IDMP

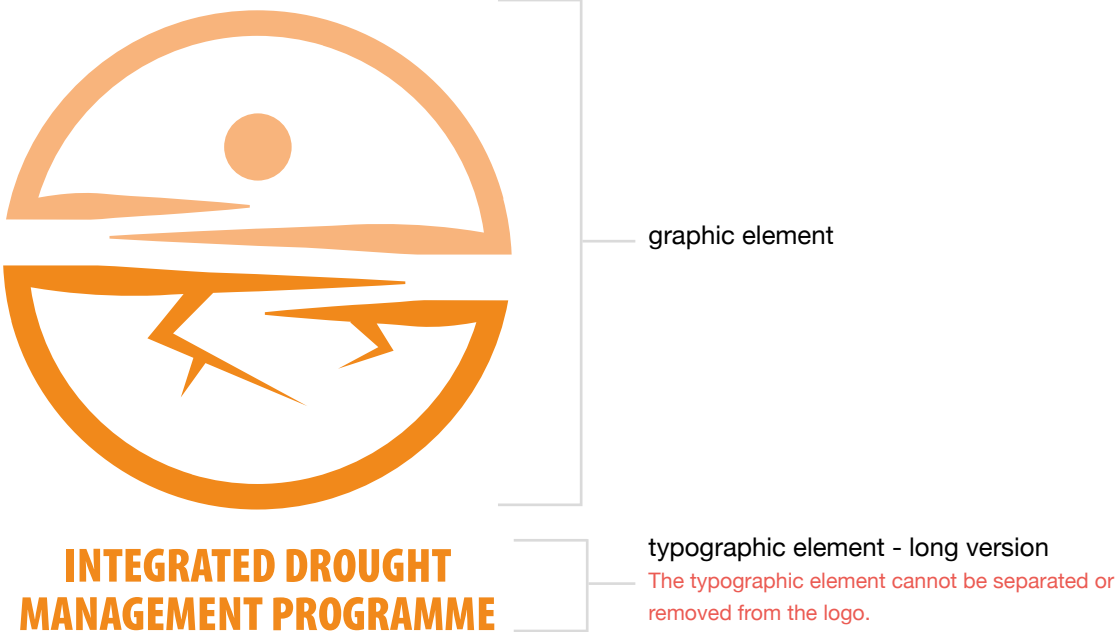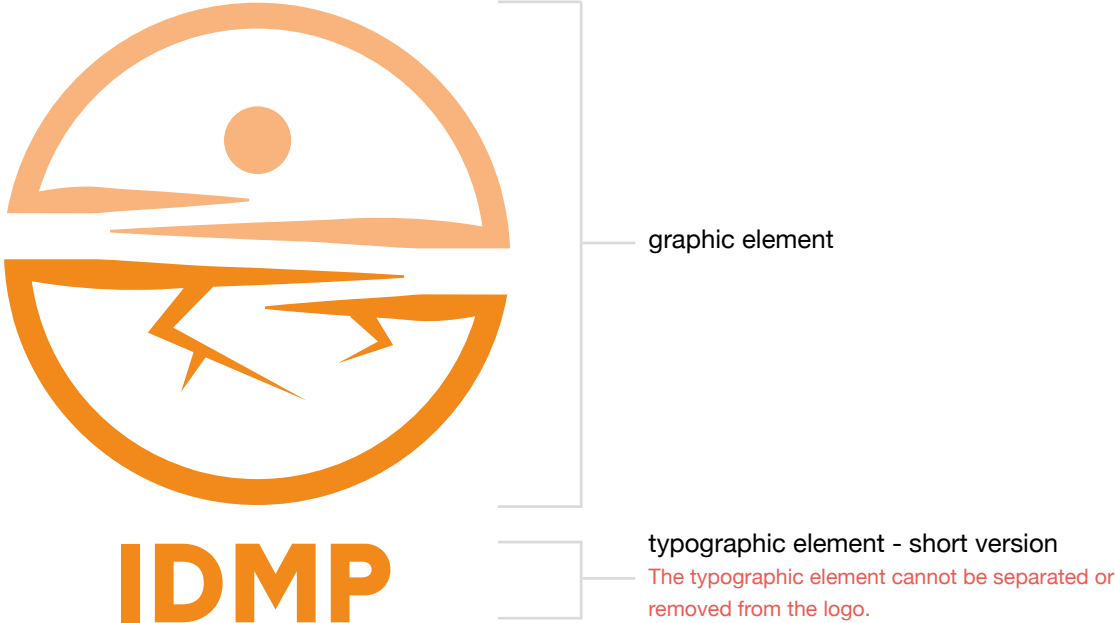**APFM**

Logo
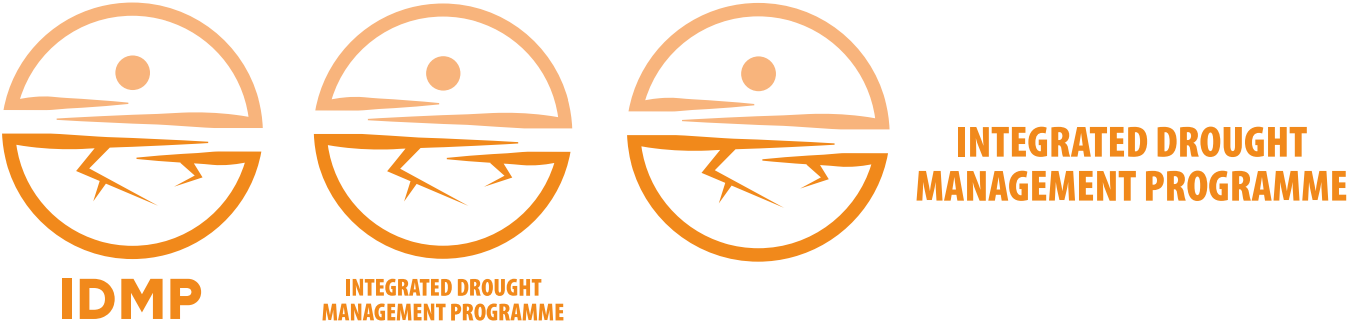
The **Integrated Drought Management Programme**
logo consists of a stylized representation of dunes, the
sun and cracked soil.
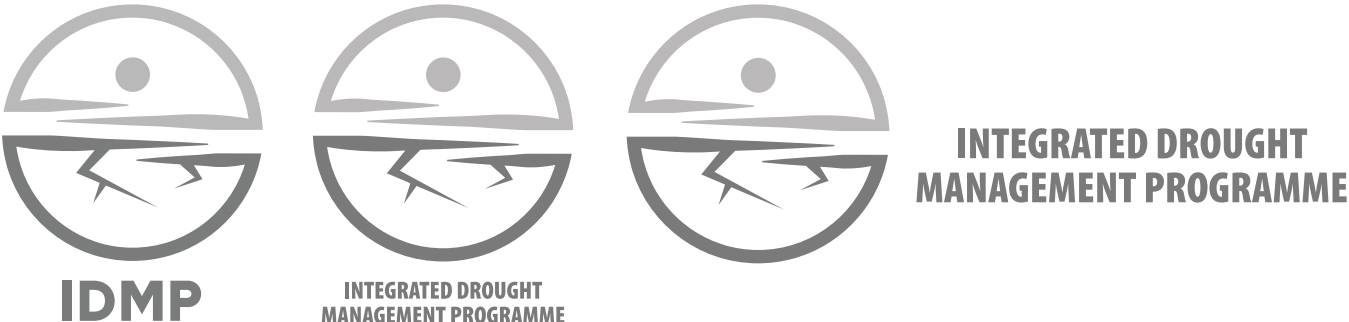
graphic element

typographic element - short version
The typographic element cannot be separated or
removed from the logo.

graphic element

typographic element - long version
The typographic element cannot be separated or
removed from the logo.

Logo Variations

The logo is available in the following colour schemes only:
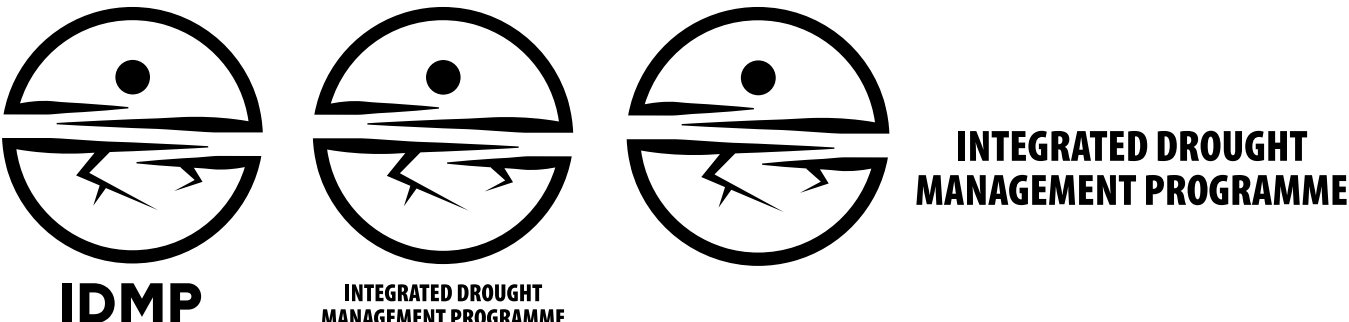
Colour selection
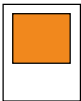

Grayscale

Black & White

Brand Colours and Fonts
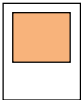
For print:
CMYK: C0 M37 Y55 K0

For screen:
RGB: R248 G180 B124
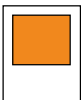HEX: #f8b37b

For print:
CMYK: C0 M55 Y93 K0

For screen:
RGB: R241 G137 B27
HEX: #f1881d

Font:
Casagrande Antifascista Bold

For print:
CMYK: C0 M37 Y55 K0
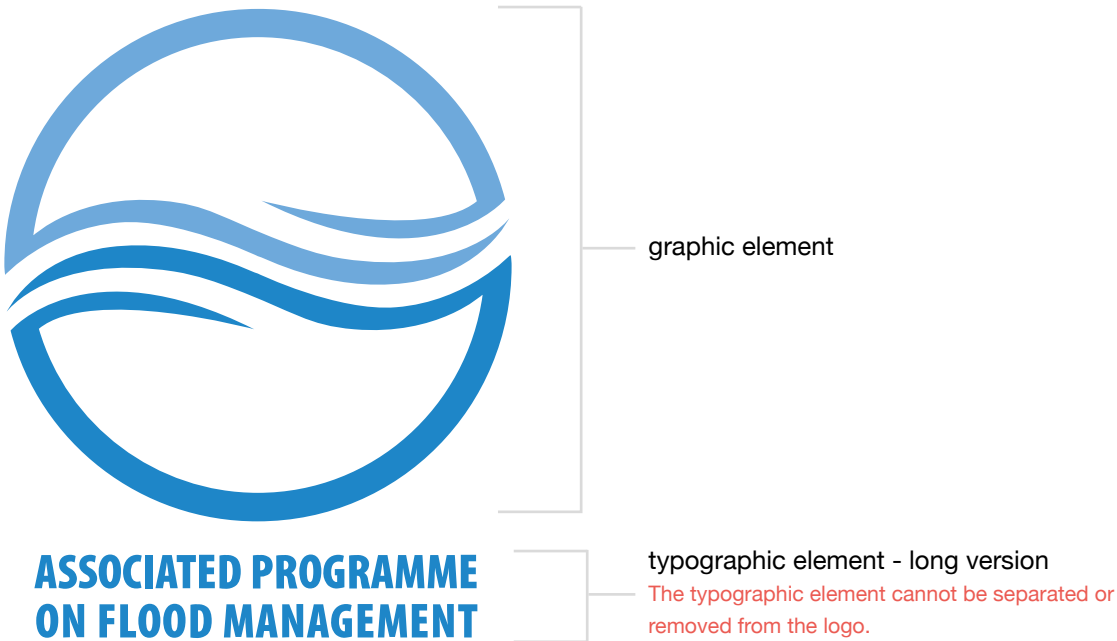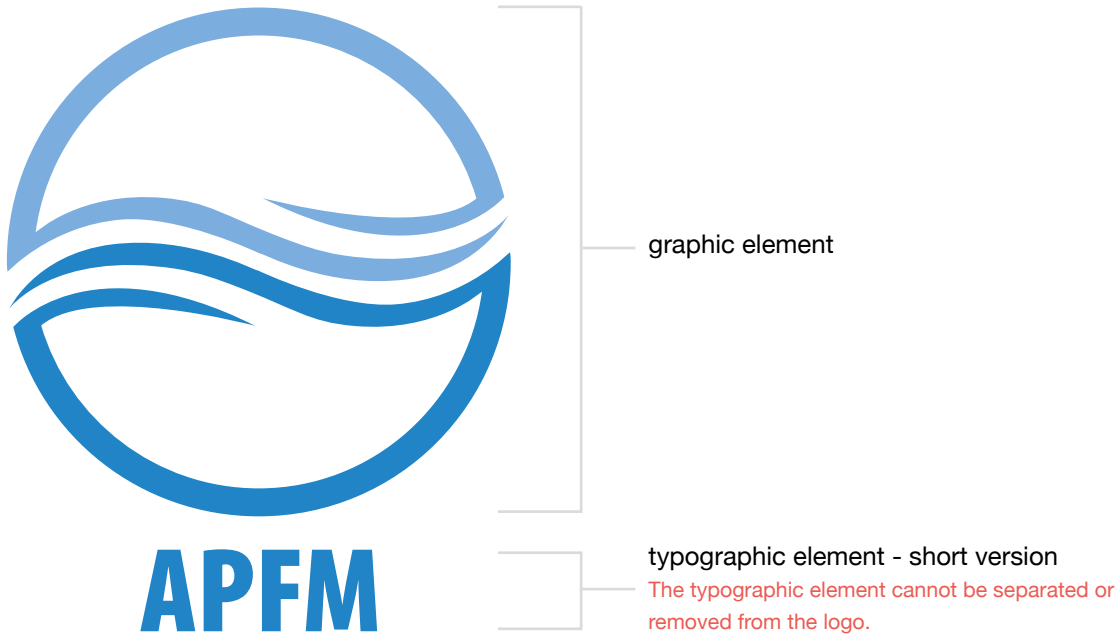
For screen:
RGB: R248 G180 B124
HEX: #f8b37b

For print:
CMYK: C0 M55 Y93 K0

For screen:
RGB: R241 G137 B27
HEX: #f1881d
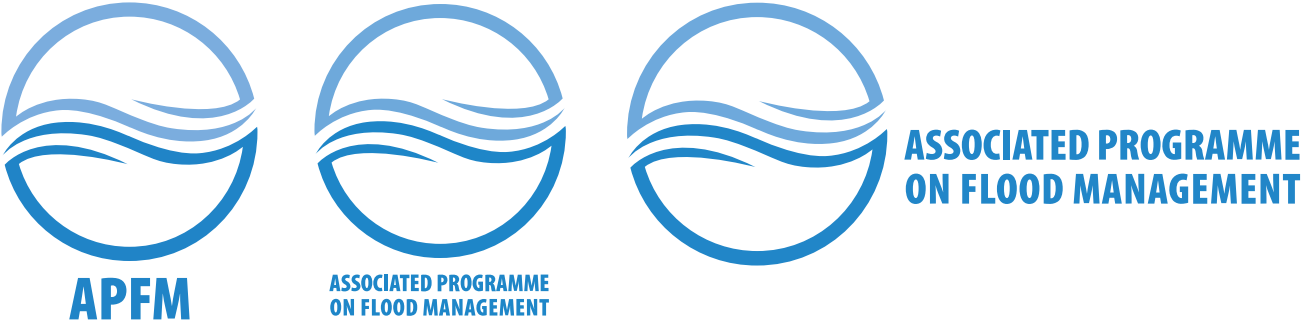
Font:
Myriad Pro Black Condensed

Logo

The **Associated Programme on Flood Management**
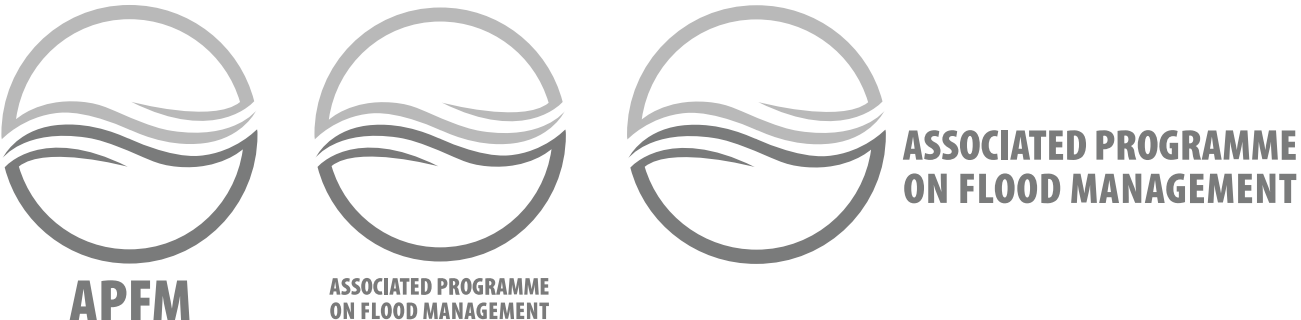logo consists of a stylized representation of waves.

APFM

graphic element

typographic element - short version
The typographic element cannot be separated or
removed from the logo.

**ASSOCIATED PROGRAMME
ON FLOOD MANAGEMENT**

graphic element

typographic element - long version
The typographic element cannot be separated or
removed from the logo.

Logo Variations

The logo is available in the following colour schemes only:
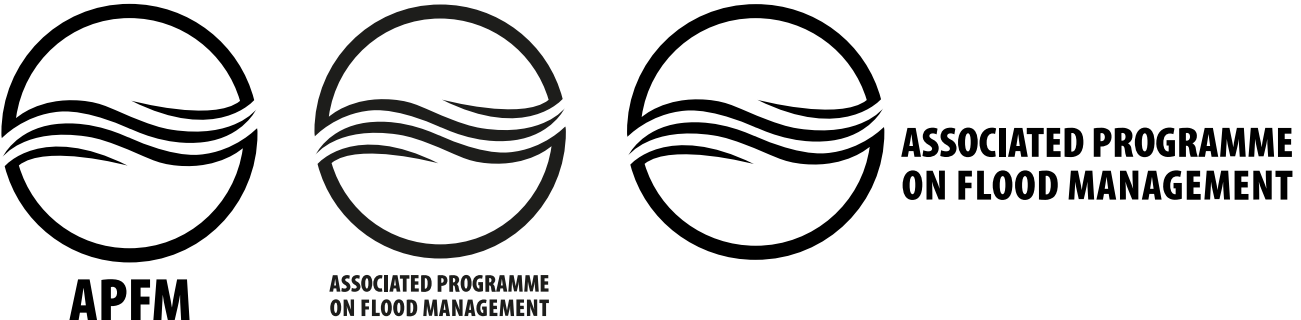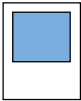
Colour selection
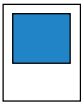

Grayscale

Black & White

Brand Colours and Fonts

For print:
CMYK: C55 M22 Y0 K0

For screen:
RGB: R123 G173 B222
HEX: #7badde

For print:
CMYK: C80 M38 Y0 K0

For screen:
RGB: R32 G132 B199
HEX: #2084c7

Font:
Myriad Pro Black Condensed

For print:
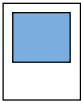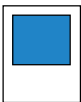CMYK: C55 M22 Y0 K0

For screen:
RGB: R123 G173 B222
HEX: #7badde

For print:
CMYK: C80 M38 Y0 K0

For screen:
RGB: R32 G132 B199
HEX: #2084c7
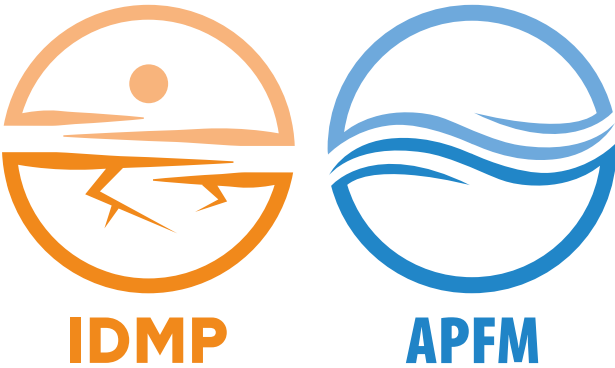
Font:
Myriad Pro Black Condensed

Combination of both logos

The logos are available in the following combinations:
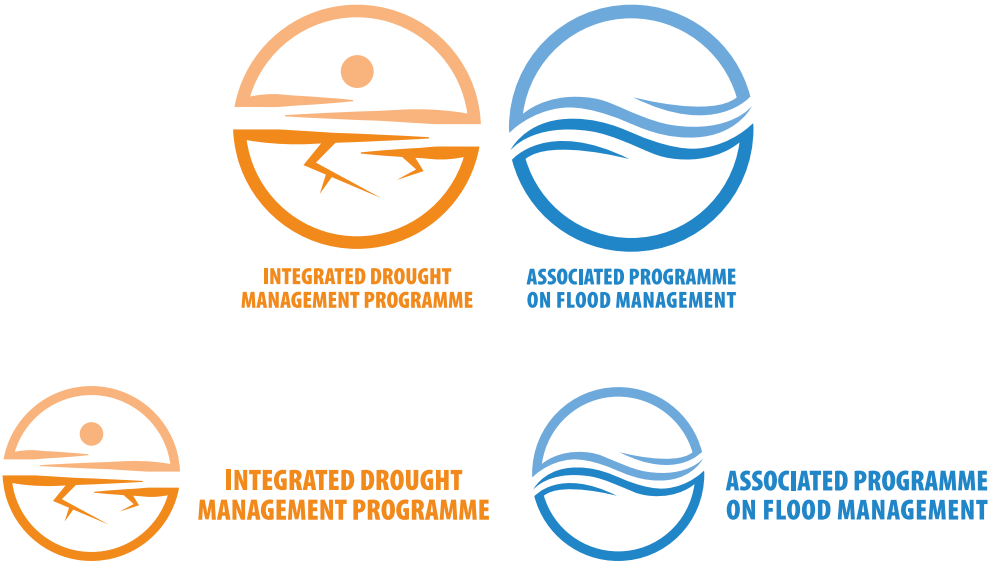
Mixed logo

Short versions

Long versions

INTEGRATED DROUGHT
MANAGEMENT PROGRAMME

ASSOCIATED PROGRAMME
ON FLOOD MANAGEMENT

INTEGRATED DROUGHT
MANAGEMENT PROGRAMME

ASSOCIATED PROGRAMME
ON FLOOD MANAGEMENT
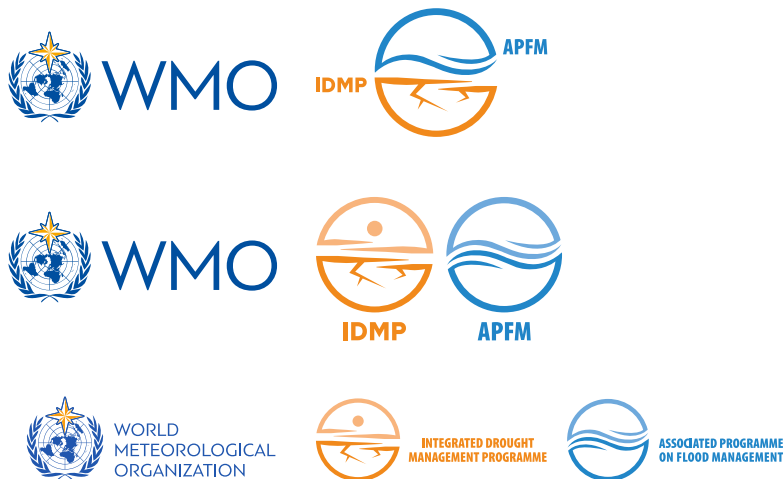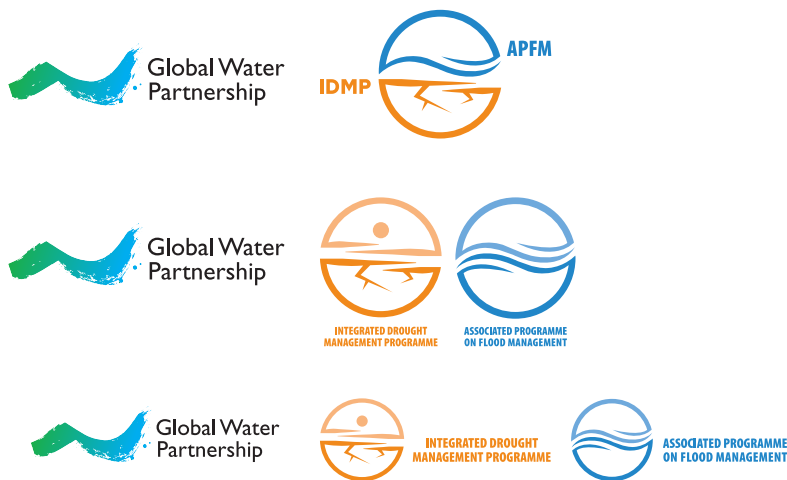
How to use the logo in conjunction with the WMO and GWP logos

The logos are available in the following combinations:
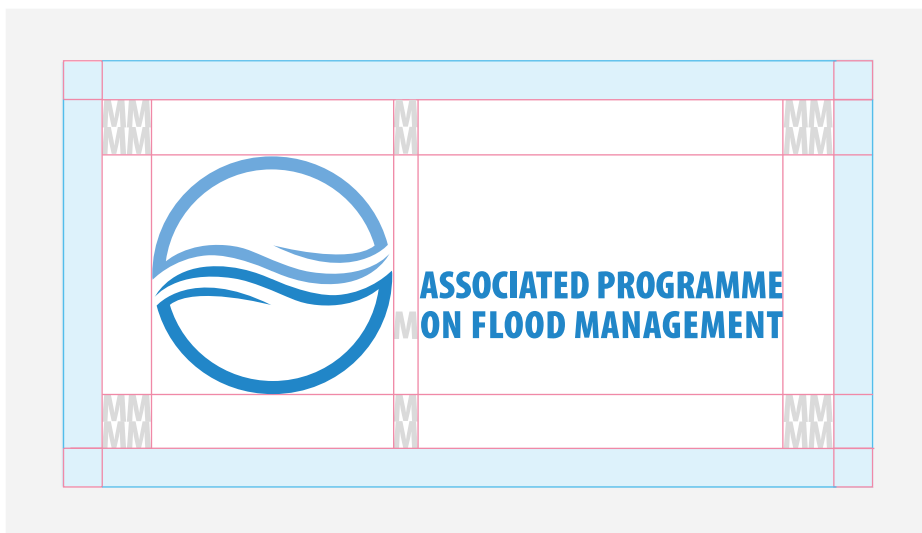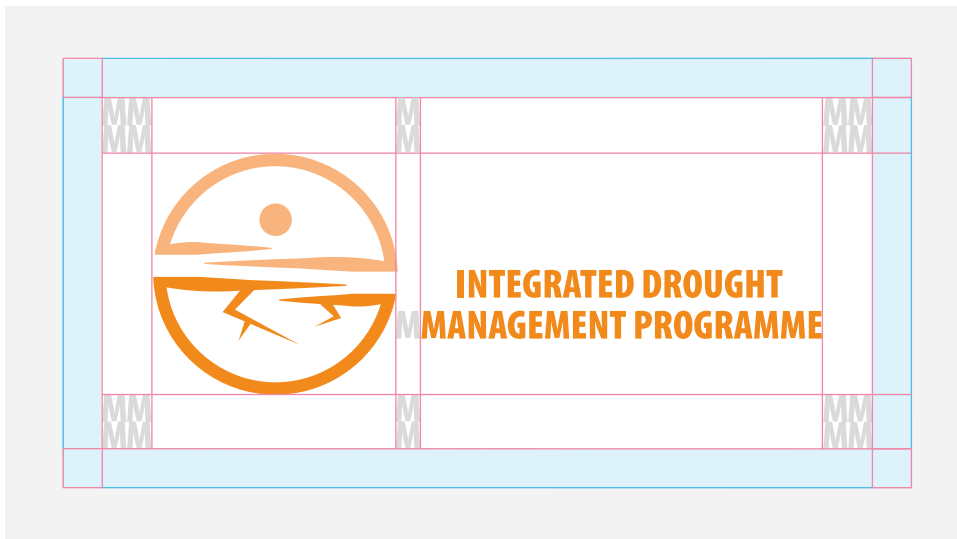
Logos in conjunction with WMO

Logos in conjunction with GWP

Logos in conjunction with WMO & GWP

Positional & Spacial Considerations

The outer **Grey** stripped padding indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the Blue line.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'M'.

Magenta indicates type and element alignment and boundaries

❌ Do not change the format of the logo.

❌ Do not change the position of the wording.

❌ Do not recreate the font in another typeface.

❌ Do not stretch the logo in any way.

❌ Do not mix the coloured version of the logo with a coloured background.

❌ Do not use colours, or mix colours, that are not part of the brand colour scheme as shown on previous page.