

Satoyama Initiative Logo Guidelines

Preface

The logo of the *Satoyama Initiative* is envisaged for use in the following circumstances:

1. Denotation of IPSI membership

All members of the International Partnership for the *Satoyama Initiative* (IPSI) are entitled to use the *Satoyama Initiative* logo to indicate that the organisation is a member of IPSI on their website and on printed materials in line with this paper.

2. Denotation of IPSI Collaborative Activities

Members involved in endorsed IPSI Collaborative Activities are entitled to use the logo in connection to these activities.

3. Denotation of Events relevant to IPSI

All organisations interested in using the *Satoyama Initiative* logo for IPSI-relevant events may do so in consultation with the IPSI Secretariat.

The Logo

The logo is composed of two elements, the **pictorial mark** and the **word mark**. These elements must be used together and may not be separated. No part of the logo, including its colour scheme, its proportions, or its font may be altered, substituted, or deleted. The logo exists in horizontal and vertical formats.



Size Restrictions

The logo has been designed to be reproduced at a minimum width or height of 20 millimetres in printed documents and 100 pixels for screen. There is no maximum reproduction size. The logo should be of similar visual weight when appearing within a group of logos.



Position and Spacing

For maximum visual impact, the logo should be surrounded by a spacing area. The area is defined by measuring 1/3 of the height of the pictorial mark of the logo. For example, if the logo height is 30mm, the spacing should be 10mm around all sides of the logo. This is a minimum requirement and may be increased when possible.



Colour Applications

The logo uses **Satoyama Green** and **Satoyama Brown** as the primary colours, referred to as the standard 2-colour version. The logo also exists in 1-colour white and 1-colour black versions.

When placed on light or white backgrounds the standard 2-colour version should be used. On a photographic or coloured background, the 1-colour white logo should be used. In situations where only 1-colour printing is available, use the 1-colour black version.

No other versions exist or should be used.



The colour values of Satoyama Green and Satoyama Brown are:



Satoyama Green
C47% M25% Y90% K4%



Satoyama Brown
C46% M61% Y75% K39%

Incorrect Usage

The logo should not be stretched or distorted. The standard 2-colour logo may not be used on a photographic or dark background. The logo should not be modified by use of outlines, drop shadows, watermarks or other visual effects. The logo may not be altered, nor can the elements of the logo be used separately.

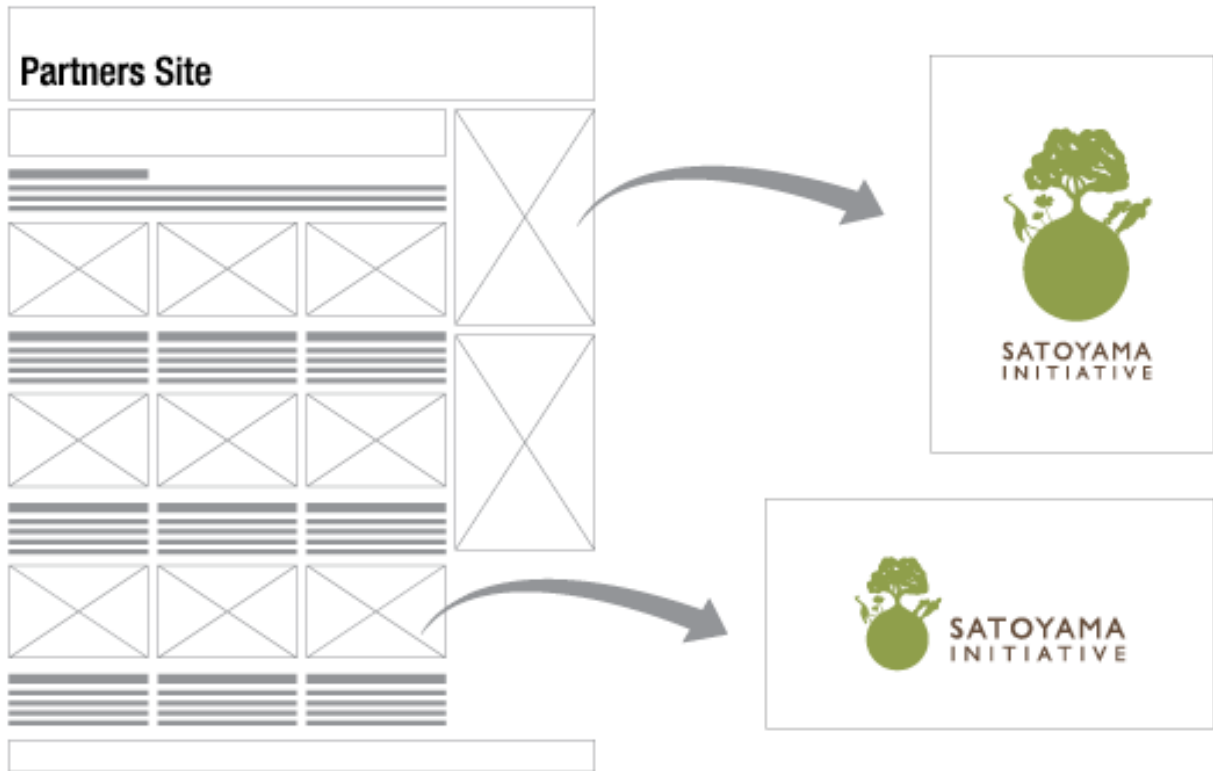


Examples in Context

a. Internet banners



b. In Context



C. Offset Print

Presentation Card



Bookmarks

