



SEApeat

Sustainable Management of Peatland Forests in Southeast Asia

ASEAN Peatland Management Strategy

Graphic Manual

December 2011

This document was produced by Global Environment Centre for SEApeat Project Team and Partners

Table of contents

	Page No.
Introduction	3
Front cover	4
Introductory pages	6

Introduction

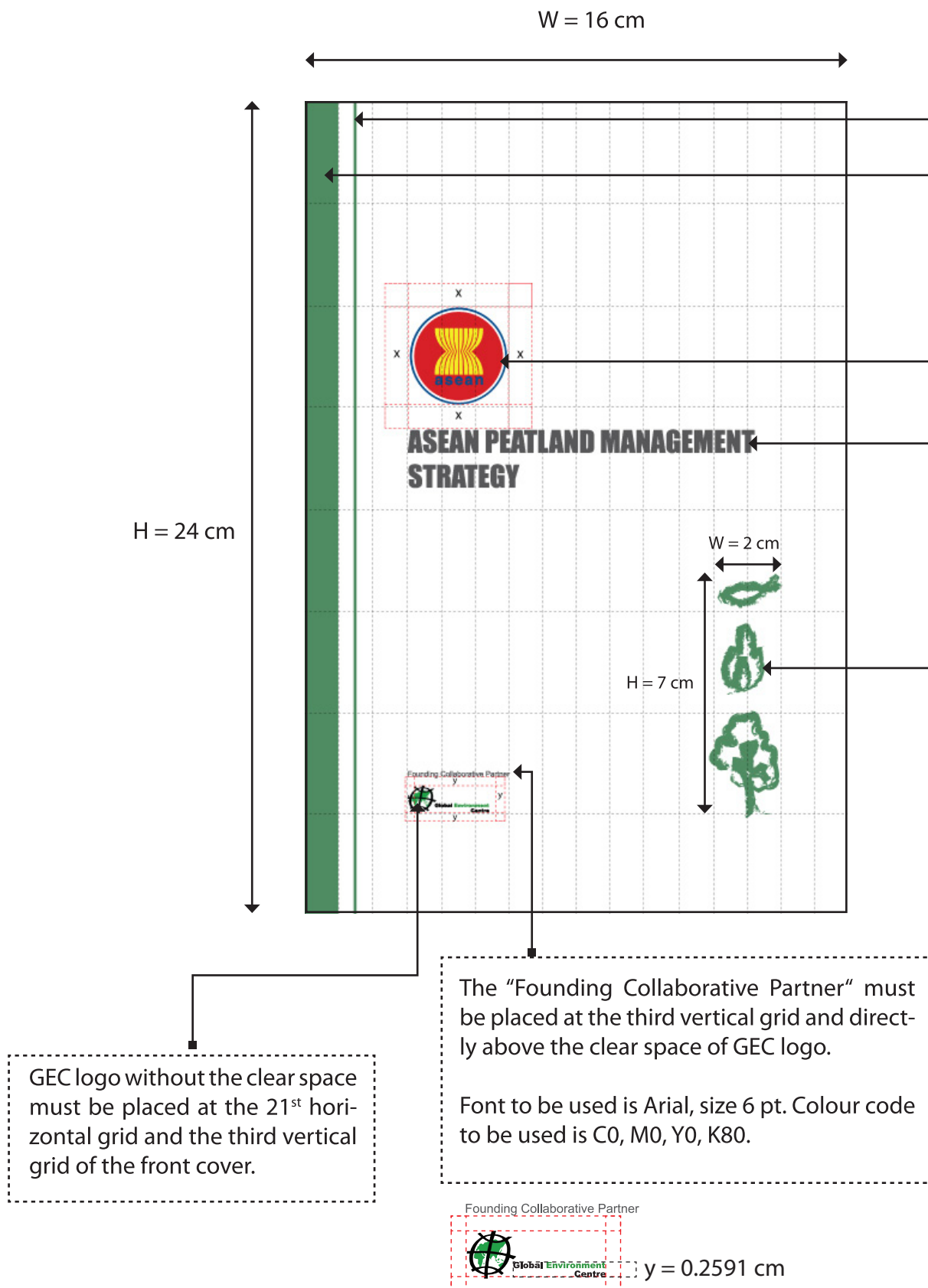
This manual was developed to standardise the print production of the ASEAN Peatlands Management Strategy (APMS) booklet. To ensure a consistent look of the booklet, this manual has outlined its standardised criteria which must be followed by any organisation that will be printing the APMS.

Prior to printing, Global Environment Centre (GEC) must approve the final and outlined version of the booklet's artwork in PDF format and must receive one softcopy and five hardcopies once the booklet has been printed.

All the relevant logos and illustrations can be downloaded from the aseanpeat.net website and upon request from GEC's Senior Communication Officer.

a) Front cover

The front cover (the booklet) size must be 16 cm width x 24 cm height. The front cover must be divided horizontally into 8 grids of equal height and 16 grids vertically of equal width.



The green line must be placed after the green rectangle. The distance between the line and rectangle is 0.5 cm. The thickness of the line must be 2.5pt and the same colour code as the rectangle.

The green rectangle on the left hand side of the booklet must be placed at the first right aligned of the booklet vertical grid. The rectangle must be filled with the following colour code:

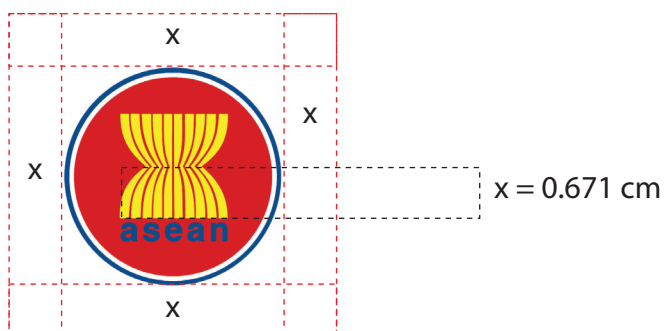


C67, M18, Y70, K18

The ASEAN emblem without the clear space must be placed at the sixth horizontal grid and the third vertical grid of the front cover.

The sentence must be placed at the third vertical grid and directly below the clear space of the ASEAN emblem as provided in the example below.

Font to be used is Impact, font size 24 pt. The colour to be used is **C0, M0, Y0, K80**



**ASEAN PEATLAND MANAGEMENT
STRATEGY**

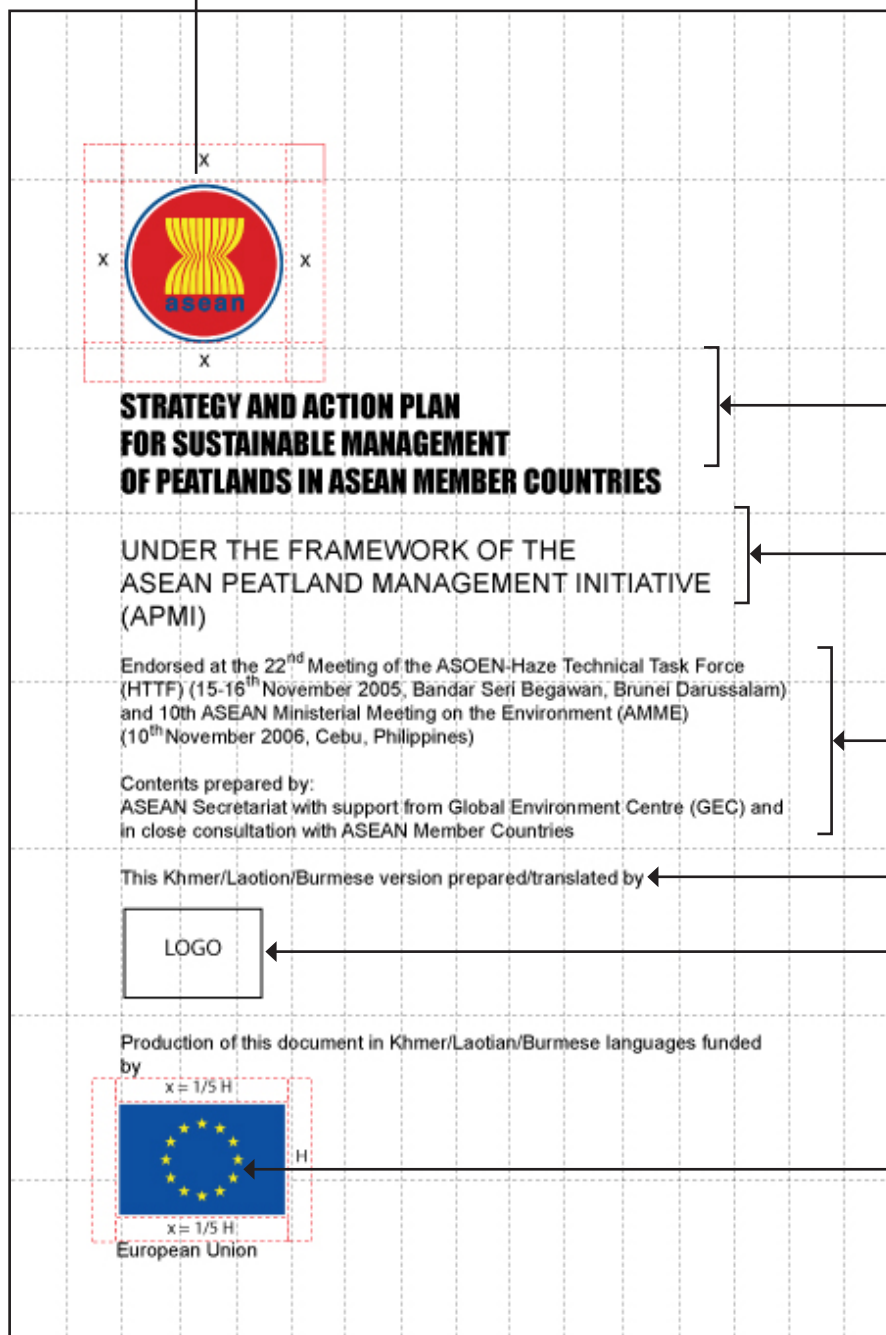
The fish, fire and tree illustrations must be placed at the 21st horizontal grid and 12th left aligned vertical grid of the front cover with the size at 2 cm width and 7 cm height.

b) Introductory pages

i) Title page

Placement for the title page must be on the first right hand of the text page and it must include the following sentences and layout:

The ASEAN emblem without the clear space must be placed at the third horizontal grid and the second vertical grid of the title page.



Note: Spacing between each paragraph is one space apart.
The title page must be printed using one colour -Black.

The sentence must be placed at the second vertical grid and directly below the clear space of the ASEAN emblem. Font to be used is Impact, font size 16 pt. The colour to be used is **100% Black**. The sentence must be in CAPITALS.

The sentence must be placed at the second vertical grid and a paragraph apart from the first sentence. Font to be used is Arial Regular, font size 14 pt. The colour to be used is **100% Black**. The sentence must be in CAPITALS.

The sentence must be placed at the second vertical grid. Font to be used is Arial Regular, font size 10 pt. The colour to be used is **100% Black**.

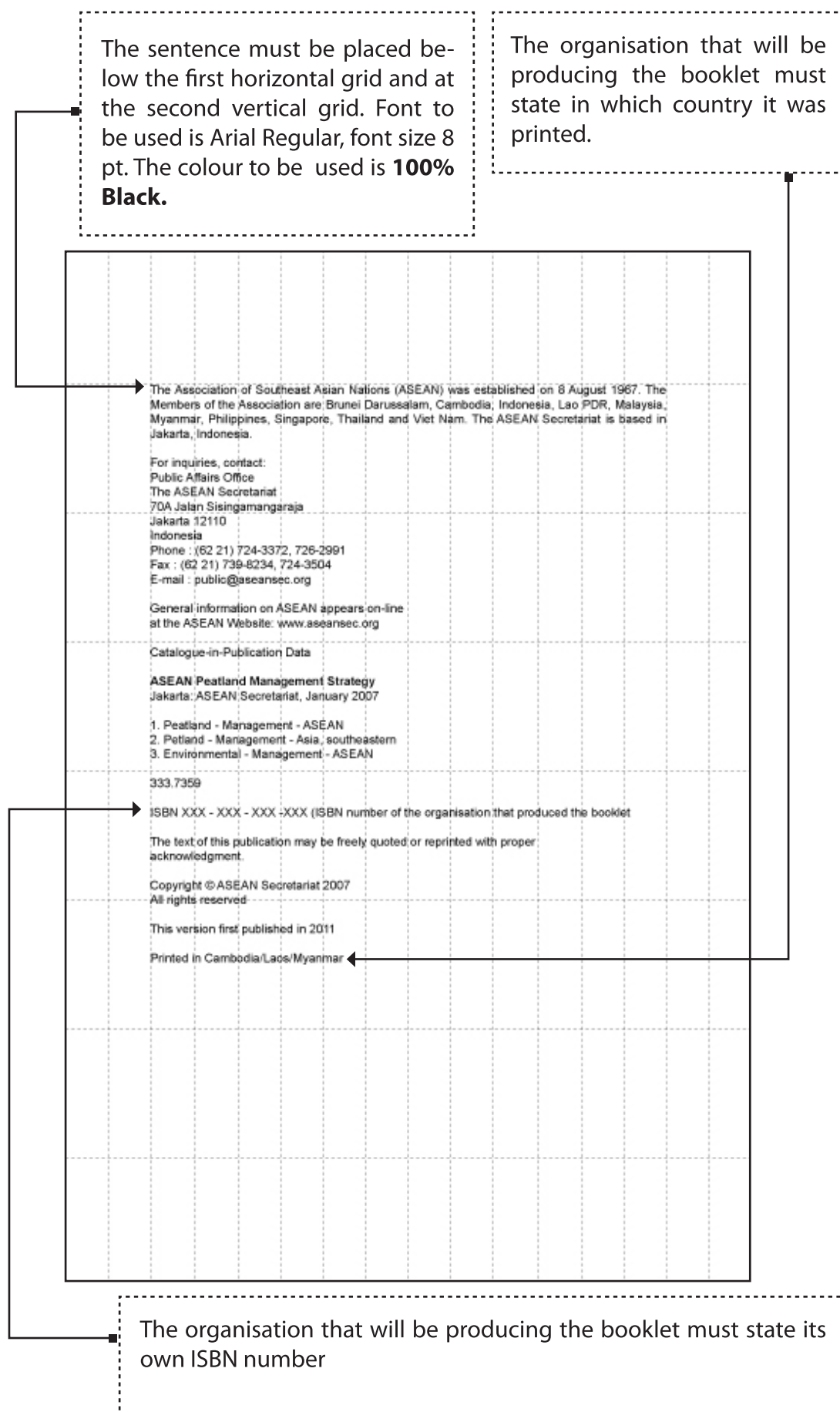
The organisation that did the translation of the booklet must specify the language used - either Khmer or Lao or Burmese.

Logo of the organisation that did the translation. The organisation's logo must share equal prominence as the funder's logo.

The European Union logo without the clear space must be placed at the second vertical grid. However, the "European Union" words (font: Arial, 10pt) must be placed directly below the clear space of the logo.

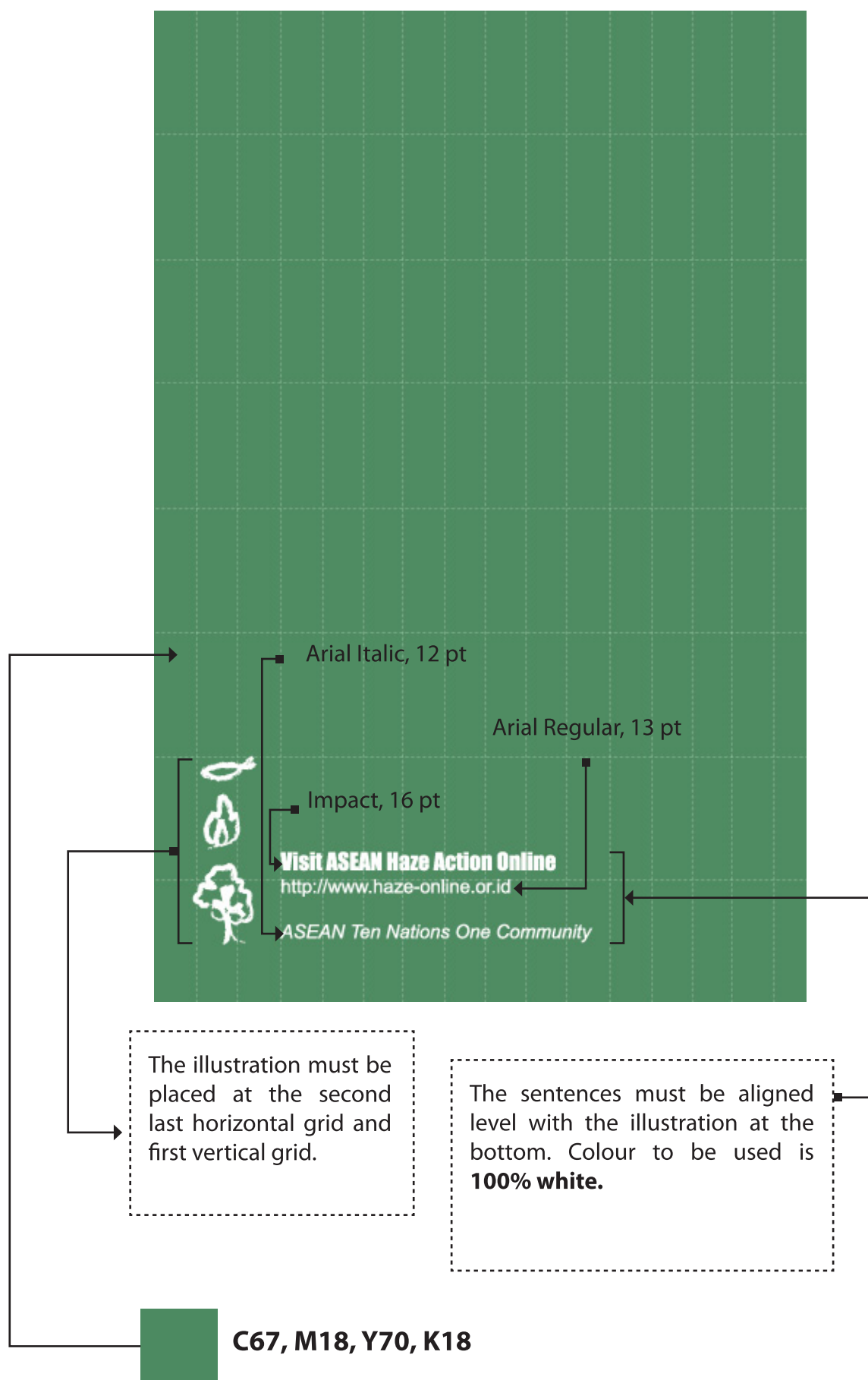
ii) Back of title page

The back of the title page must include of the following sentence and layout:



iii) Back cover

The back cover of the booklet must follow the following layout:



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