

Brand Guidelines

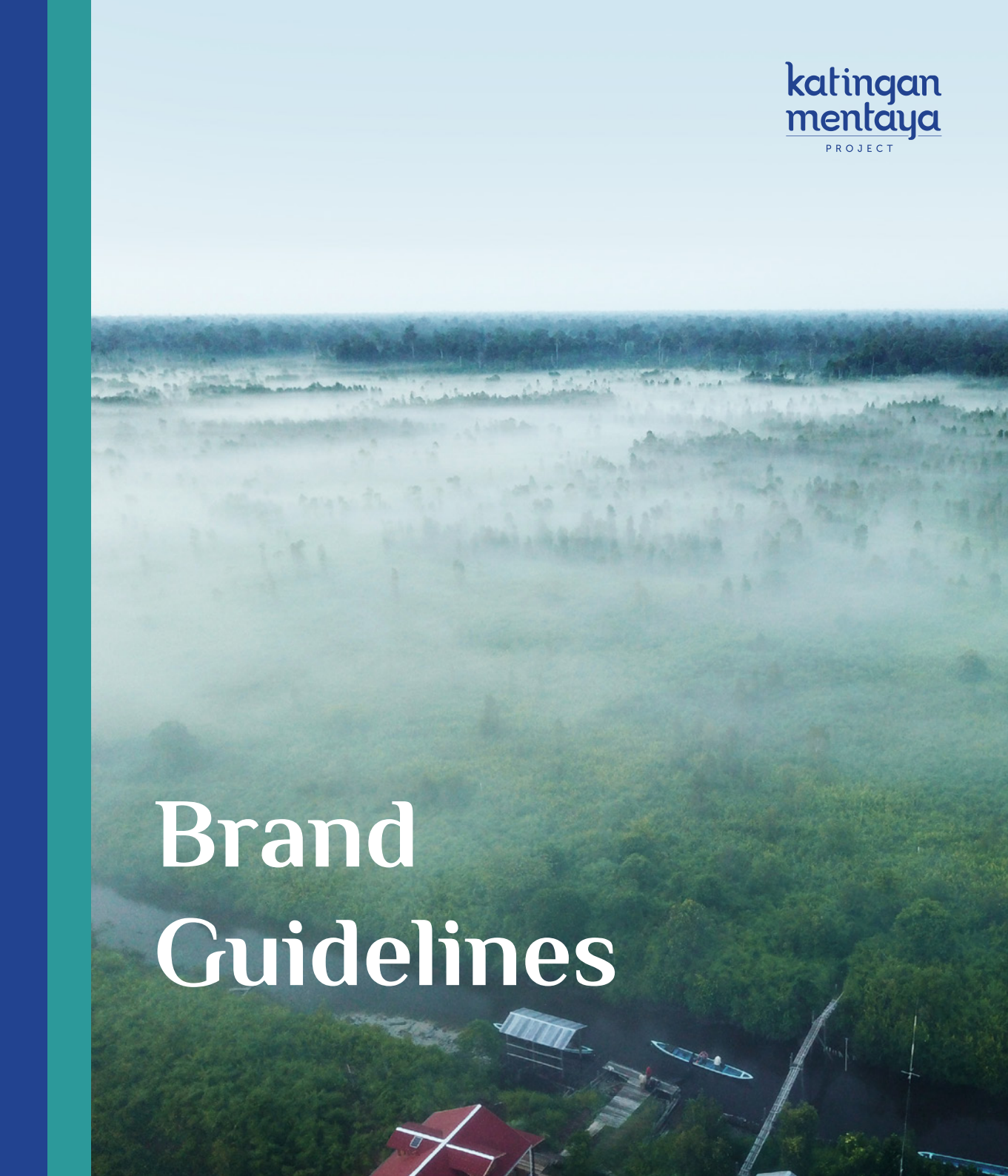


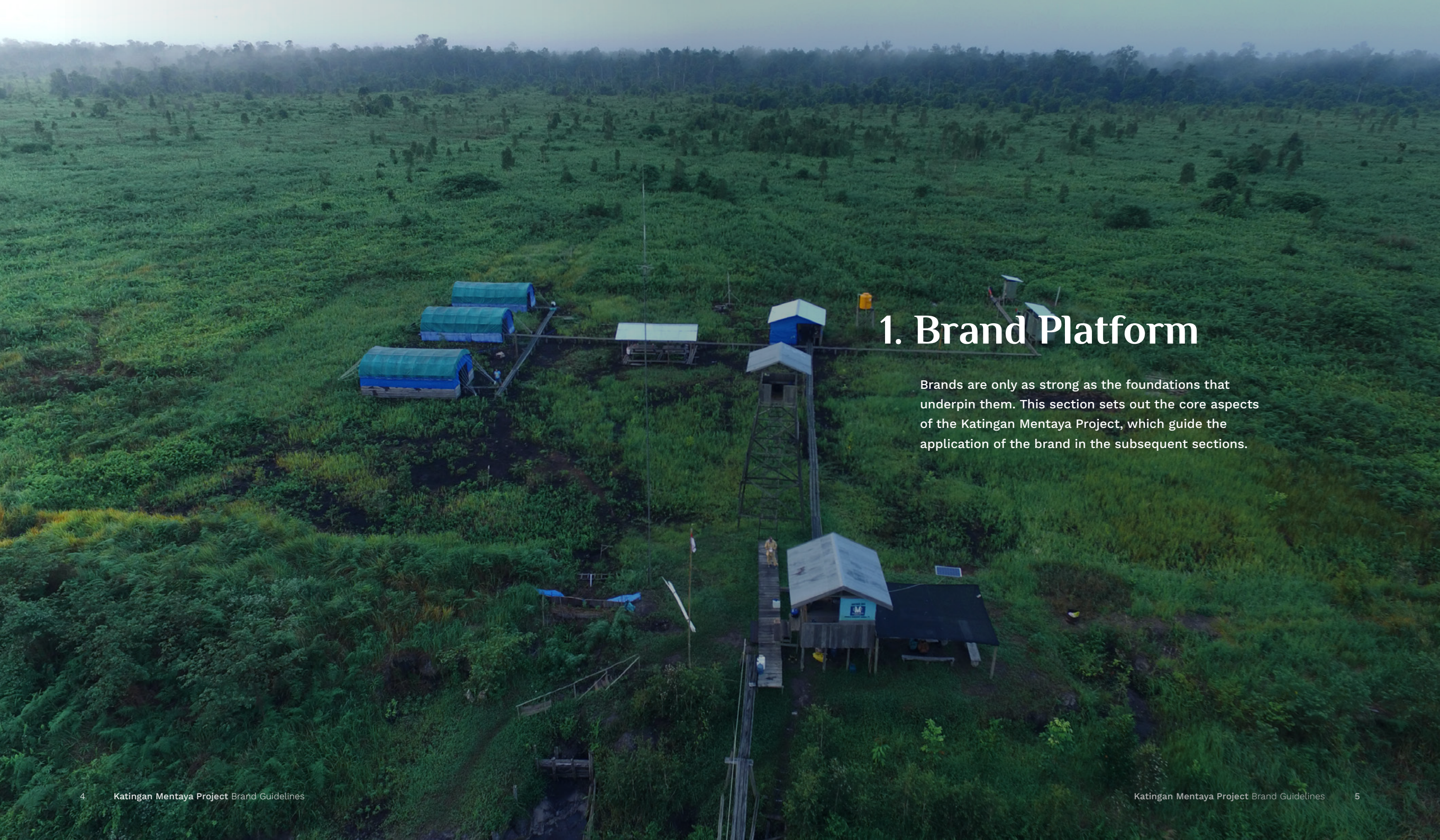


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The Katingan - Mentaya Peatland Restoration and Conservation Project (the Katingan Mentaya Project) is based on the premise that we can still save large areas of peat swamp forest in Indonesian Borneo, offer local people sustainable sources of income, tackle global climate change – and base this on a solid business model. What defines us is a no-nonsense, transparent and result-oriented approach to land use and conservation in a part of the world where this is needed most.





1. Brand Platform

Brands are only as strong as the foundations that underpin them. This section sets out the core aspects of the Katingan Mentaya Project, which guide the application of the brand in the subsequent sections.

Mission Statement

We seek to reduce deforestation and grow sustainable economic opportunities in Borneo.

To achieve our mission, we are developing and implementing a sustainable land use model that is aligned with REDD+ (Reducing Emissions from Deforestation and Forest Degradation), mitigating the impacts of climate change through empowering local communities and preserving crucial ecosystems.

Brand

Brands are intangible. They are the result of a combination of values, purpose and business philosophy, and they come to life as a result of how we bring them to the world – including to our team members.

Our stakeholders are motivated by different priorities and will perceive us in different ways. The purpose of this manual is to make sure that all our stakeholders perceive the Katingan Mentaya Project in a consistent and authentic way – and trust the brand over time.

What about Rimba Makmur Utama?

The Katingan Mentaya Project should never be mixed up with the company that owns it, PT Rimba Makmur Utama (RMU). This does not mean that RMU should not be referred to; rather, the Project brand should always take precedence over RMU. Exceptions to this rule are highlighted in this manual.

Tone of Voice

Tone refers to how the Katingan Mentaya Project expresses itself to communities, businesses, government agencies, partners, and to own team. It outlines how we describe ourselves in a unique and specific way.

Hopeful/inspiring

The Katingan Mentaya Project is the world's largest forest emissions reduction initiative. The language we use in describing the initiative must communicate that this is a catalytic flagship project, which is demonstrating that protecting and managing such a large expanse of forest can be done, while improving the wellbeing of local residents. At a time when there are few uplifting stories about saving tropical forests, the Project needs to be framed as a beacon of inspiration that can drive global action to protect threatened ecosystems.

Business-minded

We are a private sector company, and this should be reflected in our language. We are transparent, focused, and aggressively result-oriented. We know that our clients have high expectations from us, and we ensure that our work on the ground delivers on our promises to them. Ultimately, we want negative carbon emissions – everything we do needs to support this aim. Our language needs to reflect our commitment, corporate origins and operational style. This means we must avoid language that is typically used by NGOs, and instead use terminology that underscores our long-term commitment to the area and its people in a mutually beneficial way.

Pragmatic

The Katingan Mentaya Project does not do 'business as usual' development. We use our common-sense approach to identify development and conservation opportunities on the ground, experiment through trial and error, and help those who are ready to help themselves. This is why we don't use overly emotional and dramatic language, opting instead for positive terms that demonstrate proven, viable and scalable solutions. As much as possible, when using bold terms such as "game-changing", "transformative", and "pioneering", we must demonstrate in easy-to-understand, practical language what activities and approaches make the Project so special. We should never expect our audience to simply take our word for it.



2. Brand Identity

A brand identity is how we present ourselves to stakeholders, communities, clients, partners and the government among others, so that they can instantly recognise our project and its actions. This manual is meant to set a standard for our brand and guide our communications by charting out the objectives of each component of our marketing.

Logo

Our logo is a symbolic representation of our brand. The Katingan Mentaya Project has a typographic logo, which means it only has words without an illustration or design element.

Main Configuration

The main configuration of the logo can be used in almost all communications - except where space is a constraint.



Horizontal Configuration

The horizontal configuration can be used when the visual area for a communication is elongated or horizontal.



Frame Configuration

The frame configuration should be used only on the website.



| You can download these files [here](#).

Minimum Clear Space

To ensure our logo is always clear and visible, it is essential to maintain the minimum clear space.

The area of non-interference must be equivalent to at least the height of letter "a" in relation to the limits of the graphic field outlined by the dotted line. In the frame configuration, the clear space must be at least 1.5 times the height of letter "a."

Main Configuration



Horizontal Configuration



Frame Configuration



Usage



Co-branding

Text

Minimum Size

To ensure the logo text is always legible, it must be printed no smaller than the minimum size defined here.

Main Configuration



1 cm / 75 px

Horizontal Configuration



2 cm / 150 px

Frame Configuration



1 cm / 75 px

Icons



16 px

Inappropriate Uses

To maintain brand consistency, it is important that our logo is never used in any of the following inappropriate ways.

Do not distort the dimensions



Do not apply shadows or effects



Do not change the colours



Do not alter the text proportions



Do not rotate or reflect



Do not use borders



Do not change the logo font



Do not change the position of the text



Do not fill text with images or patterns



Colours

Colour schemes are just as important as a logo in creating a brand identity. This section defines the primary and secondary colours that can be used in the Katingan Mentaya Project's visual communications. A range of blues and white aim to inspire and instil hope, and also convey the sense of transparency and balance we strive to achieve in our work.

Primary Colour

C100 M88 Y10 K0
R34 G67 B144
Hex #224390

Secondary Colours

C72 M10 Y8 K0
R19 G175 B215
Hex #13AFD7

C62 M48 Y7 K0
R110 G128 B180
Hex #6E80B4

C77 M21 Y41 K0
R48 G156 B156
Hex #2C999A

Typography

Typography defines the fonts and typefaces that can be used for branding. For any content, these are the preferred font families that should be associated with the Katingan Mentaya Project brand.

Font Types

Philosopher

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()+?

Regular
Italic
Bold
Bold Italic

Work Sans

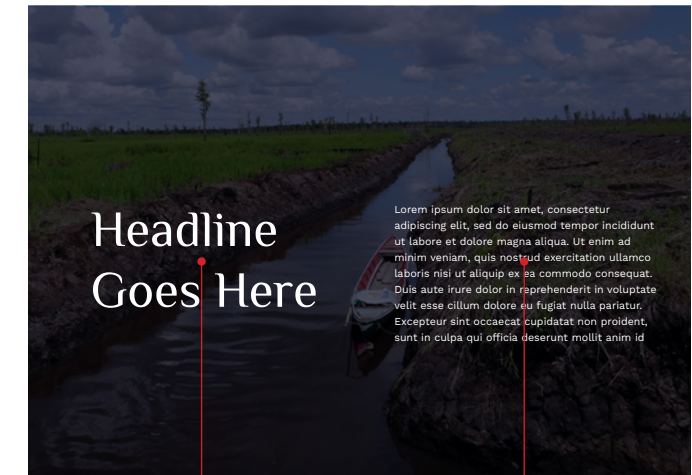
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()+?

Hairline	Medium
Thin	SemiBold
ExtraLight	Bold
Light	ExtraBold
Regular	Black

Font Usage

Philosopher and Work Sans are the two preferred fonts associated with the Katingan Mentaya Project brand.

Ideally, the Philosopher font should be used for headlines or titles, and the Work Sans should be used for the body text and footnotes.



Philosopher

Work Sans

You can download these files [here](#).

Imagery

Our imagery needs to be distinct and compelling, strongly evoking the project location and local issues even to audiences that have never stepped foot in Kalimantan.

To resonate with our stakeholders, our brand imagery should create an empathetic connection. Imagery, including photographs, illustrations, icons, and visuals featured on merchandise should express our tone of voice. Our photos do not "gloss" over problems in the project, but should show the situation as it is without seeking to exploit the condition of local people to generate sympathy.

Photography

Our photography conveys a sense of the project objectives and achievements. Every set of images presented should resonate with our four brand keywords: nature, joy, sharing and support. Our photo databank has a curated set of visuals consistent with our brand identity that can be used for a range of communications.



Nature

Joy

Sharing

Support

Illustrations

Illustrations in communications should be used when photographs cannot present larger ideas or concepts, or to add creative appeal. To maintain consistency, illustrations should use a realistic watercolour style with calm and earthy colour tones.



Icons

To create a visual vocabulary, the Katingan Mentaya Project communicates its objectives and ideas through standard icons. These icons help simplify our communications as clients learn to associate them with our underlying concepts. Additional icons will need to follow the design style of the sample that is shown in the Brand Guidelines.



| You can download these files [here](#).

katingan
mentaya
PROJECT

3. Brand Applications

Brand application is the representation of the brand identity across all visual platforms. These are the subtle ways in which our brand logo, colours, typography and imagery can be seen by stakeholders and other audiences, and become associated with the Katingan Mentaya Project's efforts.

Stationery

All print and digital project documentation should be standardised as per the following guidelines.



Letterhead

The letterheads, both print and digital, should follow the paper and font sizes below:

1. Paper Size

A4 - 297 mm x 210 mm

2. Font

a. Body copy

WorkSans Light, 10 pt

b. Address, etc.

WorkSans Light, 7 pt



You can download these files [here](#).

Business Cards

All business cards issued to employees of the Katingan Mentaya Project must follow the paper size and font types below:

1. Paper Size

85 mm x 55 mm

2. Font

a. Name

Philosopher, 12 pt

b. Title

WorkSans Light, 6.5 pt

c. Address, etc.

WorkSans Light, 6.5 pt

Front



Back



You can download these files [here](#).

A4 Envelopes

For all correspondence that is dispatched from the Katingan Mentaya Project offices or staff, this is the preferred A4 envelope formatting.

Font

Work Sans Regular, 10 pt
Work Sans Bold, 10 pt



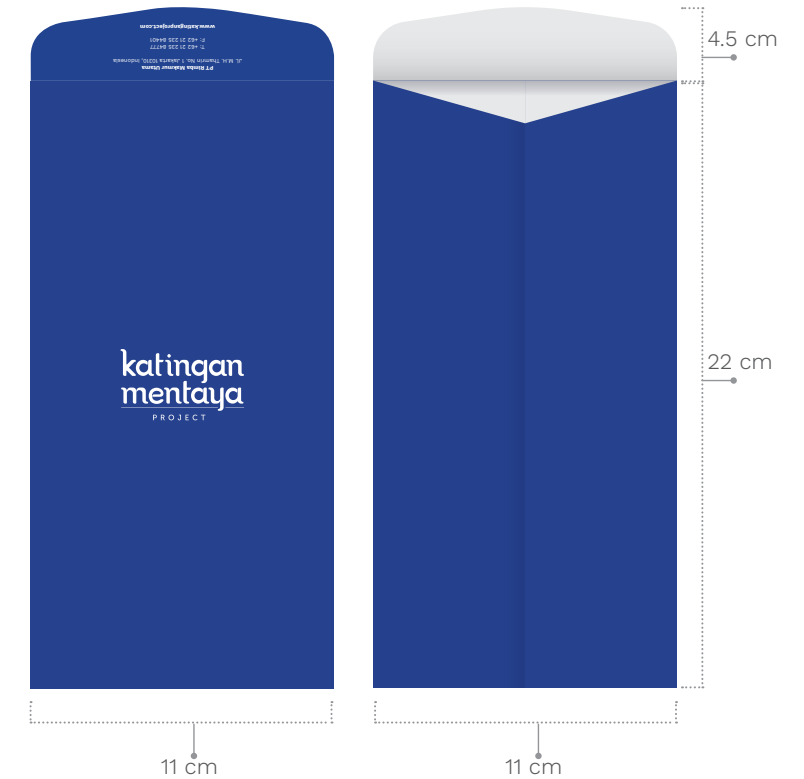
You can download these files [here](#).

Small Envelopes

For flyers and folded documents that are not too bulky, this is the preferred envelope format to be used.

Font

Work Sans Regular, 7 pt
Work Sans Bold, 7 pt



You can download these files [here](#).

Calendar

Calendars are the quintessential merging of function and promotion. For the Katingan Mentaya Project, calendars are an opportunity to showcase a selection of images that characterize the diversity of landscapes, species, and human livelihoods in the area. In choosing photos, care must be taken to strike a balance between environmental and human aspects, making sure that these bring out the unique features of the area. Always refer to the tone of voice and mission statement when crafting the text that accompanies the images.

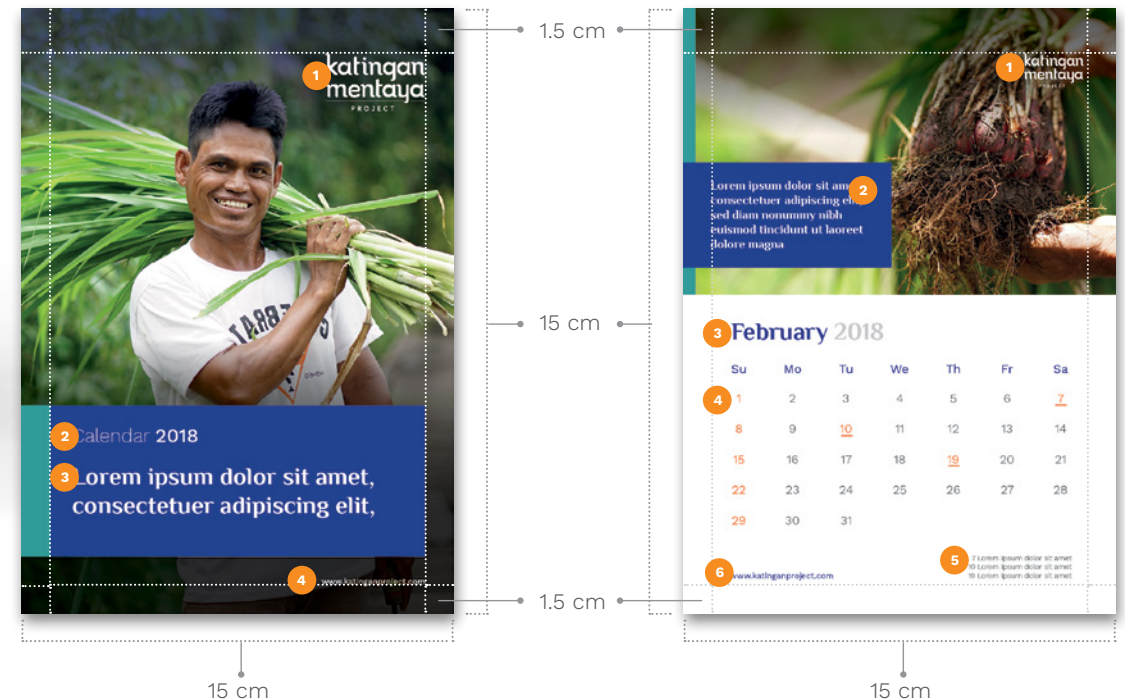


Cover

- Logo**
The logo's height should be 2 cm
- Descriptor**
Work Sans Thin and Work Sans Medium, 19 pt
- Headline**
Philosopher, 24 pt
- Website**
Work Sans Regular, 24 pt

Inside

- Logo**
The logo's height should be 1.2 cm
- Copy**
Philosopher, 12 pt
- Month**
Philosopher, 24 pt
- Day & Date**
Work Sans Regular, 12 pt
- Descriptor**
Work Sans Light, 7 pt
- Website**
Work Sans Regular, 24 pt



You can download these files [here](#).

Merchandise

To raise awareness about our project and create a sense of brand loyalty, the Katingan Mentaya Project has created merchandise like cups, pens, umbrellas and backpacks. These are some examples of project merchandise featuring the logo and colours of our brand.

Wherever possible, merchandise should be durable and use natural, renewable products to positively reflect our brand values.



Uniforms

The Katingan Mentaya Project field staff are expected to follow a uniform code. Because the project is better known as Rimba Makmur Utama in the area, the company name is preferred.



Signage

People living around the Katingan Mentaya Project area need to be aware of the company's activities. Signage should clearly communicate land use in different areas and emphasise PT Rimba Makmu Utama.



Vehicles

As with uniforms, because the project is better known as Rimba Makmur Utama in the project area, the company name (RMU) is preferred for applications on vehicles. Here are a couple of examples for vans and boats used for the project.



Exhibition Booths

For public displays at exhibitions and trade shows, the Katingan Mentaya Project will have a standardised booth design. The colours, fonts and logos used for the exhibition booth should follow the guidelines detailed in this manual.

The materials used for the construction of the booth should be as natural and renewable as possible. For example, vertical panels should be made from compressed rattan fibers from the Project area.



Katingan, developing the community for a better future

The Katingan Mentaya Project is living proof that carbon finance can combat climate change. The largest program of its kind, it generates an average 7.5 million triple gold certified carbon credits annually; equivalent to taking 2,000,000 cars off the road each year. In partnership with local communities, we utilise carbon revenues to ensure natural forest restoration and protection, through activities aligned to the UN Sustainable Development Goals.

The project protects vital peatland habitats in Central Kalimantan, Indonesia for five Critically Endangered, eight Endangered and 31 Vulnerable species. The protected area is home to between 5 and 10% of the global populations of the Bornean Orangutan, Proboscis Monkey and Southern Bornean Gibbon.

Over 90% of the carbon in the Katingan Mentaya Project is in the underlying peat soils. The area was under threat of conversion to an industrial acacia plantation. This would have resulted in the release of carbon through forest clearance, draining and burning of the underlying peat. Through performance-based carbon financing, we offer a viable alternative to conversion, preventing the release of greenhouse gases equivalent to 447, 110, 760 tonnes of carbon dioxide over 60 years. That makes it the world's largest with "forest-based emissions reduction project, with a total climate impact equivalent to the annual

Katingan Mentaya Project 24

Katingan Mentaya Project 26

4. Communications

This section details the formatting for communications in print media or across digital platforms. To maintain consistency, it is essential to use the same colour schemes, font types and logo designs detailed in this manual.

Full Single Page Images

In print or digital media, if the image stretches across half of a double page spread, the image caption and attribution can be featured in the bottom left-hand corner. The text can be featured on the page next to it, with the heading in the primary colour (Hex #224390), and the body text in 80% black (Hex #58595B).



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Photo: Dilla © Photographer

Half Single Page Images

In print or digital media, if the image stretches across half of a single page spread, the image should be positioned at the top of the page, with its caption and attribution in the bottom left-hand corner. The text can start directly below the image, with the heading in the primary colour (Hex #224390), and the body text in 80% black (Hex #58595B).



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Photo: Dilla © Photographer

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Photo: Dilla © Photographer

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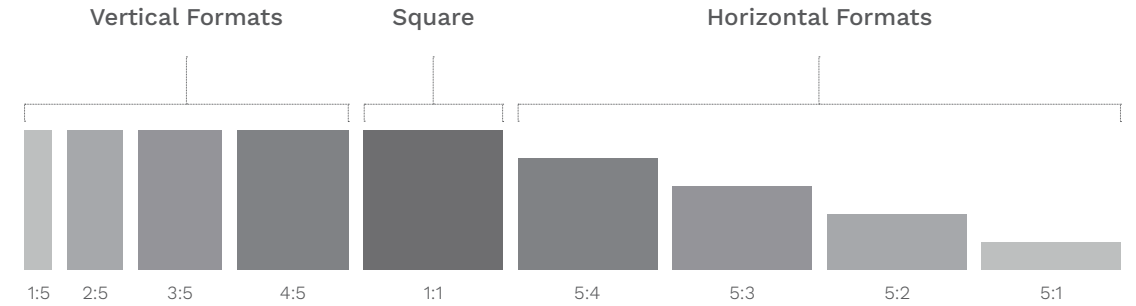
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Photo: Dilla © Photographer

Communications Media Formats

For indoor and outdoor displays, the recommended visual area ratios are 1:5, 2:5, 3:5, 4:5, 5:4, 5:3, 5:2 and 5:1.

Displays of 3:5 and 5:3 ratios are commonly used for posters, magazine ads, annual reports, company profiles and billboards, whereas 1:5 and 5:1 ratios are commonly used for horizontal and standing banners.



Vertical Formats

- Margins**
The margins should be 1/5x
- Logo Area**
The logo should be 3/5x weight and 2/5x height.
- Website**
This area should be 1x weight.
- Headline Area**
This area should be 3x weight, 1x height and left-aligned.
- Body Copy Area**
This area should be 3x weight, 1x height and left-aligned.



You can download these files [here](#).

Horizontal Formats

- Margins**
The margins should be 1/5x
- Logo Area**
The logo should be 3/5x weight and 2/5x height.
- Website**
This area should be 1x weight.
- Headline Area**
This area should be 3x weight, 1x height and left-aligned.
- Body Copy Area**
This area should be 3x weight, 1x height and left-aligned.



You can download these files [here](#).

Website

As our most important online platform, the website has been created in line with our brand identity. The website is divided into three sections reflecting our core areas of operations: climate, community and biodiversity.



Social Media

With the increasing importance of social media channels in brand outreach and marketing, we should strive to maintain our brand identity across all our online platforms. The Katingan Mentaya Project has three social media channels: Facebook, Twitter and Instagram.

Facebook

Single Image Posts

All single image posts should be created in the the social media template linked below, wherein, the image (1200 x 628 px) should have a two-tone border to its left, and the post headline or title in the Philosopher font at the bottom with, aligned.



You can download these files [here](#).

Multiple Image Posts

For multiple image posts, create a photo album. The **cover image (1200 x 800 px)** for the album should have a two-tone border and the Philosopher font title for a single, defining image, then we can add in the **other images (1200 x 1200px)** can be added without a borders or captions.



Twitter

All tweets must be created in social media templates linked below, wherein the image (1200 x 675 px) has a two-tone border to its left, and the post headline or title in the Philosopher font at the bottom, left aligned.

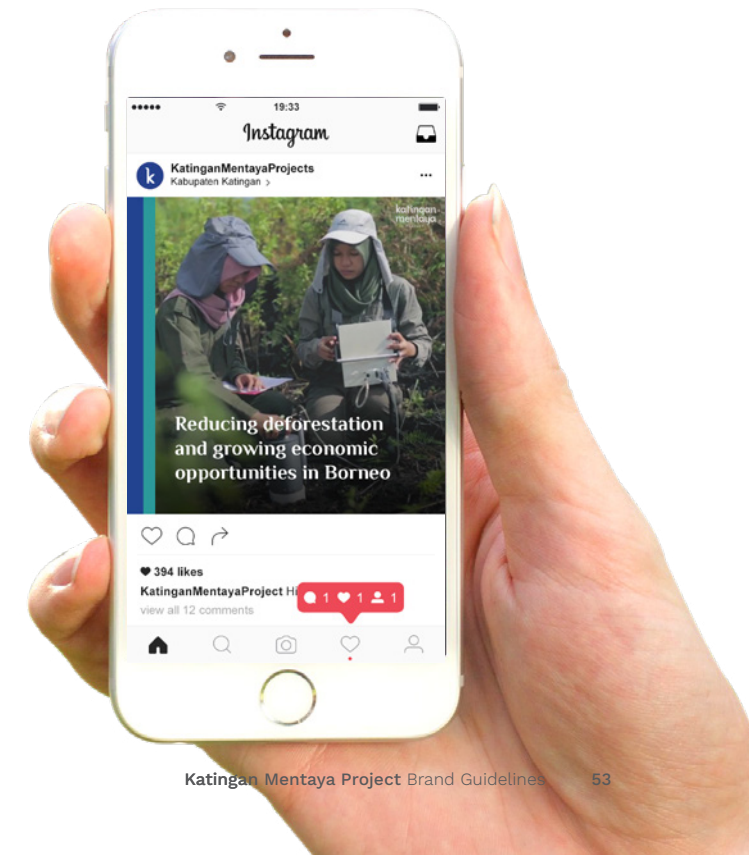
You can download these files [here](#).



Instagram

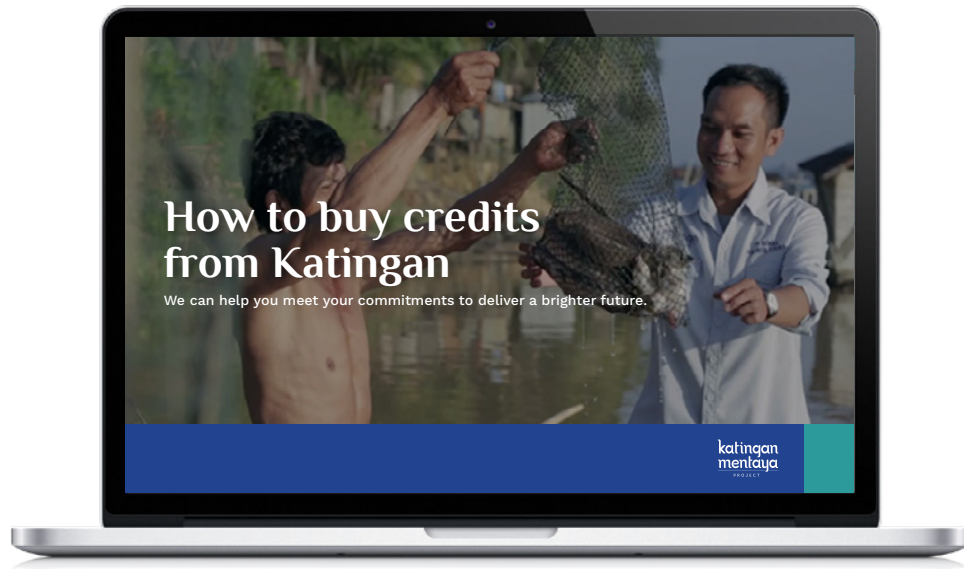
All images posted on Instagram must be created in the social media template linked below, wherein the image (1280 x 1280 px) has a two-tone border to its left, and the post headline or title in the Philosopher font at the bottom, left aligned.

You can download these files [here](#).



Presentations

To maintain consistency, the linked slideshow template should be used for all presentations. This template is an editable PowerPoint file that can be customised for various audiences.




-
- The slide is titled "Taking Action to Protect Carbon Rich Peat Forests". It features a list of three numbered items, each with a line of placeholder text. To the right of the list is a photograph of a tree.



-
- The slide is titled "Protecting High Conservation Value Species". It features a list of three numbered items, each with a line of placeholder text. To the right of the list are four icons: a palm tree, a plant, a sun, and a water drop.

You can download these files [here](#).



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Version 1
Last updated August 1 2018

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