



FOCUS 2.0

Fostering Climate Resilient Upland Farming System in the North East
PLANNING & PROGRAMME IMPLEMENTATION DEPARTMENT
GOVERNMENT OF MIZORAM

VISUAL IDENTITY GUIDELINES

Version 1.0

COMPLIANCE REQUIREMENT

This guide establishes the visual identity standards for FOCUS 2.0. It ensures consistency across all communications, publications, and digital materials produced by or on behalf of the programme.

01 PROJECT OVERVIEW

WHO WE ARE

FOCUS 2.0 (Fostering Climate Resilient Upland Farming System) is a transformative programme under the Planning & Programme Implementation Department, Government of Mizoram. It is designed to shift approximately 75,000 unique rural households across Mizoram from subsistence farming to climate-resilient, market-linked agri-food systems.

OUR VISION AND MISSION

Our primary goal is to contribute to economic prosperity and enhanced climate resilience across rural Mizoram. We aim to transition approximately 75,000 unique rural households - spanning 11 districts - from subsistence farming to structured, commercialized agri-food system. We place a high priority on empowering smallholders, women, rural youths and ethnic minorities.

HOW WE WORK

- **Market Access and Enterprise Development:** We are building a robust, tiered hub-and-spoke infrastructure that includes village-level Collective Marketing Centres, Farmers' market and district value addition hubs to reduce post-harvest losses and improve price realization for farmers.
- **Agricultural and Livestock Productivity:** We utilize a landscape-based approach to promote Agricultural Intensified Clusters (Zaus) where contiguous landholdings are managed collectively to improve output through agro-ecological and climate-smart practices.
- **Project Management and Institutional Strengthening:** We ensure that all interventions are evidence-based and sustainable by utilizing advanced MIS and GIS tracking systems, digital extensions and rigorous environmental social safeguards.

OUR IMPACT GOALS

By aligning with the state policies like the Bana Kaih handholding strategy, we are committed to achieving a 30% increase in average annual agriculture income for participating households. Ultimately, FOCUS 2.0 seeks to build a future where rural Mizo families are economically secure, socially empowered and resilient to the challenges of a changing climate.

02 LOGO SYSTEM

ANATOMY

The FOCUS 2.0 logo consists of two components: the Emblem (a square illustration featuring mountains, terraced fields, and a sprouting plant) and the Typography (the programme name, full title, and department attribution). Together they form the Full Logo.

GENERAL DESCRIPTION

The official logo is rendered entirely in white (#f9f3f3) on a red background (#c2040f) which is in-line with the colour theme of Planning & Programme Implementation Department, Government of Mizoram. The components of the full logo are described as below:-

Emblem (Left Side):

A square-bordered illustration depicts an upland agricultural landscape featuring:

- Mountain peaks in the background suggesting the topography of Mizoram.
- Farming fields sweeping across the mid-ground, rendered with parallel lines suggesting upland cultivation.
- A young plant/seedling in the foreground with broad leaves, symbolizing growth and cultivation.

Typography (Right Side):

- 'FOCUS 2.0' is displayed in large, bold, condensed uppercase lettering (Font Family: Bebas Neue) – the dominant visual element of the logo.
- Below it, the full acronym expansion of FOCUS – 'Fostering Climate Resilient Upland Farming System' is displayed (Font Family: POPPINS)
- At the bottom, in spaced upper letters: 'Planning & Programme Implementation Department, Government of Mizoram' – identifying the owning department. (Font Family: POPPINS)

SUMMARY

COMPONENT	COLOUR CODE	FONT FAMILY
Background	#c2040f	-
Emblem	#f9f3f3	-
'FOCUS 2.0'	#f9f3f3	Bebas Neue
Acronym Expansion and Parent Department	#f9f3f3	POPPINS

03 LOGO USAGE

PRIMARY & SECONDARY

Use the Primary Logo as the default version on white or light backgrounds. This is the preferred version for all official materials. Use the Secondary Logo (standalone icon) when space is limited or when the FOCUS 2.0 name is already established in context (e.g., social media profile pictures, app icons, badges).



MONOCHROME BLACK

Use the Primary or Secondary black monochrome version on white or light-coloured backgrounds when colour printing is unavailable or when a more formal aesthetic is required.



REVERSE WHITE LOGO

Use the white reverse version on dark or black backgrounds. This variant ensures legibility when the background is too dark for other logo versions.



04 QUICK REFERENCE

Version	When to Use
Primary (Full Logo)	Default — white/light backgrounds, colour printing, digital materials
Secondary (Icon Only)	Space-constrained contexts, social media avatars, when name is already present
Monochrome Black (Full)	Black-and-white print, formal documents, photocopying
Monochrome Black (Icon)	Black-and-white stamp, icon-only contexts in print
Reverse White (Full Logo)	Dark or black backgrounds, slides with dark themes, dark-coloured banners
Reverse White (Icon Only)	Dark backgrounds, watermarks on dark imagery

DO'S AND DON'TS

DO	DO NOT
Use official approved logo files only	Do not stretch or distort the logo
Maintain clear space on all sides	Do not recolour in unapproved colours
Use Full Colour version as the first choice	Do not add drop shadows or special effects
Scale proportionally from corner handles	Do not place logo on busy photographic backgrounds
Use Reverse White version on dark backgrounds	Do not rearrange or separate logo components