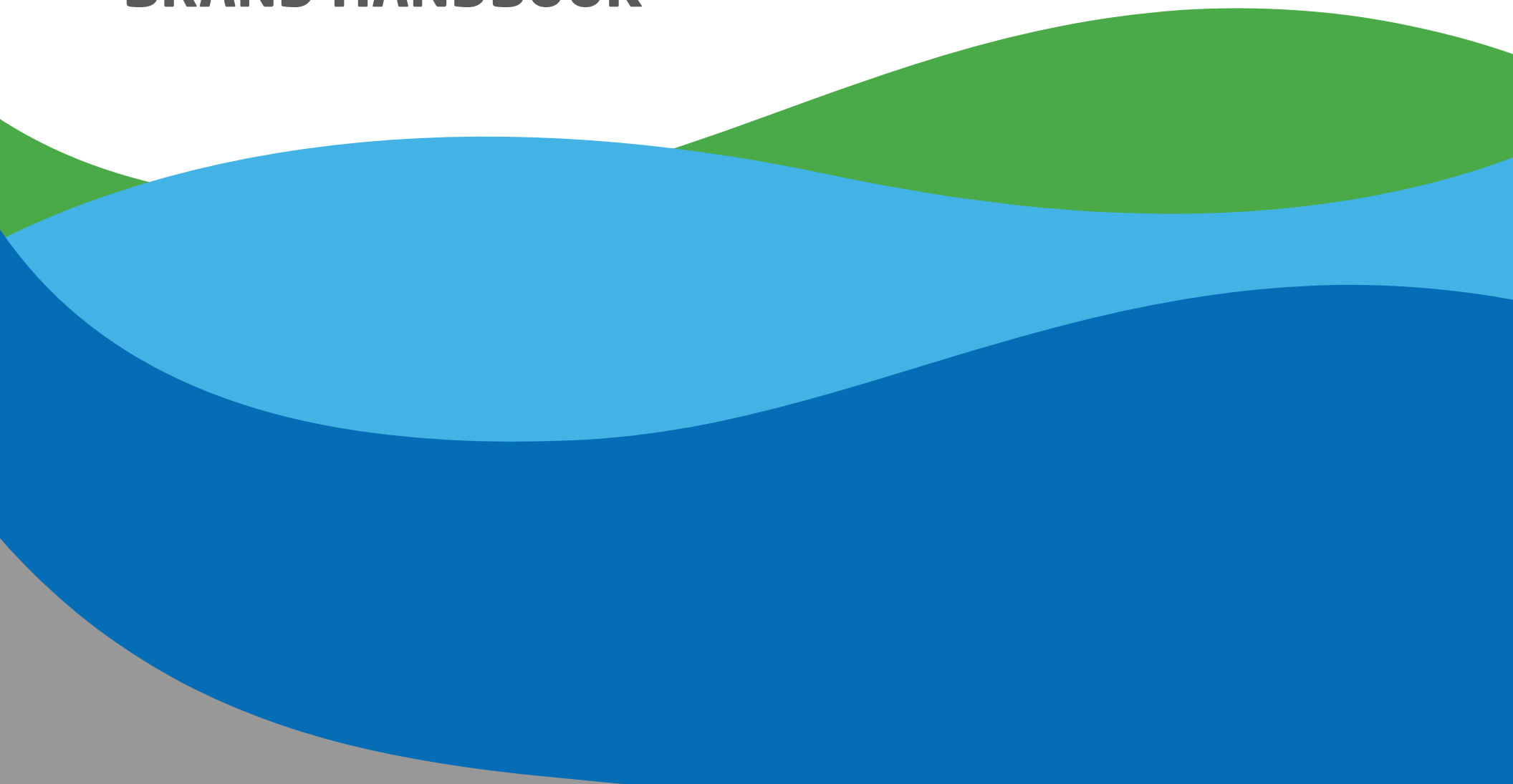




BRAND HANDBOOK



CRew+

The logo for CRew+ features the text "CRew+" in a bold, white, sans-serif font. Below the text is a stylized graphic consisting of three white, wavy lines that sweep from left to right, resembling a wave or a ribbon.

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INTRODUCTION⁺

This handbook is a mandatory strategic tool for the different stakeholders in **CRew+** to adequately manage the visual identity of the project.

The correct use of the brand will allow: to position the identity of the project, to differentiate it from other initiatives implemented in the region, to increase the top of mind among the target groups and to link the different communication efforts to the objective **CRew+** wants to reach. Additionally, it will generate a fair and equitable recognition for the different participating communities, organizations, institutions and donors.

Likewise, the application of the guidelines provided in this handbook will generate uniformity and coherence among the different communication products created (both printed and digital), guiding creativity in a correct direction and facilitating the implementation of the communication strategy.



1.1. WHAT IS GEF CREW+?

GEF CReW+ is a multiple donor cooperation project that implements practical and innovative solutions at a small scale for integrated water and waste water management in order to reduce the negative impact in the environment and the people in the Great Caribbean Region, while promoting new financing mechanisms.



Crosscutting topics:



1.1. WHAT IS GEF CREW+?

Considering water as a scarce resource, **GEF CREW+** applies the concept of Integrated Water and Waste Water Management (IWWM) taking into account the four Rs of the circular economy approach: reduce, reuse, recycle and recover. The project does not consider waste water as waste but rather as a valuable resource with the potential of being reused in agriculture, industry and other commercial sectors. It also includes water basins to guarantee greater water safety for vulnerable rural communities. **GEF CREW+** directly contributes to the accomplishment of the strategic sustainable development goals 3, 6, 11, 14 and 15.



SUSTAINABLE DEVELOPMENT GOALS



The project is being carried out in 18 countries of the Greater Caribbean Region.

1.1. WHAT IS GEF CREW+?

DONORS, IMPLEMENTING AGENCIES AND EXECUTING AGENCIES

GEF CRew+ is financed by the Global Environment Fund (GEF); its implementation is under the responsibility of the Inter-American Development Bank (IDB) and the United Nations Environmental Program (UNEP), and it is being executed, on behalf of the IDB, by

the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), GmbH and the Organization of American States (OAS) and, on behalf of UNEP, by the Secretariat of the Cartagena Covenant.

Financed by



Co-implemented by



Co-executed by



1.2. HISTORY

GEF CReW+ was preceded by the GEF CREW project, which was implemented between 2011-2017 with the object of exploring innovative and sustainable financing mechanisms in the waste water sector in 13 countries of the region: Antigua and Barbuda, Barbados, Belize, Costa Rica, Guatemala, Guyana, Honduras, Jamaica, Panama, Saint Vincent and the Grenadines, Saint Lucia, Suriname and Trinidad and Tobago.



The concept of **CReW+** was approved in November 2017 by **GEF's Trust Fund** for an approximate amount of \$15 million. The project will end in May 2022.

1.3. MISSION

Institutionally, the **GEF CReW+** project promotes the **elaboration of norms, strategies and policies** related to integrated water resources and waste water management. With the objective of providing services at the long term, the project **identifies sustainable financing mechanisms**, such as the payment for environmental services, the creation of incentives and the revolving funds.

GEF CReW+'s provision of **technical solutions** entails the development, construction or rehabilitation of natural waste water treatment plans and sanitation facilities. Additionally, knowledge management constitutes a crucial part of the **GEF CReW+** project, including the elaboration of a communication strategy for the 18 participating countries.

Sustainable solutions for integrated water and waste water management.

1.4. VISION

In the process of the **GEF CReW+** project, it will be possible to reach adjustments in the legislative, political and regulatory frameworks for Integral Water and Waste Water Management in at least nine countries. The application of the circular economy approach will enable a better management of the water cycle, which will be translated into greater efficiency in water supply and better environmental protection.

By training local communities, the **GEF CReW+** project will allow for the application and sustainable management of technical and financial solutions, as well as for a better understanding of their advantages. These measures will not only contribute to considerably improving the sanitation situation in rural and peri-urban communities but also reinforce their resistance to the effects of droughts and, from a more general perspective, to the consequences of climate change and climate variability in the water sector.

The emphasis of the project in establishing an integral approach for knowledge management will improve the access to an elaborated mechanism to exchange information, including valuable practical experiences and lessons learned, as well as a greater capacity to transfer and replicate the successful measures with GEF and the local and national partners of the 18 participating countries.

A clean and healthy Caribbean

1.5. WORKING AREAS

The working areas are made up by four main elements:

1. Institutional, normative, legislative and regulatory reforms for integrated water and waste water management.

2. Sustainable and customized financing options for integrated water and waste water management at the urban, peri-urban and rural level.

3. Supply of innovative small-scale solutions, at the local, rural, peri-urban and community level for integrated water and waste water management.

4. Knowledge management and advocacy in integrated water and waste water management consistent with the Sustainable Development Goals.

THE BRAND⁺

2.1. LOGO

2.1.1. ISOLOGOTYPE COMPOSITION

The graphic brand or isologotype of **CRew+** is the most representative element of the project, and should be applied to all materials and communication supplies, printed or digital, that allow for it.



Isologotype of CRew+

2.1. LOGO

2.1.1. ISOLOGOTYPE COMPOSITION

The graphic brand or isologotype of CReW+ is made up by:



CReW+

ISOTYPE:

Waves that flow. The most distinctive element of the logo are the waves that flow. These evoke the movement of water.

Likewise, the colors represent the progression of the key actions in the project:

- **Gray:** water that will be cleansed.
- **Green:** economic investment needed to accomplish it.
- **Blue:** blue economy, sustainability and innovation engine.
- **Light blue:** clean usable water.

LOGOTYPE:

Circular and close. With round shapes, the typography selected for the logotype reflects the movement of water and give a sensation of being close and friendly.

2.1. LOGO

2.1.2. CHROMATIC VARIATIONS

Whenever possible, the brand should be used in its color version and, ideally, over clear background in order to ensure legibility.

When the printing process is black and white, the version will be on one ink.

When the background is dark, the empty version should be used.

In case the logo is to be placed with other brands, the version to be chosen should be the one most suitable for the set of brands. For example, if they are all in color, the logo of **CRew+** should also be in color.



Color version



One ink version



Empty version*

*The blue background is for reference only.

2.1. LOGO

2.1.3. SAFETY MARGINS

Sometimes, the graphic brand will be accompanied by a visual element, either a picture, a drawing, text or other graphic brands. In order to protect its value and achieve optimal legibility, safety margins should be established.

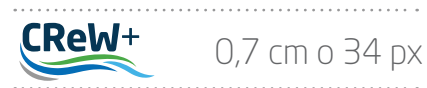
The area established is based on the capital **R** of the word **CRew+**.

2.1.4. MINIMAL SIZE

The size contributes to the good reading and identification of the brand; therefore, minimal sizes should be established in order to ensure correct reading even in small formats.

The graphic brand cannot be, in any case, smaller than what is established.

The minimal **width** suggested for the logotype is **1,6 centimeters** or **80 pixels**, and the **height** correspond to **0,7 centimeters** or **34 pixels**.



2.1. LOGO

2.1.5. INCORRECT USES

a. **Disproportion:** compress or expand the isologotype without proportion or direction.

b. **Overlapping:** placing visual elements or typography behind or over the brand.

c. **Modification or removal of elements:** changing the design of the isologotype:

- Vary the color of the elements.
- Use another typography.
- Change the use of capital and small letters.
- Modify the order, location or remove elements.

d. **Contrast:** place the isologotype over flat color backgrounds, pictures, textures or illustrations that hinder a full legibility of the brand.

e. **Direction:** rotate the isologotype or change its direction.

f. **Effects:** use tri-dimensional effects or frames on part or all the isologotype.

a.



b.



c.



d.



e.



f.



2.2. TAG LINE

The tag line is a supplementary resource of the brand to reinforce the top of mind.

It is a phrase that denotes **CRew+**'s mission.

The tag line can be used in communication materials -written, graphic, audio-visual, among others- as needed, for promotional purposes and as brand support. The text should be placed close to the logotype or, as a highlighted key message.

The text version should be used according to the language that prevails in the communication material.

Tag line in english:

Implementing **solutions for integrated water and waste water management** for a clean and healthy **Caribbean**

Tag line in spanish:

Implementando **soluciones para la gestión integrada del agua y las aguas residuales** para un **Caribe** limpio y saludable

2.3. VISUAL ELEMENTS

2.3.1. COLOR PALETTE

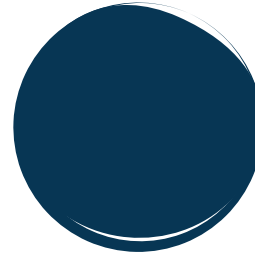
- **Main palette:** the brand considers the use of 5 colors as the main palette, which correspond to the colors found in the isologotype.

These colors should be used in all printed materials (brochures, posters, business cards, word templates, and others) or in digital materials (presentations, publications in social media, Website, and others) in the most faithful way possible.

Blue shades should always prevail in any material designed.

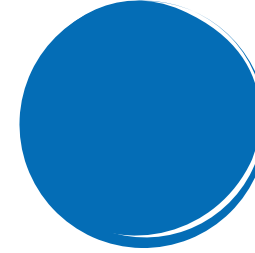
Green should always be present, either to highlight texts or elements in the design or as second level sub-title in the diagram of the documents.

Gray should be the least predominant color. Backgrounds should be mainly white.



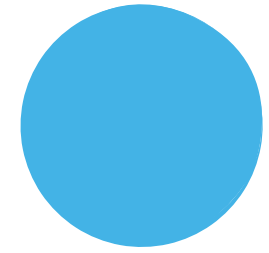
Dark blue:

C:100 M:77 Y:42 K:36
R:5 G:54 B:84
HEX:#053654



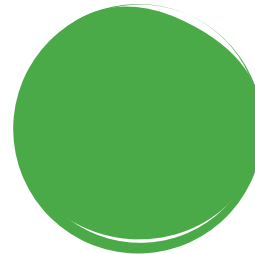
Blue:

C:90 M:56 Y:0 K:0
R:5 G:109 B:182
HEX:#056db6



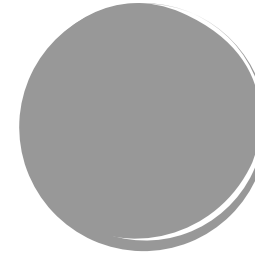
Light blue:

C:64 M:11 Y:0 K:0
R:67 G:179 B:230
HEX:#43b3e6



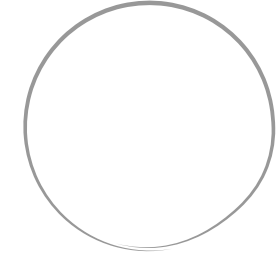
Green:

C:73 M:8 Y:100 K:0
R:74 G:170 B:72
HEX:#4aaa48



Gray:

C:43 M:35 Y:35 K:1
R:152 G:152 B:152
HEX:#989898



White:

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#ffffff

2.3. VISUAL ELEMENTS

2.3.1. COLOR PALETTE

- **Extended palette:** when the main palette is not enough for designing materials, the supplementary palette can be used. It is made up by variations of the blue and green shades of the isologotype.

Any material from the **CRew+** brand should use mainly a monochromatic palette in blue with some shades in green.



C:74 M:34 Y:0 K:0
R:56 G:143 B:205
HEX:#388fcd

C:81 M:41 Y:0 K:0
R:29 G:130 B:197
HEX:#1d82c5

C:94 M:62 Y:15 K:1
R:4 G:99 B:156
HEX:#04639c

C:98 M:70 Y:26 K:9
R:2 G:83 B:131
HEX:#025383

C:100 M:76 Y:36 K:22
R:9 G:67 B:104
HEX:#094368



C:50 M:0 Y:83 K:0
R:137 G:199 B:95
HEX:#89c75f

C:66 M:0 Y:90 K:0
R:93 G:187 B:85
HEX:#5dbb55

C:78 M:22 Y:100 K:7
R:62 G:142 B:66
HEX:#3e8e42

C:81 M:31 Y:100 K:19
R:53 G:118 B:57
HEX:#357639

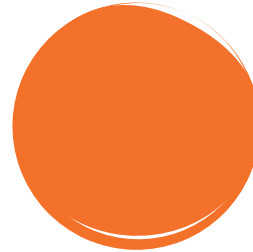
C:82 M:39 Y:100 K:35
R:43 G:92 B:45
HEX:#2b5c2d

2.3. VISUAL ELEMENTS

2.3.1. COLOR PALETTE

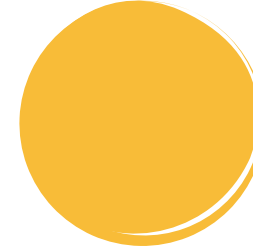
- **Supplementary palette:** when the main palette is not enough for designing materials, the supplementary palette can be used. It is made up by variations of the blue and green shades of the isologotype.

When representing statistical data, it is possible to use shades of yellow, orange and turquoise in order to differentiate the information.



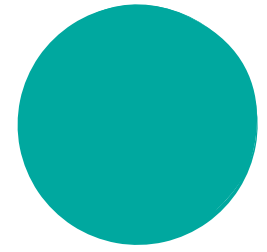
Orange:

C:0 M:69 Y:94 K:0
R:243 G:113 B:42
HEX:#f3712a



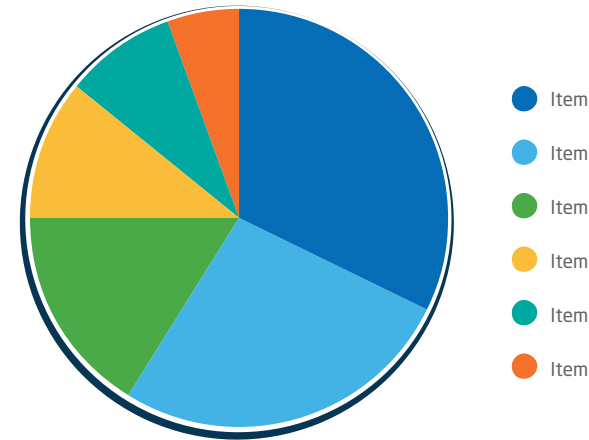
Yellow:

C:2 M:27 Y:88 K:0
R:249 G:189 B:58
HEX:#f9bd3a



Turquoise:

C:79 M:10 Y:44 K:0
R:0 G:168 B:159
HEX:#00a89f



Example of use of complementary palette in chart

2.3. VISUAL ELEMENTS

2.3.2. TYPOGRAPHY

The main typography (font) for any material (printed or digital) of the **CRew+** brand is **Neo Sans Std**.

Neo Sans Std **Bold** can be used for headings, titles and information to be highlighted.

When dealing with smaller or promotional materials (publications in social media, posters or cover pages) bold or light can be used for the headings.

Sub-titles can use Neo Sans Std **Bold** or **Light**.

Neo Sans Std **Regular** is used for text bodies.

If the font mentioned is not available, **Arial** should be used instead.

A B C D E F G H I J K
a b c d e f g h i j k

Neo Sans Std, bold

A B C D E F G H I J K
a b c d e f g h i j k

Neo Sans Std, regular

A B C D E F G H I J K
a b c d e f g h i j k

Neo Sans Std, light

2.3. VISUAL ELEMENTS

2.3.3. GRAPHIC ELEMENTS

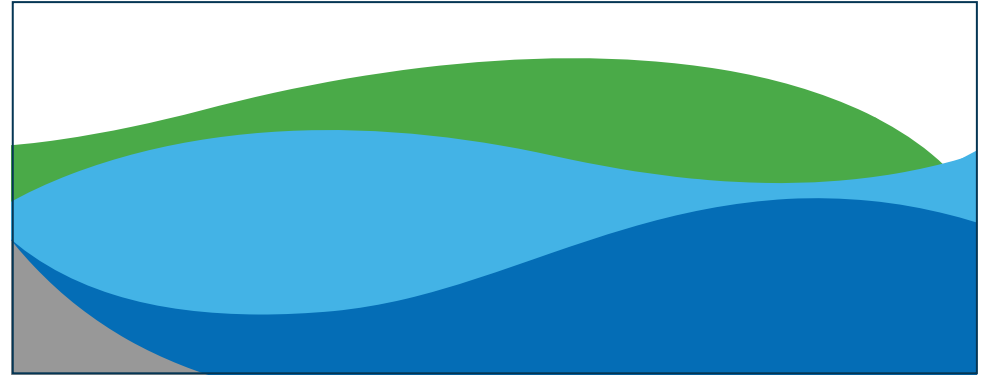
a. **Waves:** plates with the main colors simulating waves (their shape should be similar to the isotype). This element can be used in communication materials for promotional purposes, such as brochures, pieces for social media, posters, Website, and others.

b. **Closing wave:** This element works as closing or foot of the page for communication materials, and can be used in any of the colors of the brand's main palette (the shape should be similar to the isotype).

c. **Organic line:** to frame photographs, separate contents or differentiate highlighted elements.

d. **Flowing waves:** the isotype in solid background or with framing lines, partially or fully present, can be used as part of the background to decorate or accompany the brand in the materials with corporate or promotional purposes.

a.



b.



c.



d.



Examples of graphic elements

2.3. VISUAL ELEMENTS

2.3.3. GRAPHIC ELEMENTS

e. **+ Symbol:** it can be used as decorative element in the titles.

f. **+ Symbol to separate content:** accompanied by a straight line (gray or white depending on the color of the background), it can be used to separate contents.

e.

EXAMPLE 1 +

EXAMPLE 2 +

f.



Examples of graphic elements

2.3. VISUAL ELEMENTS

2.3.4. ICONOGRAPHY

The brand **CRew+** has a gallery of icons available for use, and they correspond to topics related to the work in the project.

In case there is a need to develop new icons, the visual unit should be consistent with the iconography already developed, following the specifications below:

- Use an asymmetrical framing line, in a blue shade darker than that of the logotype.
- Fill parts of the icon with flat shades, green or blue, taken primarily from the main palette. If there is a need for more green or blue shades, these can be taken from the supplementary palette.
- The filling should be separated from the frame by a white space, and should have irregular borders in order to give the impression of being “hand painted”.
- When small icons are needed, for example for contact information, the color filling can be omitted.



Construction blueprint icon



Contact information icons

2.3. VISUAL ELEMENTS

2.3.4. ICONOGRAPHY

The icons correspond to topics related to:

- a. Construction blueprints.
- b. Legislation.
- c. Irrigation in agriculture.
- d. Irrigation in tourism.
- e. River water flowing.
- f. Wetland.
- g. Person teaching.
- h. Group of people.
- i. Financial sustainability.
- j. Circular economy.

Iconography should always be used on white background in order to ease comprehension.

a.



b.



c.



d.



e.



f.



g.



h.



i.



j.



2.3. VISUAL ELEMENTS

2.3.5. AUDIO-VISUAL MATERIAL

GEF CReW+ can use visual resources, such as photographs, illustrations of supportive clips in the different products it develops, in order to communicate, in an attractive and representative way, the different areas of work in the project, the level of progress, challenges, impacts and geographical, cultural and social contexts of the Great Caribbean Region.

The visual resources used:

- Should be owned by the project or have written authorization of the author for dissemination in the communication efforts of **GEF CReW+**.
- Should be in harmony with the identity of the brand and all the elements it entails.



2.3. VISUAL ELEMENTS

2.3.5. AUDIO-VISUAL MATERIAL

Characteristics

- a. They correspond to the reality of the Caribbean Region and the specific places where the project is being implemented.
- b. They are related to the working areas of the project and its thematic areas. For example:
 - Use of waste water (reuse): in agriculture and industry.
 - Power generation from methane: domestic water treatment plants.
 - Clean tropical rivers and clean oceans.
 - Treatment plants based on natural concepts (artificial wetlands, lagoons or biofilters).
 - Capacity building for communities and working sectors (trade, tourism).
 - Circular economy.
 - Biodiversity.
 - Climate change.
 - Financing.



2.3. VISUAL ELEMENTS

2.3.5. AUDIO-VISUAL MATERIAL

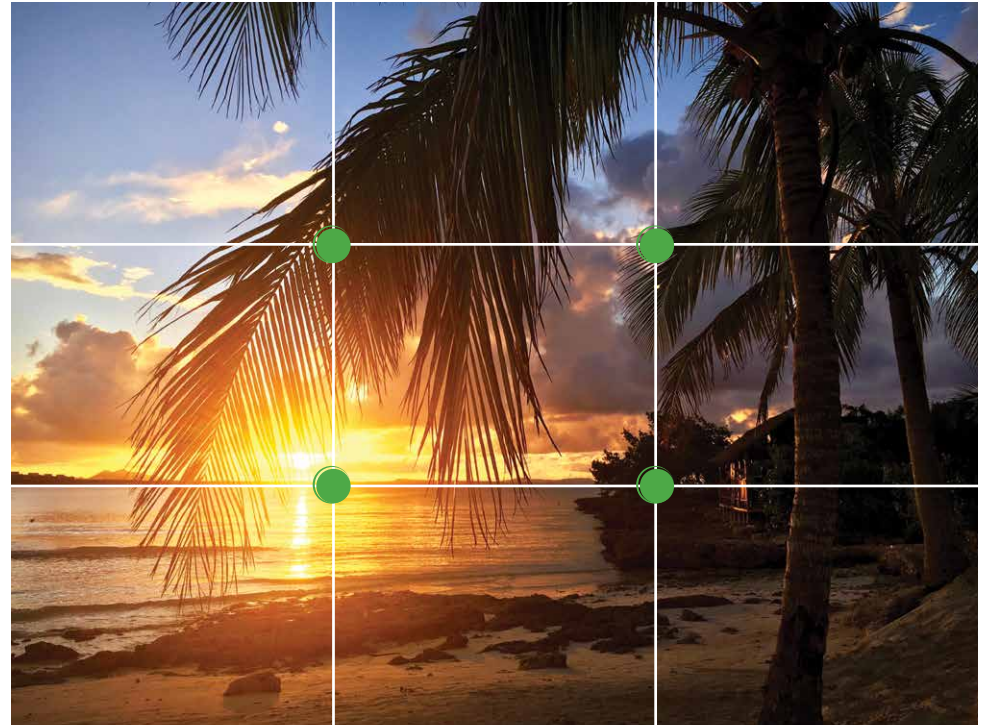
- c. They envision, in a positive way, the relationship between human beings and nature; or the efforts implemented to construct such relationship.
- d. They promote gender equality and inclusion through a balanced incorporation of the different populations and the individuals therein.
- e. They exemplify the wellbeing reached in the communities and the people living in them.
- f. Their composition is innovative, attractive and provides a different perspective.
- g. They are inclusive in their work with the communities and the government authorities involved in the project.
- h. They have the necessary quality and size for the product they will be used for. For example:
 - If it is a photograph to be printed: 200 pixels.
 - If it is for the Web: 72 pixels.
 - If it is a video: HD720, at least.



2.3. VISUAL ELEMENTS

2.3.5. AUDIO-VISUAL MATERIAL

- i. The pictures and videos use the rule of the thirds to achieve a dynamic, interesting, strong and balanced result. This rule is generated by placing the elements of interest in the intersection points of the imaginary lines created by dividing the image into nine equal sections (using two horizontal lines evenly spaced and two vertical lines evenly spaced).
The intersection points or “strong points” are the spaces towards which eyes are naturally directed; the eyes will initially do a quick scan on the image.





2.3. VISUAL ELEMENTS

2.3.5. AUDIO-VISUAL MATERIAL

j. In the case of illustrations, they shall maintain the unity with the rest of the visual elements; for example, they should use:

- The color palette established.
- The organic border lines.
- Flat shades for color fillings in certain areas which should be separated from the border line by a white space and should also have irregular borders to give the effect of "hand drawn".



2.3. VISUAL ELEMENTS

2.3.6. INCORRECT USES

Avoid including resources:

- a. Produced with inefficient light (too dark or too bright).
- b. Containing blurry, out of focus or unclear images that do not allow for a clear understanding of the contents. Make sure the main object or situation is always on focus.

a.



b.



2.3. VISUAL ELEMENTS

2.3.6. INCORRECT USES

- c. Where people are in positions that look artificial or acted. Always promote a natural and spontaneous interaction.
- d. Where people appear in degrading, shameful or unfavorable situations.

c.



d.



2.3. VISUAL ELEMENTS

2.3.6. INCORRECT USES

- e. Showing or promoting incorrect interactions with the flora and fauna or with nature in general.
- f. Containing technology that is not part of the project or that is not last generation, except if used for comparison purposes (before/after).

e.



f.



2.3. VISUAL ELEMENTS

2.3.6. INCORRECT USES

g. That do not have a formal authorization for publication (both by the individuals that appear in the material and by the author) or that show minors without the consent from their parents or care-takers.

g.



LOGOTYPE⁺ USE POLICY

3.1. COMMUNICATION GUIDELINES

3.1.1. PROJECT NAME

The official name of the project is **GEF CReW+**. The correct writing of CReW+ includes the differentiation between capital and small letters in it, as well as the incorporation of the “+” symbol.

For the visual brand, the logotype of the project reduces its name to **CReW+**, and it should always be accompanied by a base box with the logos of donors, implementing agencies and executing agencies.



3.1.2. BRAND PRESENCE

The different components of the **CReW+** brand (typography, isologotype, tag line, color palette, graphic elements, iconography, and others) should be present in all the products designed, elaborated, printed or donated, among others, using funds from the project. Among these, we can mention the following:

- **Graphic materials:** posters, flyers, brochures, reports, publications, documents or banners.
- **Promotional materials:** stickers, t-shirts, caps, bandanas, bottles, pens, keychains, notepads, mugs or bags.
- **Signs:** for infrastructure, equipment or assets.
- **Digital materials:** Webpages, e-mail signatures, materials for social media or presentations.
- **Audio-visual materials:** videos, animations, spots or animated gifs.

Also, whenever the characteristics of the material allow it, the source of funding and the organizations with their respective participation (co-implementers, co-executors, sponsors) must be included.

It is important to bear in mind that there will be products that, due to their nature, do not allow the use of all the elements, so the use of the logo, typography and color palette must be prioritized.

In the case of audio products (radio spots or podcast, for example), the project name must be included in the voice-over.

3.1. COMMUNICATION GUIDELINES

3.1.3. DESIGN AND ELABORATION OF COMMUNICATION PRODUCTS

The correct design of the different communication products for **GEF CReW+** will always be the result of combining the timely professional profile of the person designing with the observance of the guidelines established in this handbook.

GEF CReW+'s Isologotype:

Hierarchy:

This should be the one with the highest hierarchy in all the products developed. Then, in a following category, we should find all the identifiers for financial partners, co-implementers, co-executors, and other partners (according to their level of contribution).

Location:

It should always be placed in an attractive position that eases the reading, according to the characteristics of the product.

Integrity:

It should be used together with the rest of the branding elements.



3.1. COMMUNICATION GUIDELINES

3.1.4. CONTACT CHANNELS

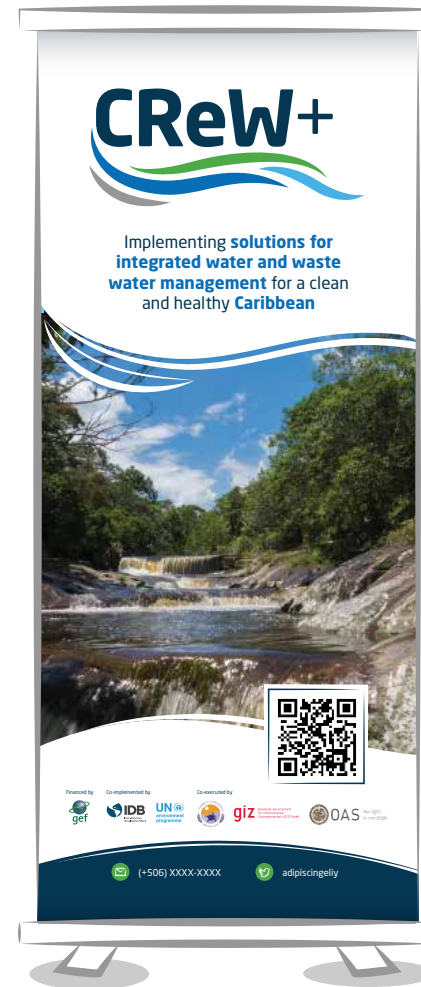
In order to promote partnerships and for people to learn more about **GEF CReW+**, all the products should include project contact information, as the material allows:

- Website
- E-mail
- Social media

Due to all this, it is essential to use the icons established for such purpose.

3.1.5. INCLUSION

GEF CReW+ promotes and believes in better opportunities for all people, without distinction of gender, nationality, religion, beliefs, gender identity, sexual orientation, language, age, health condition or any other characteristic or condition. Thus, all communication products developed by the project use positive, inclusive and respectful language, both in writing and in graphic elements.



3.1. COMMUNICATION GUIDELINES

3.1.7. QUICK CHECKLIST

Use this list to quickly verify that all elements of the visual identity of the **GEF CReW+** project are followed:

- Careful reading of the Brand Handbook for **GEF CReW+**.
- Adequate use of the isologotype (position and size).
- Financial partners, co-implementers, co-executors and partners (if any) are listed in the rights order, using their corresponding logos.
- Use of Neo Sans Std font or the alternative in Arial.
- Application of the color palette according to information hierarchy.
- Incorporation of visual elements according to the style provided (iconography and graphic elements).
- If allowed for the material, inclusion of the tag line in the corresponding language.
- Verification that the pictures used have the resolution required, meet the style standards provided and include the corresponding credits.
- Contact with the person in charge of the communication to clarify any doubt which answer was not included in this handbook.

3.2. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO GEF'S LOGOTYPE

CRew+'s logotype should always be accompanied by the logotype of the financial partner, GEF, which is identified with the legend "Financed by" as follows:

GEF's logotype should be placed in the lower section in cover pages for publications, back pages, social media, brochures, roller ups, Websites and all communication materials produced by **CRew+**.

In all cases, the most prominent logotype should be the one for the **CRew+** brand, and GEF's will come next.

GEF is an international organization with multiple global partners; therefore, when it is accompanied by a partner, the safety space around each logo should be maintained and they should be placed in a legible area of the cover page or main page of the material in order to present each logo with the same level of importance.

Financed by



Financiado por



3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

In the case of partnerships or new partners, **GEF CReW+**'s isologotype can be accompanied by other graphic identifiers in addition to the source of funding and the implementing and co-executing agencies. In order to do this, the order established according to the role of each of the parties involved should be respected:

- a. Funding source.
- b. Co-implementing agencies.
- c. Co-executing agencies.
- d. Allies or partners (in alphabetical order).

For each of the participating organizations or institutions, their role or contribution should be stated using a legend written in blue. This

text should be in the upper part of the identifier and in the same language of the communication product.

Likewise, the logo or identifier for each of the parties, as well as their corresponding legend, should be in the same language of the whole product, should have a minimal height of 0.5 inches and, at all times, should maintain the proportion with the other logos.

In any case, the **CReW+** logo should appear in greater hierarchy and size, and in a different place from the logos of the donors, implementing agencies and other counterparts; for example, in the upper section of the materials to highlight it, and the other logos should be in a lower hierarchy and smaller in size; for example, in the lower section of the communication materials, or at the end of the materials.

3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

3.3.1. BASIC LOGO LINE

The placement of the foot of the page with logotypes is mandatory in all materials (physical and digital) made by **CRew+**; for example: at the foot of a cover page, in the back of the cover page or in the last page of a publication, in the main page of a Website, at the closing of an audio-visual aid, in the publications in social media, and others, as the material allows.

This foot of the page includes the financial partner, the two co-implementing agencies and the three co-executing agencies of the project.

The logos should be in the correct order, should have the acceptable size to be legible and should be grouped according to their role or contribution in the project.

Financed by



Co-implemented by



Co-executed by



Basic logo line, english

Financiado por



Co-implementado por



Co-ejecutado por



Basic logo line, spanish

3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

3.3.2. SECONDARY LOGO LINE

In addition to the mandatory logotypes mentioned in section 3.3.1. Basic Logo Line, we can include additional logotypes, such as project partners or collaborators, either under the base logo line or close to it, but always in the same page.

These should appear in alphabetical order, with a readable size, keeping the proportion and grouped according to their role or contribution in the project.

Financed by



Co-implemented by



Co-executed by



In partnership with



Basic logo line + partners, english

Financiado por



Co-implementado por



Co-ejecutado por



En alianza con



Basic logo line + partners, spanish

3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

3.3.2. SECONDARY LOGO LINE

Financed by 
Co-implemented by  
Co-executed by  
In partnership with 


In cooperation with





Basic logo line + partners + cooperation, english

Financiado por 
Co-implementado por  
Co-ejecutado por  
En alianza con 


En colaboración con





Basic logo line + partners + cooperation, spanish

3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

3.3.3. LINE FOR PUBLICATIONS

In the case of publications or materials that, due to space issues and to the number of logos, do not allow to use the provisions set above in sections 3.3.1 and 3.3.2, these can be separated according

to their role or contribution in the project placing them one below the other one, but always in the same page and following the hierarchy established.

Financed by



Co-implemented by



Co-executed by



In partnership with



In cooperation with



Logo line for publications, english

3.3. PRESENTATION OF THE LOGOTYPE WITH RESPECT TO DONORS, IMPLEMENTING AGENCIES AND OTHER COUNTERPARTS

3.3.3. LINE FOR PUBLICATIONS

Financiado por



Co-implementado por



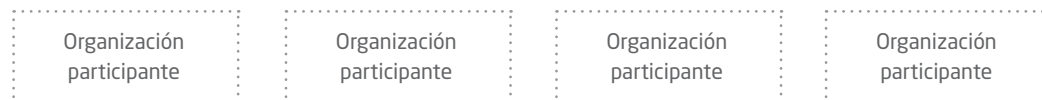
Co-ejecutado por



En alianza con



En colaboración con



Logo line for publications, spanish

APPLICATIONS⁺

4.1 EXAMPLES OF APPLICATIONS



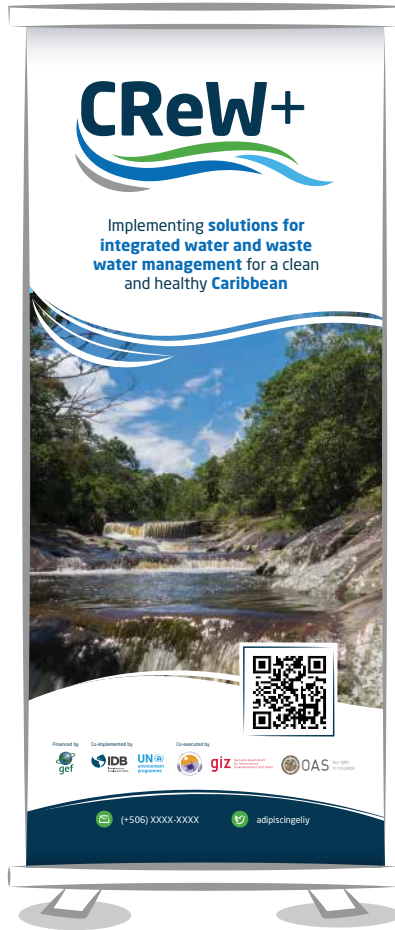
Company papers and business cards

4.1 EXAMPLES OF APPLICATIONS



Power Point presentation

4.1 EXAMPLES OF APPLICATIONS



Roller-up and brochure

CRew+

The logo features the text "CRew+" in a bold, white, sans-serif font. Below the text is a stylized white wave graphic consisting of three curved lines that sweep from left to right, creating a sense of motion and fluidity.