Brand Guidelines

MYPOL
SUPPORT TO THE REFORM OF THE MYANMAR POLICE FORCE

FIIAPP
COOPERACIÓN ESPAÑOLA

CIVIPOL
CONSEIL

DCAF
a centre for security, development and the rule of law

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

NI·CO

This Project is funded by the European Union

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INTRODUCTION

Welcome to the MYPOL Corporate Identity Guidelines. This document provides guidelines to ensure a ***powerful, professional and persistent image*** *to the project "Support to the Reform of the Myanmar Police Force".*

This document covers the MYPOL project brand aimed to provide its visual identity. Besides a brief explanation on our mission, it **includes guidelines for the use of the project's color palette, typography and logo type**, and **presents templates and applications for stationery papers, business cards, folders, posters, roll-ups and other visibility applications.**

These guidelines should be used when creating any communication and visibility materials/ products for our project. The use of MYPOL corporate identity should distinguish and strengthen the value of our project over the medium and long term in collaboration with all involved stakeholders and in relation to different audiences.

Please take your time to read and understand them.

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ABOUT US

*The **main focus of this project is to bring the Myanmar law enforcement agencies closer to the people,** and to contribute to a more preventive, balanced and professional approach based on the full respect for human rights and international best practices in policing.*

All actions are focused to reach an effective, efficient and accountable police service trusted by the different communities and at the service of the people.

To do so, the project aims to **improve overall institutional capacity of law enforcement agencies, through the support of a broad reform strategy,** including modernization and strengthening of Human Resources management, training institutions and curricula of the Myanmar Police Force.

Based on comprehensive capacity building, the project is **expect to contribute to a more service-orientated police with attention to human rights standards and gender awareness** in three main areas: **Criminal investigation, Community policing and Crowd management.**

To make the police reform more sustainable, the project puts also emphasis on **supporting the reform of the police doctrine and the legal framework,** through promoting public accountability of the Myanmar Police Force and outreach to civil society and media.

In this sense, the project explicitly provides **capacity building directed to the Myanmar Parliament as well as to representatives of Myanmar civil society and the media**, to enable them to oversee and hold the Myanmar Police Force accountable. On the other hand, the strengthening of **relations and interactions between law enforcement agencies, the media and CSOs** is considered key, in order to advance on the path towards a modern police service.

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OUR MISSION

Our mission is to ***develop and implement a joint project based on a collaborative and participatory approach*** *among project implementing agencies and with key stakeholders, promoting shared understanding and mutual support within the different project components.The project's main focus is* ***technical assistance and support for the strengthening and building of capacities, aimed to contribute in a sustainable way to the process of democratic transition and strengthening of the Rule of Law system.***

Our goal is to contribute to:

- A more **people and public service-orientated Myanmar Police Force.**
- A more **effective and efficient Myanmar Police Force.**
- The **improved accountability and regaining of public confidence** into the police service.
- **Improved relations** between the **Myanmar Police Force, CSOs and mass media.**

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OUR COLOURS

MYPOL Sky Blue and MYPOL Blue Grey *are our primary colours and should be* ***used predominantly in all our communications.*** *The colour palette is completed with some* ***secondary colours to transmit aspects of our identity and add impact*** *to our communications.*

MYPOL Sky Blue
CMYK | 59 22 0 0
RGB | 110 171 221
HEX | #6EABDD

MYPOL Blue Grey
CMYK | 32 18 9 40
RGB | 130 140 153
HEX | #828C99

MYPOL Yellow
CMYK | 10 25 80 10
RGB | 217 177 66
HEX | #D9B142

UE Dark Blue
CMYK | 100 79 0 0
RGB | 19 67 149
HEX | #134395

UE Yellow
CMYK | 0 0 100 0
RGB | 255 237 0
HEX | #FFED00

MYPOL Dark Grey
CMYK | 0 0 0 80
RGB | 87 87 86
HEX | #575756

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ARIAL TYPOGRAPHY

*Our primary and only typography is Arial. We use **regular, italic and bold versions** of this typeface for **Body Text** and only **bold version for Headlines.***

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

BodyText | Arial Regular | MYPOL Blue Grey | 10.5 pt

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

HighlightText | Arial Bold | MYPOL Dark Grey | 10.5 pt

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Subhead | Arial Italic | MYPOL Dark Grey | 10.5 pt

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Subhead Highlight | Arial Bold Italic | MYPOL Dark Grey | 10.5 pt

"A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions."

(microsoft.com, 2017)

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789

Heading Text | Arial Bold | MYPOL Dark Grey | 20pt

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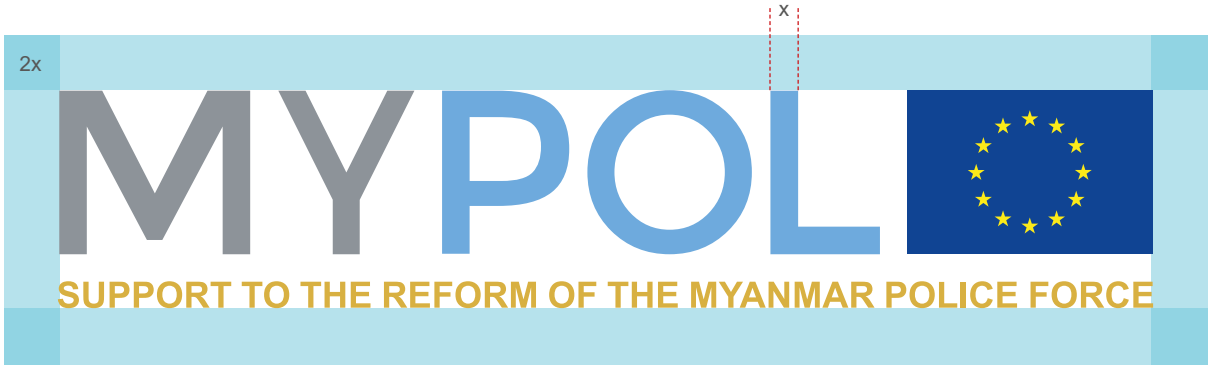
MYPOL LOGO

*There are **multiple configurations and versions of the MYPOL project logo.** Don't worry, we will show you **how to use the correct one according to your needs.***

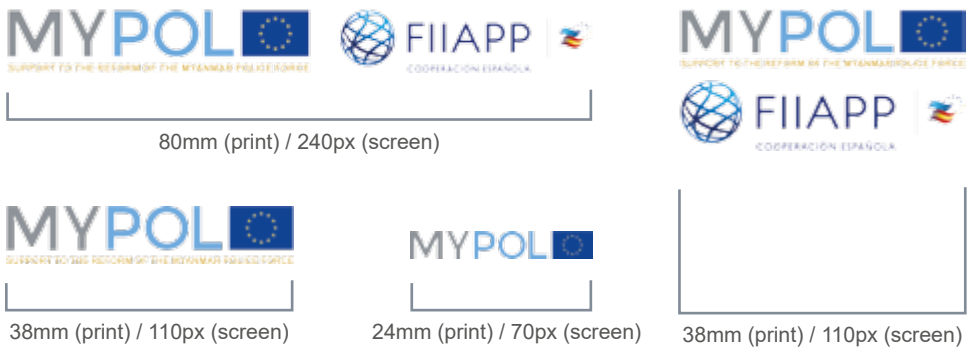
Free space

We must keep an **area of free space around the logo.** No other type or graphic symbol can appear any closer than a distance equal to the **double the height of the blue square holding the star.** This simple and fundamental rule is easy to apply in any context and although these diagrams are accurate, an **approximate design is also valid.**



Minimun size

We should **always reproduce the MYPOL at a size that is clear and legible.** Depending on screen or print resolution you must take into account the following values:



MYPOL reference

When referencing MYPOL in a text, use uppercase for "MYPOL" and title type for "Reform".

For example: "To make police reform more sustainable, MYPOL pays particular attention to service-orientation and international standards in policing, and also provides support to reform of the police doctrine and the legal framework.".

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MYPOL & FIIAPP LOGO

All materials developed by FIIAPP must follow this section guidelines, but when another implementing agency develops its own materials, they can change FIIAPP logo for its institutional logo. We must always maintain the composition, its proportions and never overcoming in high the MYPOL logo.

MYPOL & FIIAPP Horizontal Logo is the preferred logo whenever possible. The **primary form to use the logo is in Full-color Positive**, over a white background. If we must place the logo on a dark background or to use it in Greyscale, then the logo can be used in other versions. **Other versions are also available but they should only be used when first option is not suitable.**

Full-color Positive Logo

Full-color Negative Logo

Greyscale Positive Logo

Greyscale Negative Logo

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LOGO VERSIONS (I)

Although we prioritize a logo composition our logo, it must also ***be accommodated to a wide range of items,*** *from business cards to rollups, from USBs to posters or displays.*

- MYPOL & FIIAPP (Vertical)

The vertical logo has been designed for thin, stretched formats. It should be used where the available space is insufficient for the horizontal logo.

Full-color Positive Logo

Full-color Negative Logo

Greyscale Positive Logo

Greyscale Negative Logo

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LOGO VERSIONS (II)

In some cases the MYPOL logo ***may be placed separately from the FIIAPP logo.*** *In such case, you should separate the logos and* ***confirm your design with FIIAPP Communication Department.***

- MYPOL Shortened Logo (With Tagline)

In this case, the **MYPOL Shortened Logo with Tagline is preferred when the composition space guarantees sufficient legibility of our Tagline:** "Support to the Reform of the Myanmar Police Force"

Full-color Positive Logo

Full-color Negative Logo

Greyscale Positive Logo

Greyscale Negative Logo

- MYPOL Shortened Logo (Without Tagline)

In this case, the MYPOL Shortened Logo without tagline is preferred when the composition space does not guarantee sufficient legibility of our tagline. That logo version is useful for the smallest size formats. For example to print the logo on a USB or a pen.

Full-color Positive Logo

Full-color Negative Logo

Greyscale Positive Logo

Greyscale Negative Logo

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STAR ICON

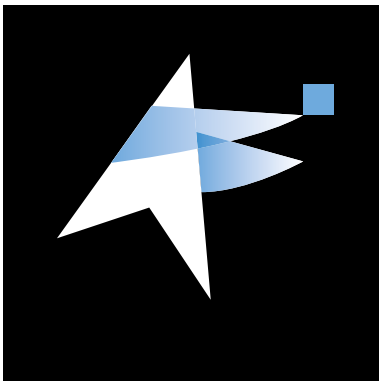
The star icon is a secundary element supporting our logo, as it is a symbol for the EU, Myanmar and Myanmar Police Force. ***A humanized star that helps and builds.***

Star Icon

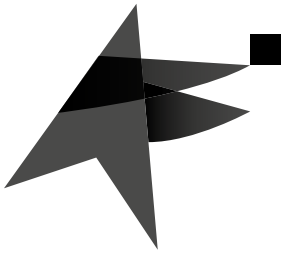
The icon is for use on **websites, mobile apps and marketing materials** to support and achieve greater impact in our communications.

It should never be the cornerstone of our communication and **should always be supported by our project logo.**

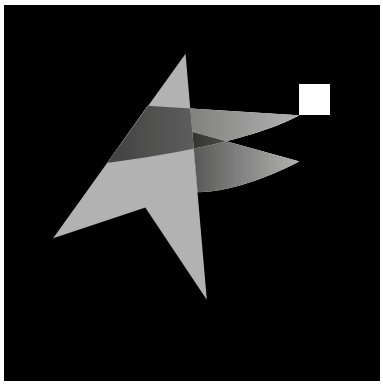
Full-color Positive Icon



Full-color Negative Icon



Greyscale Positive Icon

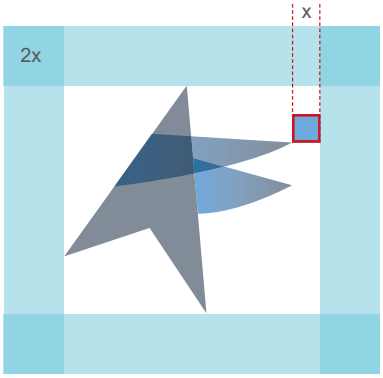


Greyscale Negative Icon

Minimun size & Clear Space

Don't forget we must respect **minimun size and clear space.**

12mm (print) /
36px (screen)



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OTHER ORGANIZATIONS

In addition to FIIAPP, ***our work relies on other international cooperation organizations*** *such as Civipol Conseil, the Democratic Control of Armed Forces (DCAF), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) or the Northern Ireland Co-operation Overseas (NI-CO)*

Other Organizations Logos

All communication materials and visibility products used in throughout project must contain and give visibility to the organizations involved. To ensure that the implementing agencies have the **same weight** within all materials and products, the following design must be used. It can be found in the **footer, to the right of the main logo or under it, separated by a MYPOL Sky Blue line.**

Under main logo

Right of the main logo

70mm (print) / 220px (screen)

In case you need to change FIIAPP's logo for another organization's logo, you should make sure that they all have **equal prominence when sizing logos.** Partner logos may vary in shape, but the **logos should appear optically equal even if they have not the exact same size.**

EU Logo

Also all communication materials and visibility products used throughout the project must contain and give visibility to the European Union logo. This logo should always be displayed in the footer of our materials next to the phrase: "This Project is funded by the European Union"

BRAND IDENTITY APPLICATIONS

We have created our own visual system for the MYPOL project using all the elements presented so far (logos, colors, typographies). Through those everyday applications our project comes to life and used together, the individual elements create visual expressions that reflect our identity.

The **MYPOL project is expressed across a range of applications** including stationery, merchandising, template program files or visibility materials. The following section provides an overview that serves as a **guide to implement our visual system in each application creating a brand consistency and a recognizable identity.**

Stationery example included in our Corporate Identity Guidelines.

Brand implementation is the continuous and consistent application of our project's image in all our communication channels and media so **we are not limited to materials included in the Corporate Identity Guidelines.** This is a **continuous process,** which requires our **supervision, control and care.**

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Calling Cards

- Business Cards

Dimensions: 85 x 55 mm

File name: MYPOL_BusinessCard85x55 (pdf)

For other organizations: MYPOL_BusinessCard85x55_CIVIPOL | MYPOL _BusinessCard85x55_ DCAF | MYPOL_BusinessCard85x55_GIZ (pdf) | MYPOL_BusinessCard85x55_NICO (pdfs)

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US Letter Paper

- Letter

Dimensions: US Letter - ANSI A (215.9x279.4 mm) | DinA4 (210x297 mm) | DinA3 (297x420 mm)

File name: MYPOL_ANSI-A (doc and pdf) | MYPOL_DinA4 (doc and pdf) | MYPOL_DinA3 (doc and pdf)

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Din A5 - Postcard

- Postcards

Dimensions: DinA5 (210x148 mm)

File name: MYPOL_DinA5-Front (doc) | MYPOL_DinA5-Back (pdf) | MYPOL_DinA5-Front (pdf)

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Envelopes DL and C4

- Envelopes

Dimensions: DL (110x220 mm) | C4 (229x324 mm)

File name: MYPOL_EnvelopeC4-229x324 (pdf) | MYPOL_EnvelopeDL-220x110 (pdf)

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Folder with flap and back

- Folder

Dimensions: 307x448 mm

File name: MYPOL_Folder (pdf)

Roll Up

- Roll Up

Dimensions: 1000x2000 mm

File name: MYPOL_RollUp1000x2000 (pdf)

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Poster

- Poster

Dimensions: Super A1 (610x914 mm)

File name: MYPOL_Poster610x914 (pdf)

USB Stick, Mug Cup, ID Card, Tote Bag, Power Point Template, Pens and T-shirt

Other applications

Here you can find some **examples of brand application in different materials.** You can build on them to carry them out or create something new as long as it breathes MYPOL air.

File name for Power Point Template: MYPOL_PPT_Template (pptx)

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CONTACT US

*We hope these guidelines are clear and easy to use. But **if you need any help or additional information on any aspect of the MYPOL identity,** or if you have any comments for us, please contact.*

- FIIAPP Communication Department

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