

TELATM

BRANDING GUIDELINES



Background

The Water Efficient Maize for Africa (WEMA) Project is a public- private partnership that is developing drought-tolerant and; insect-pest protected maize hybrids, with the aim of improving yields under moderate drought stress and protecting it from insect damage. The long-term goal is to deploy these new varieties and make them available to smallholder farmers royalty-free through local African seed companies.

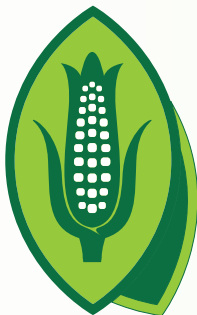
WEMA products are trademarked under the brand names DroughtTEGO and TELA.

The partnership is coordinated by African Agricultural Technology Foundation (AATF).

The WEMA Project has developed the following trademark and graphic standards to ensure consistent use of and to maintain the integrity of the brand mark TELA- an insect pest protected maize hybrid.

Product description

The TELA insect-protected maize hybrids (referred to as *Bt* maize) is developed through genetically modified (GM) technology approach and has been proven to effectively control stem borers, reduce damage caused by these insects, protect yields and improve grain quality.



TELA™
Stem-borer protected

The TELA hybrids are early to medium maturing maize varieties and are adapted to a wide range of ecologies in East and Southern Africa, ranging from altitudes of 600 to 1800 metres above sea level.

Logo use

TELA logo has two shield shapes which symbolise protection for the yield against stem borer. The cob symbolises healthy and productive maize resulting from planting the TELA seed. The two shades of green signify rich agricultural and environmental benefits. TELA is a duly registered Trademark.

To ensure consistent use of and to maintain the integrity of the TELA brand mark, the following trademark and graphic standards must be followed. Failure to comply with these graphic standards can result in permanent disallowance of valuable trademark rights and copyright protection.

Colours

When printed in full colour the TELA logo has two main colours:

- **TELA green** and **TELA lemon green**. They are in PANTONE™, which should be used for all print and electronic media.
- When the specific PANTONE™ colour cannot be used, the logo may be printed in 4-colour CMYK process using the tint mixes listed below.
- For electronic communication or projections, the RGB tint mixes listed should be used.



Tela green

- Coated stock: Pantone 7733c
- Uncoated stock: Pantone 356u
- 4 Colour process: C-92, M-31, Y-90, K-22
- RGB applications: R-0, G-111, B-67



Tela lemon green

- Coated stock: Pantone 375c
- Uncoated stock: Pantone 389u
- 4 Colour process: C-46, M-0, Y-100, K-0
- RGB applications: R-148, G-214, B-0

Colour application



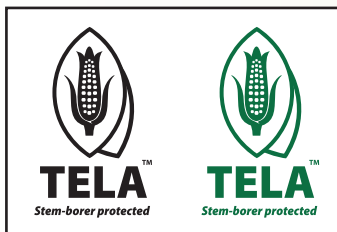
Colour logo on dark backgrounds

To use a colour logo on dark backgrounds, ensure to change the colour of strokes of the two shields, the name TELA and the slogan to white (as shown alongside).



A full colour TELA logo can also sit on a white/ light colour box (as shown alongside) on its own or if other logos of the same size placed next to each other have a similar white box.

One colour logo



TELA logo can be used as one colour (Black or TELA green).

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the one colour logo should always appear white for dark backgrounds or Black/ Green on light ones.



When you cannot use full-colour and you have a dark background, use white reverse logo.

- Only print the reverse logo on paper that is dark.
- In electronic or video applications, the reverse logo should always appear white.

Grey scale logo



TELA logo can be used in greyscale as shown alongside. The outer shield fill colour and the slogan fill colour should be a 50% shade of black.

Use of other wema brand colours with TELA



- It is permissible to use the TELA logo on communication that uses the colour family of one of our brands.
- On white or light backgrounds:
 - Use the full-colour TELA logo when the piece has full-spectrum colours (i.e. includes photos, etc).
 - Use the one-colour (black) logo if the piece has restrictive colour palette.



- On dark backgrounds:
 - Use either the full-colour/reverse or one-colour reverse (white) logo.
- On warm-colour (red or orange) backgrounds:
 - Use the one-colour (black) or one-colour reverse (white) logo.

Logo use

For print media and advertising, there should be some “attribution” written in small print - ‘TELA’ a trademark of the African Agricultural Technology Foundation.

Primary usage

The logo should be used on lighter backgrounds and images in order to maintain legibility.



Secondary usage

The one colour reverse logo (white/light TELA green) can be used on darker backgrounds and images.



TELA logo use options

Composite TELA logo

Composite TELA logo consists of both word and image. Seed companies are required to use the composite logo on packaging and not the short version of the logo.



Short form

The short form version of the logo refers to use of the word TELA without the additional words (stem-borer protected).



Use of logo in multi-applications

The TELA logo may be used in WEMA-owned products, trait or service communication, such as web sites, posters, and PowerPoint presentations.

- For seed companies, the preferred location of the TELA logo is the front of the seed packaging.
- For applications where a dual-logo effect is desired, the TELA logo should preferably be placed to the right of any product, trait, or service brand marks.
- TELA logo should either be the same size or smaller than the other logo(s) of the branding companies.



The TELA logo may only be displayed with logos owned by other companies (such as for sponsorship recognition) with permission of the logo team and when clear space requirements are met. Do not place the TELA logo in-line with another company's logo in a way that implies TELA ownership is of that company.

Logo clear space (m-space)



Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include 'm-space' (an equivalent of the height of letter 'T') in the name TELA, of clear space on all four sides of the logo, even when the design considerations make this difficult.

- Clear space of 25mm should be placed around the TELA logo.
- Clear space of 25mm should be placed around the full grouping, with 25mm or more between each logo.

Use of TELA logo on seed packaging

- TELA logo must always appear on the front of the package. Additional use on sides, back, top are allowed.
- In case one is using TELA logo as an associate logo, ensure it is smaller and placed side by side. Composite TELA logo should be used.
- Ensure that the TELA is not smaller than two centimetres in width which must be proportionate to the height.
- For visibility purposes, ensure that TELA logo is not smaller than 10% of the surface area of the front or back of the packet.



Improper use of TELA logo

Shown alongside is the preferred full-colour version of the TELA logo. The logo has four distinctive elements: the shields, the maize icon inside the shield, the words "TELA" below the shield and the slogan below TELA.

- Do not separate, rearrange, resize, crop, stretch or delete elements of the logo.





- Do not attempt to redraw or recreate the TELA logo.
- Do not add or link elements to the logo.
- Do not rotate, stretch or use the logo at an angle other than that provided.
- Do not add punctuation to the logo.
- Do not use the logo on a field of colour, picture or a pattern where it blends in, resulting in poor visibility.
- Do not add drop shadows or halo effects to increase visibility; instead use the provided reverse-colour logo or choose a background with better visibility.
- Do not use the logo within a headline or body copy.
- Do not use the TELA logo on items that may depict TELA products, customers, or the WEMA Project in an unsafe, irresponsible or negative manner.
- Ensure that the TELA logo is not smaller than 2.5 centimetres in width which must be proportionate to the height.

Permission

The logo and the term as described and portrayed herein is a registered trademark of the African Agricultural Technology Foundation (AATF). Except as expressly stated below, the logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials. Any person or organisation that has not received permission to use the logo must request and receive written permission prior to such use.

- In general, partners and seed companies working under contract with TELA to produce advertising and promotional materials are granted permission to download and use the logo images as part of that work.
- The logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g. wearables, on-line materials, packaging) if AATF is not directly involved; if TELA is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on review.
- In no case shall permission be granted for use of the logo that is meant to misrepresent, defame or in any way harm TELA or the logo.

Additional information

Additional information on the brand guidelines can be accessed through <http://wema.aatf-africa.org/stewardship/products-commercialisation-and-licensing-program>





AFRICAN AGRICULTURAL TECHNOLOGY FOUNDATION
FONDATION AFRICAINE POUR LES TECHNOLOGIES AGRICOLES

For enquiries, contact:

African Agricultural Technology Foundation (AATF)

P.O. Box 30709-00100, Nairobi, Kenya

Tel: 254-(0)20-422 3700 | Fax: 254-(0)20-422 3701

Email: aatf@aatf-africa.org

Website: www.aatf-africa.org