



**Asia-Pacific Network for Sustainable  
Forest Management and Rehabilitation**

# **Guidelines on Visual Identity and Logo Usage for APFNet Funded Projects (2017)**

## Introduction

These guidelines have been developed to promote the visual identity of APFNet funded projects. They aim to help project partners prepare communication/publication materials in a coherent way.

The guidelines include usage rules for APFNet's name and logo, with a series of templates for different communication materials as examples.

Project partners should strictly follow the guidelines for all their communication/publication materials, including project documents, papers, news relating to the implementation of APFNet funded projects etc.

*Project partners are encouraged to send these guidelines to their professional graphic designer when creating their communication materials.*

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## 1. APFNet Brand Visual Elements

### 1.1 Naming

APFNet's full name is the Asia-Pacific Network for Sustainable Forest Management and Rehabilitation.

The abbreviation is APFNet.

The correct usage of the organization's name, written in full or as an abbreviation is compulsory in all official documents as well as in communication materials.

### 1.2 Logo

The logo of APFNet plays a very important role in visual communication. It should not be recreated in any circumstance. Only the logo version presented in this manual should be used.

The logo must always be included in all official documents, as well as in all communication materials related to APFNet projects, and should be placed in a central and visible position at the top of the material.

LOGO



WORDMARK

**Asia-Pacific Network for Sustainable Forest Management and Rehabilitation**

①

FULL SIGNATURE

① **FONT:** Arial Narrow Bold



Logo with light background



Logo with dark background

The APFNet logo should only be used in full colour. Placement of the logo on a light/white background is therefore recommended. If the logo has to be used against a dark background, it should be used together with a round white background as in the image on the right above.

## 2. Communication Material Templates

### 2.1 Billboards

Within one month after the initiation of a field activity, the project executing agency shall put up a permanent billboard of standard size (240 cm × 160 cm) at a location visible to the public. The billboard must mention at least the project title, executing agency, sponsor and duration on its front side (Figure 1). Other necessary information such as project goal, objectives and outcomes can also be added on the billboard.

On the reverse side of the billboard (Figure 2), a general introduction of APFNet should be displayed to the public.

*The official introduction of APFNet is presented below:*

*The Asia-Pacific Network for Sustainable Forest Management and Rehabilitation (APFNet) was proposed by China and co-sponsored by Australia and the United States at the 15th APEC Economic Leaders Meeting, which was held in Sydney, Australia, in September 2007. In September 2008, APFNet was formally launched and its Secretariat has been located in Beijing.*

*The mission of APFNet is to help promote and improve sustainable forest management and rehabilitation. In line with its mission, APFNet is focusing its work effort on four aspects: capacity building, information sharing, supporting regional policy dialogues and demonstration projects, from which a great deal of activities were carried out over the past years and gained fruitful results.*

*APFNet will continue to operate with the principle of serving members, and align with regional forestry development and target areas set out in the APFNet Operational Framework. We will work to build multi-functional forestry, improve forest ecosystem quality, support the fight against climate change, and facilitate the realization of the Sydney 2020 Forest Cover Goal to increase forest cover by at least 20 million hectares by 2020.*



Figure 1. The front side of project billboard

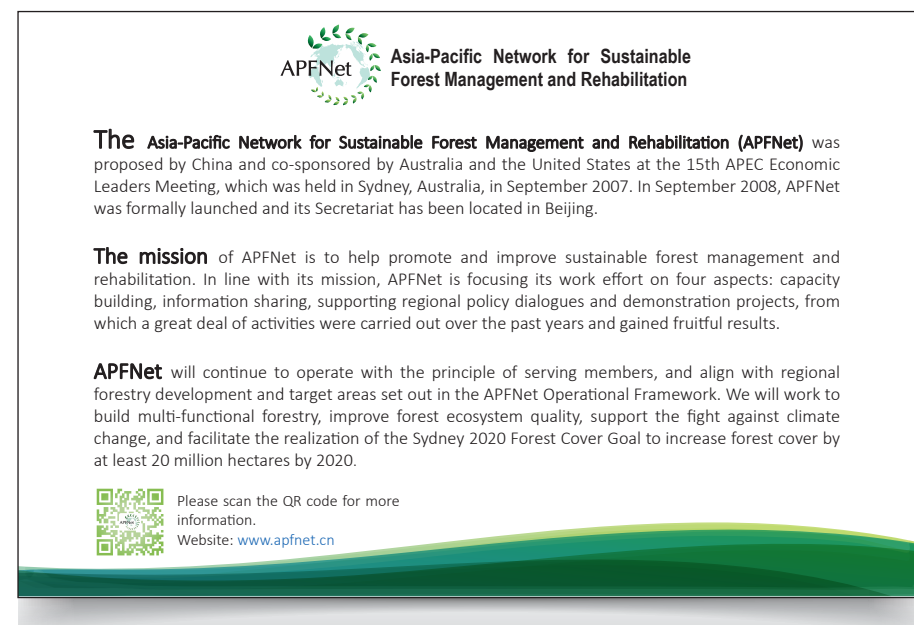


Figure 2. The reverse side of project billboard

## 2.2 Plaques

Within two months after the initiation of a project, the project executing agency shall set up a project management team as well as the project management office. A plaque (minimum size: 60 cm × 35 cm) for the Project Management Office, stating the project title and that the project is financed by APFNet, should be placed at the entrance of the office, visible to the public. Figures 3 and 4 are examples of plaques made of different materials.



Figure 3. Wood Plaque for Project Management Office



Figure 4. Metal Plaque for Project Management Office

## 2.3 Stickers

### 2.3.1 Vehicles

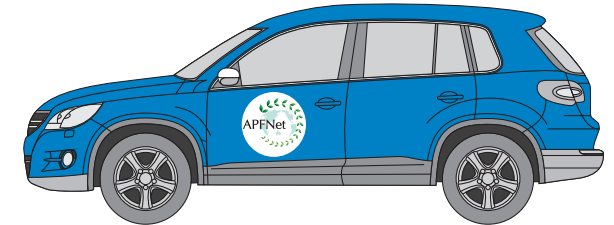
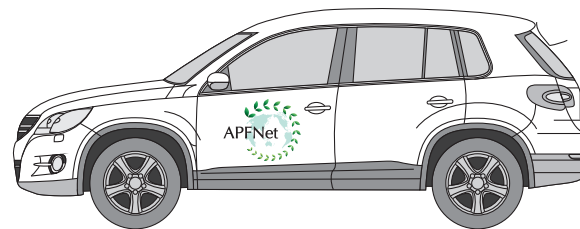
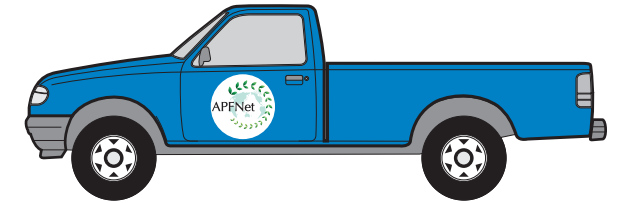
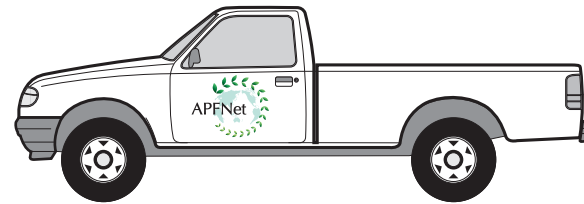
The APFNet logo is compulsory for all vehicles funded by APFNet, and should be printed and placed on the rear and sides of each vehicle.

This page illustrates where stickers should be placed on a variety of vehicles.

To protect against rain and sunshine, a PVC sticker with UV polishing is compulsory.

*Recommended size of APFNet logo:*

- Placed on the sides of a vehicle: 40 cm x 33.6 cm
- Placed on the rear of a vehicle: 20 cm x 16.8 cm



Stickers for vehicles of white/light colour



Stickers for vehicles of dark colour

### 2.3.2 Small equipment

When purchasing equipment, stickers should be applied in a visible place. Stickers should contain the following mandatory information: APFNet logo, full name, website address, the title of the project and the executing agency.

A sticker should be placed on every piece of equipment. For equipment that will be used outdoors, a PVC sticker with UV polishing is compulsory to protect against rain and sunshine.

