

VISUAL IDENTITY MANUAL

Guidelines for use of the brand identity
COP-4 Minamata Convention on Mercury

Version February 2022 | Panitia Persiapan COP-4 MCM Dirjen PSLB3 - Kemen LHK



COP-4 INDONESIA

ONLINE 1-5 NOVEMBER 2021
BALI 21-25 MARCH 2022

MAKE MERCURY HISTORY



**MINAMATA
CONVENTION
ON MERCURY**

Concept

BALI
/INDONESIA

NATURE
/ENVIRONMENT

PEOPLE
/CONVENTION

PROTECT



+



=



Color Scheme

The COP-4 Minamata Convention on Mercury logo is composed with **4 colours**.

The **red color** used to represent Indonesia as the host for the COP-4 Minamata Convention.

The **yellow color** represent the Bunga Kamboja of Bali, which also has the same color of the Minamata Convention on Mercury logo.

The **2 gray fading colors** represent the decrease or reduction mercury exposure & poisoning.

The background color on the print media uses a red radial-gradient based on values shown.

Color values of the logo



#CA3727



#6F6F6F



#9D9D9D



#E8BC00



#952824

Format Vector

The vector is provided in *.AI format can be downloaded here:

<https://cop4minamata.menlhk.go.id/cop-4-minamata-convention-on-mercury-logo-vector-format/>



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Typefaces

The typeface family “Roboto” has been selected. It is an open-source typeface family developed by Google, and renders well in print, online, digital and mobile products.

It is a clean, modern typeface, available in several weights, and should be used for all external and internal communication purposes.

Roboto

Roboto

Glyph

Glyphs are decorative elements that are taken from the basic shape of the logo in the form of flowers, people, fish, and black and white Bali-fabric that represent the philosophical values in the COP-4 Minamata Convention on Mercury.

In its use, 2 glyphs can be selected to complement the visual elements in each layout design.



Fish

This shape is taken from the main logo of the Minamata Convention on Mercury



Cambodia flowers and man

The basic shape of the COP-4 Minamata Convention on Mercury logo



Balinese black-and-white plaid

The minimalist form of Balinese black-and-white plaid, symbolizes balance.

Usage

In order to protect and strengthen the status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

Both logos must be used side by side, with a dividing line in between.



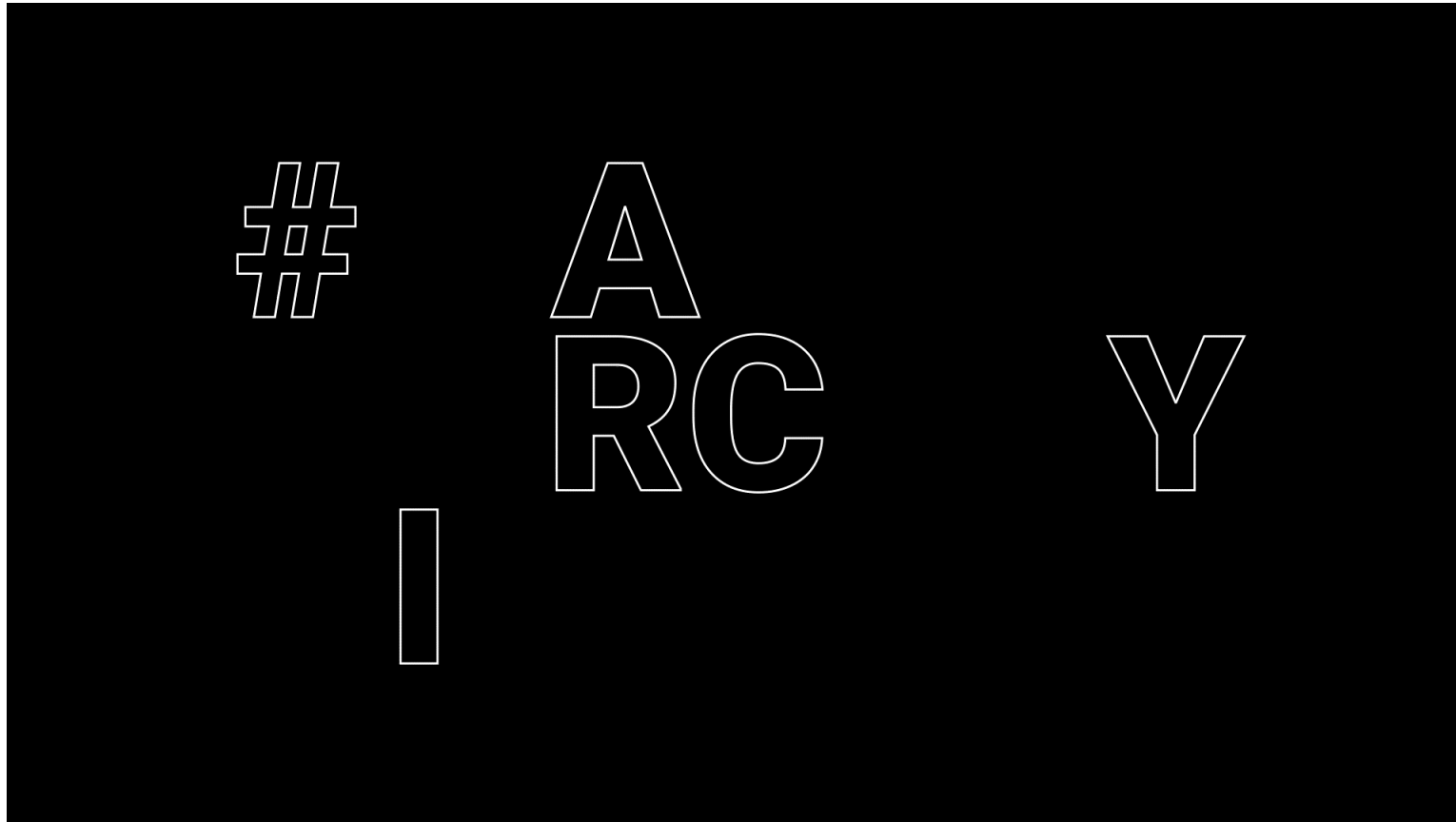
Black and white usage

The COP-4 Minamata Convention on Mercury logo can appear in black (for example, when printing a whole document in grey scale or if the colour scheme of a specific campaign dictate such use).

This type of logo is needed for video content to get a contrasting image.



Logo usage on video content



Click image preview to play the video.

Hashtag

The hashtag *MakeMercuryHistory* is usually attached to our publication on the social networks. It is a metadata tag used to help other users to easily find messages with a specific theme or content.

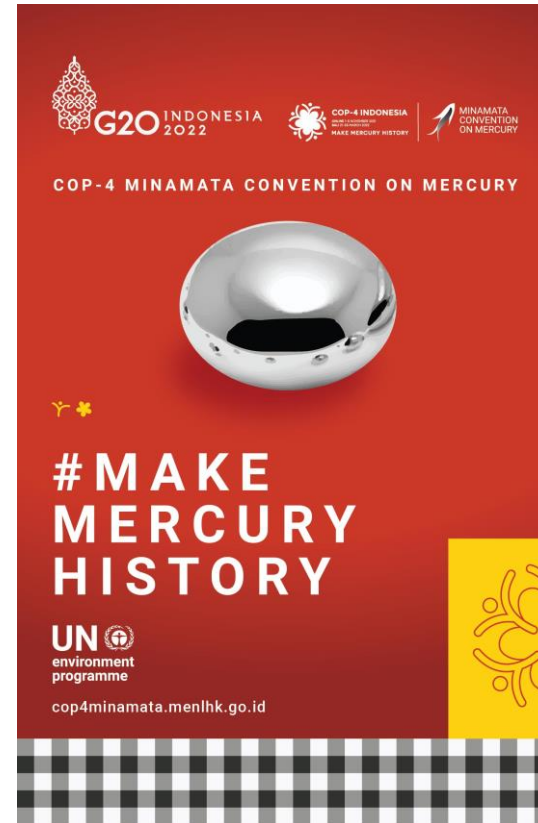
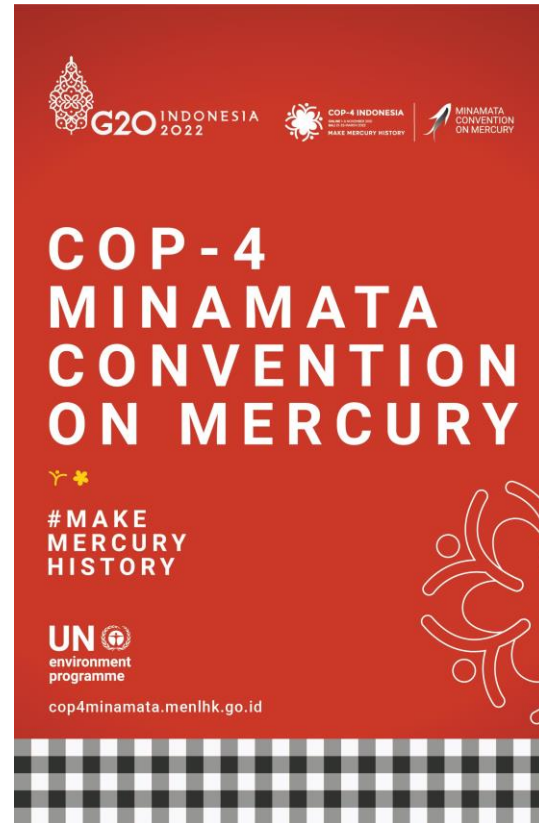
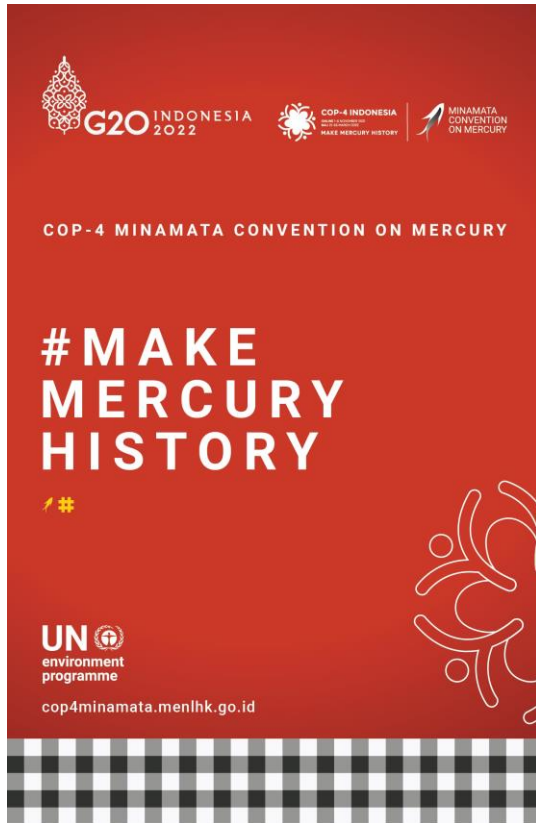
Written in 3 lines by Roboto, Bold. Can be used at the bottom of the publication.

#MAKE MERCURY HISTORY



Implementation

Design implementation on 4x6 billboards



4x6 billboards



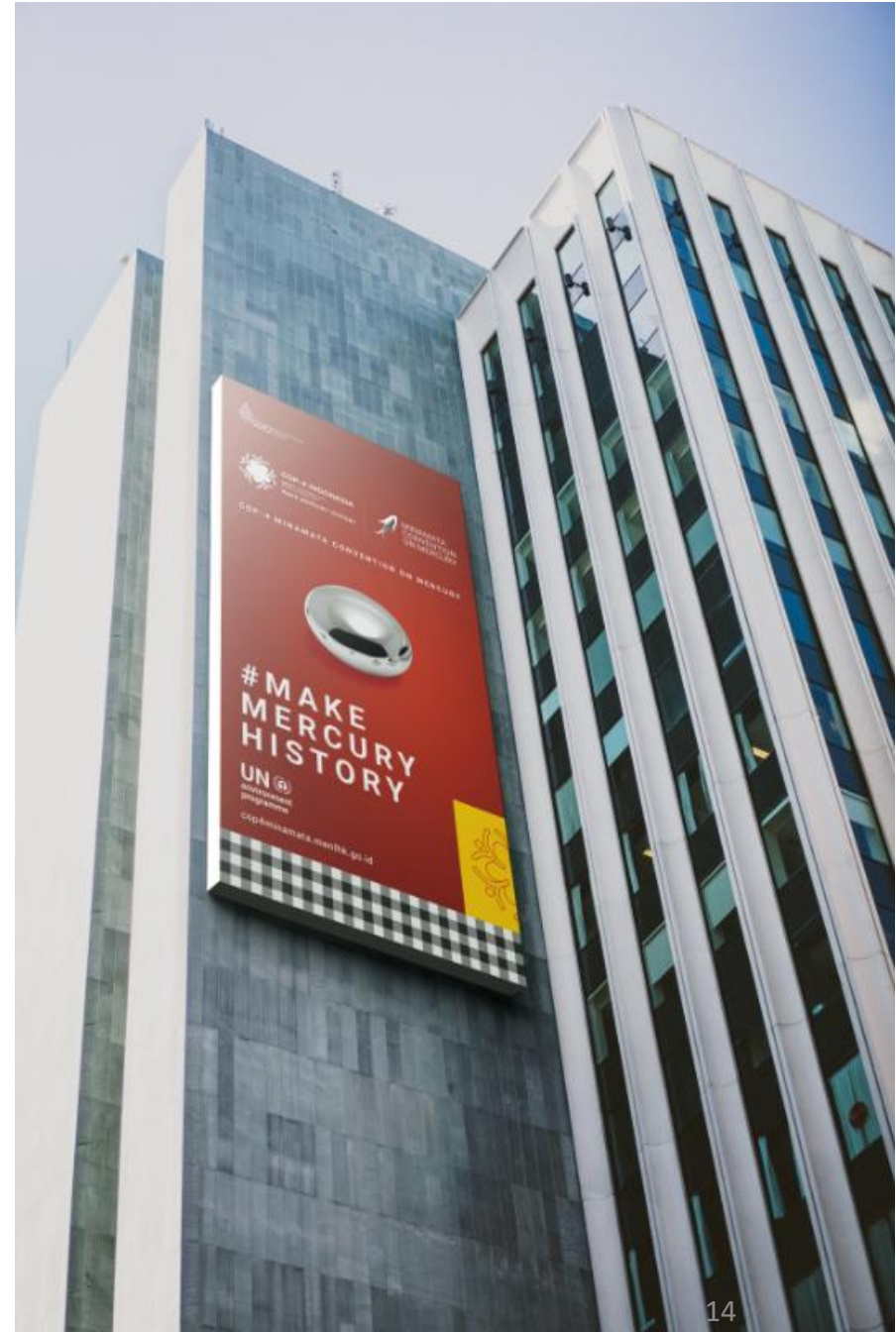
Implementation

Design implementation on 4x7 billboards



4x7 billboards





Design implementation on ID card & lanyard

L2



L1



Design implementation on customizable tumbler.

T1



T2

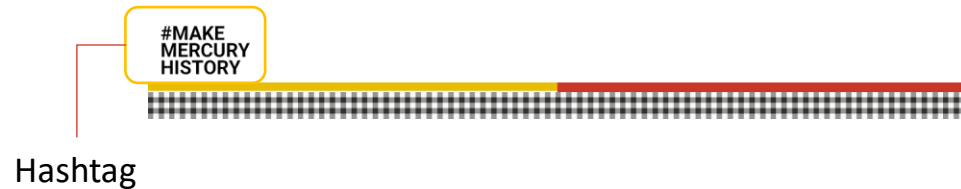
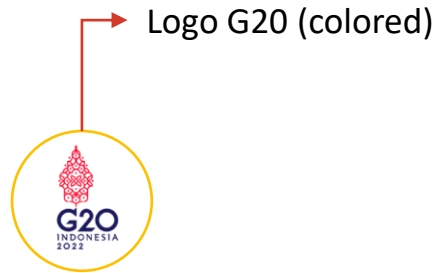






Social media template

Light theme

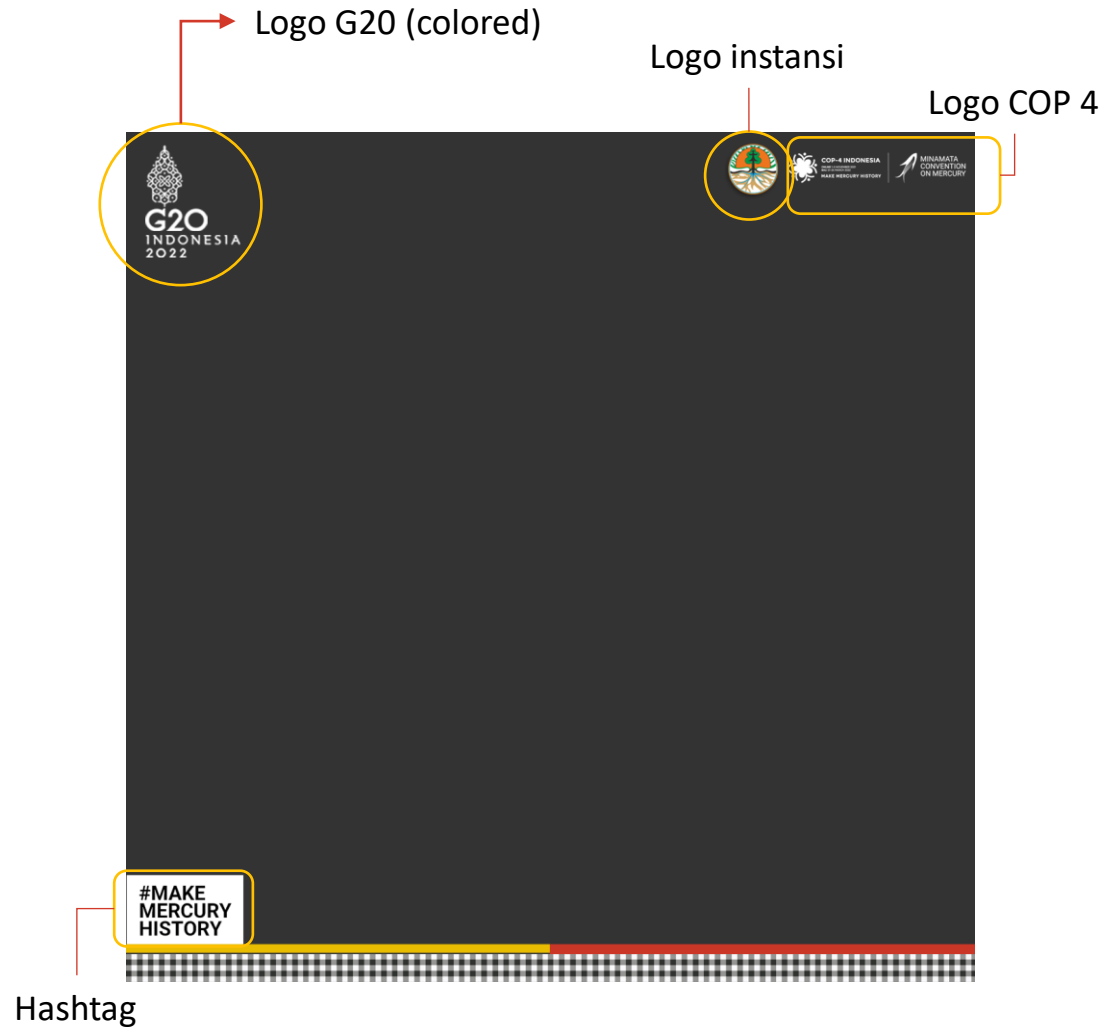


Contoh penggunaan:



Social media template

Dark theme



Contoh penggunaan:

