Table of contents

1. Introducing the Amazon Vision logo................................. 3
2. Amazon Vision Logo; uses and applications for specific projects.............................................. 4
3. Disposition and order of logos of the project partners and donors.................................................. 6

Applications and use guide of the Amazon Vision Logo for the Project: Protected Areas, Natural Solutions to Climate Change NASCC.

4. Proportions construction......................................................... 9
5. Reserve area........................................................................... 10
6. Typography............................................................................... 11
7. Application of colors.............................................................. 12
8. Application of grayscale......................................................... 13
9. Application in one ink.............................................................. 14
10. Logo - Improper uses and applications................................ 15

Applications in printed communication materials:

11. Book cover or Booklet............................................................ 17
12. Brochure............................................................................... 18
13. Letter size Folder................................................................. 19
14. Poster................................................................................... 20
15. Label CD............................................................................... 21
16. USB Design.......................................................................... 22
17. Basic Stationery.................................................................... 23
18. T-Shirts & Caps..................................................................... 24

Application in digital communication materials:

19. Home Web site................................................................. 27
20. Profile Facebook Photo...................................................... 28
21. Newsletter Template......................................................... 29
22. Ad Banner 728 x 90 px..................................................... 30
23. Power Point Template....................................................... 31
The logo is used to identify the initiative of the Amazon Vision led by Red Parks also to identify the projects working within the framework of this Vision. All the communication and all its activities should be identified according to this. The Amazon Vision logo has two versions:

1. For the Amazon Vision

It should be used when speaking on behalf of the Amazon Vision of Red Parques. This version includes the (1) isotype, (2) title Amazon Vision and (3) slogan “Protected areas Beyond Borders”.

2. For the NASCC Project

It should be used when speaking on behalf of a specific project which is part of the Amazon Vision. In this case all the outcomes and outputs from the NASSC project should be using this version that includes: the (1) isotype, the (2) title: Amazon Vision and the project (3) slogan: Protected Areas, Natural Solutions to Climate Change.
2. Amazon Vision Logo; uses and applications for specific projects
For consistent presentation, it is important to keep logo around an area of sufficient respect, allowing isolate it from other surrounding elements that can visually pollute, such as text, borders, illustrations and graphics, among others.
3. Disposition and order of logos of the project partners and donors
APPLICATIONS AND USE GUIDE OF THE AMAZON VISION LOGO FOR THE PROJECT: PROTECTED AREAS, NATURAL SOLUTIONS TO CLIMATE CHANGE NASCC.
Protected Areas
Natural Solutions to Climate Change

Amazon Vision
5. Reserve area

Protected Areas
Natural Solutions to Climate Change
6. Typography

Helvetica Light

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Light

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Text applied to content

Avenir Roman

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Medium

A B C E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Combining palette colors implemented in the brand should work just for the two main systems printing (lithographic and digital), therefore if these are respected percentages the result will be the same regardless of printing system used.
8. Application of grayscale

This is the case of monochrome printing, with possibilities to handle percentages as for example lithographic prints made with one plate, fingerprints scale gray or any printed piece with this feature.
This application is ideal for most craft printing processes as stamps, prints, textile printing, cutting templates and generally surfaces that support a color or ink.

In light background should be black ink 100% or if you must use inverted, as shown in the examples.
10. Logo - Improper uses and applications

- Correct use: Amazon Vision
- Improper use: Protected Areas Natural Solutions to Climate Change
- Improper use: Protected Areas Natural Solutions to Climate Change
- Improper use: Protected Areas Natural Solutions to Climate Change
- Improper use: Protected Areas Beyond Frontiers
APPLICATIONS IN PRINTED COMMUNICATION MATERIALS
The organization of both logos is unchangeable order, size and elements like lines of text accompanying sponsors logos and implementers logos.
El logo sirve para identificar la iniciativa y los proyectos que trabajan en el marco de ella, su comunicación y actividades. El logo tiene 2 versiones, una con el lema “Áreas Protegidas más allá de las Fronteras” y otra sin el lema. Además, dependiendo de Inegro o en un solo color. También está prevista una versión negativa dependiendo de las posibilidades de impresión el logo debe representarse en 5 tintas o colores (verde claro, verde oscuro, azul claro, gris y negro) o en un solo color. También está prevista una versión negativa.
The organization of both logos is unchangeable order, size and elements like lines of text accompanying sponsors logos and implementers logos.
16. USB Design
18. T-Shirts & Caps
APPLICATION IN DIGITAL COMMUNICATION MATERIALS
Business Strategies

Business Planning

Newsletter Sign-Up

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.

learn more
20. Profile Facebook Photo
23. Power Point Template