Brand Guidelines
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01
Brand Logo
1.1 Logo Format

**Main Logo**
This logo should be used on all the materials of RSCN.

**Logo Grid**
Spacing grid for the logo.
1.2 Logo Color Variation

Negative Logo
This logo should be used for dark backgrounds.
1.3 Mark Treatment

The logo mark could be used alone and cropped on colored backgrounds.
The logo shouldn’t be colored in white.

This version should be used for dark backgrounds.
1.7 Logo wrong treatments

Both languages should be present on the logo.

The mark shouldn’t be reflected.

The logo format shouldn’t be changed.
The logo should not be scaled down or up without the right proportions.

The logo should not be scaled down or up without the right proportions.
1.9 Logo wrong treatments

- The mark shouldn’t be reflected.
- The mark shouldn’t be centered.
- The mark shouldn’t be cropped from below.
RSCN logo is placed on the left side if the design was in English or both languages.

RSCN logo is placed on the Right side if the design was in Arabic language.
1.11 Logos of RSCN

- Yarmouk Nature Reserve
- Nature Conservation Monitoring Center
- Ajloun Forest Reserve
- Aqaba Bird Observatory
- Shaumari Wildlife Reserve
- Fifa Nature Reserve
- Mujib Biosphere Reserve
- Dibeen Forest Reserve
- Azraq Wetland Reserve
- Dead Sea Panoramic Complex
Brand Typography
2.1 Latin Display Typography

The Mix

The Mix Font should be used for all Latin display content, which is usually above 14 pt. It should be used for all stationery materials and prints.
2.2 Latin Text Typography

Frutiger

Frutiger LT Arabic Font should be used for all Latin and Arabic text content. It should be used for all stationery materials and prints.
The Mix Arab

The Mix Arab Font should be used for all Arabic display content, which is usually above 14 pt. It should be used for all stationery materials and prints.
Frutiger LT Arabic

Frutiger LT Arabic Font should be used for all Latin and Arabic text content. It should be used for all stationery materials and prints.
03
Brand Colors
The black color should be used as the primary color for the logo and typography.
<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK Colors</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>312 U</td>
<td>C 75 M 10 Y 10 K 0</td>
<td>#00ADD4</td>
</tr>
<tr>
<td>136 U</td>
<td>C 0 M 37 Y 80 K 0</td>
<td>#FFAD48</td>
</tr>
<tr>
<td>361 U</td>
<td>C 72 M 10 Y 93 K 0</td>
<td>#4CA950</td>
</tr>
<tr>
<td>1655 U</td>
<td>C 0 M 70 Y 70 K 0</td>
<td>#FF7251</td>
</tr>
</tbody>
</table>
The color palette was inspired from the variant and rich environments of Jordan.
3.4 Color wrong treatments

The color should be taken from the average colors in the picture.

The color should be taken from the average colors in the picture.
3.4 Color wrong treatments

- The logo shouldn’t be colored
- The logo should always be in black
3.4 Color wrong treatments

The logo shouldn’t be colored in white

The logo should always be in black
Typographic elements shouldn’t be colored in black when used over images.

Typographic elements shouldn’t be colored in white or one of the identity colors when used over images.
Lorem Ipsum

Typographic elements shouldn’t be colored in white when used over colored backgrounds.

Lorem Ipsum

Typographic elements should be colored in black when used over colored backgrounds.