

Family Protection  
Authority

BRANDING GUIDELINE

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# 1.0

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# Our corporate identity

## 1.01

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## Our corporate identity

Welcome to the revised guidelines for the Family Protection Authority corporate identity.

The creative work for the identity is based on the views of staff, students, potential students, business partners and opinion formers and decision makers nationally and regionally. It builds on the visual traditions of the Authority while reflecting our ambitions and aspirations for the future. The strength of its visual appearance is important to distinguish us instantly in the minds of our audiences but is only given substance and life by the actions of every colleague in the organisation.

The identity is intended to provide increased coherence in the way we present ourselves and a visual shorthand for the values, objectives and qualities which make this Authority unique. It has been designed in a way that allows it to be applied across a wide-range of uses whilst retaining its visual integrity and impact. All new materials commissioned from September 2013 should use the new identity.

You will find a new section on Print and Merchandise at the end of this document which we hope you will find useful.

The guidelines have been designed for use by colleagues within the organisation as well as by design professionals. It is anticipated that experience over time, additional creative input and increasing use will lead to additional advice and guidance in later versions of this document. Any views, comments or requests for help in interpreting them should be referred to the main Office (email: [info@fpa.gov.mv](mailto:info@fpa.gov.mv)) which is the main point of contact for visual identity queries.

## Our purpose

### 1.02

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### Our purpose

The purpose of this Act is to achieve the following objectives:-

(a) to determine that every act of domestic violence, under any circumstance, in any form or manner, among persons is strictly unlawful;

(b) to provide adequate protection to victims of domestic violence, under the circumstance where such an act has occurred;

(c) to serve justice in a cost-effective, timely, and convenient manner to victims of domestic violence;

(d) to implement adequate programmes for victims of domestic violence and to ensure the recovery of such

(d) to implement adequate programmes for victims of domestic violence and to ensure the recovery of such victims in order to resume their health and a normal life;

(e) to take all necessary measures to stop persons from committing acts of domestic violence and to support them in their rehabilitation;

(f) to facilitate enforcement of court orders and legitimate orders from other state institutions issued in order to stop acts of domestic violence;

(g) to create awareness of the characterizing features of domestic violence among the relevant entities of the State and to increase the required competency of such entities;

(h) recognising that health professionals and social workers are typically the first to come into contact with victims of domestic violence, to establish a duty of care on health professionals and social workers to provide appropriate support to suspected victims of domestic violence and to report the same to the Police or the Authority;

(i) to introduce and lay down civil liabilities on persons who commit acts of domestic violence by way of a separate piece of legislation, in addition to the criminal liabilities imposed on such persons under criminal law and this Act; and

(j) to comply with international standards for the prevention of domestic violence and to apply and enforce relevant principles of justice in accordance with such standards.

## Our visual identity

### 1.03

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#### The Logo

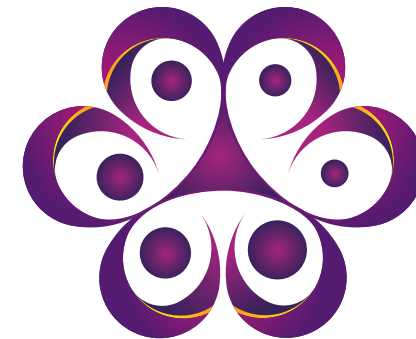
#### Print & merchandise

### Our visual identity

Our corporate identity includes a logo and supporting typefaces, but it is the way these are used and the context in which they appear that is equally important to the corporate identity. Placing the Authority logo in an inappropriate publication or on literature that is poor quality undermines the way in which it can communicate the Authority's strengths. It is also important to respect the minimum size and 'exclusion zone' constraints of the logo to ensure that its visual power is maximised.

**CONCEPT** For the FPA logo we focused on creating the psychological process of a human behaviour in everyday life, Grouping/Joining. From start we created mind maps from different people focused on ages. Then relied on elements taken from the process, (socialism, flower, protection, violence, hope). After all creating hundreds of sketches we combined all the elements to one single process, in a conceptual way it shows a cycle with a growing family starting from a single couple joining hands together. Finally we have implemented the professional mathematical formula of golden ratio on the logo which is equal to 1.618.

**REPRESENTATION** The logo visualizes 6 people joining hands and forming a family, which imitates the well being and the 6 main purpose of FPA. The logo compromise on four symbols. Hope, Balance, Society & Stopping Violence. Overall the logo shows natural a flower.



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# Glossary of terms

## 1.04

The following glossary gives explanation to the terminology used within the Family Protection Authority guidelines.

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### The Logo



#### 01 Logo

This refers to the logotype and marque locked-up as a single unit.

#### 02 Marque

This term refers to the visual element of the logo as illustrated above.

#### 03 Logotype

This term refers to the typographic element of the logo, literally 'University of East Anglia'.

### Print & merchandise



**CMYK:** an abbreviation for cyan, magenta, yellow and black, the colours used in a four colour printing process. When combined together in varying proportions these four colours can be made to produce the full colour spectrum.

**RGB:** Red, Green, Blue. The three component colours of light. When combined in different proportions, the three colours can be mixed to produce any other colour. The RGB colour system is specific to the mixing of light as opposed to ink, and as such is used to specify colours for screen usage.

**eps:** Encapsulated PostScript. A file format used to transfer PostScript image information from one program to another. The preferred file format for saving logos, as it is resolution independent.

## Further assistance

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[info@fpa.gov.mv](mailto:info@fpa.gov.mv)



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# 2.0

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## Logo variations

### 2.01

The logo is comprised of two inseparable parts: the logo type and the Marque. Should not be separated. One element may not be separated from the other and the logo type “Family Protection Authority” may not be used on their own.

There are three versions of the logo:

**01 Standard logo**

**02 Horizontal logo**

**03 Small use logo**

The Standard logo is the preferred version and should be used wherever possible. The Horizontal version should be used when a logo is required below the minimum height of the Standard version or where the space available is more appropriate to a horizontal lock-up.

There is a minimum size usage for both the Standard logo and the Horizontal logo. Please follow these in your designs. For exceptional cases a ‘Small use logo’ is available.

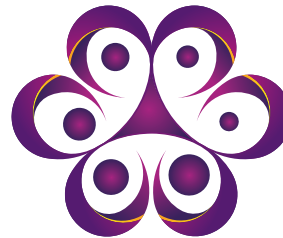
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### 1 Standard logo



Family Protection  
Authority

### 2 Horizontal logo



Family Protection  
Authority

### 3 Small use logo



Family Protection  
Authority

# Logo size usage

## 2.02

### Recommended sizes

The artworks for the Standard logo and the Horizontal logo have been produced at the optimum size for usage on A4 documents.

### Measurement

The Standard logo is measured from the baseline of the logotype to the top of the marque. The Horizontal logo and Small use logo are measured by the height of the marque only.

### Minimum sizes

The Standard logo should not appear smaller than 19mm in height. In cases where it is required to appear smaller than its minimum size then it must be replaced in the design by the Horizontal logo.

The Horizontal logo must never be used smaller than 10mm in height. In cases where the Horizontal logo needs to appear smaller than its minimum size then the Small use logo must be used.

### Small use logo

This logo has been specially drawn to reproduce at small sizes and is the only logo artwork that can be used below the minimum size of the Horizontal logo. However, the Small use logo must not be used above its maximum size (up to 7mm).

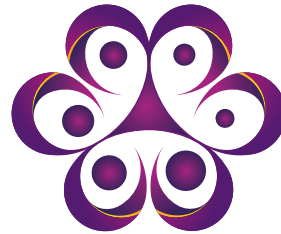
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## Print & merchandise

### 1 Standard logo



Family Protection Authority



#### Minimum Height 20mm

The Standard logo should not appear smaller than 20mm in height.

If your design requires the Standard logo to go below this height then you must replace it in the design with the Horizontal logo.

### 2 Horizontal logo



Family Protection Authority



### 3 Small use logo



## Exclusion zones

### 2.03

The logo requires space around it in order to maximize its visual presence. An exclusion zone around the logo prevents any graphic element from interfering with its integrity.

The guidelines opposite show the logo exclusion zone. Please ensure no other graphic elements or text are placed within these zones.

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# Logo colour versions

## 2.04

The FPA logo should only be reproduced in the colour ways shown here (purple, black and reversed white out of a colour or image).

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### Print & merchandise

#### Primary Original Logo



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Family Protection  
Authority



Family Protection  
Authority

#### Secondary Logo with Flat Color



Family Protection  
Authority



Family Protection  
Authority



Family Protection  
Authority

#### Monochrome



Family Protection  
Authority



Family Protection  
Authority



Family Protection  
Authority

## Using the right logo

### 2.05

It is very important to use the correct format of logo for the item you are producing. Failure to do so may result in a variety of problems, such as loss of quality or very large file sizes.

#### File formats

EPS vector files can be enlarged indefinitely without loss of quality. They are appropriate for most print applications. These and other formats such as wmf, tif or gif, which are more appropriate for use in Microsoft Office applications or on-screen use (web based media or power-point presentations)

#### Colour versions

**CMYK** - this version is for print applications where 4 colour process is used.

**Black** – for black-only printing or printing black from 4 colour process.

**Reversed** – for reversing white out of an image or coloured background.

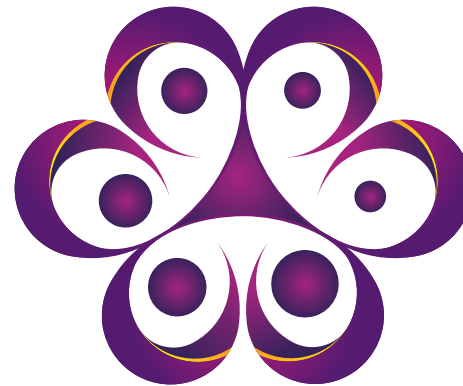
**RGB** – this version is for on screen applications.

## Overview

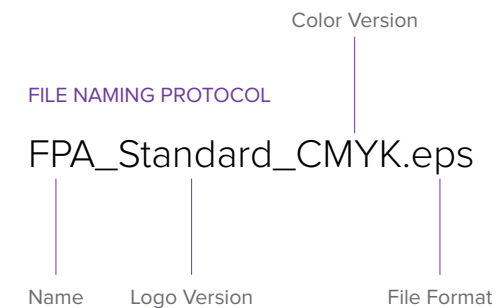
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## Print & merchandise



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# Rules of use

## 2.06

**01** These are examples of the correct Standard and Horizontal logos. Always use the artwork files supplied with these guidelines, never try to re-create or amend the logos.

**02** Do not change the colours of the logo. The marque and logotype should always appear in 100% of the same colour. Only use the colour variations outlined in these guidelines.

**03** Do not stretch, distort or rotate the marque or logotype.

**04** Do not modify the logo with effects such as 3D rendering or drop shadows.

**05** Do not alter the relationship between the marque and the logotype.

**06** Do not create or use an outline version.

**07** Do not substitute or try to recreate the logotype. The logotype has been specially drawn so that it is unique and cannot be recreated using any typeface.

**08** Do not use other colours

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# 3.0

## Print & Merchandise

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3.02 Typography

3.03 Stationary

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# Brand Colors

## 3.01

### Logo colour

#### 01 CMYK breakdowns

These indicate an accurate match to the equivalent PMS colours when printing in four colour process.

### Overview

### The Logo

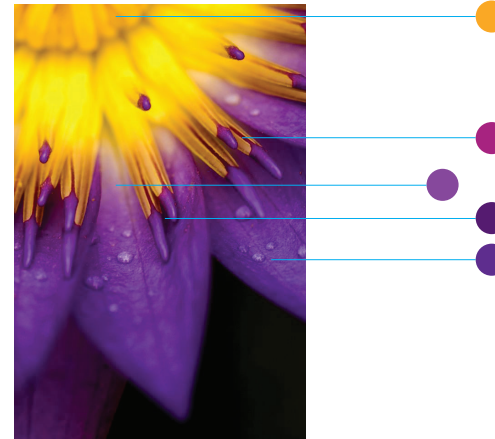
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#### Color Variations

- C=79 M=100 Y=03 K=00
- C=55 M=85 Y=00 K=00
- C=73 M=100 Y=05 K=24
- C=37 M=99 Y=12 K=02
- C=00 M=39 Y=69 K=00
- C=0 M=0 Y=0 K=50



## Typography

### 3.02

#### Swiss 721 Lt Bt

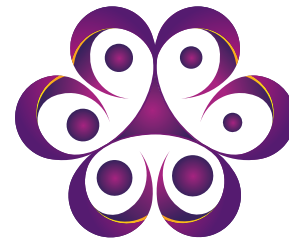
Swiss 721 Lt Bt is the primary typeface used for FPA logo. It should be used as the first choice typeface for the majority of pre-printed typographic information.

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## Family Protection Authority

#### Swiss721 Lt BT

ABCDEFGHIJKLM-  
NOPQRSTUWXYZ  
abcdefghijklmnopqrstu-  
vwxyz0123456789  
(!@#\$%^&\*{ })

Swiss 721 Lt BT should be used as a primary font of the logo.

# Stationery

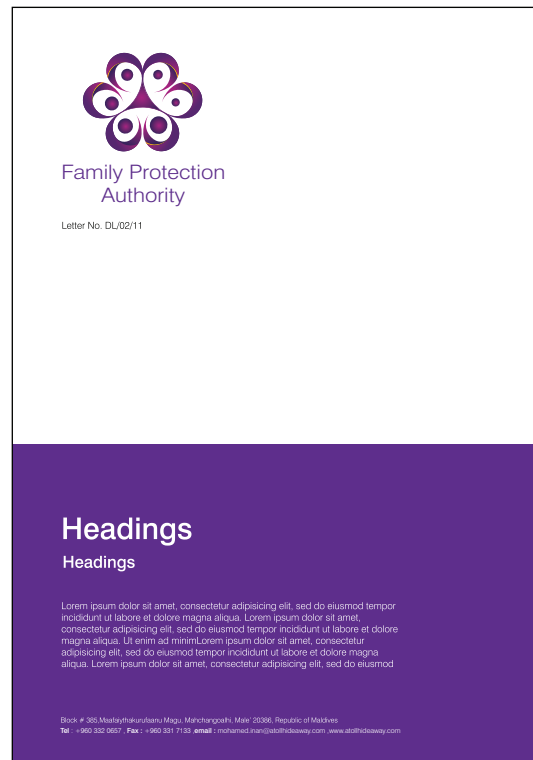
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The letterhead template features a white background with a purple header section. At the top center is the Family Protection Authority logo, a stylized purple flower-like emblem. Below the logo, the text "Family Protection Authority" is written in a purple sans-serif font, followed by "Letter No. DL/02/11" in a smaller purple font. The bottom section of the letterhead is a solid purple block containing the word "Headings" in white, followed by a paragraph of placeholder text in white. At the very bottom, in small white text, are the address and contact details: "Block # 385, Maafaythakuru/aaun Magu, Maehangaahtu, Male' 20386, Republic of Maldives. Tel : +960 332 0657. Fax : +960 331 7133. email : mohamed.nan@afidhaway.com. www.afidhaway.com".



The business card template is divided into two horizontal sections. The top section is white and contains the Family Protection Authority logo and the text "Family Protection Authority" in purple. The bottom section is a solid purple block with white text. On the left side of this block, the logo is repeated, followed by "Family Protection Authority" and "Mohamed Managing director" with contact information: "mob : +960 772 12345". On the right side, the address "Block # 385, Maafaythakuru/aaun Magu, Maehangaahtu, Male' 20386, Republic of Maldives" is listed, along with "Tel : +960 332 0657", "Fax : +960 331 7133", "email : info@fpa.gov.mv", and "www.fpa.gov.mv".

## Merchandise

### 3.04

On some merchandise, you may wish to include your departments name beneath the logo in larger type than the logo descriptor, department name should be placed outside the exclusion zone.

Here is a t-shirt example featuring the logo and the positioning of the department name.

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# Litreture Examples

## 3.05

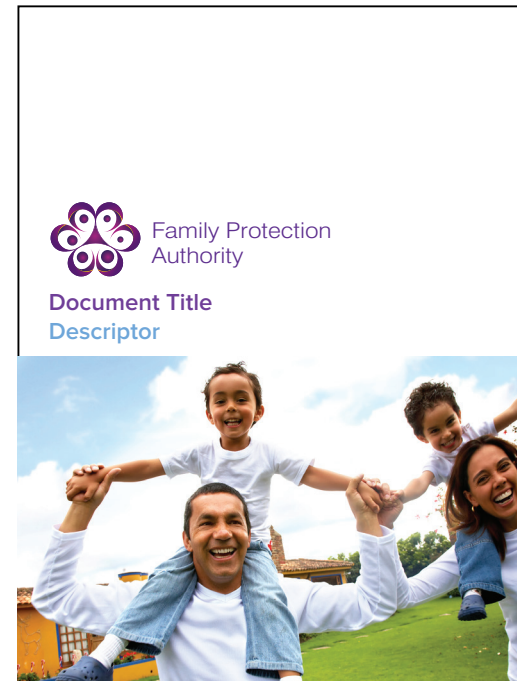
This design can be adapted if you would like folders customised to include your own Authority.

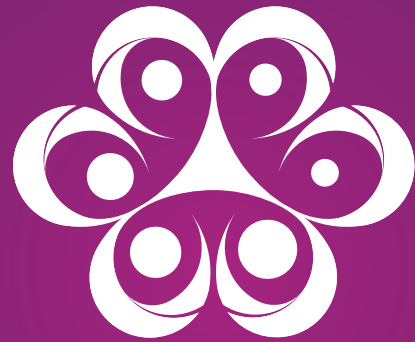
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