



CAMBODIA

NATIONAL  
ECOSYSTEM  
ASSESSMENT

**VISUAL IDENTITY  
GUIDES**

# INTRODUCTION

To define its brand, the Cambodia National Ecosystem Assessment has produced these guidelines with details of our visual identity, styles and best practices to create compelling, consistent communication materials that speak with a common visual language.

The purpose of these guidelines is to provide all staff, particularly communications and public relations officers, as well as consultants and service providers, with support and guidance for producing materials involving the Cambodia National Ecosystem Assessment.

These guidelines will help you convey the assessment findings consistently. When we all have a common and more consistent voice, we collectively reinforce and strengthen our messaging and impact at every communication opportunity.

# CONTENTS

## **1.0 INSPIRATION**

- 1.1 Colours and Graphic Elements Inspiration

## **2.0 COLOUR**

- 2.1 Primary Colour Palette & Tints
- 2.2 Secondary Colour Palette & Tints

## **3.0 TYPOGRAPHY**

- 3.1 Primary Typeface
- 3.2 Replacement Typeface

## **4.0 ICONS & PHOTOS**

- 4.1 Iconography Style
- 4.2 Photography Style

## **5.0 GUIDING GRID**

- 5.1 Grid Template

# INSPIRATION

## **1.0 INSPIRATION**

### 1.1 Colours and Graphic Elements Inspiration

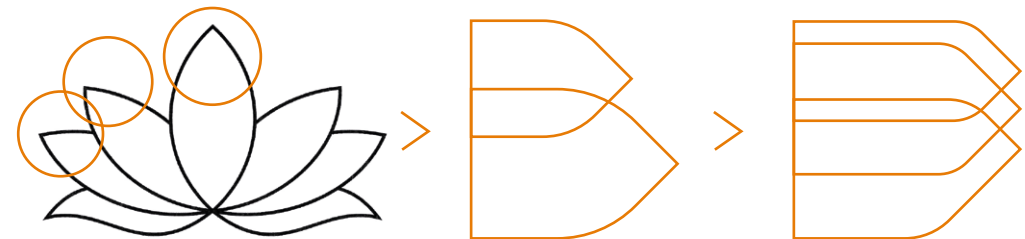
## LOTUS /Nymphaea/

Lotus is the national flower of Cambodia. The figure of Buddha sits symbolically on the flower in both Hindu and Buddhist traditions. Every pagoda is accompanied by a lotus pond and there are many images of the lotus carved in the temples and on inscribed on the pages of famous literature of Cambodia. The flower is one of the most abundant species in the country, naturally taking root in lakes, rivers, ponds, and even roadside ditches. Where it does not grow, Cambodians who love the pink and white blooms plant them. When the lotus flower blooms above murky waters, it is said to symbolize enlightenment and purity. Depending on the variety, the sweet lotus fragrance can be soft and delicately sublime, or intense and heady. The flower is a part of all religious events and culinary feasts.



## THE ORNAMENTAL SYMBOL OF CAMBODIA

An abstract and simplified design of the lotus petals' shape will provide the graphic elements to be used as an image or a text container, or simply enrich the general visual identity using these shapes in different overlapping compositions.



## COLOURS OF CAMBODIA

Sunday is a **RED** cloth, which symbolizes bravery or courage.  
Monday is a **YELLOW** cloth, which represents equality.  
Tuesday is a **PURPLE** cloth, which expresses honesty or loyalty.  
Wednesday is a **LIGHT GREEN** fabric with red reflections, embodying justice.  
Thursday is a **GREEN** fabric, signifying hope.  
Friday is a **BLUE** fabric, meaning forgiveness.  
Saturday is a **DARK PURPLE** fabric, signifying sadness.



# COLOUR

## **2.0 COLOUR**

- 2.1 Primary Colour Palette & Tints
- 2.2 Secondary Colour Palette & Tints

## 2.1 PRIMARY COLOUR PALETTE

Colour is a fundamental component in establishing and communicating the brand identity of the Cambodia National Ecosystem Assessment.

A primary colour palette has been specially chosen, picked and adjusted from Cambodia's culture to guarantee design consistency and to ensure that all documents and reports are easily recognisable.

CMYK	75%	50%	25%
C / 0 M / 55 Y / 100 K / 0			
C / 85 M / 35 Y / 60 K / 20			
C / 0 M / 0 Y / 0 K / 80			

## 2.2 SECONDARY COLOUR PALETTE

Along with the primary colour palette, a secondary colour palette may be used in graphs, charts and infographics, and general segmentation of the document.

Headings, sub-headings, charts and infographics can be set in colour, main body text should be set in 80% black, notes and appendices in secondary colour or shades from primary colours.

The secondary colour palette can also be used to complement the primary colour palette to create a colour harmony to help the design stand out.

CMYK	75%	50%	25%
C / 5 M / 35 Y / 100 K / 0			
C / 60 M / 10 Y / 100 K / 0			
C / 5 M / 70 Y / 100 K / 0			



# TYPOGRAPHY

## **3.0 TYPOGRAPHY**

- 3.1 Primary Typeface
- 3.2 Replacement Typeface

**Open Sans** with its variety of fonts, has been chosen as the primary typeface for all communication materials and reports.

When used consistently, it unifies messaging and creates familiarity and consistency.

Open Sans ExtraBold in CAPS for titles.

Open Sans Bold in CAPS for headings, sub headings and pull quotes.

Open Sans Regular for body copy, captions and credits.

Open Sans Regular Italic for notes and credits.

Open Sans is available in few other weights, this will provide a wider choice of font weights that can be used at the designer's discretion depending on the design direction and needs.

### **Open Sans XBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Open Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Open Sans Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### About

Open Sans is a humanist sans serif typeface designed by Steve Matteson. It is optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. The font is licenced under the Open Font License.

Open Sans can be downloaded via Google Fonts via this link:  
<https://fonts.google.com/specimen/Open+Sans/about>

**Arial** with its variety of fonts, has been chosen as the replacement typeface in situations when Roboto is not available. Arial can also be used within word documents and presentations, etc.

Please use Arial as recommended below:

Roboto Black to be substituted with Arial Black in CAPS for titles.

Roboto Bold to be substituted with Arial Bold in CAPS for headings, sub-headings and pull quotes.

Roboto Regular to be substituted with Arial Regular for body copy, captions and credits.

Roboto Regular Italic to be substituted with Arial Regular Italic for photography credits.

### **Arial Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Arial Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

# ICONS & PHOTOS

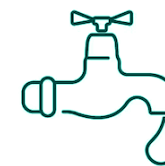
## **4.0 ICONS & PHOTOS**

- 4.1 Iconography Style
- 4.2 Photography Style

## 4.1 ICONOGRAPHY STYLE

Icons can help simplify complex ideas and translate messages quickly. Every icon we use should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to the Cambodia National Ecosystem Assessment. We chose icons in an outline style for clarity and visual flow.

Please refer to the icon example below for the recommended colour treatment.





People should be in their natural surroundings in their daily life context.

When using pictures of children and minors, please ensure that permission has been explicitly given by their parents or legal guardian.

Images should be in high resolution, please avoid pixelated or blurred images.

Images should always be credited to the photographer, the illustrator or the owner along with the date wherever possible. For example, © Name of Photographer / December 2023.

A monochromatic colour treatment or colour overlay may be used if the design requires such treatment as an optional direction.



# GUIDING GRID

## **5.0 GUIDING GRID**

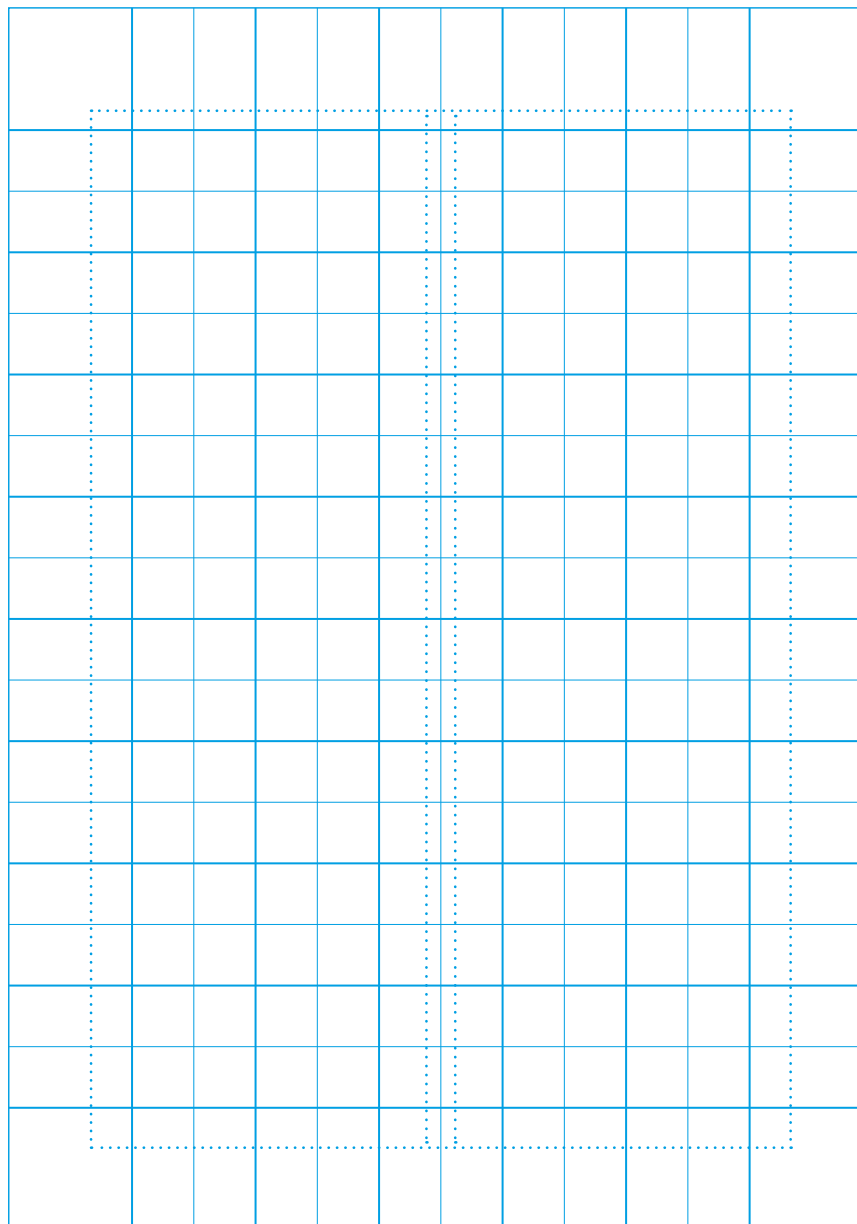
### 5.1 Grid Template

This grid template is designed to be used as a blueprint for the correct placement of the following contents: text, photos, infographics, graphic elements, charts and tables.

This will ensure a balanced design with a smooth eye flow to ensure clarity and consistency.

It will also help provide flexibility and unlimited placement options for the contents of any future designs.

The grid template is based on an A4 page and can be used vertically or horizontally depending on the design choice.







CAMBODIA  
NATIONAL ECOSYSTEM ASSESSMENT  
VISUAL IDENTITY GUIDES  
© 2024