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

PANTONE 2955

PANTONE 362

PANTONE COOL GRAY 11
The use of a wider color palette is allowed, to be used according to the theme and communicative purpose of the piece.
Institutional Typography

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

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

Digital banner

2ND EDITION
Diploma in Governance and Public Innovation
for leaders in Latin America and the Caribbean

Training
Applications

Covers for social media

We are Latin America
We are Caribbean
We are CAF
Applications

Social media posts

Want to take your SME to the next level?
Sign up for our free course on innovation management.

Education

www.caf.com/en

MOOC
Business innovation
How would I drive innovation in my SME?