shown as examples to the right.

#### Always use the artwork

Never try to recreate our logo. Use the artwork provided.



Don't distort the logo



Don't change colors of the logo



Don't change typefaces of the logo



Don't change proportions of the logo



Don't use the wordmark on its own



Don't rearrange the logo



# TYPOGRAPHY



## Typography Fonts

### Primary typeface

We use the Gotham family as our primary typeface. It is clean, clear and well balanced, adding a human touch to the organization's look and feel.

### Arabic typeface

We use Sakkal Majalla for all our Arabic communications.

### System typeface

We use Arial as our system typeface when our primary typeface is not available.

# Gotham

Light & *Italic*

Book & *Italic*

Medium & *Italic*

**Bold & *Italic***

**Black**

# Arial

Regular & *Italic*

**Bold & *Italic***

# Sakkal Majalla

Regular

**Bold**

## Typography Usage

The default style for use in headlines is Gotham Book in upper case. However, there is of course flexibility to use the other weights.

Gotham Medium can also be used for large sub-headings, introduction copy or to pull-quotes, i.e. prominent text. In these scenarios it is recommended to use lower case or sentence case rather than upper case.

Gotham Book can be used for body copy and other supporting text in all communications.

We use default leading and tracking. However, there is flexibility to adjust these settings.

We use Gotham Black only to make our communication visually eye-catching. See p.25 for references.

GOTHAM BOOK, LEADING - AUTO, TRACKING - 0

HELLO. I'M GOTHAM BOOK.  
USE ME TO GIVE YOUR  
HEADLINES CHARACTER.

GOTHAM MEDIUM, LEADING - AUTO, TRACKING - 0

Here is Gotham Medium.  
It's used as a default option for  
introduction and sub-headings.

GOTHAM BOOK, LEADING - AUTO, TRACKING - 0

I'm Gotham Book. My main use is for body copy, no larger than sub-headings with auto leading and 0 kerning (Adobe software). It's very easy on the eye to read. If you fancy highlighting any important parts in the copy you can inject **Gotham Bold** for this purpose. Or why not try using *italic* for some much needed expressive copy?

GOTHAM BLACK, LEADING - AUTO, TRACKING - 0

Use Gotham Black only if you fancy to inject some...

OOOMP

“

Gotham Medium can be used to create some really nice pull-outs and quotes either in my regular face alternatively...

*...Book italic can add a bit of difference. It's advisable not to use it for large areas of copy in italic as it may not be legible to all who read it.*



# COLOR PALETTE

## Color palette

The OPEC Fund colors are strong and positive. They feel clean, simple and classic. These colors build on our communications heritage and refer to the Sustainable Development Goals, which form a central focus of our work.

### PRIMARY COLORS

Our primary colors are **Dark Sky** and **Bright Sky**. They are used prominently throughout all of our communications.

### SECONDARY COLORS

Our secondary colors are used as accent colors. They help bring character and expression.

Our secondary colors are **Light Blue**, **Green**, **Yellow** and **White**. These colors are used as accents to support the primary colors, bringing character and expression to our communications.

These colors also include natural tones designed to complement some of the brighter, more vibrant colors. There's also a sense of nature, natural materials and energy within these colors.

### COLOR TYPES

Four of the most popular color types that we're going to discuss — Pantone, CMYK, RGB and Hex — all fall into one of the two basic categories. Pantone and CMYK are for print. RGB and HEX are for onscreen.

### Primary color palette

**DARK SKY**  
PANTONE: 293 C  
CMYK: 100-70-0-23  
RGB: 0-60-165  
HEX: #003CA5

**BRIGHT SKY**  
PANTONE: 299 C  
CMYK: 70-15-0-0  
RGB: 0-163-224  
HEX: #00A3E0

### Secondary color palette

**LIGHT BLUE**  
PANTONE: 290 C  
CMYK: 27-0-0-0  
RGB: 185-217-235  
HEX: #B9D9EB

**GREEN**  
PANTONE: 7465 C  
CMYK: 65-0-38-0  
RGB: 64-193 -172  
HEX: #40C1AC

**YELLOW**  
PANTONE: 1225 C  
CMYK: 0-23-80-0  
RGB: 255-200-69  
HEX: #FFC845

**WHITE**  
CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF

# Color palette

## TERTIARY COLORS

Our tertiary colors are used mainly in applications where more color options are needed, e.g. infographics-heavy content (brochures, MS Office applications, web, etc...).

**SONIC SILVER**  
PANTONE: 424 C  
CMYK: 0-2-0-55  
RGB: 116-114-116  
HEX: #747274

**AQUA FOREST**  
PANTONE: 2249 C  
CMYK: 39-0-28-36  
RGB: 99-163-117  
HEX: #63A375

**ASH GRAY**  
PANTONE:  
WARM GRAY 3 C  
CMYK: 0-1-10-27  
RGB: 185-183-167  
HEX: #B9B7A7

**LAGOON**  
PANTONE: 321 C  
CMYK: 100-3-0-44  
RGB: 0-140-144  
HEX: #008C90

**INDIGO DYE**  
PANTONE: 302 C  
CMYK: 100-33-0-64  
RGB: 0-61-91  
HEX: #003D5B

**SUNRAY**  
PANTONE: 2006 C  
CMYK: 0-26-69-7  
RGB: 237-174-73  
HEX: #EDAE49

**BRICK**  
PANTONE: 7418 C  
CMYK: 0-65-56-18  
RGB: 209-73-91  
HEX: #D1495B

**MAIZE**  
PANTONE: 719 C  
CMYK: 0-16-35-7  
RGB: 237-199-155  
HEX: #EDC79B

**CHESTNUT**  
PANTONE: 4105 C  
CMYK: 0-41-47-61  
RGB: 99-58-52  
HEX: #633A34

**CORAL**  
PANTONE: 1635 C  
CMYK: 0-43-59-2  
RGB: 251-143-103  
HEX: #FB8F67