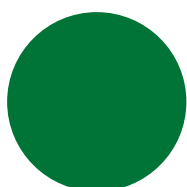


Colors

The refreshed brand includes the traditional green together with a bold complementary color palette for use in communications materials. The orange and yellow from the logo icon are included, together with three additional colors, representing dry areas, water, and productivity and growth.

The primary green should always be included as the main color in communications materials; other secondary colors may be used alongside it.

Primary green



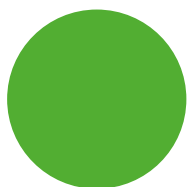
CMYK

96, 26, 100, 15

RGB

0, 116, 54

Secondary colors

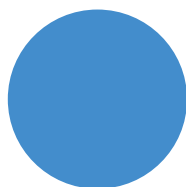


CMYK

70, 0, 100, 0

RGB

82, 174, 50

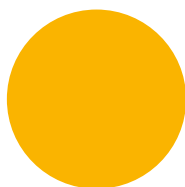


CMYK

73, 35, 0, 0

RGB

67, 141, 204

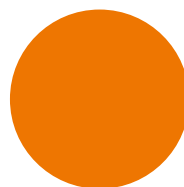


CMYK

0, 33, 99, 0

RGB

250, 180, 0

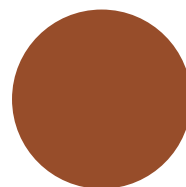


CMYK

0, 63, 100, 0

RGB

238, 118, 1



CMYK

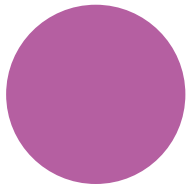
9, 66, 100, 42

RGB

151, 77, 5

Regional colors

The regional color palette can be applied to communications materials covering the specific regions in which we work, as well as to shade maps of these regions.



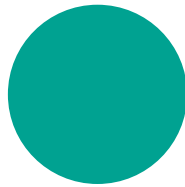
North Africa

CMYK

33, 73, 0, 0

RGB

181, 95, 161



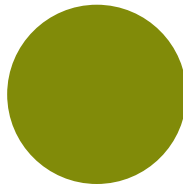
Nile Valley & Red Sea

CMYK

79, 4, 49, 5

RGB

0, 162, 145



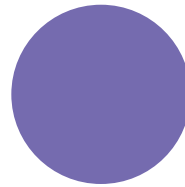
sub-Saharan Africa

CMYK

36, 8, 100, 39

RGB

129, 139, 9



West Asia

CMYK

63, 61, 0, 0

RGB

117, 107, 175



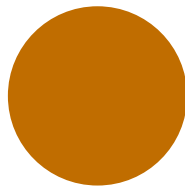
Arabian Peninsula

CMYK

37, 0, 100, 2

RGB

180, 202, 1



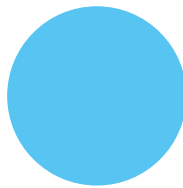
Highlands

CMYK

5, 57, 100, 23

RGB

192, 109, 0



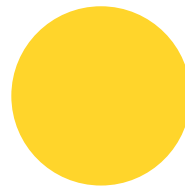
Central Asia and
Caucasus

CMYK

61, 0, 0, 0

RGB

87, 196, 242



South Asia & China

CMYK

1, 15, 86, 0

RGB

255, 213, 43