



CLE CENTRE HAITIEN
DU LEADERSHIP ET
DE L'EXCELLENCE

Table Of Contents

MEDIA KIT

About Us	4
Our logo	5
Brand Color System	6
Correct Use	7
Imagery	16
Typography	18

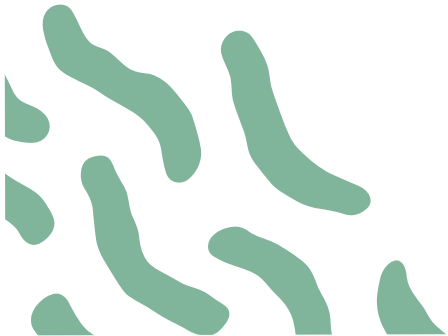
Introduction

This Brand Manual was created to offer you a visual representation of our brand and to explain how to correctly depict our brand identity. It is a visual framework to ensure our corporate image is cohesive and consistent. The integrity of our brand is based on this proper, cohesive, and consistent styling.

This document has been created for these specific reasons :

- Build a solid brand.
- Define a simpler way to explain what CLE HAITI is and to communicate it in a coordinated and unified manner.
- Understand all the elements that give life to our identity.
- Inspire everyone to continue doing what we're doing.

This CIM [Corporate Identity Manual] will guide you in the application of the corporate identity in all of your communication activities. If you have any questions about the corporate identity, do not hesitate to contact info@clehaiti.org.



About us

Le Centre Haïtien du Leadership et de l'Excellence

Le Centre Haïtien du Leadership et de l'Excellence est un centre de développement du leadership, qui utilise des programmes de formation, la recherche, et le réseautage comme moyens de renforcement des capacités des leaders haïtiens exemplaires, afin de promouvoir le changement mené par les citoyens en Haïti.

Fondé en 2011, le Centre haïtien du leadership et de l'Excellence s'est engagé à former des leaders pour relever les défis du développement en Haïti et libérer ses opportunités.

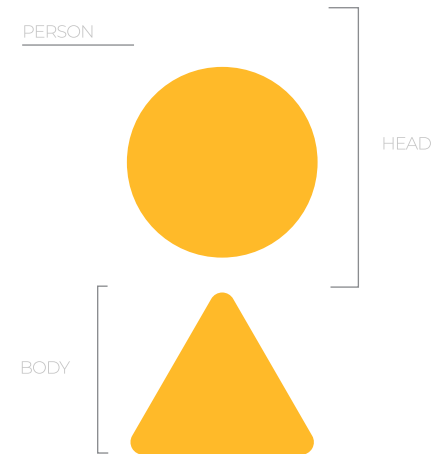
Nos différents programmes englobent le leadership et le développement communautaire, tout en incluant divers modèles de leadership: Jeunes, Femmes, Municipal, Organisationnel.

Logotype

CONCEPT

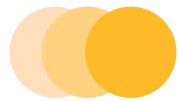
Our logo represents us in every way! It's the symbol that is most often used and allows people to easily recognize CLE HAITI. It unifies us internally and externally, and communicates who we are.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbole).



Brand color system

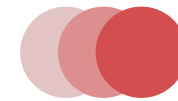
Color palette is made up of nine colors . Below you'll find the description of the various color systems: CMYK, RGB and Web. CMYK colors (Cyan, Magenta, Yellow, Black) are used for professional print jobs. RGB colors (Red, Green, Blue) are used for the Web, videos or simple jobs that will be printed with office printers



CMYK 0.18.8.0
RGB 255.210.41
Web #FFD229



CMYK 99.36.0.5
RGB 1.154.242
Web #029AF2



CMYK 0.66.66.9
RGB 235.79.79
Web #EB4F4F



CMYK 27.0.12.20
RGB 150.205.180
Web #96CDB4



CMYK 44.37.0.12
RGB 126.142.225
Web #7E8EE1



CMYK 0.19.40.14
RGB 219.178.131
Web #DBB283



CMYK 36.14.0.9
RGB 150.200.233
Web #96C8E9



CMYK 5.43.0.25
RGB 181.108.191
Web #B56CBF



CMYK 0.1.3.72
RGB 72.71.70
Web #484746

Correct Use

LOGOTYPE

Every application of CLE HAITI's brand identity should strengthen and reinforce the organisation's positive image. Development of the identity should be done with care and with the highest quality standards possible.

The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document. The logo has two variations – long and short . Depending on the needs – it can be used with or without the tag line "Centre Haitien Du Leardeship Et De L'excellence". The version without the tag line can be used when the size prevents it from being legible.

Extended official version with CLE definition



Short version without CLE definition



Internal use only :

Lettermark can separated from the pictogram and be used without it, as long as symbol is featured in the same document.



White background

The ideal background for the corporate Identifier is a white background.

Alternative background

The secondary preferred background for the corporate Identifier is a creme #FAF4EE background.



Colored background

If the background has a black value equal to or more than 60 percent, the reversed Identifier (in white) should be used.



No changes to the symbol dimensions

The relative dimensions of CLE HAITI's pictogram must not be altered. Symbol colors are strictly defined.

Vertical Use

EXCEPTIONAL USE

The use of the vertical version of our Identifier IS LESS RECOMMENDED, except for those few situations where the legibility of the horizontal version would be diminished. This version of the Identifier is accepted only when the space available would require a reduction of the horizontal version that would make the isotype less than 1 cm high or the letters of CLE’s definition even smaller.

This particular vertical application is also recommended when the definition plays the lead role in communications materials. These cases can involve promotional elements such as cups, book covers, t-shirts, posters or vertical banners. A special set of rules is required. Using the primary corporate colors is recommended. See the following examples.



Usage : No Color Variants

LOGOTYPE

No color variants

Logo colors are strictly defined and is not permitted in **one single colored**. Logo can not be used in any colors other than the previous established colour combinations .



Usage : Incorrect color combination

LOGOTYPE

Lettermark

The lettermark can only be used in three colors : dark gray, black and white .

Smybol

When the use of the main or alternative forms of the symbol is not possible,only dark gray, black or white is permittedWhen the use of the main or alternative forms of the symbol is not possible, only dark gray, black or white is permitted.



Usage : No variants

LOGOTYPE

No size variants

The relative dimensions of the logo must not be altered. Any other elements (text, slogan, illustrations, website, icons etc.) must not be placed in direct connection with the logo.

Dimensions are strictly defined. Never stretch or distort the logo



Logo elements can not be placed or used in any other way.



Any other elements (text, slogan, illustrations, website, icons etc.)



Incorrect Use

DO NOT

✘ NO

Do not add outline



✘ NO

No dropshadow or effects



✘ NO

Do not alter any letters



✘ NO

Do not change the orientation of the logo with angles different than 0 or 90



✘ NO

Do not change the colours of the logo in whole or in part



✘ NO

Dont rearrange elements of the design



Minimum size

LOGOTYPE

The following are specific guidelines related to the sizing of the CLE-HAITI logotype.

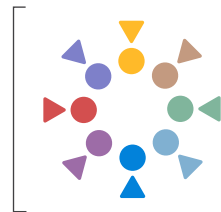
A minimum logo size has been defined to ensure readability and printability. The logo should always be placed in a prominent position, so it appears clear and distinct. The immediate vicinity of the logo is kept clear of other visual elements by surrounding it with a protection area (clear space).

The minimum height of the logo, excluding the protection area, is 50 mm in printed materials and 75 pixels in web materials.

75 px high screen / .75in high printed



75 px high screen / .75in high printed



Imagery

CLE HAITI

Our images inspire the audience, but also add value and further develop our brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.

Experiences

We inspire our target by demonstrating the experience through people or objects.

People must look natural or be in action, expressing emotions and desires, not necessarily looking at the camera. The people in the picture should also seem to have the similar inquisitiveness as the target audience. Objects in images should be related to the specific content or message they appear alongside



Selection criteria

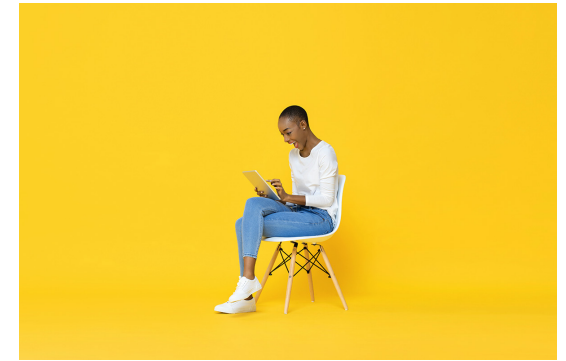
Choose neutral and natural images, with not so much retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features our corporate colours where possible.

Choose the best image :

1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique ?
6. Do the people in the image feel approachable... would you introduce them to your mother?
7. Is the image full colour and free of any treatment (i.e. duotone, posterisation, cross-processed, etc.)?

If you answered "yes" to all these questions, then you can use the picture.

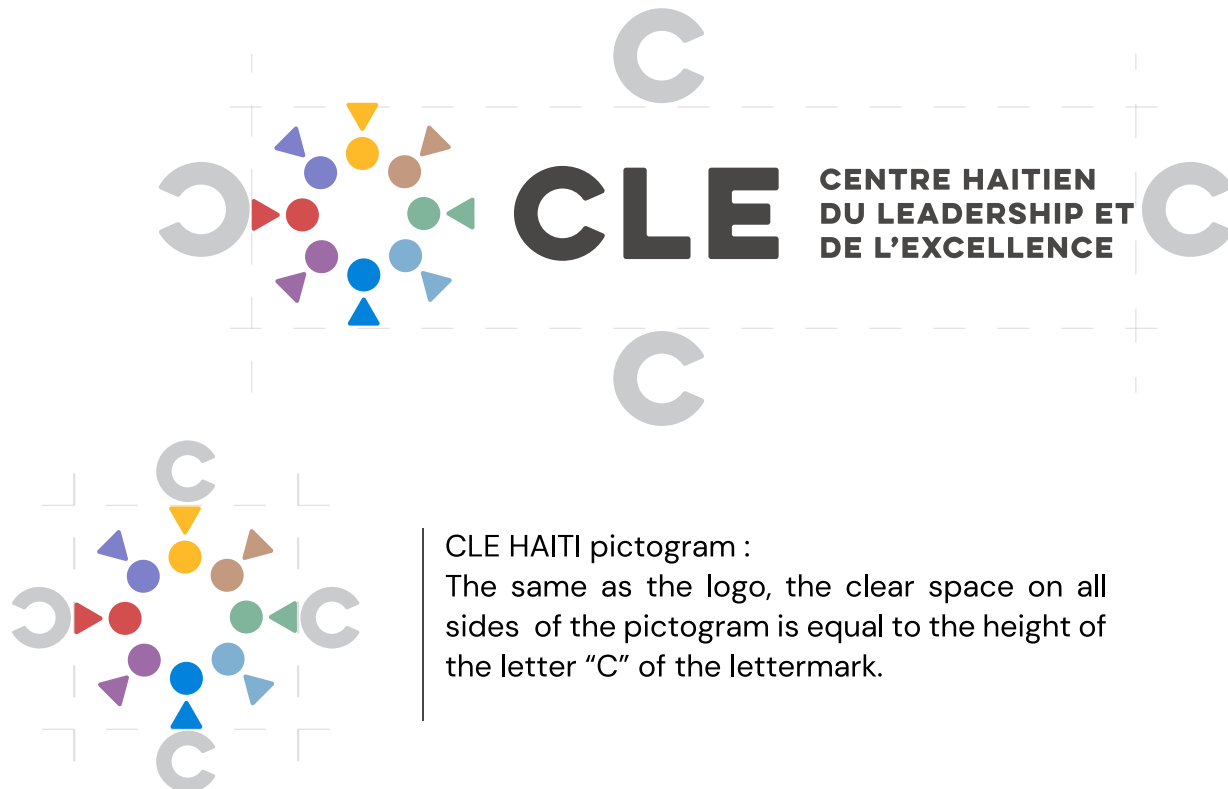


Legibility : Clear Space Requirements

LOGOTYPE

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read. CLE HAITI's logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions.

The height of the letter "C" of the lettermark is taken as a guide to define the exclusion zone. The minimum clear space above and under the logo is equal to its height. The clear space to the left and right of the logo is equal to its width .



Typography

OFFICIAL FONT

The institutional and official typography for CLE HAITI's and also for promotional materials is the **DM Sans family**.

It was carefully selected for its flexibility, simplicity and legibility. It combines a classic, solid and sober line modern characteristics and communicates the concepts of that togetherness advocated by CLE HAITI. The font can be used for example in headlines, subtitles and body texts. It's a key element of CLE HAITI's brand identity as it maintains the design language of the logo.

O3a.DM Sans Regular
Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-~!@#\$%^&*()_+

O3a.DM Sans Bold
Subheadline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-~!@#\$%^&*()_+

O3a.DM Sans Regular
Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-~!@#\$%^&*()_+

Typography

SECONDARY FONTS

Montserrat for subheadlines

As a secondary font for subheadlines, we have chosen **Montserrat**. Modern and sophisticated, It feels authentic and familiar. It's our secondary official typography and can be used for descriptive content where primary typographic style is not needed. The font can be used for example in small text, technical information.

Alternative Font

In case primary font can't be found, **Google Sans** has been carefully chosen as an alternative, for content and information, documents and electronic media.

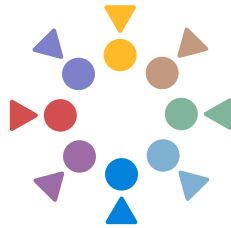
Informative elements are e.g. small texts (10 pt and below), symbol descriptions, captions or info boxes. The colour of the text can be the blue, white, black or either of the two balancing greys. Additional bright colours in our color system can also be used to highlight important information or elements such as numbered lists.

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊË
ÏÏÜabcdefghijklmn
opqrstuvwxyzàáéîõø
&1234567890(\$£€.,!?)

41

AaBb

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890&.,?!@()
#%*+
-=::



Our brand isn't just **our logo** , or **our business cards** . It's not words on a page or images on a screen . It's not a billboard or an event booth . It's these things, but really, so much more . Most important, **our brand is about people** . When you interact with **one of us**, you won't always remember the particulars of our conversation . But you can be sure you'll remember how **we made you feel**. That's our brand .

The responsibility is yours to embrace.
CLE HAITI wishes you success in the building
of our corporate image.

You are now ready!



Confidentiality Statement

All material in this document is registered to CLE HAITI. This material includes but it is not limited to printed and/ or electronic text and images. All registration privileges and other rights implied or explicit are reserved..

Exemptions

We ask you to adhere in full to the specification of this document, especially for items such as the identity, colour scheme, signature and typography. The usage of each of these aspects of the brand identity has been granted conditional exemption by our trademark team. To request an exemption or further information about other elements of this brand manual, please contact us by email: info@clehaiti.org

