



CARIBBEAN **HERITAGE** INSTITUTE

BRAND BOOK

Table of Contents

About This Document. 3

PART 1: The Brand Story

1. The Caribbean Heritage Institute (CHI): Who We Are 4
2. A Brand for a New Organization 5
3. The CHI Logo and Its Story 6
4. Our Brand Colors 7
5. Our Brand Fonts 7

PART II: Style Guide

1. Using the CHI Brand 8
2. The Logo 9
3. Colors 12
4. Clear Space 13
5. Typography 14
6. Co-Branding 15

About This Document

This document is the Caribbean Heritage Institute's (CHI) official Brand Book containing the guidelines surrounding the use of the CHI brand identity. These guidelines have been created to maintain consistency of the CHI brand so that it does not become diluted and therefore, confusing to audiences who come across the brand. Thus, all staff and members of CHI must adhere to the guidelines set out in this book.

The book is organized in two sections:

- Section one describes the **components** of CHI's brand identity, including explanation of the symbolism of the elements that make up the brand.
- Section two lays out **how to use** the brand elements - logo, colors, typefaces - correctly and consistently.

Before using the CHI logo or any other aspects of its brand, please read and implement the guidelines and information contained in this book.

1. The Caribbean Heritage Institute (CHI): Who We Are

In 2015, the Caribbean Heritage Institute developed a mission and identified a unique value proposition to guide our work and move our way forward in a unified way.

MISSION

The mission of the Caribbean Heritage Institute and Network will be to contribute to strengthening regional capacity to protect and promote the cultural heritage of the nations and peoples of the Caribbean. Noting that the nations of the Caribbean possess a wide, yet unevenly distributed, range of heritage skills and resources, the Institute and Network will provide a framework for government agencies, private firms, academic institutions, and community groups to strengthen and share capacity to manage traditional landscapes, historic monuments, crafts, and other inherited artistic expressions— as valuable shared assets and as irreplaceable embodiments of the region’s distinctive cultures.

UNIQUE VALUE PROPOSITION

The Caribbean Heritage Institute is the only network of heritage and tourism professionals, academics, students, and community members focused on protecting and promoting the cultural heritage of Caribbean nations and peoples through expanding economic and educational opportunities in the region.

2. A Brand for a New Organization

The new brand for CHI is how we express ourselves to the world, using:

- a visual style including a custom logo and signature colors,
- new messaging, and
- a distinct CHI 'voice'.

What the new brand helps us achieve

- Clarity and cohesion on
 - » **what** CHI does and **how** it does it – internally and externally
 - » our **position** in the world, **differentiating** us from others doing related work
- A platform to:
 - » **market to** the right type of partners, like Universities, Funders, etc.
 - » **promote** our mission, and
 - » **educate** the world about Caribbean heritage.

3. The CHI Logo and Its Story

Our new logo is a “bridge” made up of five stones. Each stone contains a signature icon representing an important part of Caribbean heritage to be preserved. This series of icons that form the bridge are placed above the logotype. – the CHI name – to create a harmonious link between the name and the icon. The bridge above the type symbolizes how CHI bridges these important cultural preservations.

Together the bridge and the logotype illustrate the story that “CHI is the bridge that unites all types of heritage for all people of the Caribbean.” This, in essence, is what CHI would like its audiences – from heritage professionals, including cultural custodians, academics, funders, and others – to immediately associate with its brand identity.

For details on how to use the logo, please go to page 9.

What our logo means

The icons within the CHI logo highlight specific preservation areas unique to the Caribbean:

- The green drum represents **music and an oral tradition**
- The purple scroll represents **literature, writing, and other academic pursuits**
- The blue dancer represents **performing and visual arts**
- The golden house represents **architecture and places of historical happenings**
- The orange pimiento pepper represents **food**



CARIBBEAN
HERITAGE
INSTITUTE

4. Our Brand Colors

The new CHI palette is made up of vibrant, uplifting colors. This color palette reflects the “personality” of CHI – bold, confident, extroverted, strong, having endurance, warm, friendly, approachable, relatable, engaging, with a heart for Caribbean culture, and, at the same time, authoritative, knowledgeable, professional, transparent, respectful and possessing integrity. The colors are meant to evoke the warm, rich energy found in the Caribbean without calling attention to beaches and the ocean, i.e., the “sun and sand” imagery that is ubiquitous in branding related to the region.

Unlike many logos that use only one or two colors, the CHI logo and color palette is made up of FIVE colors, with:

- one primary color – blue (used in the keystone of the bridge and the type)
- one accent color – purple
- three accent colors – green, gold and orange

For details about the exact shades of the colors and usage, please flip to page 12.



5. Our Brand Fonts

We have a new set of CHI fonts: the **Source Sans** and **Alegreya** family. The CHI brand uses Alegreya for headlines and different weights of Source Sans for all other copy. For details, this is outlined on page 14.

Source Sans was selected to evoke a ‘clean’ and modern approach. But, the most important characteristic is the readability and flexibility of this font. At small sizes, the font maintains its clarity, so that reading is easy. Its edges are smooth and distinct so that when it is enlarged, the font retains shape well.

Alegreya has a little more ‘personality’ with more distinct flourishes. It was selected to provide a contrast to the very simple Source Sans. Because of its more decorative nature, it should be used sparingly, and thus only for headlines. Please see details on page 14.

Above all, these fonts are available as open source, making it easy for anyone to install and use. They are available from Google so easily embedded into websites as well.

You can download and install **Alegreya** at:

<https://www.google.com/fonts/specimen/Alegreya>

and **Source Sans Pro** at:

<https://www.google.com/fonts/specimen/Source+Sans+Pro>

1. Using the CHI Brand

To begin using the CHI brand, you'll need to:

- Read and follow the style guide that follows.
- Download the CHI logos available at:
<http://coherit.com/owncloud/index.php/s/MRF30gRRYGBjoUf>
- Download and install the Alegreya and Source Sans Pro fonts on your computer from
<https://www.google.com/fonts/specimen/Alegreya> and
<https://www.google.com/fonts/specimen/Source+Sans+Pro>.
- Set up the new CHI colors on your computer – using either RGB or CMYK color systems.

Following the Guidelines

This manual is designed to provide clear, consistent guidelines for using CHI's logos. Graphic standards are vital for any organization. Using CHI's logos and colors cohesively and consistently helps build an identity—which is essential in building a brand. This manual is intended for both internal and external users.

2. The Logo

The combination of the CHI logotype (i.e., name) and the iconic bridge symbol make up the CHI logo. They are the single strongest visual element used to promote the brand. Therefore, they must be used consistently and correctly in order to effectively build awareness and to reinforce the identity's legal protection. The logo must be applied in accordance with the following standards and guidelines to ensure that maximum consistency and visibility are achieved with every application. This logo is composed of multiple elements. These elements should never be changed, altered or redrawn in any way. Always use the approved electronic artwork when reproducing CHI logos.

Logo Components

When possible, it is preferred that the logo float on a white background. Never use the symbol without the type, and vice versa. Do not break them apart and readjust. Do not move the symbols within the bridge stones or delete them.



Iconic Bridge Symbol:
The bridge symbol with its floating heritage icons has been specifically designed for CHI; Any change, no matter how small, is strictly prohibited.

**CARIBBEAN
HERITAGE
INSTITUTE**

Logotype:
The logotype has been specifically designed for CHI; Any change, no matter how small, is strictly prohibited; It may never be typeset.

Printing on a black or dark background



The preferred usage for CHI logo is to appear on a white or light-colored background, but occasionally you may find you need to print on a black or very dark background. Use the provided CHI "black background" versions. Do not place the regular logo on a black background as these "black background" versions have been specifically designed for CHI to retain the same optical visual vibrancy. Notice the type has been reversed out to white for maximum readability.

Horizontal Logo



A horizontal logo has been provided for only the most extreme circumstances where the vertical cannot be used. The preference is that the CHI vertical logo be used at all times so that the "bridge" and the CHI name are not separated.



CARIBBEAN **HERITAGE** INSTITUTE

Black and White Logo:

Only use if you do not have the option of color in your publication. **DO NOT GRAYSCALE THE LOGO.** Use the provided CHI black and white version.

3. Colors

Shown here are specifications for reproducing CHI logo colors. When reproducing these colors, always visually match approved colors. These colors should appear the same, regardless of whether they are created for ink, vinyl, film, paint, fabric or thread, video, monitor screen, etc. Rich, dense reproduction of the colors is desirable, as it communicates professionalism and attention to detail. Conversely, weak, washed-out color reproduction negatively impacts communications. The logo will be produced in process colors, which are generally specified using the CMYK (cyan, magenta, yellow and black), RGB (red, green and blue) and Hex (indicated by a #) color models.



Color Specifications



C85 M50 Y0 K0
R27 G117 B188
Hex # 1B75BC



C90 M6 Y95 K11
R0 G148 B68
Hex # 009344



C35 M100 Y35 K10
R158 G31 B99
Hex # 9E1F63



C0 M50 Y100 K0
R247 G148 B30
Hex # f7931d



C0 M80 Y95 K0
R241 G90 B41
Hex # F15A29

4. Clear Space

To ensure optimum legibility and maintain the legal protection of the CHI identity, a minimum clear space surrounding the logo must be maintained. The clear space of 1x is the amount of vertical space occupied from the bottom stone of the bridge. This space (1x) changes depending on the size of the logo used. Therefore, using 1x as the unit of measurement will ensure that the logo always has the same amount (1x) of space around it. An area of 1x around the logo should be clear of typography, photography, patterns, folds, surface edges and page trim that would affect the legibility of the logo components.



5. Typography

Alegreya and Source Sans Pro and their varying weights are the recommended fonts for use as support typography for business tools, marketing publications, advertising, signage, etc. They have been chosen for their compatibility with CHI logo and flexible weight options. All weights (book, regular, bold) and styles (condensed, extra, italic) may be used. The consistent use of these recommended fonts helps establish typography as a recognizable brand identity element, while reinforcing a unified family appearance among communication materials. The fonts are open source fonts and thus available free online for both Mac and PC users — **Alegreya**: <https://www.google.com/fonts/specimen/Alegreya> and **Source Sans Pro** : <https://www.google.com/fonts/specimen/Source+Sans+Pro> . Because they are both open source typefaces, they can also be used for website materials. Calibri may be used as a substitute for Alegreya and Source Sans Pro only when the fonts are not downloaded and available in non-design programs or applications, such as Microsoft Word and PowerPoint. No other substitutions of fonts is permitted.

Alegreya Sans Medium, Bold, ExtraBold: HEADLINES ONLY

Alegreya Sans Extrabold
Alegreya Extrabold Italic
Alegreya Bold
Alegreya Bold Italic
Alegreya Medium
Alegreya Medium Italic

Source Sans Semibold, Bold: SUBHEADS

Source Sans SemiBold
Source Sans SemiBold Italic
Source Sans Bold
Source Sans Bold Italic
Source Sans Pro Regular:
BODY COPY
Source Sans Regular
Source Sans Italic

This Is Your Headline (SIZE 24, bold)

This Is Your A-Level Subhead (SIZE 16, Bold, Purple)

This Is Your B-Level Sub-Subhead (SIZE 14, Bold, Green)

This Is Your C-Level Subhead (SIZE 12, Semibold, Orange)

This is your body copy with Source Sans Light font size at 11 and leading adjusted to 14. This is your body copy with Source Sans Light font size at 11 and leading adjusted to 14.

This is your body copy with Source Sans Regular font size at 11 and leading adjusted to 14. This is your body copy with Source Sans Regular font size at 11 and leading adjusted to 14.

It is preferred that communication materials set headings in CHI Blue 20-24 pts, and Subheads in CHI Purple, Green, or Dark Orange 14-16 pts, can be Bold or Semibold.

It is preferred that print communication materials use 11 pt Source Sans Regular (100% black) over 14 pt leading.

6. Co-Branding

Because the CHI logo has such a strong and bright color palette, it needs to be offset from partner logos, especially when the color palettes are so different. When two logos are present, always set the dominant logo of the institution to the left, and the secondary to the right. You may also center them at least 1x apart. If you have more than two logos, try to create as much space as possible between the logos so that the color palettes do not clash. Set the logos at equal vertical sizes if the partner logos are primarily vertical in orientation. They can be set at the top or bottom depending on function.



Sometimes a partner logo will be much wider than the CHI logo and if you scale to the same vertical height, the CHI will look smaller (see example on left). In this instance scale the partner logo to the vertical height of the text and align logos at the bottom (see example on right). This will create a visual harmony.





**CARIBBEAN
HERITAGE
INSTITUTE**

The CHI brand identity was created by TakeTwo Services,
working closely with CHI's executive director and advisory committee.



Copyright: Caribbean Heritage Institute