

Scaling Up
Nutrition



10th Anniversary Style Guide

The Scaling Up Nutrition (SUN) Movement



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Overview

#SUN10ary

The SUN Movement Anniversary Style Guide should be followed when commissioning, designing or delivering SUN Movement 10th anniversary communications.

This guide outlines the key elements of the visual identity and how to use them.



Introduction

The Scaling Up Nutrition (SUN) Movement celebrates its 10th anniversary (#SUN10ary) in 2020 – giving rise to an important moment to highlight progress and challenges in fighting malnutrition across SUN member countries and states, while putting the spotlight on nutrition as an omnipresent challenge.

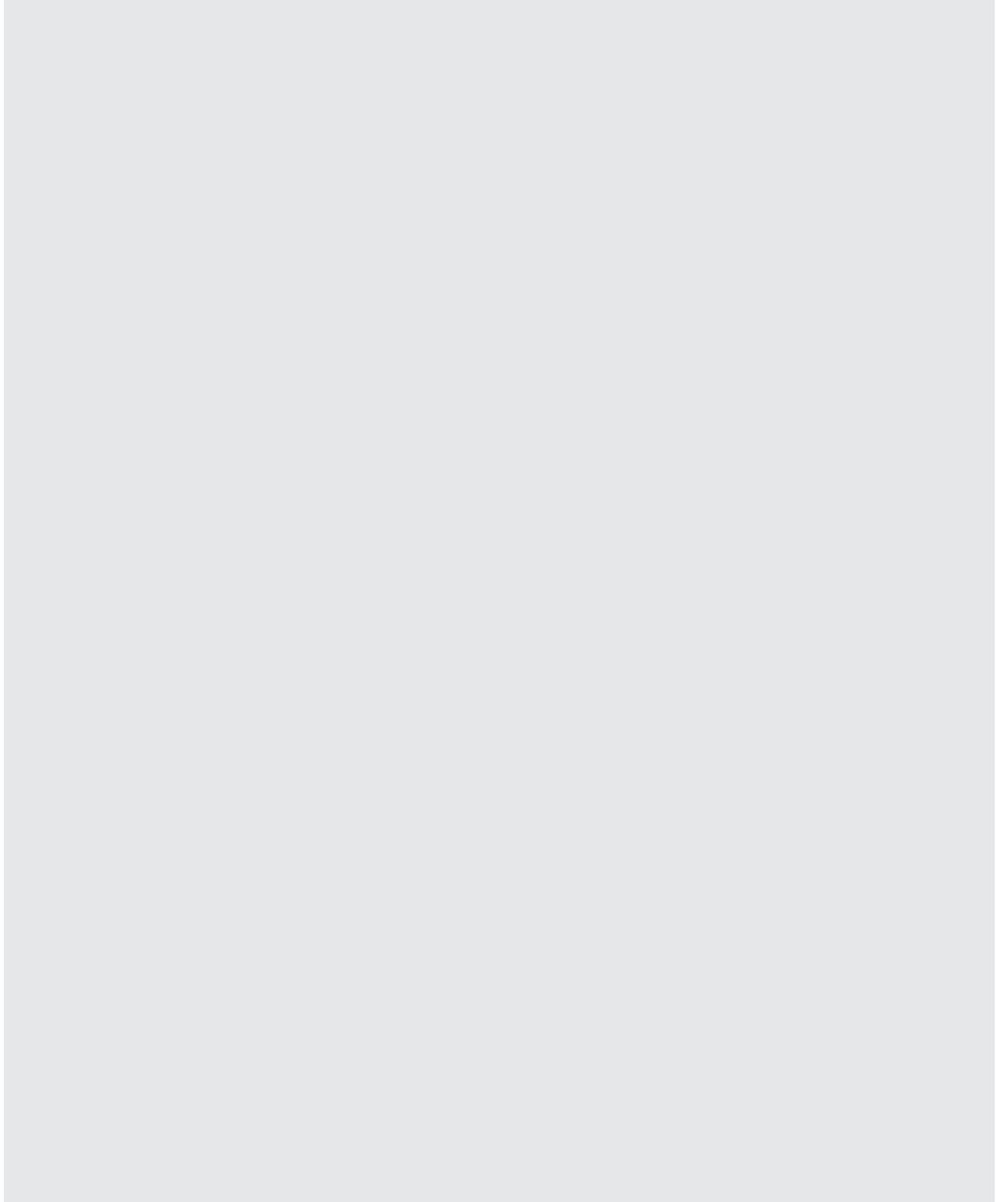
As 2020 marks the last year of the SUN Movement’s current phase (2016-2020), this year is key for the thousands of individuals, nations, organisations and partners at the heart of the Movement to form SUN’s course for the future.

The overarching purpose of #SUN10ary is to ensure a moment for every actor to be energised and encouraged through sharing and learning – to find ways to take their fight against malnutrition to the next level, in the time to come – for lasting results.



01

Logotypes



Primary version & language versions

The full lock-up.

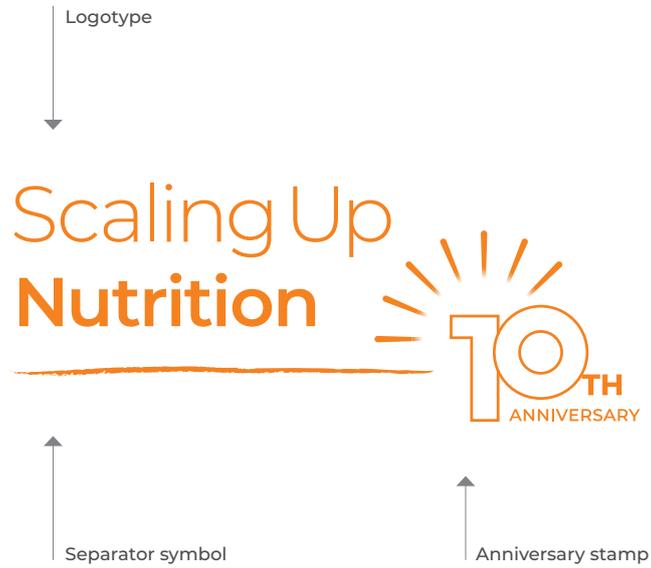


CMYK 0 60 100 0
RGB 245 130 32
HEX #f58220
PANTONE 1375 c

Primary English version

This is the primary version of our logo. It should be used wherever possible. It consists of three elements: logotype, separator symbol and anniversary stamp.

The logo replaces the standard global SUN Movement logo on selected materials for the duration of the anniversary year, and until March 2021.



French version



Spanish version



Clearspace & minimum size

We want people to see our logo clearly across all communications. To make sure it's visible to everyone, we have a defined clearspace and a minimum size for print and digital formats.

Clearspace

Clearspace is defined as the area around the logo that is free of other elements (including page or other surface edges). The space should be kept clear of all type, graphic elements, lines and illustrations.

A clearspace of 1/3 of the logo's height is recommended.

The clear space starts at the outer edges of the logotype and the edges and the baseline of the anniversary stamp.



Minimum size

The minimum size of the logo is measured using the width.

Print

In print, the logo should not appear smaller than 25 mm in width.

Digital

When used digitally the logotype should not appear smaller than 160 pixels in width.



Colour variations

The logotype exists in three colour variations that should be used according to the needs of the application.

Colour

The single colour orange logotype is our preferred logotype and should appear in the majority of our communications.



Black

The black logotype should be used when reproduction limitations rule out the use of the coloured version, or where the legibility of the coloured version is problematic.



Reversed

The white logotype should always be shown against a background of SUN orange, black or any darker solid colours.



Background fields

The logo on the SUN Movement primary colour background fields.

The background field consists of the logo reversed out of solid orange or black, or the positive placed on a field of no greater than 40% value. Avoid colours that compete with the logo.

If the background colour is light enough to provide sufficient contrast, use the primary or positive logo. For darker colour backgrounds, use the reversed version of the logo.



Colour logo on **20%** coloured field



Colour logo on **40%** coloured field



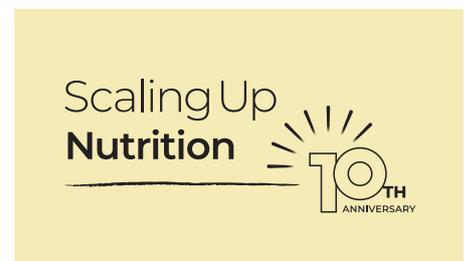
Reversed logo on **100%** coloured field



Reversed logo on **80%** coloured field



Reversed logo on **60%** coloured field



Positive logo on **40%** coloured field

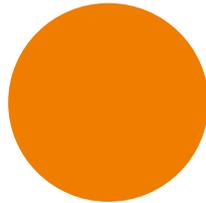
02

Colour

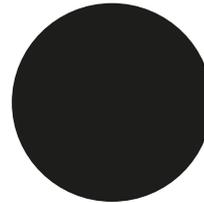
colour palette & tints

Tints: 80% 60% 40% 20%

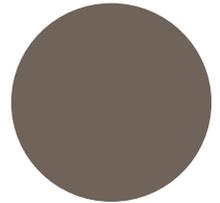
Brand colours



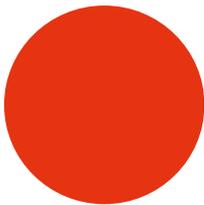
CMYK 0 60 100 0
RGB 245 130 32
HEX #f58220
PANTONE 1375



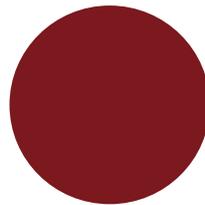
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000
PANTONE Black



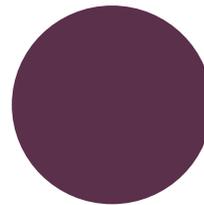
CMYK 48 47 51 38
RGB 111 98 89
HEX #6e6259
PANTONE Warm Grey 11



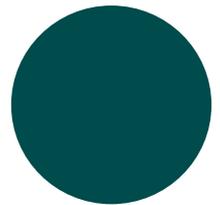
CMYK 0 90 100 0
RGB 230 51 18
PANTONE 2028



CMYK 37 100 87 37
RGB 123 25 30
PANTONE 1815



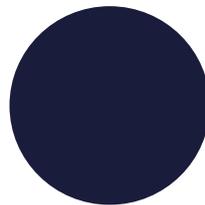
CMYK 65 86 46 34
RGB 91 47 75
PANTONE 511



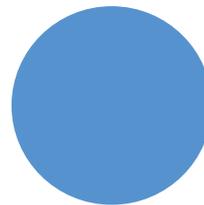
CMYK 100 42 58 45
RGB 0 75 76
PANTONE 7722



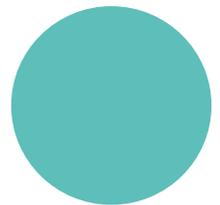
CMYK 11 12 84 0
RGB 236 211 59
PANTONE 7404



CMYK 100 93 40 56
RGB 20 22 58
PANTONE 4146



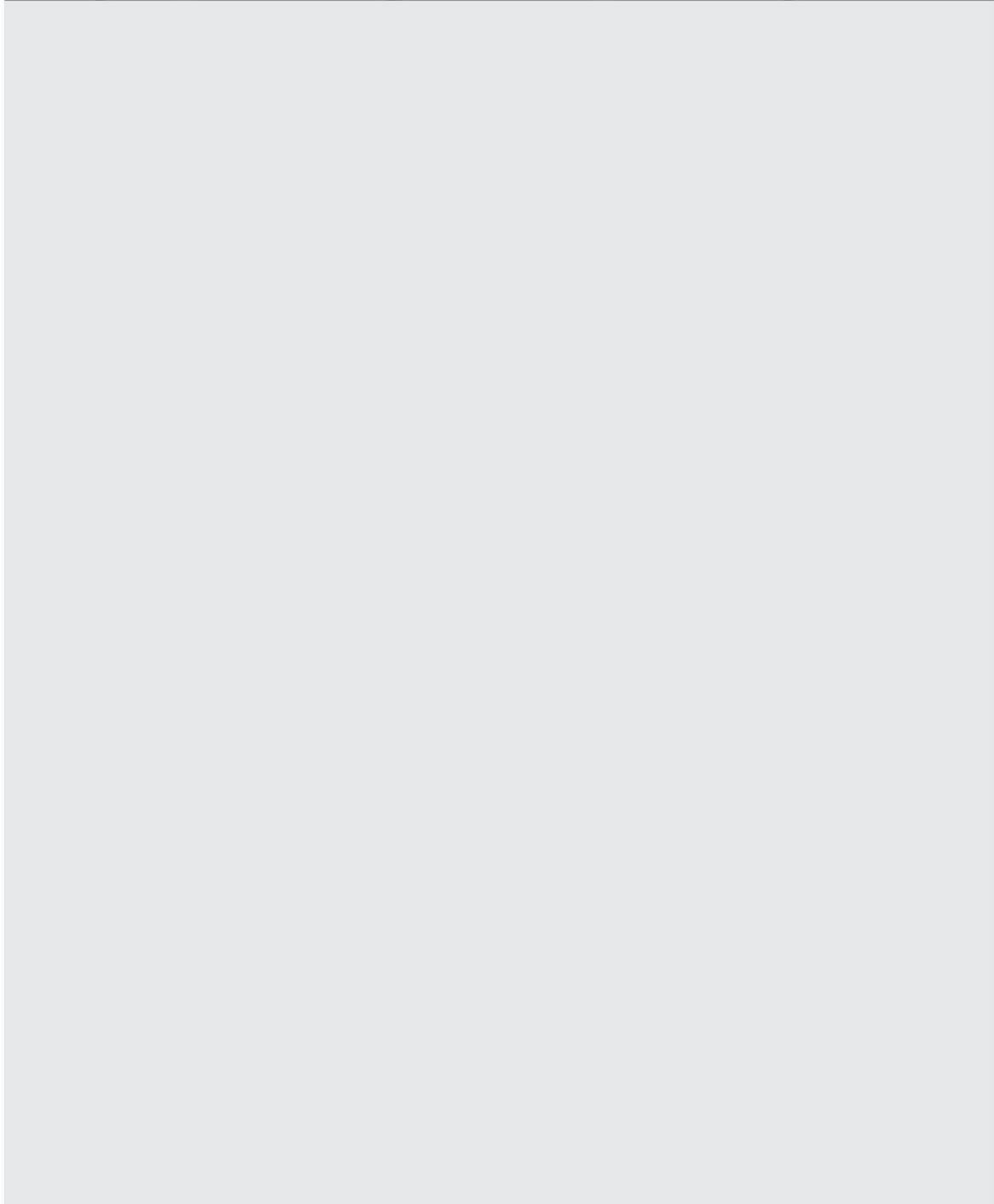
CMYK 68 34 0 0
RGB 75 146 216
PANTONE 279



CMYK 63 0 33 0
RGB 90 190 185
PANTONE 7472

03

Typography



Primary typeface

Montserrat

is the sans serif font used throughout the SUN brand. It serves as the primary font for the brand and features in most of our communication products, including our logo.

A number of Montserrat weights are available, allowing a full range of creative expression.

Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat

Extrabold

Bold

Semibold

Medium

Regular

Light

Extralight

Thin

Secondary
typeface

Vollkorn

is the serif font used throughout the SUN brand. It serves as the secondary font for the brand and features.

A number of Vollkorn weights are available, allowing a full range of creative expression.

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Vollkorn

Black

Black italic

Bold

Bold italic

Semibold

Semibold italic

Medium

Medium italic

Regular

Italic

System typeface

Open Sans

is our system font, and should be used only when it's technically not possible to use our primary typeface, i.e. wherever we can't control how it will appear to the recipient of the communication. Like Montserrat, this exists in a range of weights.

Open Sans
Open Sans
Open Sans
Open Sans
Open Sans

Extrabold

Bold

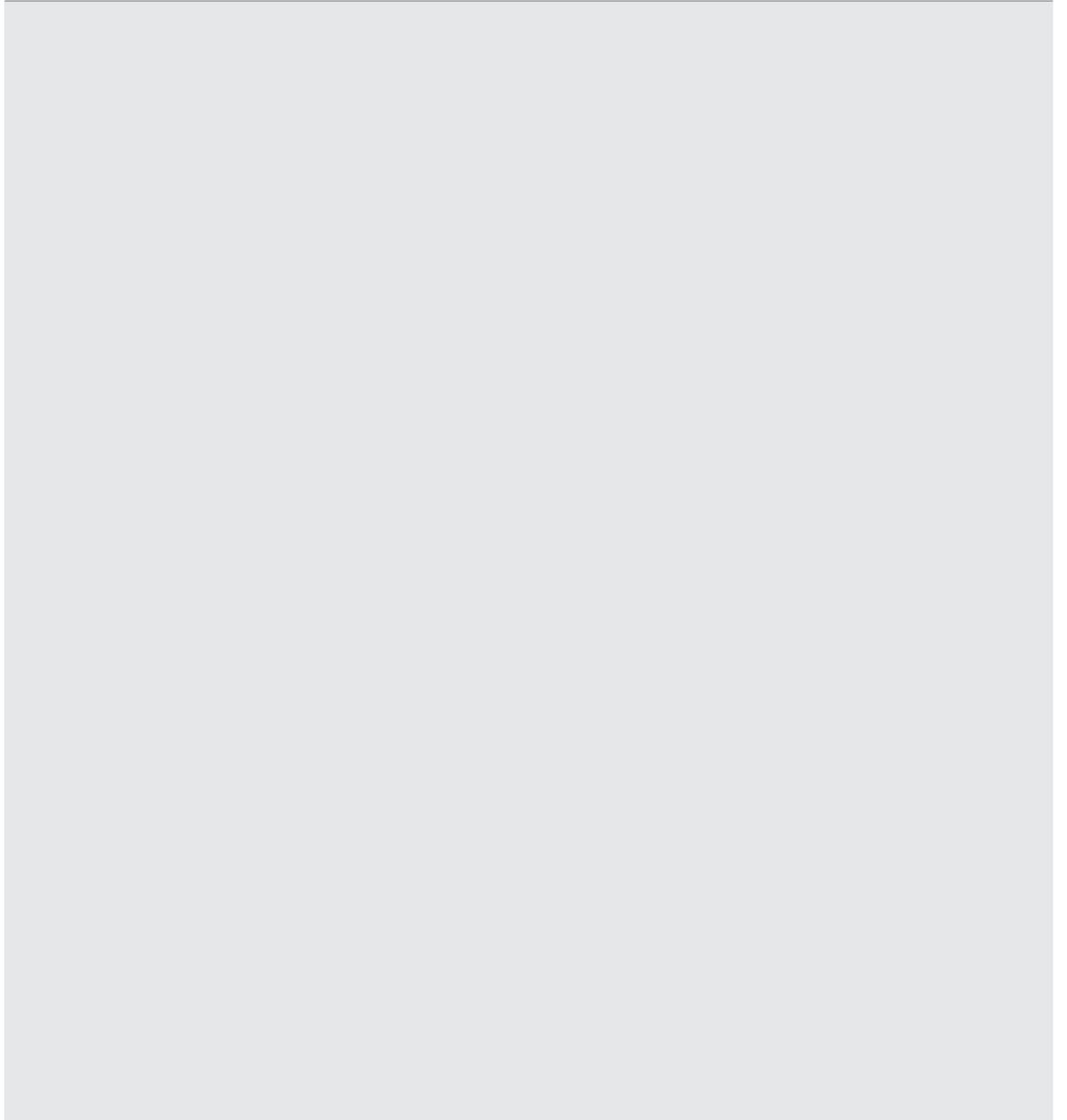
Semibold

Regular

Light

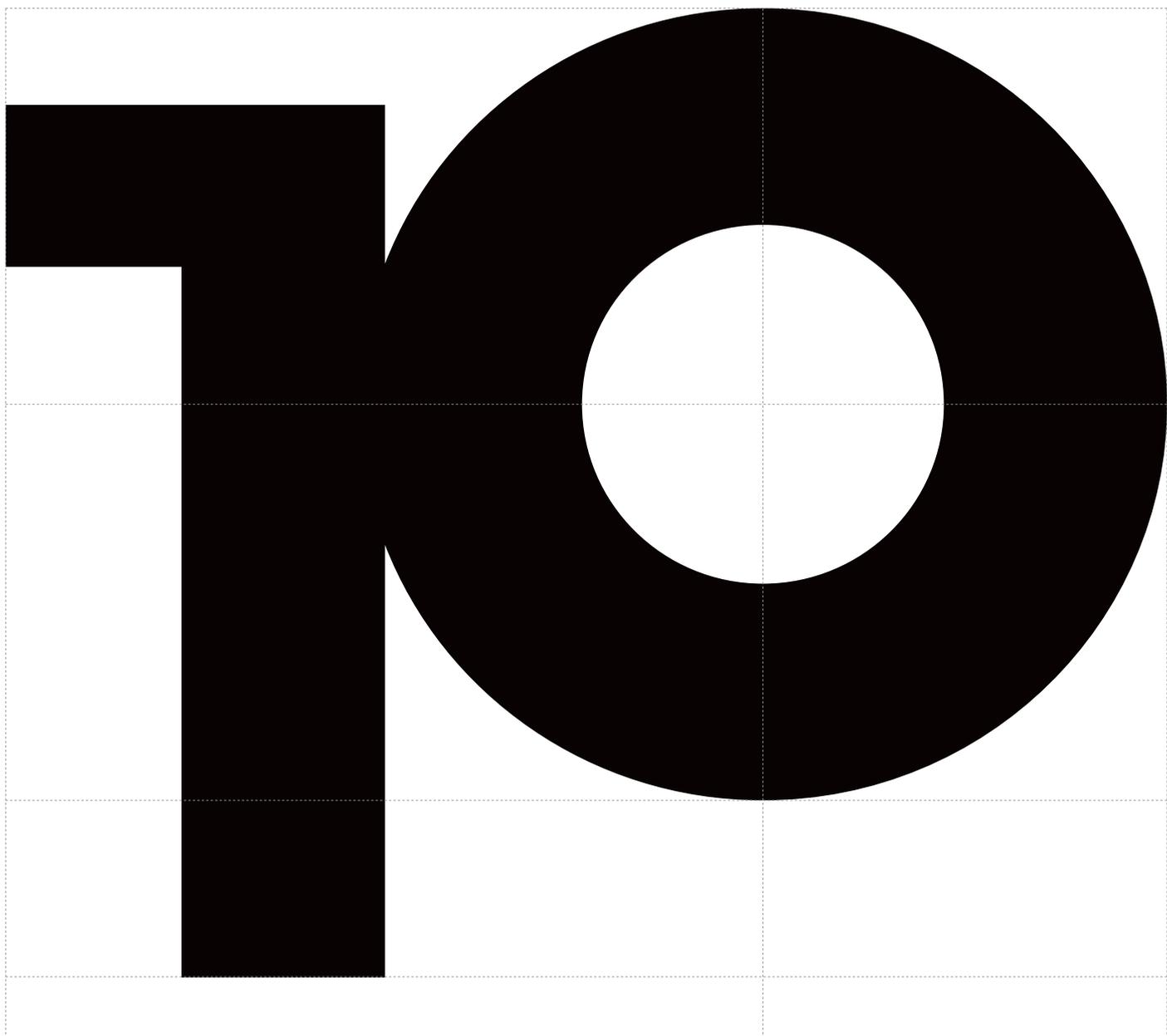
04

Graphic element

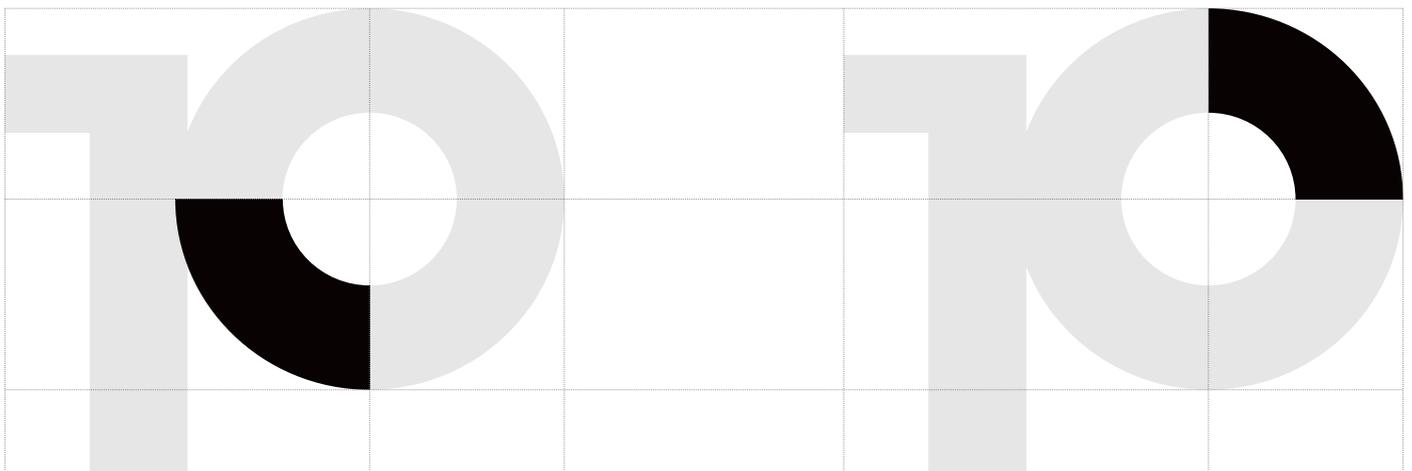
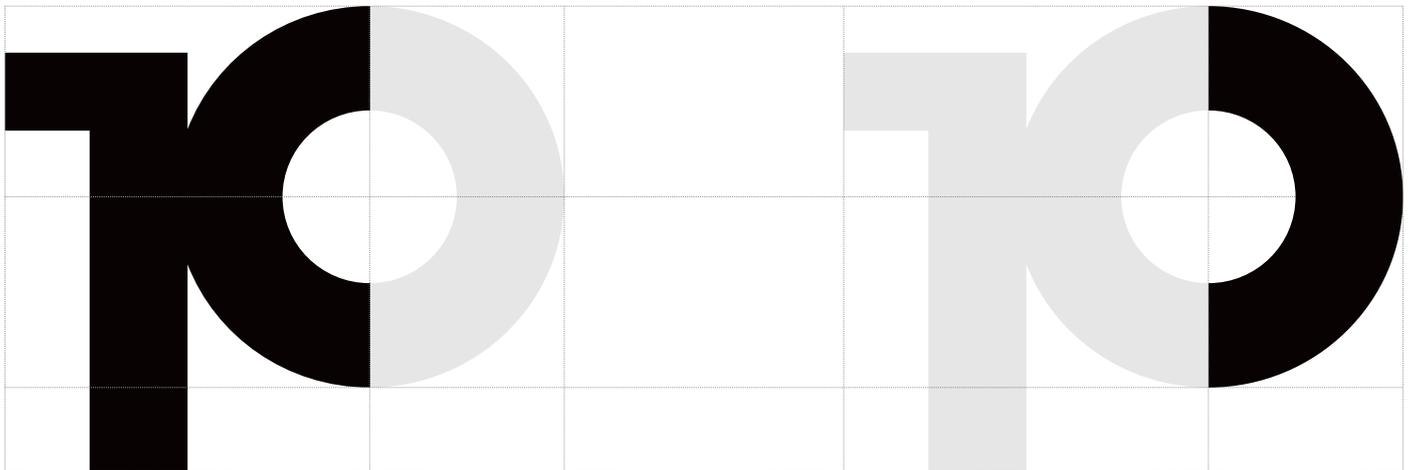
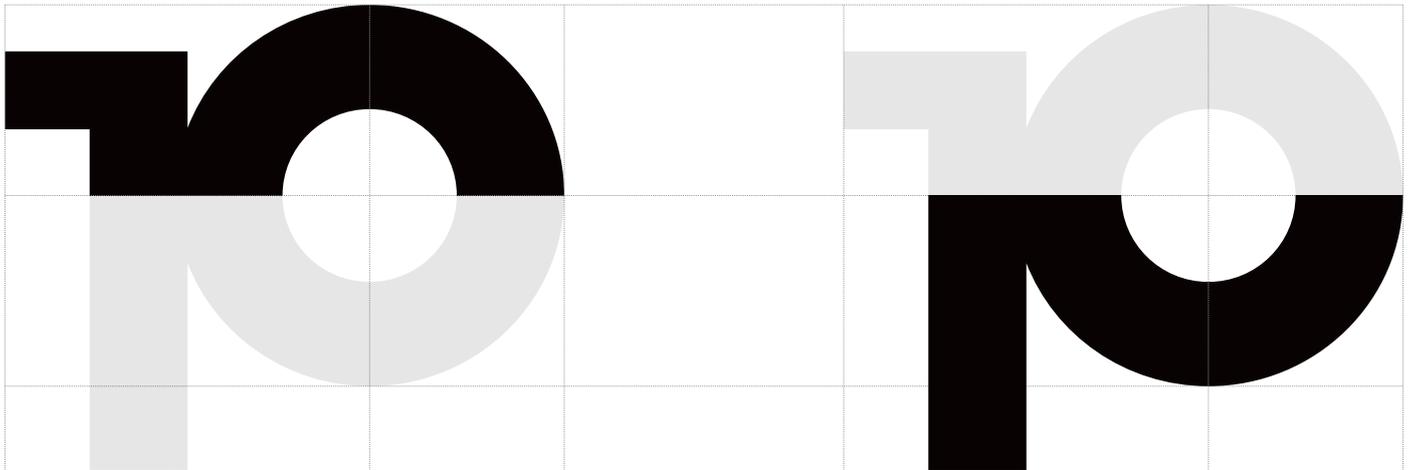


The '10'

Our primary graphic element is the '10' in our anniversary stamp. The element can be used in various crops in both 100% colour and degrees of opacity.



Crop



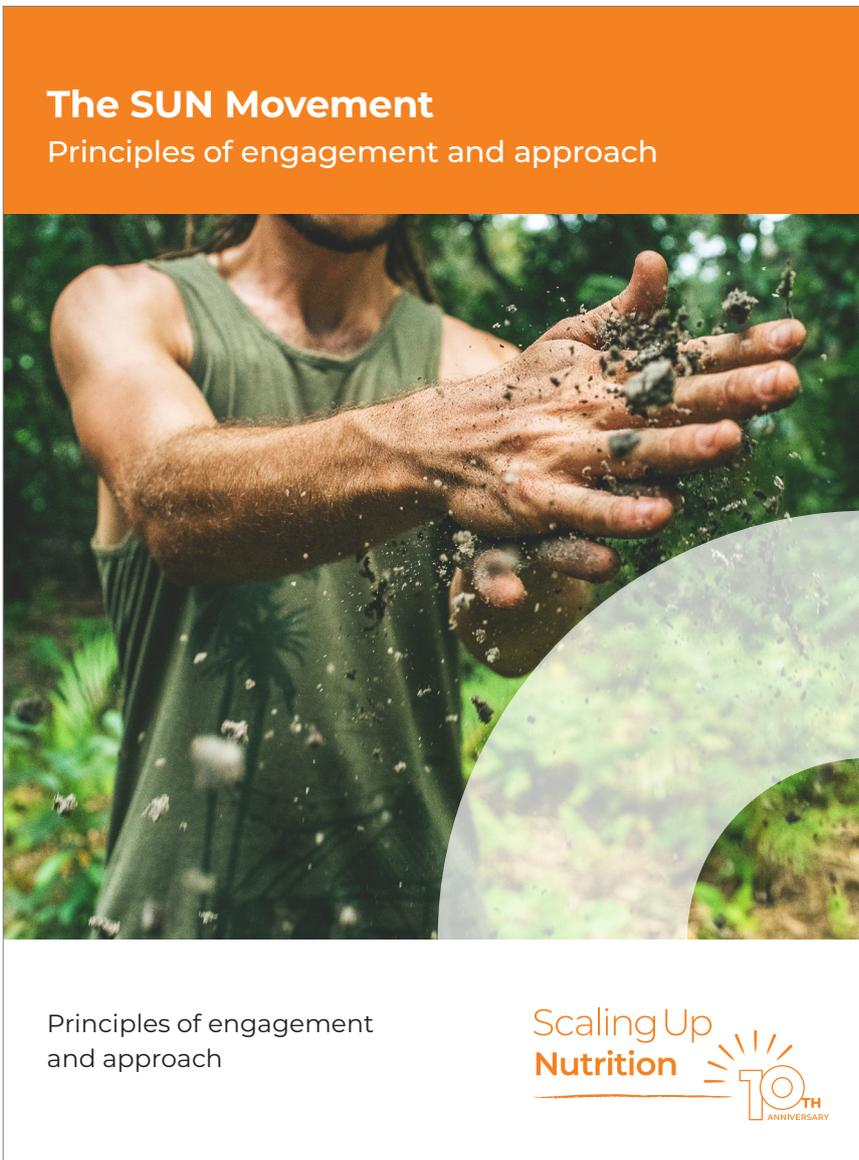
Application examples

Roll-up



Application examples

Booklet cover



The SUN Movement

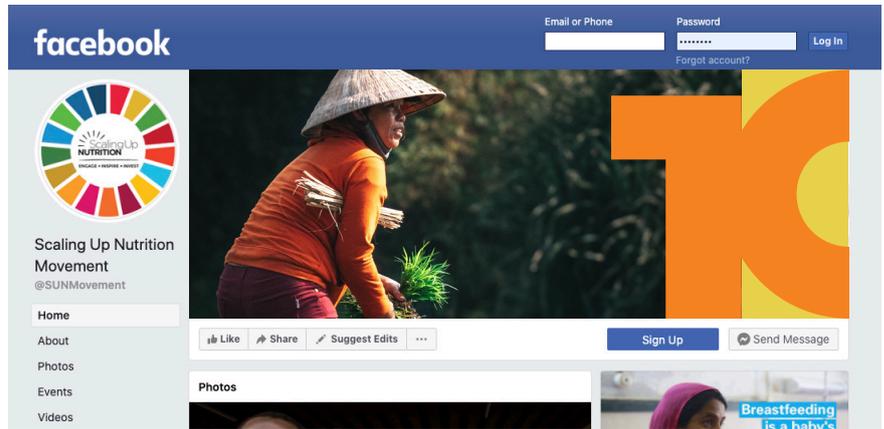
Principles of engagement and approach

Principles of engagement and approach



Application examples

Facebook



Twitter



Social media card



Contact

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 www.scalingupnutrition.org
 www.facebook.com/SUNMovement
 www.twitter.com/SUN_Movement

If you have specific questions or problems concerning the use of the logo, colours, typography or any other element of the visual identity, please contact CAT@scalingupnutrition.org