

CREACIÓN DE MARCA PARA UNA COMUNICACIÓN EFECTIVA.

Preparado para el Taller Regional de Adaptación.
Panamá, Febrero, 2020.



BRAND-APTATION

BRANDING HACKS FOR ADAPTATION PROYECTS

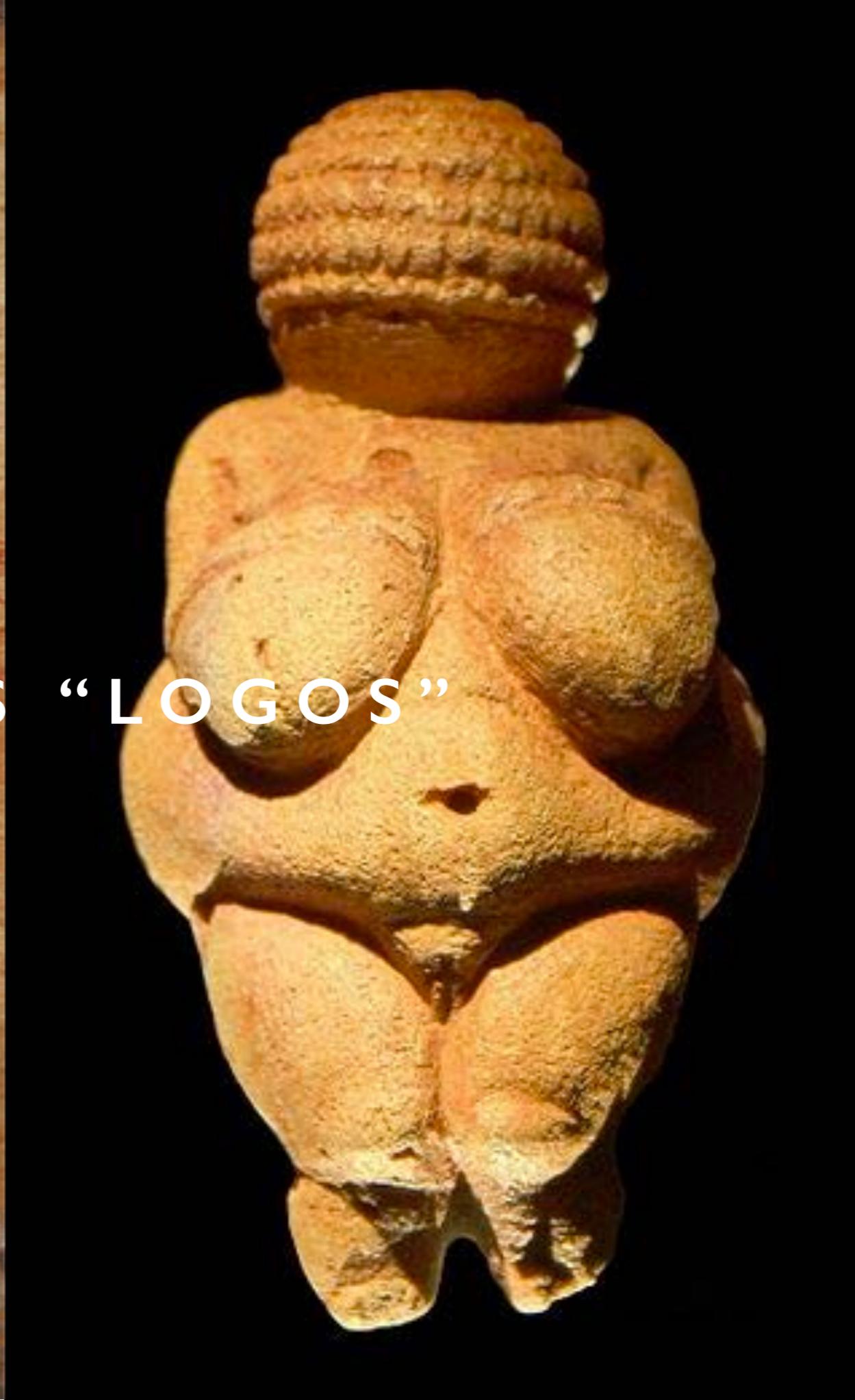
Escrita y dirigida por **Karla Delgado**
karla.delgadoolguin@un.org

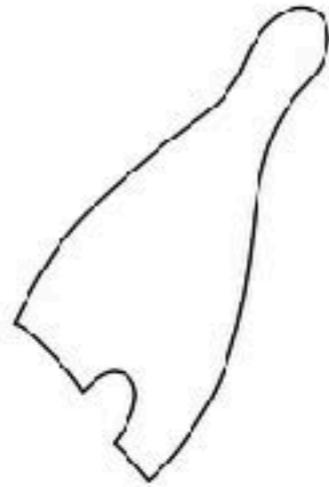


LOS PRIMEROS HUMANOS



LOS PRIMEROS “LOGOS”

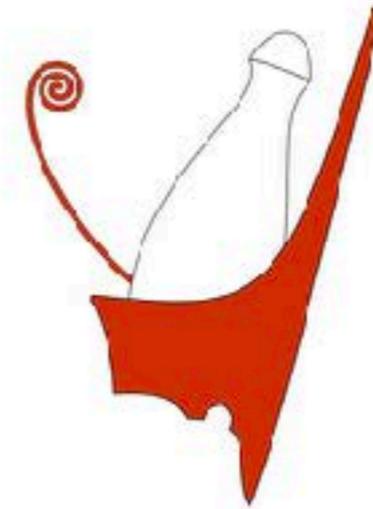




Hedjet:
Corona blanca del Alto Egipto
Símbolo de la diosa buitre Nejbet



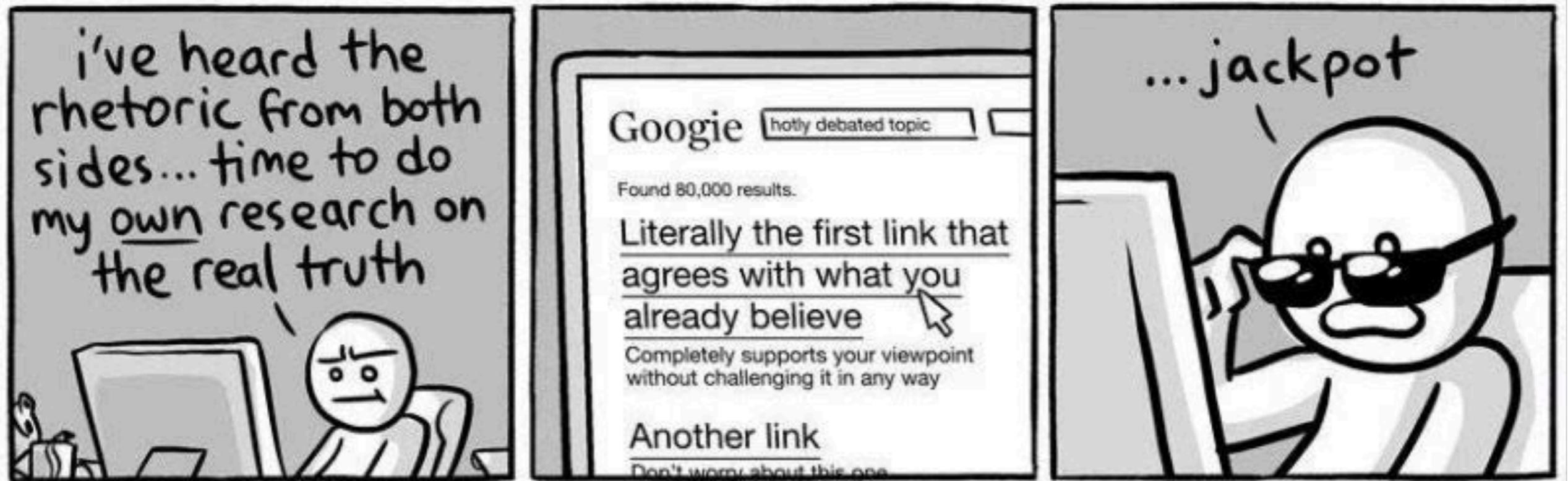
Desheret:
Corona roja del Bajo Egipto
Símbolo de la diosa cobra Uadyet



Sejemty:
Corona doble del Alto y Bajo Egipto
Símbolo de la unificación



¿POR QUÉ FUNCIONA? SESGOS COGNITIVOS



MENTAL SHORTCUTS

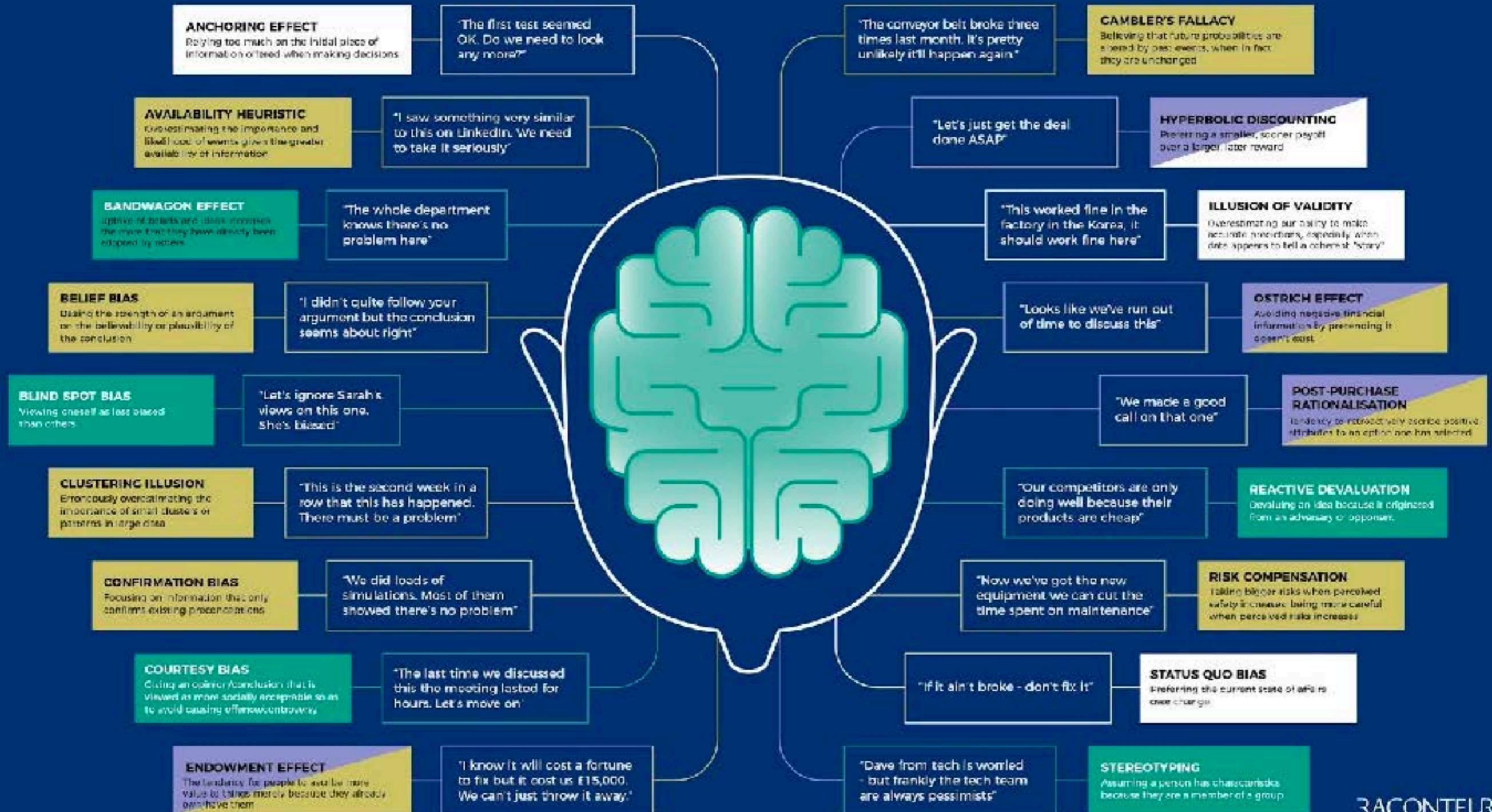
Cognitive bias

● Social ● Financial ● Failure to estimate ● Short-termism

When it comes to assessing risk, humans often fail to make rational decisions because our brains take mental shortcuts that prevent us making the correct choice. Since the 1960s behavioural scientists and psychologists have been researching these failings, and have identified and labelled dozens of them. Here are some that can cause havoc when it comes to assessing risks in business

ORIGIN

The notion of cognitive biases was first introduced by psychologists Amos Tversky and Daniel Kahneman in the early 1970s. Their research paper, *Judgment Under Uncertainty: Heuristics and Biases*, in the *Science* journal has provided the basis of almost all current theories of decision-making and heuristics. Tversky and Kahneman were awarded a Nobel Prize in 2002 after further developing the ideas and applying them to economics.



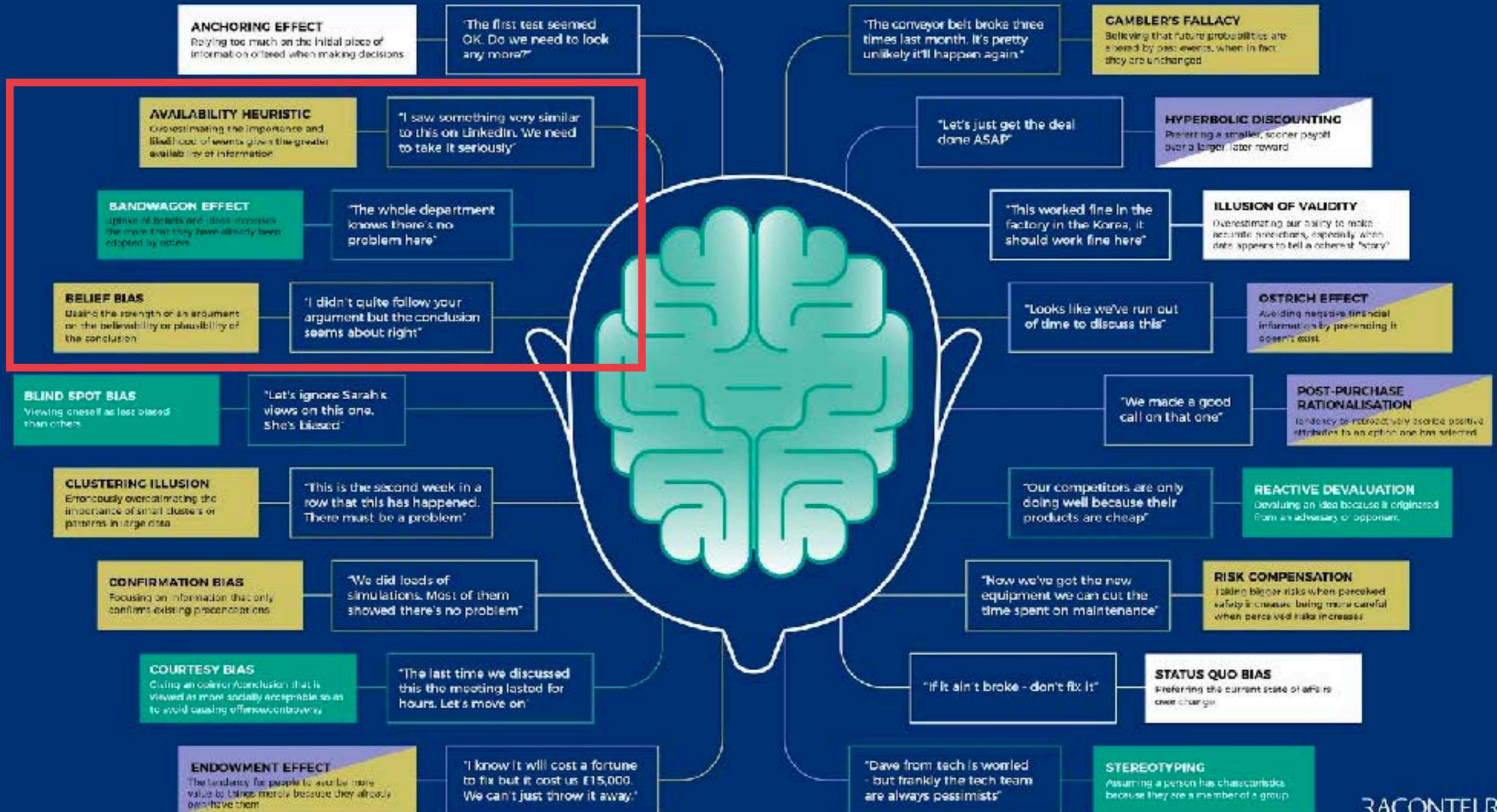
Cognitive bias

● Social ● Financial ● Failure to estimate ● Short-termism

When it comes to assessing risk, humans often fail to make rational decisions because our brains take mental shortcuts that prevent us making the correct choice. Since the 1960s behavioural scientists and psychologists have been researching these failings, and have identified and labelled dozens of them. Here are some that can cause havoc when it comes to assessing risks in business

ORIGIN

The notion of cognitive biases was first introduced by psychologists Amos Tversky and Daniel Kahneman in the early 1970s. Their research paper, *Judgment Under Uncertainty: Heuristics and Biases*, in the *Science* journal has provided the basis of almost all current theories of decision-making and heuristics. Tversky and Kahneman were awarded a Nobel Prize in 2002 after further developing the ideas and applying them to economics.



RACONTEUR

AVAILABILITY HEURISTIC

Overestimating the importance and likelihood of events given the greater availability of information

"I saw something very similar to this on LinkedIn. We need to take it seriously"

BANDWAGON EFFECT

Uptake of beliefs and ideas increases the more that they have already been adopted by others

"The whole department knows there's no problem here"

BELIEF BIAS

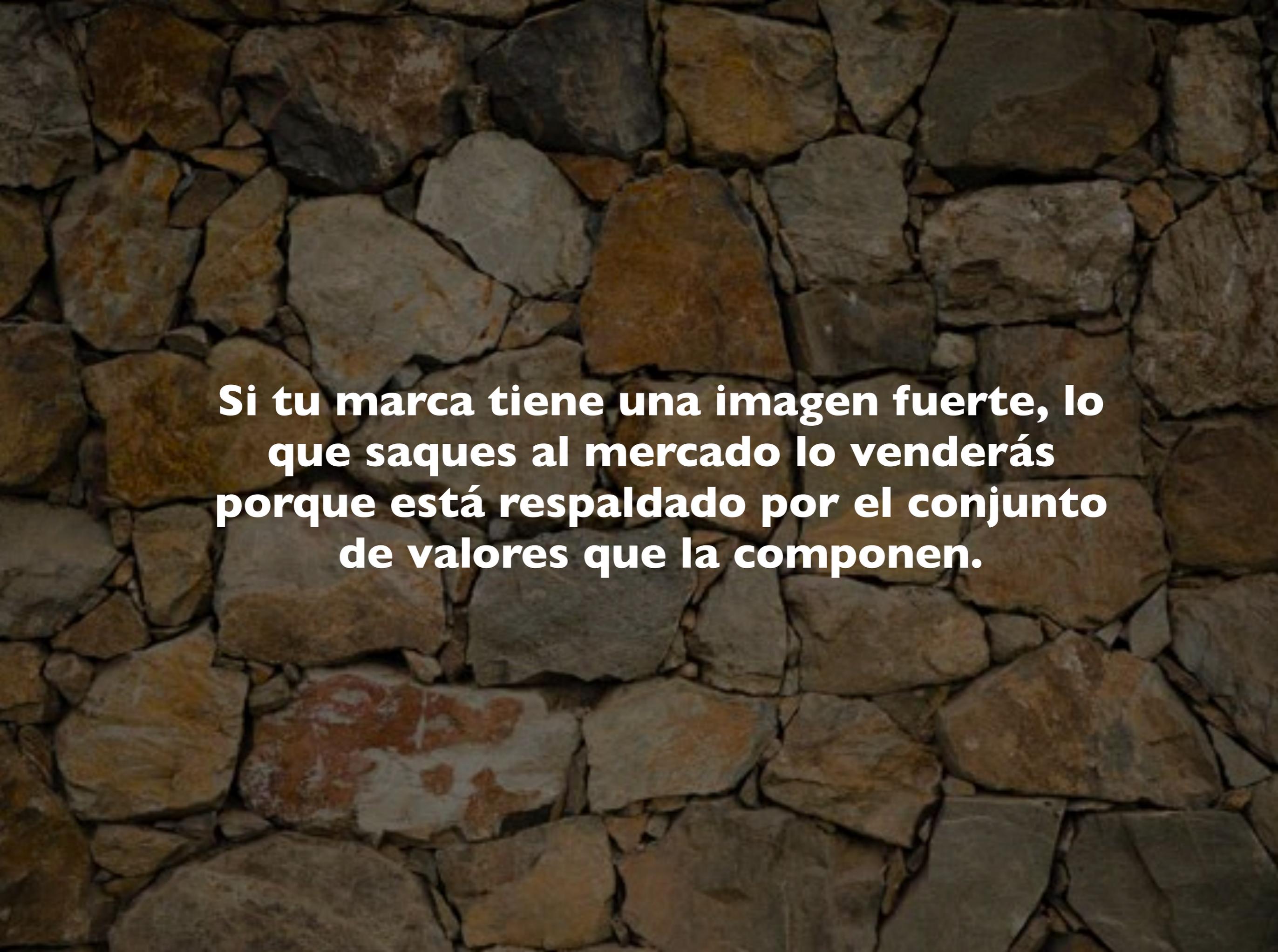
Basing the strength of an argument on the believability or plausibility of the conclusion

"I didn't quite follow your argument but the conclusion seems about right"



PROYECTO = MARCA

Es un universo intangible de potencial



Si tu marca tiene una imagen fuerte, lo que saques al mercado lo venderás porque está respaldado por el conjunto de valores que la componen.

NET ZERO CARBON

LATIN AMERICA AND THE CARIBBEAN

2019

THE OPPORTUNITY, COST AND BENEFITS OF THE COUPLED
DECARBONIZATION OF THE POWER AND TRANSPORT SECTORS
IN LATIN AMERICA AND THE CARIBBEAN

NET ZERO CARBON

LATIN AMERICA AND THE CARIBBEAN
2019

"THE OPPORTUNITY, COST AND BENEFITS OF THE COUPLED
DECARBONIZATION OF THE POWER AND TRANSPORT SECTORS
IN LATIN AMERICA AND THE CARIBBEAN"

PRESENTED BY



A row of Kodak 200 film canisters is shown on a light-colored surface. The canisters are yellow with black text and caps. The text on the canisters includes 'Kodak', '200', and '35mm color print film'. The canisters are arranged in a line, with some in the foreground and others receding into the background. The lighting is soft, creating a slight shadow on the surface.

**Mantenerse vigente
es una responsabilidad constante.**

**Ganar relevancia en un mundo
lleno de estímulos.**



A woman with dark hair, wearing a white long-sleeved top and a yellow skirt, is smiling and holding a stack of four gift boxes. The boxes are colored light blue, purple, pink, and light purple from top to bottom. She is standing in a room with wood-paneled walls. To her left, there is a black shelf with three framed pieces of art. To her right, there is another black shelf with some books. The overall lighting is soft and warm.

Discernir qué es coherente con los objetivos de la marca es un trabajo constante de evaluación estratégica de todas las acciones, comunicaciones y decisiones que construyen el mensaje.



La diferencia entre un castillo y un montón de piedras es la estrategia.

A photograph of two young women with long, wavy hair, wearing matching black and white striped t-shirts and blue denim jeans with rips. They are standing in a rustic, stone-walled environment, possibly a courtyard or a narrow alleyway. The woman on the left is wearing glasses and has her hands in her pockets, while the woman on the right has her hands clasped together. Both are smiling and looking at each other. The background shows stone walls, a wooden door, and a red paddle leaning against a wall. The overall atmosphere is warm and friendly.

2 PILARES DE EJECUCIÓN
PROPÓSITO + IMAGEN



EL PROPÓSITO ES FUEL

(RENOVABLE)

A woman in a dark business suit and glasses stands at the front of a meeting room, holding a white folder. She is addressing a group of people seated at tables. In the background, there is a whiteboard with some faint writing and a laptop on a table. The scene is dimly lit, with a dark overlay on the image.

**EL PROPÓSITO
ES ESPEJO DE LOS ALIADOS**



**CONSTRUIR UNA IMAGEN
COHERENTE LE DA
CREDIBILIDAD AL PROYECTO**

Let your brand designs shine.

Beautiful Brandbook Templates to impressively present your
brand designs and brand guidelines.
www.zippysales.com

Artistic Brand Guide

www.zippysales.com

EL LOGO ES UNO DE LOS ACTIVOS
MÁS VALIOSOS DE UNA MARCA.





**EL LOGO ES UN VISUAL MENTAL
SHORTCUT, HACIA MI MARCA**

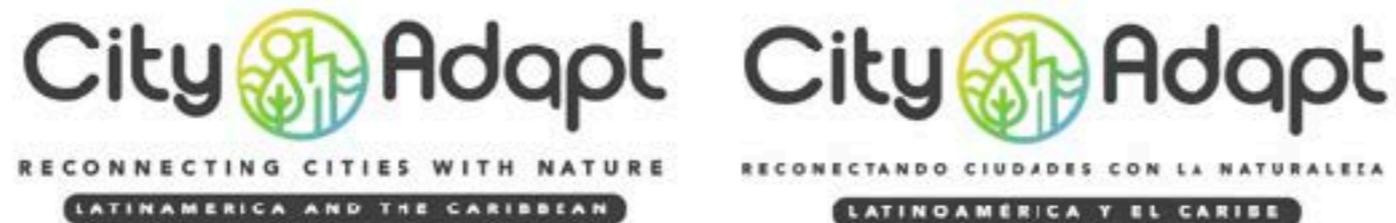


**EL BRANDBOOK ES EL PLANO DE
CONSTRUCCIÓN DE LA MARCA**

CARACTERÍSTICAS DE UN LOGO

THIS IS OUR LOGO

There is a spanish and english official version of our logo, its use depends on the client preferences.



VERTICAL LOGO

This version is official too and these spanish and english versions are correct, it's meant for communication products that require less horizontal space.



VERSÁTIL

CARACTERÍSTICAS DE UN LOGO

USING TEXTURES WITH LOGO

The logo can be placed over textures as long as contrast is not compromised. Make sure the textures you choose are aligned with the brand values; a good guide for it are the elements that make the logo listed in page 3: weather, nature, humans, city, environment or water. Avoid textures associated with bad values, danger, pollution or things that are too artificial.

TEXTURES ON-BRAND



TEXTURES OFF-BRAND

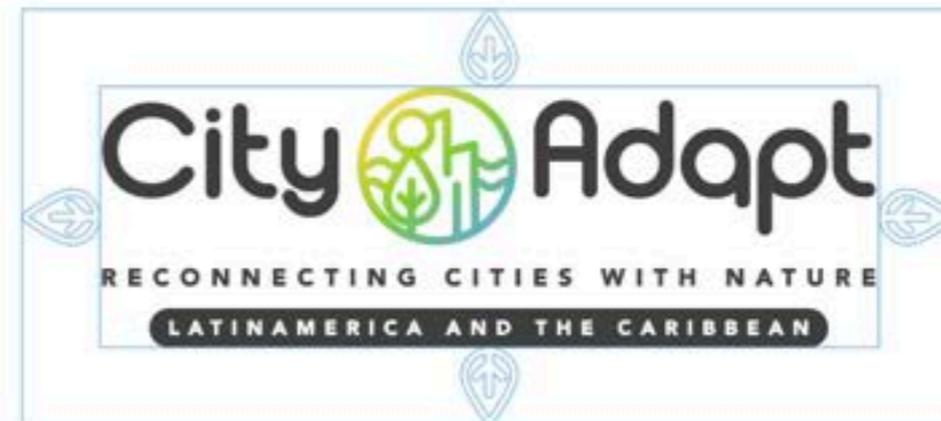


CONGRUENTE Y ESCALABLE

CARACTERÍSTICAS DE UN LOGO

LOGO SPACE

Like all of us, the logo needs nature to breathe; the space equivalent to "the tree" should be left untouched by other elements like text or graphics.



4

LEGIBLE

CARACTERÍSTICAS DE UN LOGO

CORRECT USE OF THE LOGO

The most important thing to take into consideration while choosing the color of the logo is **contrast**, always make sure it is legible.



The gradient is allowed over very dark colors



Over bright colors, an all white logo is a better choice.



Over light colors or gradients, all black is the better choice.



There isn't a grayscale version of the logo, if it is required, use it all black.

REGLAS QUE ASEGUREN LA INTEGRIDAD

CARACTERÍSTICAS DE UN LOGO

INCORRECT USE OF THE LOGO



Use official gradient only for the icon.



Respect proportions.



Only use official colors described in page 3.



Seasonal graphics (or any graphics at all) are not allowed inside the "breathing space" described on page 4.



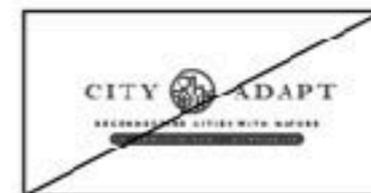
Don't tilt the logo.



Avoid using poor contrast.



Don't use stroke.



Don't change the logo or the slogan font. Official font is described in page 8.

REGLAS QUE ASEGUREN LA INTEGRIDAD

CARACTERÍSTICAS DE UN LOGO

ICON

Every element of the logo (including the colors) was designed to build our message stronger.



WATER



NATURE



PEOPLE



CITY



ENVIRONMENT



WEATHER

COLORS



CITY

C: 20
M: 0
Y: 85
K: 0
#: ffc224



NATURE

C: 50
M: 0
Y: 100
K: 0
#: 80c41c



HUMAN

C: 75
M: 0
Y: 15
K: 0
#: 41b5bb



ONYX

C: 0
M: 0
Y: 0
K: 80
#: 333333



GRADIENT: entwined, cant be appart.
The gradient angle should be 45°.

MEANINGFUL

INSPIRACIÓN



MEANINGFUL



Las alas de la diosa de la victoria Nike



Que nuestros clientes se sientan atraídos por nuestros productos como si lo llamaran las sirenas.



Mercedes-Benz

Triángulo que representa el dominio de las máquinas sobre la tierra, el mar y el cielo.



IMAGEN COMO ATAJO PARA LA DISEMINACIÓN



WHERE IS THE DRY CORRIDOR?

The Dry Corridor is a region of Central America and the Dominican Republic that is characterized by its arid and semi-arid conditions. It stretches from the northern part of Guatemala through El Salvador and Honduras to the Dominican Republic. This region is highly vulnerable to drought and climate change, which can lead to food insecurity and displacement of people.



WHAT IS THE DRY CORRIDOR?

The Dry Corridor is a region of Central America and the Dominican Republic that is characterized by its arid and semi-arid conditions. It stretches from the northern part of Guatemala through El Salvador and Honduras to the Dominican Republic. This region is highly vulnerable to drought and climate change, which can lead to food insecurity and displacement of people.

Climate change requires that governments and communities of all scales, public, private and citizens, take action. The Dry Corridor is a region with enormous potential that warrants a concerted effort to address the challenges that it faces.

Climate change is the driving force of the loss and degradation of biodiversity in the region. (IPCC AR5 WGII, 2014)

For more information contact:
UNEP, Environment Division
UNEP, Environment Division
UNEP, Environment Division
UNEP, Environment Division
UNEP, Environment Division



NATURE BASED SOLUTIONS
to **TRANSFORM** the
DRY CORRIDOR
of Central America and Arid Zones
of the Dominican Republic.

UN@
environment



HUMAN AND PHYSICAL CONTEXT OF THE DRY CORRIDOR

The Dry Corridor is a region of extreme aridity in Central America, stretching from the Gulf of Honduras in the north to the Pacific Ocean in the south. It covers approximately 1.5 million km² and is home to over 10 million people. The region is characterized by low rainfall, high temperatures, and significant seasonal drought. This has led to a decline in agricultural productivity and a loss of biodiversity. The population is largely rural and dependent on agriculture for their livelihoods. The region's physical context is defined by its location in a rain shadow, which results in low rainfall and high temperatures. This has led to a decline in agricultural productivity and a loss of biodiversity. The population is largely rural and dependent on agriculture for their livelihoods.



WHAT WILL THIS INITIATIVE ACHIEVE?

The initiative aims to improve the livelihoods of the people living in the Dry Corridor by promoting sustainable agriculture and rural development. It will focus on increasing agricultural productivity, improving rural infrastructure, and promoting sustainable natural resource management. The initiative will also focus on promoting sustainable natural resource management, including soil conservation, water management, and forest management. The initiative will also focus on promoting sustainable natural resource management, including soil conservation, water management, and forest management.

NATURE-BASED SOLUTIONS are designed to address the underlying causes of the problem. They focus on restoring and enhancing natural ecosystems, such as forests, wetlands, and coastal ecosystems. These solutions can provide a range of benefits, including improved water regulation, soil conservation, and carbon sequestration. They can also provide a range of benefits, including improved water regulation, soil conservation, and carbon sequestration.



BARRIERS TO ADAPTATION IN THIS REGION

- Limited technical capacity and knowledge among farmers and rural communities
- Limited access to financial services and credit
- Limited access to information and knowledge
- Limited access to markets and value chains
- Limited access to natural resources

HOW THE PROJECT WILL OVERCOME THESE BARRIERS

- **TECHNICAL ASSISTANCE:** Provide technical assistance to farmers and rural communities to improve agricultural productivity and natural resource management.
- **FINANCIAL ASSISTANCE:** Provide financial assistance to farmers and rural communities to improve access to credit and financial services.
- **INFORMATION AND KNOWLEDGE:** Provide information and knowledge to farmers and rural communities to improve access to information and knowledge.
- **MARKETS AND VALUE CHAINS:** Provide support to farmers and rural communities to improve access to markets and value chains.
- **NATURAL RESOURCES:** Provide support to farmers and rural communities to improve access to natural resources.

Figure 5. Combined costs, benefits and avoided costs by mid-century under a coupled power and transport zero emissions pathway (in billion dollars).

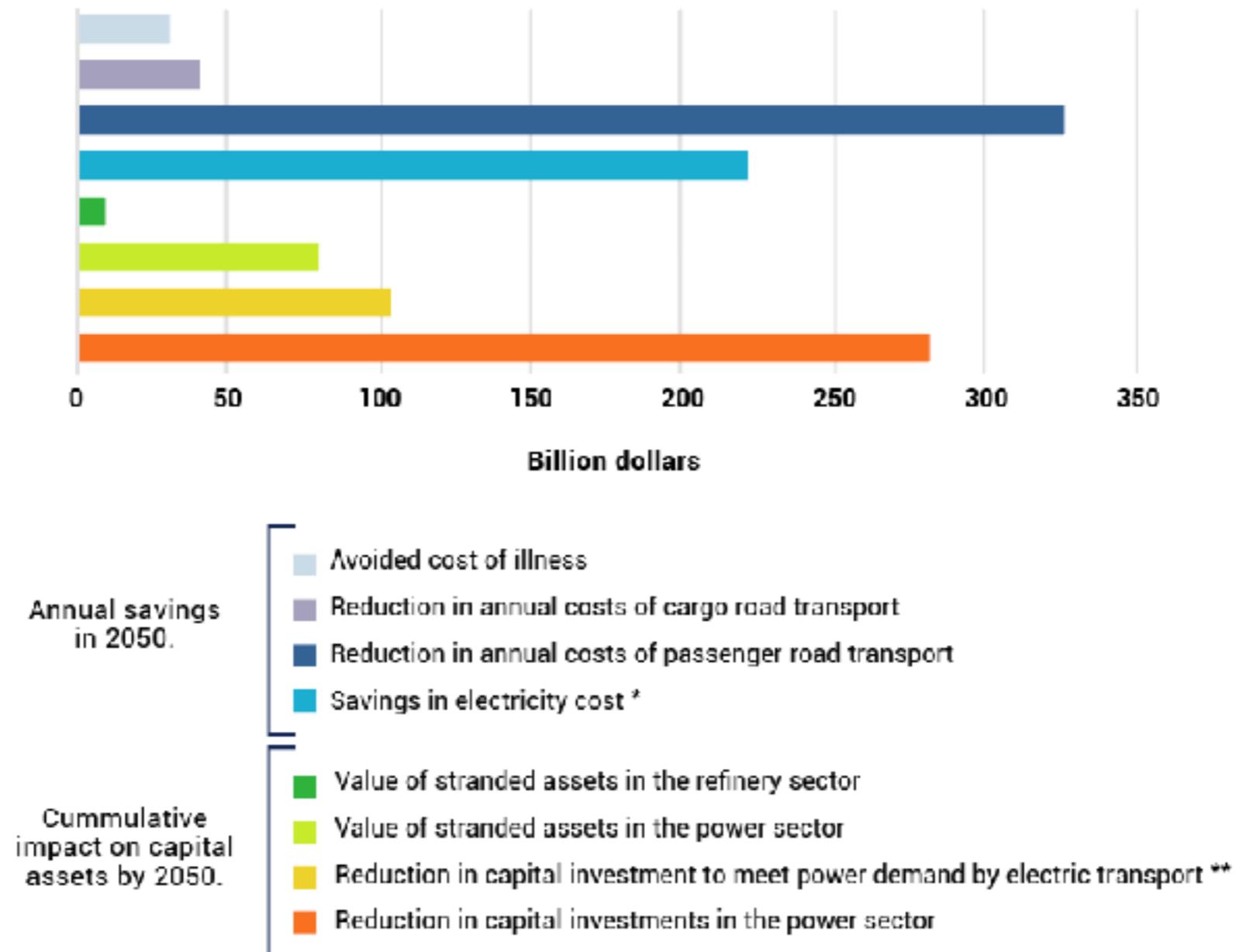
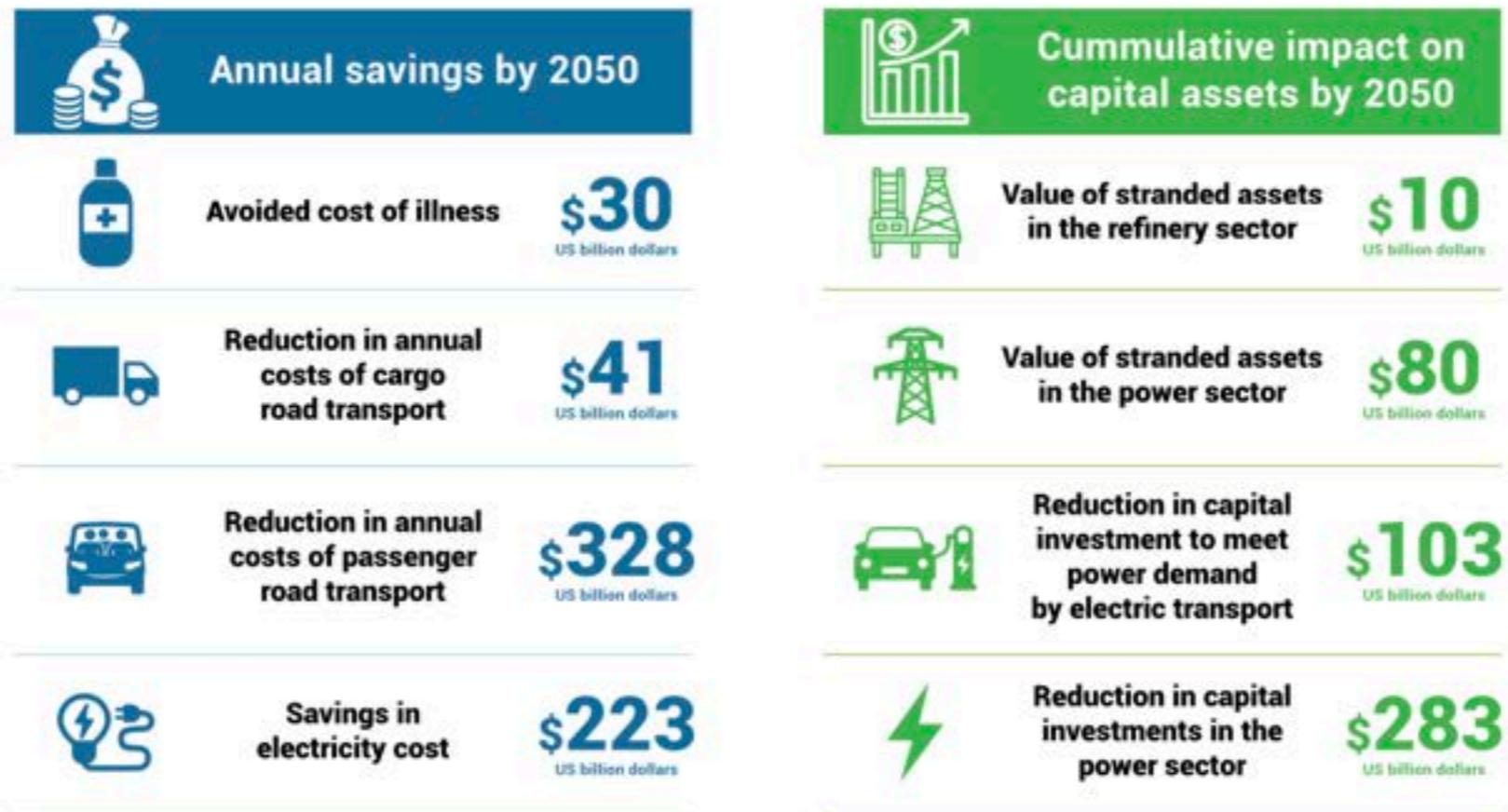


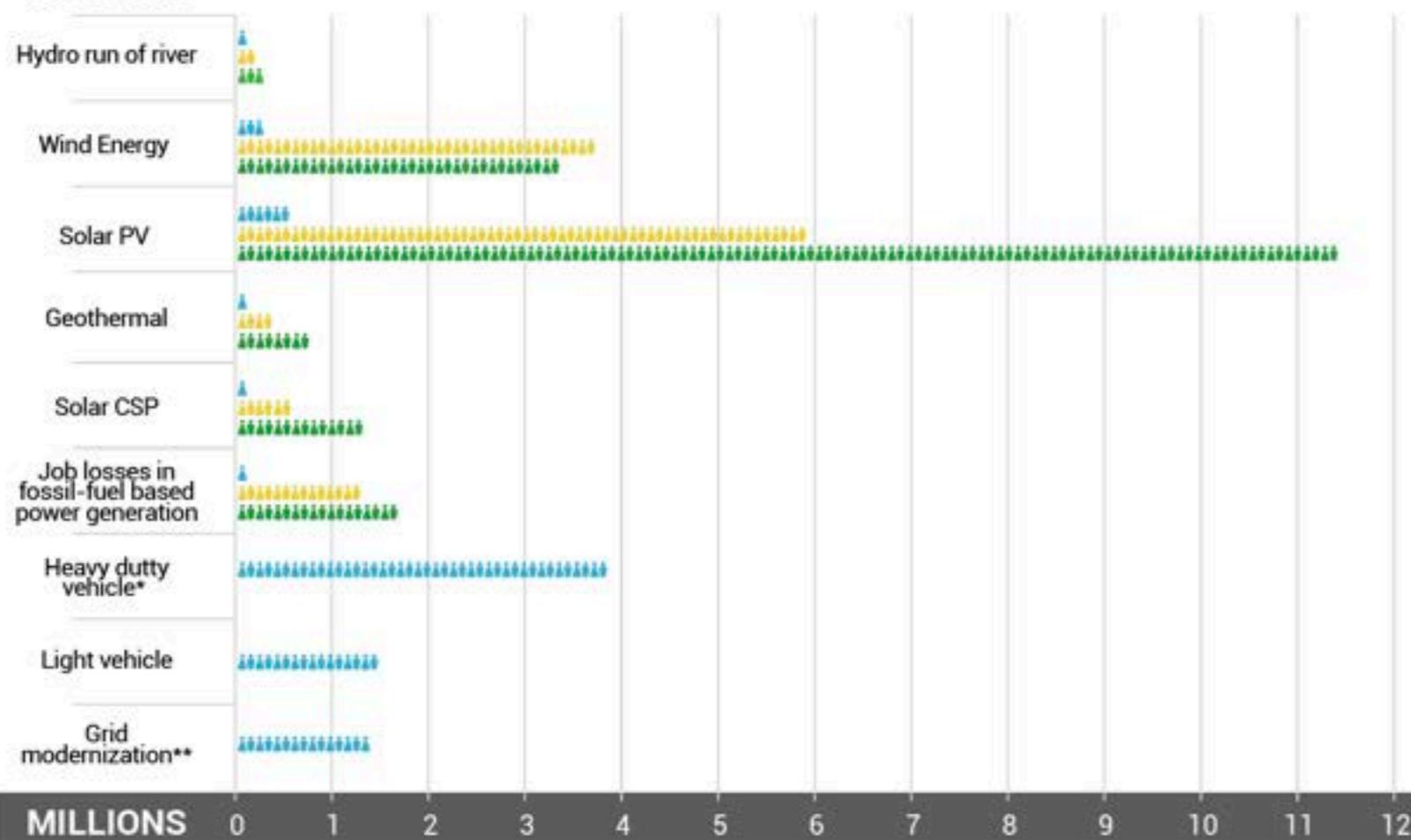
Figure 28. Combined costs, benefits and avoided costs by mid-century under a coupled power and transport zero emissions pathway (in billion dollars, 2018). ³⁸



Source: Author's estimates. *Does not include reduction in electricity costs for the transport sector which are captured in the reduction in costs for road transport. **Is calculated as the difference in capital costs to provide the required energy under the GCAM-BAU power system and the Intervention Scenario.

Industry	Construction (Job years/GW)	Manufacturing (Job years/GW)	Operation and Maintenance (permanent jobs/GW)	New installed capacity by mid-century (GW)
Geothermal	6,800	3,900	400	34
CSP	8,900	4,000	700	51
PV	13,000	6,700	700	296
Wind	3,000	3,400	300	373
Hydro	7,500	3,900	200	14

INDUSTRY



TOTAL

 **17.13**
Construction
(Job years****)

 **10.83**
Manufacturing
(Job years)

 **7.7**
Operation and
maintenance (jobs)

Country	Targets
Barbados	<ul style="list-style-type: none"> • National Energy Policy for Barbados 2019 – 2030 - 100% renewable energy and carbon neutrality
Chile	<ul style="list-style-type: none"> • National Electromobility Strategy - 100% of electrified public transport by 2050 - 40% of electrified private transport by 2050
Colombia	<ul style="list-style-type: none"> • National Development Plan - 800 thousand electric vehicles by 2030 • Ley 1964 of 2019 - In cities with mass transit systems, 100% of vehicles purchased to replace others must be electric as of 2035
Costa Rica	<ul style="list-style-type: none"> • Decarbonization Plan - 70% of buses and taxis zero emissions by 2035 - 75% of the light vehicle fleet (private and institutional) will be zero emissions in 2035 - 100% of buses and taxis zero emissions by 2060 - Increase of at least 10% of connections in non-motorized modes within the main urban areas by 2030 - By 2050, 60% of the fleet of light vehicles - private and institutional - will be zero emissions, with higher percentages for those that have commercial and government use. - By 2050 at least 50% of freight transport will be highly efficient and will have reduced emissions by 20% compared to 2018 emissions.
Ecuador	<ul style="list-style-type: none"> • Draft Energy Efficiency Law - Beginning in 2025, any vehicle incorporated into the urban and intermunicipal public transport service must be electric and enjoy preferential differentiated energy rates.
Mexico	<ul style="list-style-type: none"> • Mexico City electromobility strategy 2018 - 2030 - In 2030, 15% of new car sales in Mexico City will be hybrid and / or electric. - In 2030, 80% of the taxi fleet and ERT (Transport Network Companies) of Mexico City will be hybrid and / or electric. - In 2030, 30% of the new fleet of utility vehicles in Mexico City is hybrid and / or electric. - In 2030, 20% of shared bicycle systems (public and private) will be electric in Mexico City. • Integral Mobility Program 2013-2018 - By 2050, provide 150 electric buses for new Zero Emissions corridors of the STE (Electric Transportation Service) (federal level)
Panama	<ul style="list-style-type: none"> • National Electric Mobility Strategy of Panama - In 2030, between 10 and 20% of the total private vehicle fleet will be electric - In 2030, between 25 and 40% of private vehicle sales will be electric - In 2030, between 15 and 35% of buses in authorized concession fleets will be electric - In 2030 between 25 and 50% of public fleets will be composed of electric vehicles
Paraguay	<ul style="list-style-type: none"> • By 2026, 20% of state vehicles will be electric
Peru	<ul style="list-style-type: none"> • National Competitiveness and Productivity Plan 2014-2030 - 20,000 vehicles renewed by 2025 and 50,000 vehicles renewed by 2030 - technology not specified

Tabla 2.

Metas

sobre movilidad eléctrica en la región

Barbados

100% energía renovable y neutralidad de carbono para 2050.

Chile

100% del transporte público electrificado para 2050.

40% del transporte privado electrificado para 2050.

Colombia

600 mil vehículos eléctricos para 2030.

Costa Rica

70% de buses y taxis cero emisiones para 2035.

100% de buses y taxis con emisiones para 2050.

25% de la flota de vehículos ligeros será de cero emisiones en 2035.

60% de la flota de vehículos ligeros será de cero emisiones, con porcentajes más altos para los de uso comercial y gubernamental para 2050.

Ecuador

TODO vehículo que se incorpore al transporte público, deberá ser eléctrico y tendrá tarifas energéticas diferenciadas preferenciales a partir del 2025.

Mexico

15% de las ventas de automóviles nuevos en la Ciudad de México serán híbridos y/o eléctricos para 2030.

80% de la flota de taxis y Empresas de Redes de Transporte (ERT) de la Ciudad de México serán híbridos y/o eléctricos para 2030.

30% de la nueva flota de vehículos utilitarios de la Ciudad de México será híbrida y/o eléctrica para 2030.

30% de los sistemas de bicicletas compartidas serán eléctricos en la Ciudad de México

150 autobuses eléctricos para nuevos corredores Cero Emisiones del STE (Servicio de Transportes Eléctricos) (a nivel federal) para 2030.

Panamá

10-20% del total de la flota de vehículos privados serán eléctricos para 2030.

25-40% de las ventas de vehículos privados serán eléctricos para 2030.

15-35% de los autobuses de las flotas de concesiones autorizadas serán eléctricos para 2030.

25-50% de las flotas públicas estarán compuestas por vehículos eléctricos para 2030.

Paraguay

20% de los vehículos estatales serán eléctricos para el 2020.



BRAND-APTATION

BRANDING HACKS FOR ADAPTATION PROYECTS

Escrita y dirigida por **Karla Delgado**
karla.delgadoolguin@un.org