



Mangroves for the Future
INVESTING IN COASTAL ECOSYSTEMS

Mangroves for the Future Identity Guidelines

August 2014

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INTRODUCTION

Mangroves for the Future (MFF) is a unique partner-led initiative to promote investment in coastal ecosystem conservation for sustainable development.

It provides a collaborative platform among the many different agencies, sectors and countries which are addressing challenges to coastal ecosystem and livelihood issues, to work towards a common goal across the region.

It is this common goal that makes MFF unique, and it is important that we show this in a clear and consistent way.

For MFF, the Identity Guidelines encompass use of the MFF logo, co-branding bar, colours, style of layout (including font and font size), and use of language.

The Identity Guidelines help us express our work in a way that clearly supports MFF's key messages, wherever we are. They also guide the organizations who use our logo, as partners or participants in MFF's activities.

Our voices are diverse; and that reflects the uniqueness of the organizations, countries and communities which have joined hands to reach a common goal. By using the MFF Identity consistently, we advance the mission of MFF and demonstrate the uniqueness of our shared vision.

For more information on using these guidelines, contact the MFF secretariat at: secretariat@mangrovesforthefuture.org

MFF Secretariat

LOGO

The MFF logo should always appear in the right hand corner of programme documents and other promotions or publicity material.

When displaying a partner logo not included in the co-branding bar, their logos can be placed opposite the MFF logo at a similar size, or lined up if multiple partners are being profiled.

The MFF logo can be placed in the upper left hand corner if there is a conflict with a partner's branding.

MFF institutional partners should only include their logo on the same line as MFF if they have made a financial contribution to the product or activity being represented. Otherwise they are represented in the Co-branding bar (see next page).

Colour specifications are provided below in Cyan (C) Magenta (M) Yellow (Y) Black (K) a standard for offset printing. A white version of the logo is also available for use on dark backgrounds, or over photographs.

FULL COLOUR: BLUE = C 80 M 40 Y 5 K 5 GREEN: C 42 M 5 Y 100 K 5



GRAYSCALE: DARK GRAY= 75% LIGHT GRAY = 45%



CO-BRANDING

The co-branding bar should always appear on either the lower front or back of programme documents or promotions/publicity material. The logos should appear in the following order:

Line 1: Bangladesh, Cambodia, India, Indonesia, Maldives, Pakistan Seychelles, Sri Lanka, Thailand, Viet Nam

Line 2: UNDP, IUCN, CARE, FAO, UNEP, Wetlands International, Danida, Norad, Sida (Note: Sida uses logo of Sweden but is referred to as Sida in text)



LOGO FILE TYPES

Logo files are available from the MFF Regional Secretariat. The logo and co-branding is available in three file types:

- General use (JPG) – regular quality used for office documents, letters, etc.
- Professional (AI, PDF) – highest quality (high resolution) and editable in Adobe Illustrator; used for print applications like publications, promotion materials (e.g., banners), etc.
- Web (small JPG, GIF) – used for MS Powerpoint presentations, websites, email.

PROJECT BRANDING

It is important for MFF and its partners to be recognized for the projects they support. It is also important that the national and local organizations undertaking MFF projects are recognized for their contribution.

To easily achieve both of these objectives, projects or actions which receive MFF funding must at a minimum include the logo below (with website address) prominently on the materials they produce.

The only condition is that the website text be large enough to be legible.



Fully funded MFF activities at the NCB or regional level must follow the full MFF Identity Guidelines.

STANDARD DESCRIPTION OF MFF

Long version

Recommended for back cover of publications or print communication materials

Mangroves for the Future (MFF) is a unique partner-led initiative to promote investment in coastal ecosystem conservation for sustainable development. Co-chaired by IUCN and UNDP, MFF provides a platform for collaboration among the many different agencies, sectors and countries which are addressing challenges to coastal ecosystem and livelihood issues. The goal is to promote an integrated ocean-wide approach to coastal management and to building the resilience of ecosystem-dependent coastal communities.

MFF builds on a history of coastal management interventions before and after the 2004 Indian Ocean tsunami. It initially focused on the countries that were worst affected by the tsunami -- India, Indonesia, Maldives, Seychelles, Sri Lanka and Thailand. More recently it has expanded to include Bangladesh, Cambodia, Pakistan and Viet Nam.

Mangroves are the flagship of the initiative, but MFF is inclusive of all types of coastal ecosystem, such as coral reefs, estuaries, lagoons, sandy beaches, sea grasses and wetlands.

The MFF grants facility offers small, medium and large grants to support initiatives that provide practical, hands-on demonstrations of effective coastal management in action. Each country manages its own MFF programme through a National Coordinating Body which includes representation from government, NGOs and the private sector.

MFF addresses priorities for long-term sustainable coastal ecosystem management which include, among others: climate change adaptation and mitigation, disaster risk reduction, promotion of ecosystem health, development of sustainable livelihoods, and active engagement of the private sector in developing sustainable business practices. The emphasis is on generating knowledge, empowering local communities and advocating for policy solutions that will support best practice in integrated coastal management.

Moving forward, MFF will increasingly focus on building resilience of ecosystem-dependent coastal communities by promoting nature based solutions and by showcasing the climate change adaptation and mitigation benefits that can be achieved with healthy mangrove forests and other types of coastal vegetation.

MFF is funded by Danida, Norad and Sida.

Learn more at: www.mangrovesforthefuture.org

Medium version

Recommended for websites or online communication materials, or for print materials with limited space

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The goal is to promote an integrated ocean-wide approach to coastal management and to building the resilience of coastal communities in Bangladesh, Cambodia, India, Indonesia, Maldives, Pakistan, Seychelles, Sri Lanka, Thailand and Viet Nam.

Mangroves are the flagship of the programme, but MFF is inclusive of all types of coastal ecosystem, such as coral reefs, estuaries, lagoons, sandy beaches, sea grasses and wetlands.

The emphasis is on generating knowledge, empowering local communities and governments, and working to promote policy solutions that will support best practice in integrated coastal management.

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Short version

Recommended for press releases or online articles

Mangroves for the Future (MFF) is a partnership-based regional initiative which promotes investment in coastal ecosystem conservation for sustainable development. MFF focuses on the role that healthy, well-managed coastal ecosystems play in building the resilience of ecosystem-dependent coastal communities in Bangladesh, Cambodia, India, Indonesia, Maldives, Pakistan, Seychelles, Sri Lanka, Thailand and Viet Nam. The initiative uses mangroves as a flagship ecosystem, but MFF is inclusive of all types of coastal ecosystem, such as coral reefs, estuaries, lagoons, sandy beaches, sea grasses and wetlands. MFF is co-chaired by IUCN and UNDP, and is funded by Danida, Norad and Sida.

Learn more at: www.mangrovesforthefuture.org

STANDARD CREDIT PAGE TEXT FOR MFF PUBLICATIONS

Recommended for all reports to be published by MFF

The designation of geographical entities in this book and the presentation of the material do not imply the expression of any opinion whatsoever on the part of International Union for Conservation of Nature (IUCN) or Mangroves for the Future (MFF) concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The views expressed in this publication do not necessarily reflect those of IUCN or Mangroves for the Future, nor does citing of trade names or commercial processes constitute endorsement.

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Cover photo: Mangrove forest killed by sand accumulation at Thanh Phu District, Ben Tre Province (Ing. Thorsten Albers)

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And at www.mangrovesforthefuture.org

STANDARD PREFACE TEXT PAGE FOR MFF PUBLICATIONS

Recommended for all reports to be published by MFF

Preface

Coastal communities in many parts of Asia are particularly vulnerable to the impacts of climate change, with increased severity of extreme weather events directly affecting the lives of millions of people and damaging the ecosystems and resources they rely on for everyday survival.

This report has been produced as part of the Mangroves for the Future (MFF) initiative. MFF is a unique partner-led initiative to promote investment in coastal conservation for sustainable development. Co-chaired by IUCN and UNDP, MFF works to restore the health of coastal ecosystems as a contribution to building resilience in coastal communities in Asia. The emphasis is on generating knowledge, empowering local communities and governments, and working to promote policy solutions that will support best practice in integrated coastal management.

Moving forward, MFF will increasingly focus on building resilience of coastal communities by promoting ecosystem-based approaches and by showcasing the climate change adaptation and mitigation benefits that can be achieved with healthy mangrove forests and other types of coastal vegetation.

Healthy coastal ecosystems play a major role in helping coastal communities to adapt to climate change impacts. Mangroves and other coastal vegetation support biodiversity conservation and enable improvements in livelihoods and human well-being, while also providing cost-effective risk reduction against such threats as coastal erosion, storm surges and tsunamis. Mangroves also offer potential for mitigating climate change impacts through their high carbon storage capacity, thereby contributing to the Reducing Emissions from Deforestation and Degradation (REDD+) process.

At the same time, MFF is working to improve the effectiveness of governance and management of coastal resources by promoting models of co-management, payment for ecosystem services and similar resource-sharing mechanisms that will benefit traditional coastal communities. This is particularly important given that conservation may often appear to have high opportunity costs when other uses of natural areas (notably aquaculture) are more profitable in the short term, and that the local communities most affected by natural resource decision making may not have a voice.

This report is one of many which highlight ecosystem-based approaches being developed and tested around Asia. It is being produced and shared by MFF in order to serve as a resource and learning tool for coastal management practitioners, but also to help in raising awareness of the many issues and challenges which surround the protection of Asia's coastlines and the communities they support.

INTELLECTUAL PROPERTY RIGHTS

MFF Secretariat has produced the following guidelines on intellectual property rights relating to the publication of information produced as a result of work contracted by MFF, or information obtained from MFF. These guidelines apply particularly to the publication of results; from contracted studies by MFF; other reports and reviews contracted by MFF; and results/reports/and outputs from MFF funded project activities.

Copyright

MFF contracts are prepared using an IUCN template, which is a legal document signed by IUCN on behalf of MFF. The clause relating to intellectual property rights is:

IUCN and *[insert name/acronym of organization/institution]* shall be joint owners of all outputs produced under this contract. All events and outputs must acknowledge IUCN. Any use of IUCN's name and logo must have the prior written approval of IUCN. All information generated from the project may be used by both IUCN and *[insert name/acronym of organization/institution]* for non-commercial purposes. Procedures for dissemination and use of project outputs shall be agreed in writing by IUCN and *[insert name/acronym of organization/institution]*.

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Acknowledgement

Publications and outreach materials **fully funded** by MFF will include the following statement:

Produced by Mangroves for the Future with the financial support of Danida, Norad and Sida.

Publications and outreach materials **partially funded** by MFF will include the following statement:

Produced in part by Mangroves for the Future with the financial support of Danida, Norad and Sida.

Other assistance received from MFF partners (countries, organizations or individuals) should also be acknowledged.

Disclaimer

Published reports based on MFF supported work must include the above acknowledgement, plus the following **statement of indemnity**:

The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of IUCN, International Union for the Conservation of Nature, Mangroves for the

Future (MFF), or *[insert name/acronym of organization/institution]* concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries. The views expressed in this publication do not necessarily reflect those of IUCN or MFF, nor does citing of trade names or commercial processes constitute endorsement.

Citing information obtained from MFF

In cases where authors have used information obtained from published MFF documents, the source document should be cited in the text and the full reference should be given in the bibliography, or reference list, at the end of the document.

In cases where authors have requested unpublished information from MFF, it should be acknowledged in the text as “Source: Mangroves for the Future (MFF) initiative, unpublished.”

Additionally, more extensive use of unpublished information should also be recognized in the document’s acknowledgements section.

Translating MFF Publications

Any request to translate MFF publications or unpublished material requires prior written permission from the MFF Secretariat. Translated publications must cite the original document, with clarification of whether it is a completely translated document, or just a summary (partial), or modified (edited) version.

TYPOGRAPHY

Title (Arial 24pt Blue)

Subtitle (Arial P14pt, Black)

Heading 1 (Arial 18 pt, Blue)

Heading 2 (Arial 14 pt, Blue)

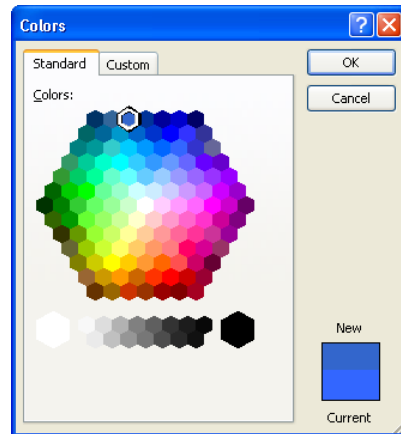
Heading 3 (Arial 11 pt, bold)

Text – Normal (Arial 11 pt, left aligned)

- Bullet Style

1. Numbered list

Table Header			
Table text			



NOTE: For black and white documents, blue may be replaced with black

STYLE GUIDE

MFF has adopted the IUCN Style Guide for text. The Style Guide is for anyone involved in the writing and production of any MFF publication or other document.

It ensures that the language is clear and correct and that abbreviations, grammar, spellings, scientific terminology, etc. are consistent and follow established norms.

The Style Guide uses the Oxford University Press Style Manual and the Oxford English Dictionary for spelling. It should be used alongside the MFF Identity Guidelines, and other guidelines produced by the MFF Secretariat.

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NAME CARD

Sample (front)



Sample (back)



POWERPOINT TEMPLATE

Title slide

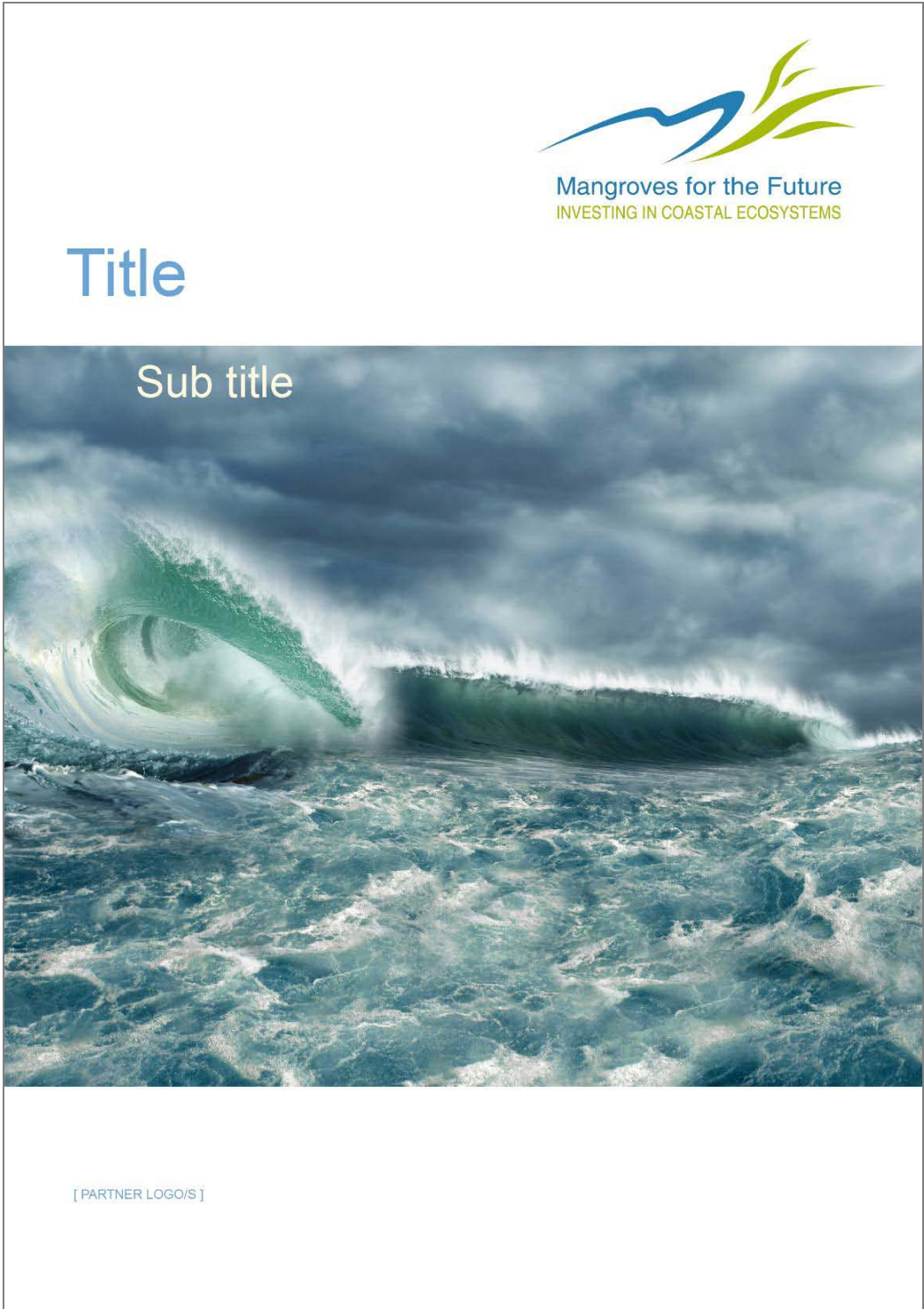


Standard slide



PUBLICATIONS

Front cover sample





About Mangroves for the Future

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POSTER / BANNER



Mangroves for the Future
INVESTING IN COASTAL ECOSYSTEMS

A multi-partner initiative to build a better knowledge-base, strengthen empowerment and enhance governance for sustainable coastal ecosystem management





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