



GRAPHIC STYLE GUIDE

BETA version - July 2023

CAF DEVELOPMENT BANK
OF LATIN AMERICA
AND THE CARIBBEAN

This document is a graphic style application guide. Its main purpose is to maintain the coherence of the corporate visual identity through different formats and spaces. Any future piece to be developed may be done by following the guidelines of this document with the supervision of CAF's Strategic Communications Department.

Main isologotype



Positive and negative version



Main isologotype / Safety area



The safety area shall be understood as the space formed by the height and width of the C of the logo. Within this security area, no external element shall be included.

Main isologotype / Progressive reduction



The isologotype can be reduced in size for use in small spaces. Where the complete main isologotype cannot be used, its variant without descriptive can be used.

Main isologotype / Minimum reduction



1.5 cm

The minimum reduction of the logo shall be 1.5 cm wide by the proportional height in its 3-letter synthesized version.

Main isologotype / Permitted versions



Main isologotype / Vertical version



Positive and negative versión



DEVELOPMENT BANK
**OF LATIN AMERICA
AND THE CARIBBEAN**



DEVELOPMENT BANK
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Main vertical isologotype / Security area



The safety area shall be understood as the space formed by the height and width of the C of the logo.
Within this security area, no external element shall be included.

Main isologotype / Versions in Spanish and Portuguese



Main vertical isologotype / Versions in Spanish and Portuguese



BANCO DE DESARROLLO
**DE AMÉRICA LATINA
Y EL CARIBE**



BANCO DE DESENVOLVIMENTO
**DA AMÉRICA LATINA
E CARIBE**

Main isologotype / Uses not allowed



1. The structure of the logo may not be modified by flattening or stretching. You may only modify its size in a proportionate manner in order to maintain its relationship to the logo.

2. The logo may not be used vertically or at an angle. It must always be used horizontally.

3. No elements of the logo may be enlarged independently. All elements must always be kept together.

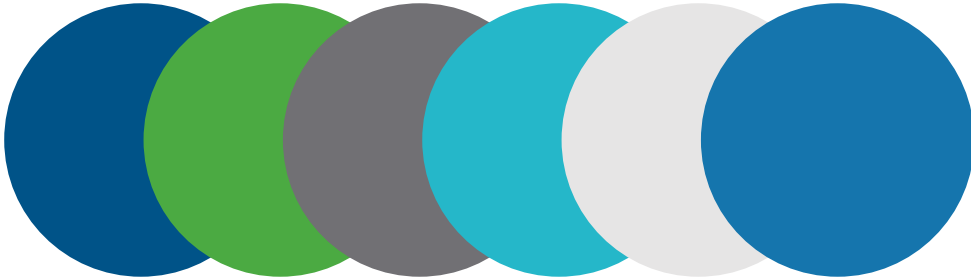
4. The institutional colors of the logo may not be edited or changed. When they cannot be used, all colors will be replaced evenly, i.e. all in black.

Main isologotype / Coexistence with other logos



In coexistence with other logos, the accompanying logo shall appear on the right and at a distance no less than the safety distance which is the letter C of the CAF logo.

Main color palette



Pantone / Main colors



Main color palette



C:100% R: 0
M: 45% G: 82
Y: 0% B: 136
K: 37%

#005288

Pantone 2955



C: 70% R: 74
M: 0% G: 170
Y: 100% B: 66
K: 0%

#4AAA42

Pantone 362



C: 0% R: 113
M: 2% G: 112
Y: 0% B: 116
K: 68%

#717074

Pantone Cool Gray 11



C: 70% R: 19
M: 0% G: 189
Y: 20% B: 206
K: 0%

#13BDCE



C: 0% R: 230
M: 0% G: 230
Y: 0% B: 230
K: 10%

#E6E6E6



C: 87% R: 23
M: 50% G: 116
Y: 10% B: 173
K: 0%

#1774AD

The use of a wider color palette is allowed, to be used according to the theme and communicative purpose of the piece.

Helvetica Neue

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Graphic Ecosystem

General considerations for use and application.

The elements that make up this graphic ecosystem can be used for any of the topics that are part of CAF's agenda. Their use and application is flexible according to the type and purpose of the piece.

It is recommended to choose one of the geometric elements in a prominent size, both for cropping or image mask, as well as a main miscellany and other elements that accompany the composition.

Regarding the use of colors, it is recommended to use bright, saturated, trendy colors in line with the message to be communicated.

Regarding the distribution and order of the texts, each piece should have different levels of hierarchy, either by size or by typographic variant. The alignment of these texts is also a fundamental part of each piece. They must be balanced and aligned with each other, with geometric shapes, images and logos.



Suggested Iconography



Suggested iconography to complement designs and illustrate messages.
The suggested style is flat, with few constructive details and soft rounded angles.

Photographic style

For the use of images -photographs, illustrations- in communication pieces, the following guidelines must be taken into account:

The images used must be approved by CAF and always have the respective permissions and licenses for use.


Photos that illustrate the realities of Latin America and the Caribbean should be used. In the case of using images of cities or projects, it must be taken into account that the place must be recognized as being in one of the countries of the region.

If images with people are used, they should illustrate people who are recognized as inhabitants of Latin America and the Caribbean, always considering criteria of gender equality, inclusion and ethnic-racial diversity.

In general terms, the images should reflect concepts related to development, well-being and improvement of the quality of life.








Energy efficiency and green business

program for financial
institutions



CAF DEVELOPMENT BANK
OF LATIN AMERICA
AND THE CARIBBEAN

www.caf.com/en

Energy

Energy efficiency and green business

program for financial
institutions



The program seeks to strengthen and provide technical training and financing to Financial Institutions (FIs) in Latin America to improve their offer of products and services to Latin American companies seeking to invest in Energy Efficiency (EE) and Green Businesses (GB).

They could save up to USD 21.4 billion in energy consumption with the corresponding benefit in financial terms.

It is estimated that, over the next two decades, Latin America will require investments of around USD 320 billion for EE projects in infrastructure alone. If these countries were to reduce their current energy intensity to the ratio of EU countries, they could save up to USD 21.4 billion in energy consumption with a corresponding benefit in financial terms.

Applications

Roll up banner



Applications

Digital banner



2ND EDITION

Diploma in Governance and Public Innovation

for leaders in Latin America
and the Caribbean

Training

CAF DEVELOPMENT BANK
OF LATIN AMERICA
AND THE CARIBBEAN


Applications

Covers for social media



Applications

Social media posts




Education

Want to take your SME to the next level?

Sign up for our free course on innovation management.


www.caf.com/en



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MOOC

Business innovation
How would I drive innovation in my SME?




Education

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