



**NRPB**  
NATIONAL RECOVERY  
PROGRAM BUREAU

**Brand Book** Version 1.1 January 2020





**“Together  
building back  
a more resilient  
Sint Maarten.”**

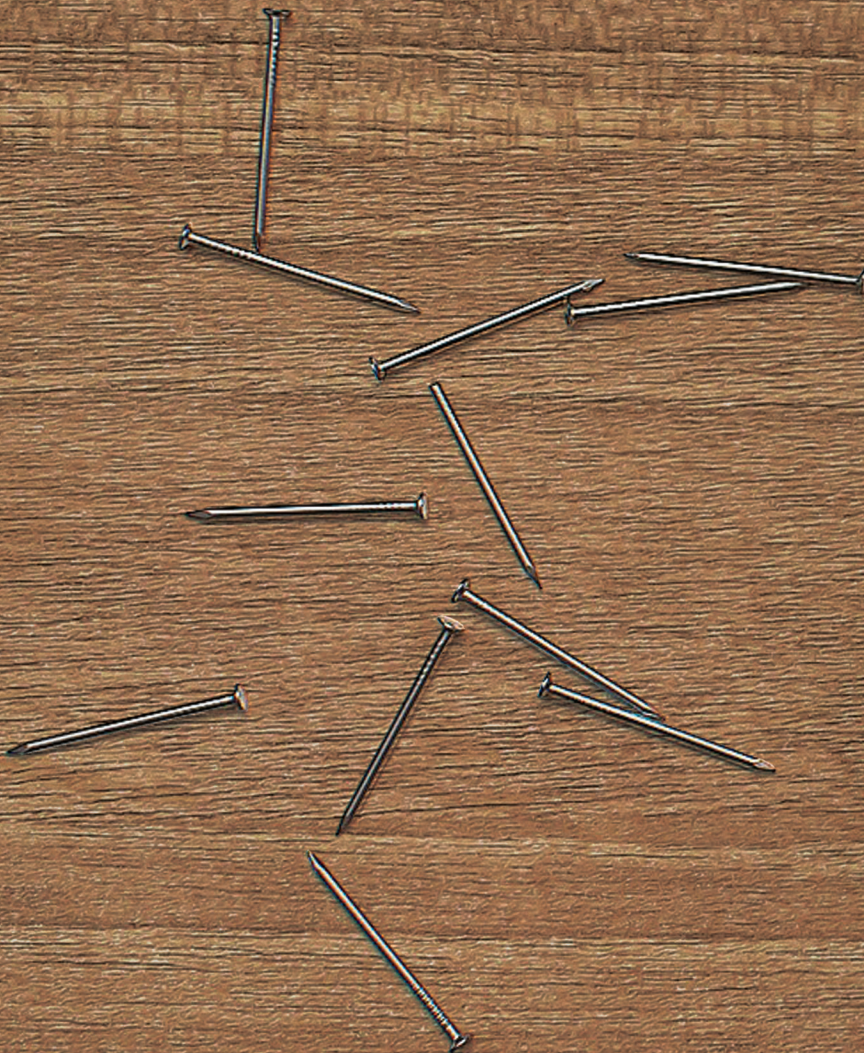
-NRPB Vision



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## Logo Breakdown

### Visual Description:

Emblem & wordmark combination.

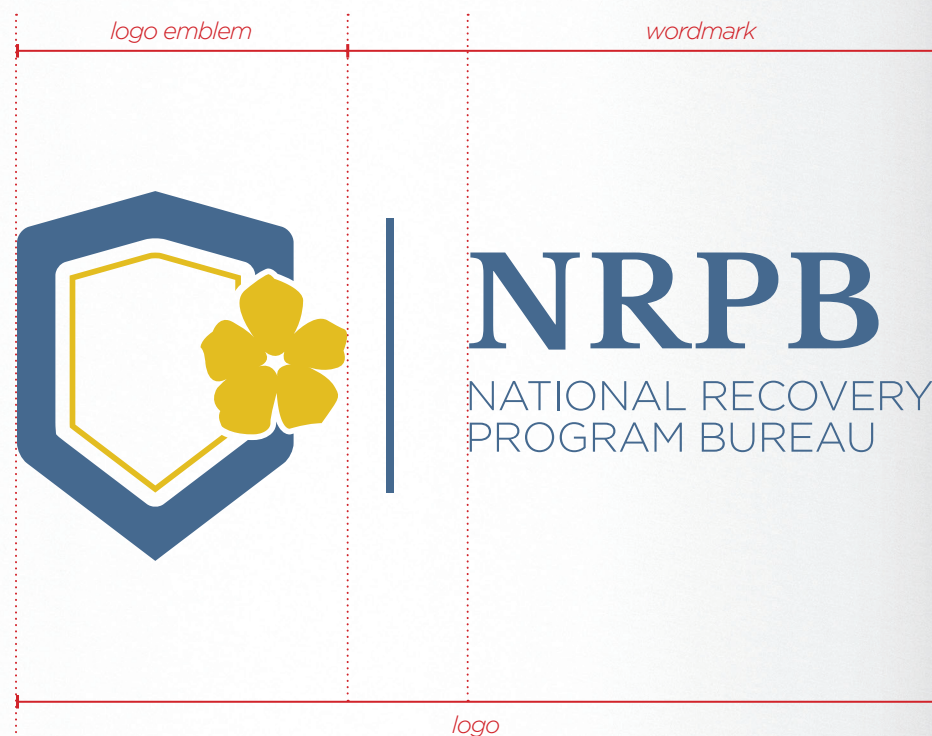
The NRPB logo is inspired by the resilience of the island of Sint Maarten and its people.

This fact has become even more evident after the passing of Hurricane Irma.

The logo is an abstraction of the symbolism found on Sint Maarten's flag, specifically the coat of arms.

The double Coat of Arms signifies the protection and the safeguarding of the precious strength within.

The Yellow Sage flower, although commonly viewed as being fragile it is represented here as a symbol of resilience and most importantly regrowth.





## Image Symbolism

### Shield /SHēld/

**Noun:** shield; plural noun: shields

Protection, guard, defense, cover, screen, shade, safety, security, shelter, safeguard, support, bulwark and protector.

### Flow·er /flou(ə)r/

**Noun:** flower; plural noun: flowers

Best, finest, top, pick, choice, choicest, prime, cream, prize, treasure, pearl, gem, jewel, the jewel in the crown, the crème de la crème, first class, elite and elect.





## Yellow Sage Flower

The flower in the logo is inspired by the flowers that can be found on the country's coat of arms.

It is also a popular flower that can be found all over the island, from manicured gardens to growing wildly in nature.

The symbolism of the flower represents resilience of what is considered to be fragile and its ability to bounce back from a catastrophic experience and bloom beautifully in spite of it all.





# Color Symbolism

Blue



CMYK  
80 58 25 5  
RGB  
69 105 143

Yellow



CMYK  
12 24 100 0  
RGB  
227 188 34

Internet Yellow



CMYK  
6 25 63 0  
RGB  
247 191 103

**Blue**

*Depth, stability, trust, loyalty, wisdom, confidence, intelligence, faith, tranquility, calmness, piety, sincerity, truth, and heaven.*

Blue is the color of the sky above Sint Maarten and the sea surrounding it. Both waxing between tranquility and chaos according to the season. Signifying that after the storm a calm must come. Such is the cycle of the seasons.

Blue supports the mind-body connection and has been known to slow human metabolism and produce a calming effect. In heraldry (the system by which coats of arms and other armorial bearings are devised, described, and regulated), blue is used to symbolize piety and sincerity.



**Yellow**

*Joy, happiness, intellect, energy and cheerfulness.*

Yellow is used to signify the color of the sunshine that radiates over the isle. Used in this instance to mimic the warming effect of its rays. Yellow is also known to arouses cheerfulness, stimulates mental activity, and generates muscle energy.

Yellow can be used to evoke pleasant, cheerful feelings. Yellow is very effective for attracting attention and can be used to highlight important elements.

**Internet Yellow** is an alternate yellow solely use on the NRPB website. It is used to highlight the vision & mission icons.



Abbreviation: Libre Baskerville-Bold

NRPB

Expansion: Gotham-Light

NATIONAL RECOVERY  
PROGRAM BUREAU

Libre Baskerville

As the primary font, Libre Baskerville’s strudy appearance represents strength, perserverance and unwavering stability in the face of opposition.

Gotham

As the primary font, Gotham’s modern and open strusture forms a perfect balance with its primary counterpart.

Libre Baskerville-Bold

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890  
!@#\$%^&\*()\_+

Gotham

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Book Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+



- Sustainability
- Transparency
- Professionalism
- Good governance
- Fairness
- Cooperation

-Core values



## Logo Do's & Don'ts

- **Do** utilize the logo where possible in order to increase recognition.
- **Do** use the logo in its entirety where possible once text is legible. See the following page for recommended sizes.
- **Do** be aware of the background on which the logo is placed. Avoid busy images & patterns. The all white logo is ideal for darker images.
- **Do** be mindful of adequate contrast between the logo and the background on which it is placed. Poor contrast or similar colors may cause poor visibility. The same applies for vibrant color.
- **Do** send attachments in original file format i.e. PDF's JPEG's & PNG's when file sharing. Never as a Word document.
- **Do** use the correct color mode for the corresponding media. CMYK for printing and RGB for digital & web.
- **Do** allow the logo to breathe by providing sufficient spacing between the logo any text and or imagery.
- **Don't** enlarge the logo by stretching it in either direction. The same goes for any tilting, rotation, skewing or distortion.
- **Don't** crop elements out of the logo.
- **Don't** reposition the emblem & wordmark contrary the arrangement specified.
- **Don't** add foreign elements to the logo.
- **Don't** use scanned, photographed nor photocopied versions of the logo.
- **Don't** add any embellishments to the logo for example shadows, glow effects, or outlines.
- **Don't** alter the colors of the logo.
- **Don't** box the logo into any shape i.e. a square, rectangle or circle.





# Inspirational Images



*Examples of complimentary images that can be used in any external publications and or Internal reports.*

*Can be used as an inspirational guide for third parties i.e. marketing companies, photographers, videographers and the like.*



# Logo Guidelines & Variations

## Standard Full Color Logo



**Official horizontal logo**  
*Always on a white background.  
Ideal in landscape spaces.  
Can be used at 4.5 cm and higher.*



**Horizontal logo with abbreviation**  
*Always on a white background.  
Ideal in landscape spaces.  
Can be used at 4.5 cm and lower.*



**Vertical logo with abbreviation**  
*Always on a white background.  
Ideal in portrait spaces.  
Can be used at 4.5 cm and lower.*



**Shield logo minus text**  
*Always on a white background.  
Ideal in small spaces.  
Can be used both large and small.*

## Optional White Logo



**Official horizontal logo**  
*Always on a blue background.  
Ideal in landscape spaces.  
Can be used at 4.5 cm and higher.*



**Horizontal logo with abbreviation**  
*Always on a blue background.  
Ideal in landscape spaces.  
Can be used at 4.5 cm and lower.*



**Vertical logo with abbreviation**  
*Always on a blue background.  
Ideal in small spaces where  
text may be illegible.  
Can be used at 4.5 cm and lower.*

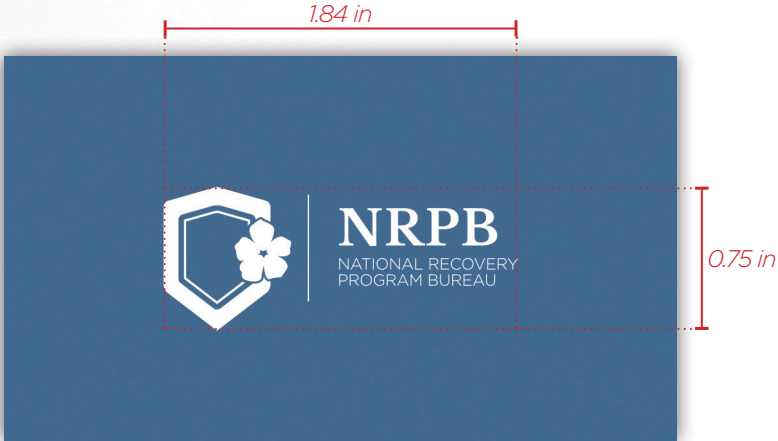


**Shield logo minus text**  
*Always on a blue background.  
Ideal in small spaces where  
text may be illegible.  
Can be used both large and small.*

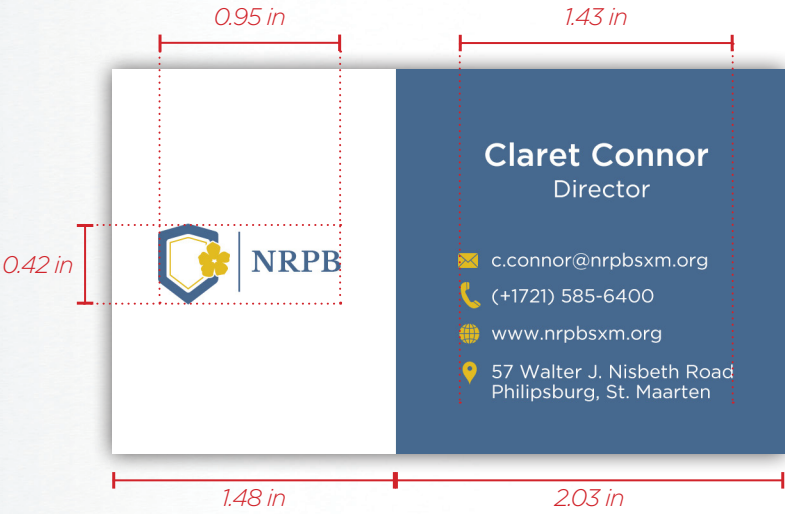


# Branded Stationary

## Business Card



Front, 8.89 cm x 5.08 cm - 3.5 in x 2 in

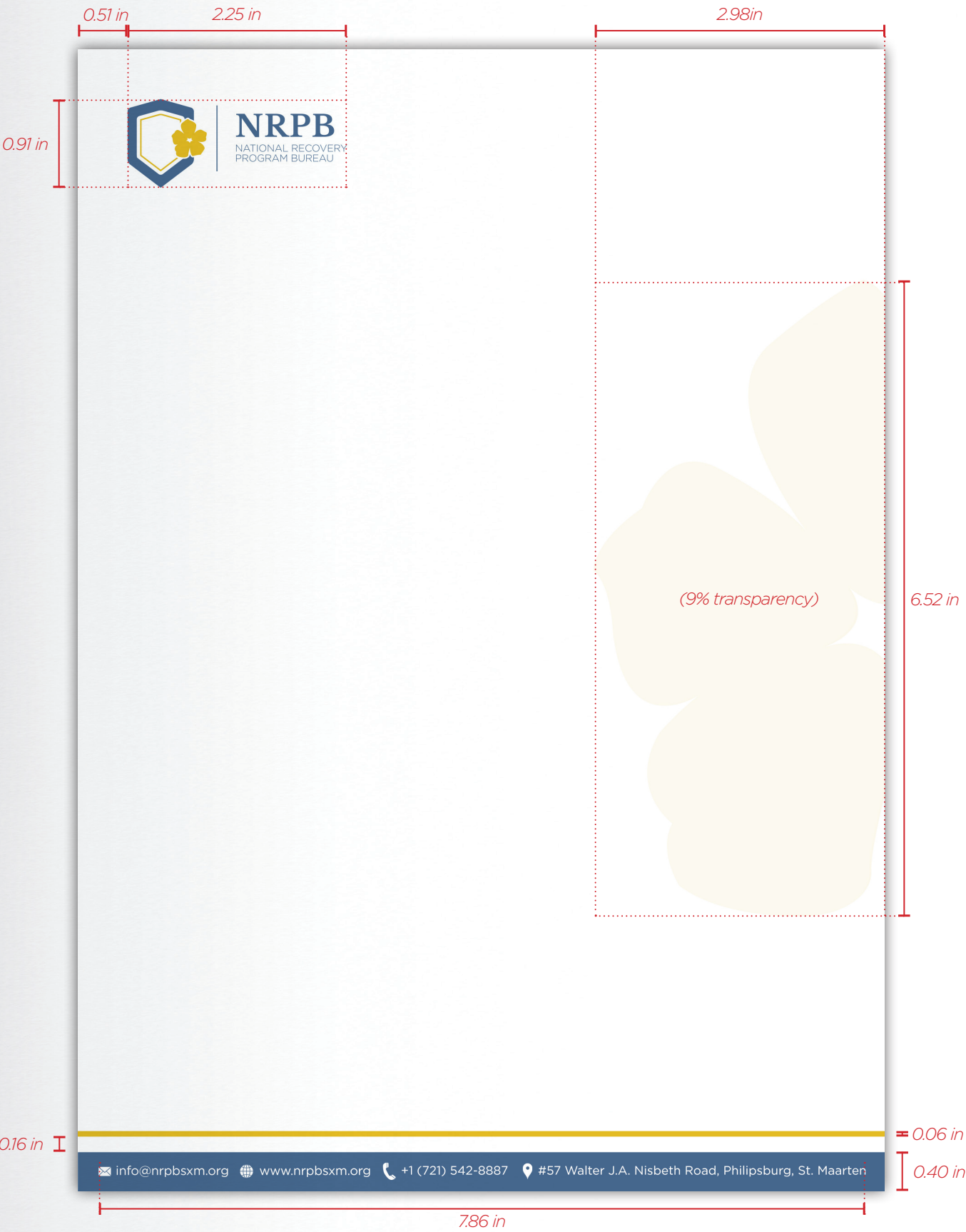


Back, 8.89 cm x 5.08 cm - 3.5 in x 2 in



# Branded Stationery

## Letterhead

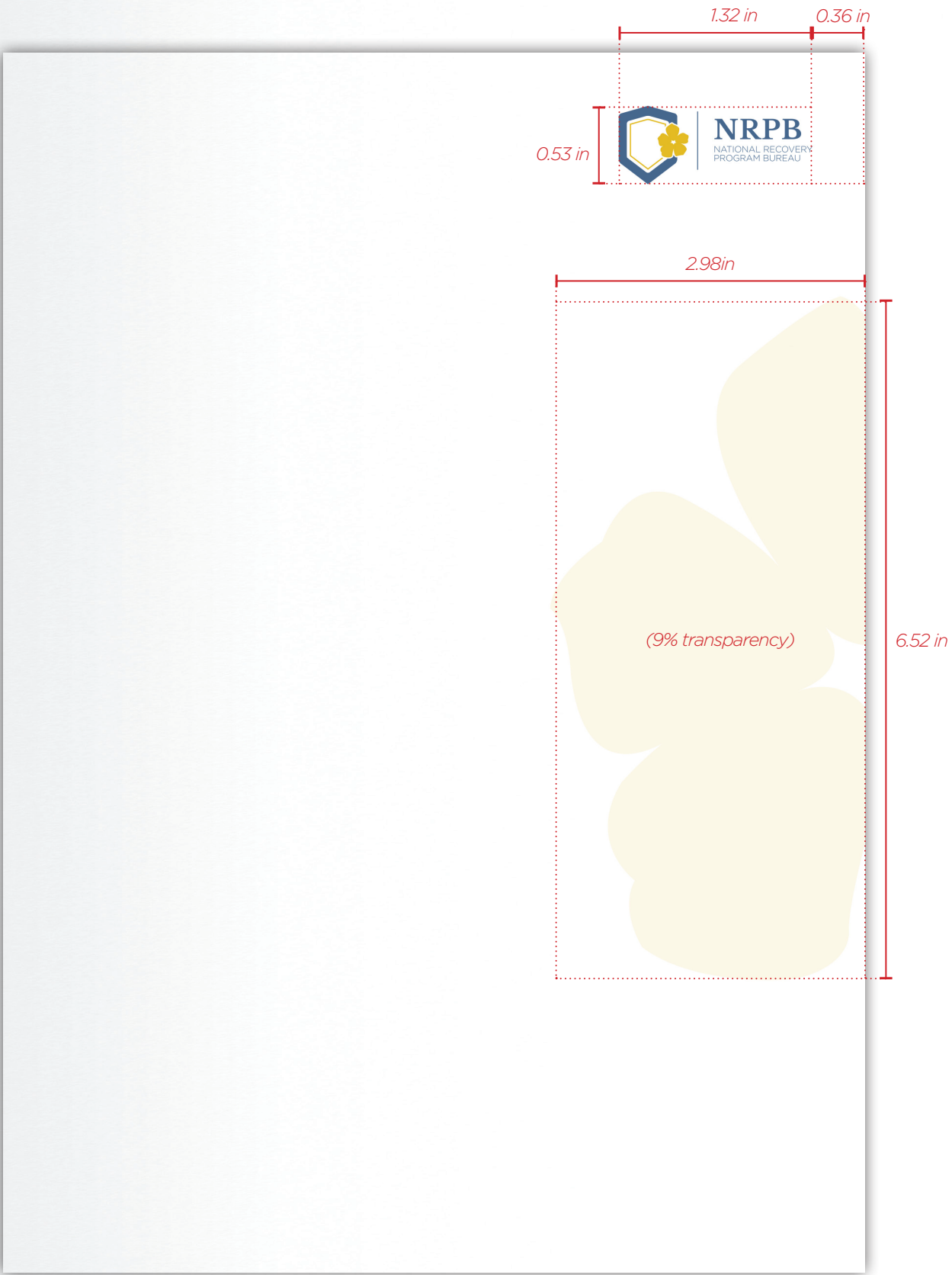


A4, 21 cm x 29.7 cm - 8.27 in x 11.69 in



# Branded Stationery

## Letterhead Version 2

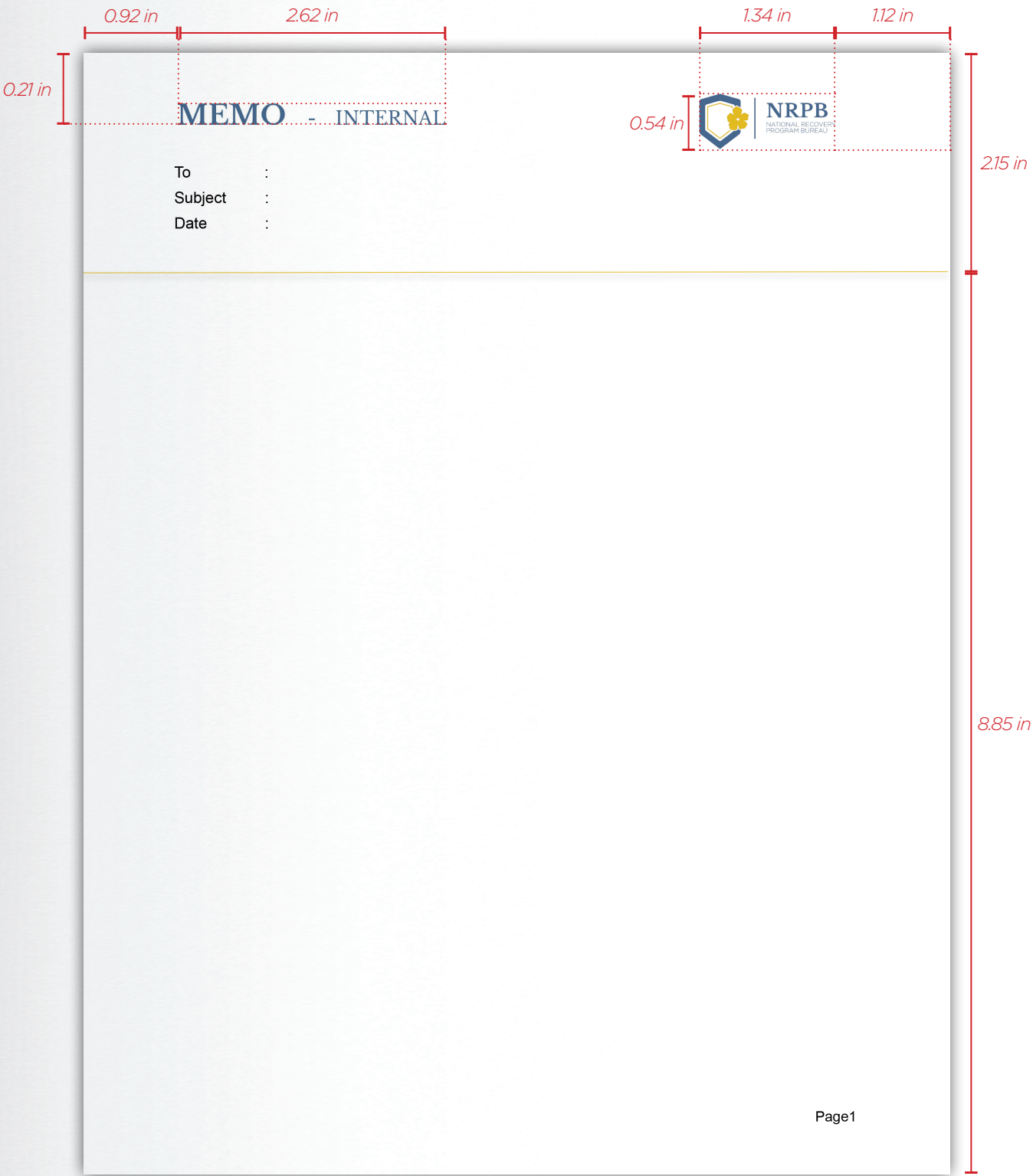
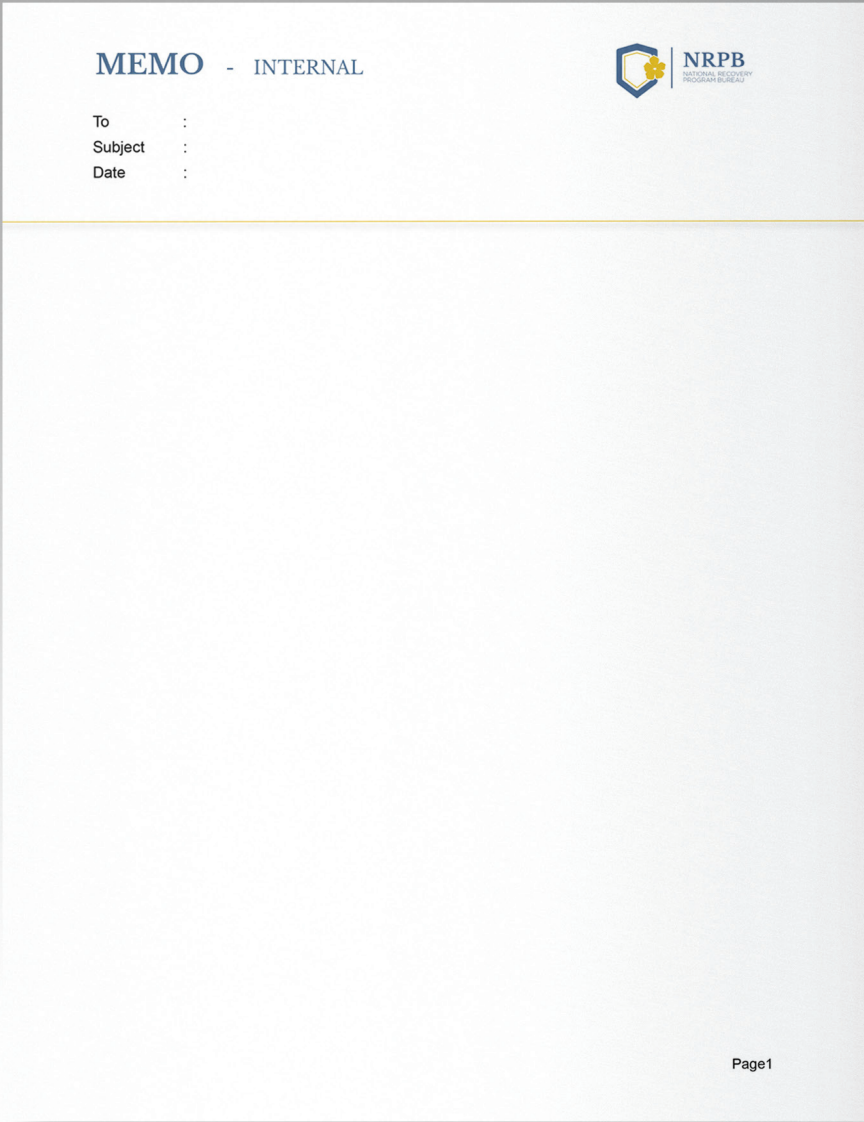


A4, 21 cm x 29.7 cm - 8.27 in x 11.69 in



# Branded Stationary

## Memo

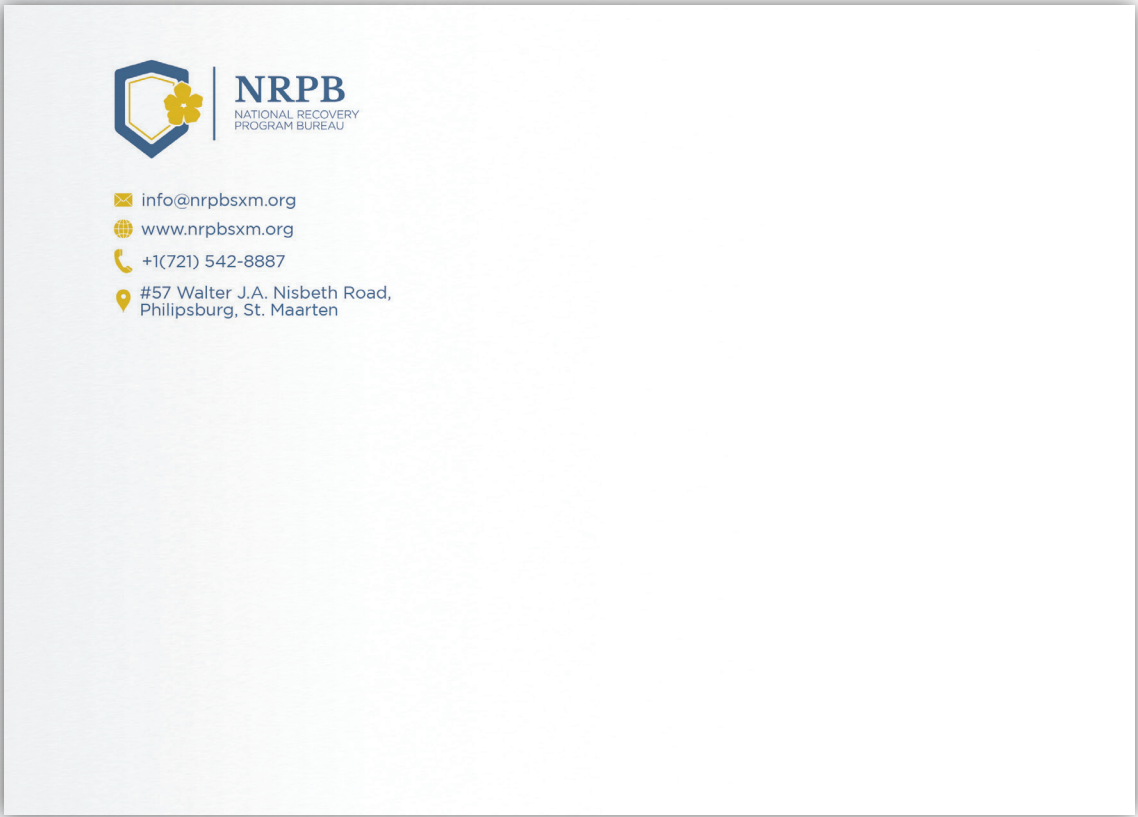


Lettersize, 21.59 cm x27.94 cm - 8.5 in x 11 in



# Branded Stationery

## Envelope



C5, 1.62 cm x 2.29 cm - 6.40 in x 9 in



# Branded Stationary

## Presentation Folder

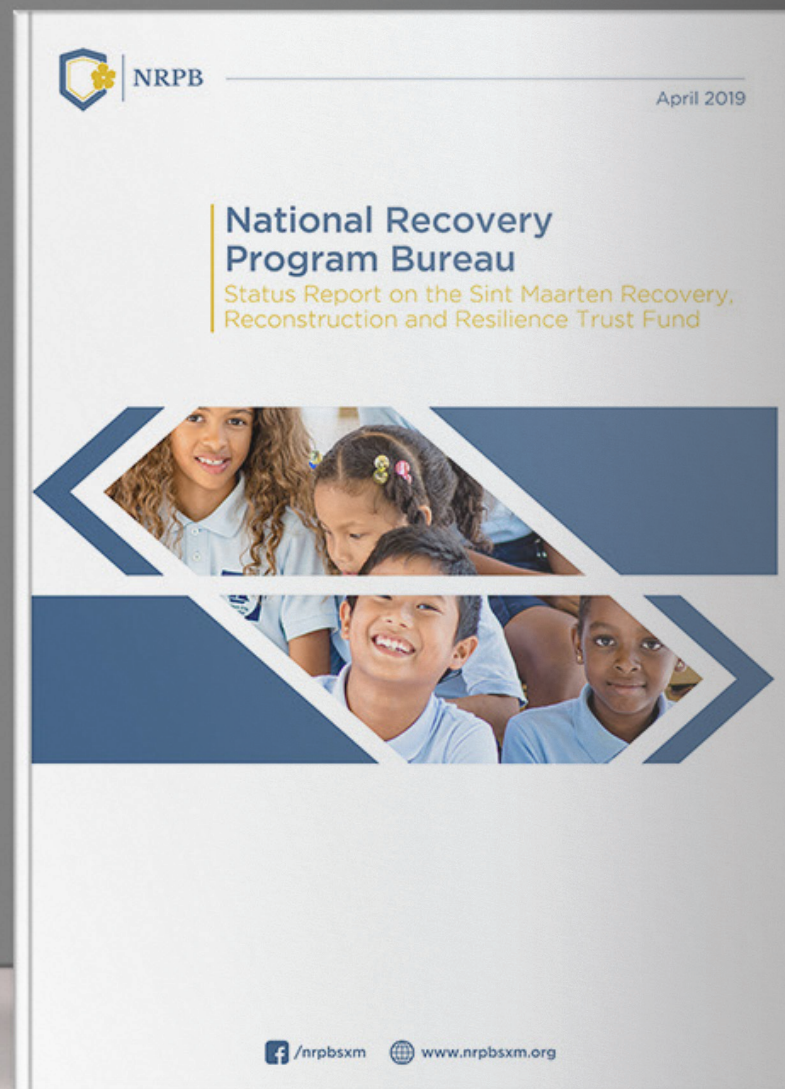


Reinforced, 21 cm x 29.7 cm - 9.5 in x 12 in



# Branded Stationary

## Presentation Covers



A4 insert, 21 x 29.7 cm - 8.27 x 11.69 inches



# Presentation Layout Guidelines

Header: Arial - Bold (16pt)

Sub-header: Arial - Italis (14pt)

Sub-header: Arial - Bold (11pt)

Sub-header: Arial - Regular (11pt)

Body: Arial - Regular (10pt)



NRPB

May 2019

## SPECIFIC PROCUREMENT NOTICE (PROCUREMENT OF WORKS)

*Sint Maarten Emergency Recovery Project I (ERP I)*

Grant No.: TF 0A8079

Contract Title: Repairs to Radiosonde Building  
Reference No. AN-IRC-NRPB-76503-CW-RFQ

The Government of Sint Maarten has received financing from the World Bank toward the cost of the Sint Maarten Emergency Recovery Project I (ERP I), and intends to apply part of the proceeds toward payments under the contract for Repairs to the Radiosonde Building.

The National Recovery Programme Bureau now invites sealed bids from eligible bidders for repairs and/or replacement of doors etc. as described in the Bills of Quantities in the Tender dossier. The works are done at the Radiosonde Building in Maho Works are to be completed within 60 calendar days with a six (6) month maintenance period.

Bidding will be conducted through the International Competitive Bidding procedures as specified in the World Bank's [Guidelines: Procurement of Goods, Works and Non-Consulting Services under IBRD Loans and IDA Credits & Grants by World Bank Borrowers](#) "Procurement Regulations for IPF Borrowers" July 2016 ("Procurement Guidelines"), and is open to all eligible bidders as defined in the Procurement Guidelines.

Interested eligible bidders may obtain further information and the full tender package from the National Recovery Program Bureau, NRPB, Procurement Team via [procurement@nrpbxm.org](mailto:procurement@nrpbxm.org).

Bids must be delivered to the address below on or before Friday, May 24, 2019 at 14h00 AST. Late bids will be rejected. Bids will be publicly opened in the presence of the bidders' designated representatives and anyone who choose to attend at the address below on Friday, May 24, 2019 at 14h00 AST.

A site visit will be held for eligible bidders on Monday, May 13, 2019 at 14h00 AST at the Radiosonde Building in Maho.

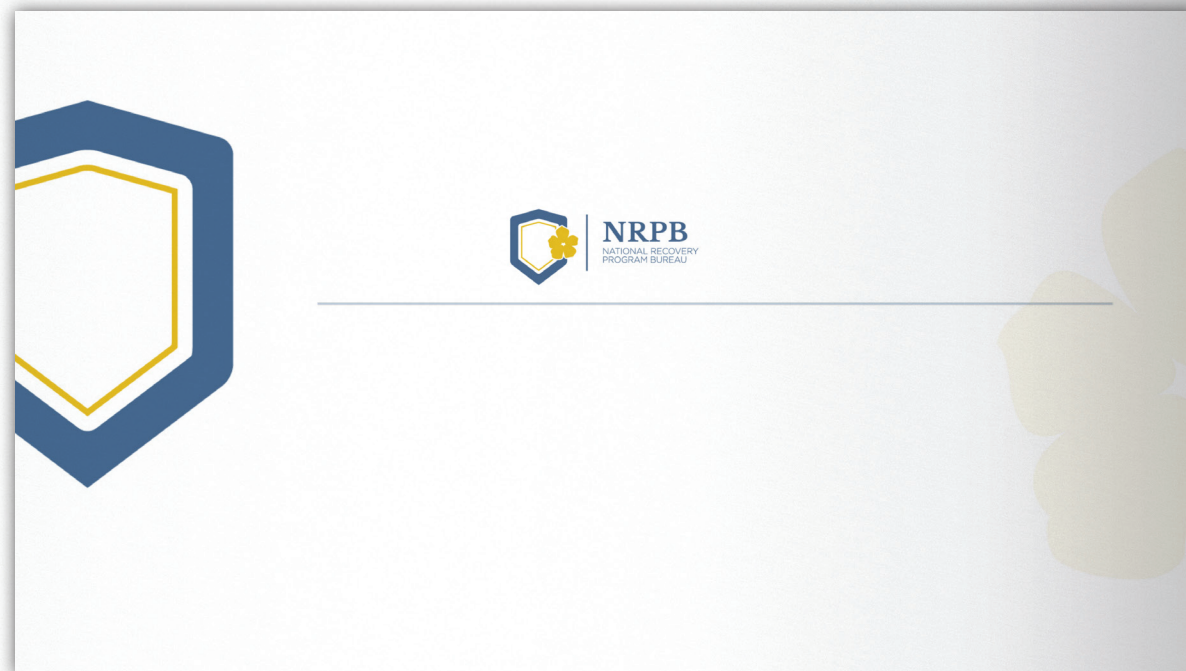
The address referred to above is:

National Recovery Program Bureau  
Attn: Olivia Lake/Thijn Laurensse  
W.J.A. Nisbeth Road 57  
Philipsburg, Sint Maarten  
Tel: +1 721 585-6402  
E-mail: [procurement@nrpbxm.org](mailto:procurement@nrpbxm.org)  
Website: [www.nrpbxm.org](http://www.nrpbxm.org)

Example

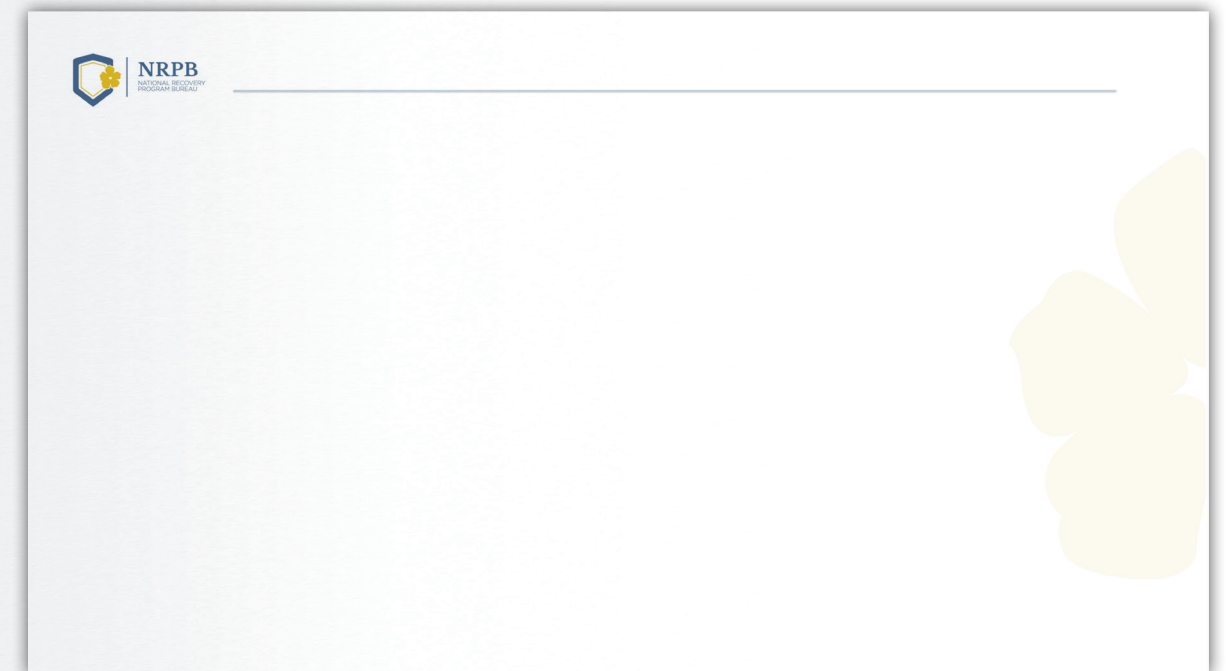


# Powerpoint Template



**Title page,**  
29.22 cm x 16.43 cm - 11.52 in x 6.47 in

By placing an images behind the shield, you can create the appearance of the image being inside the shield



**Content page,**  
29.22 cm x 16.43 cm - 11.52 in x 6.47 in

Blank page for text & images.



# Social Media

## Facebook Company Profile



**Profile Photo,**  
1200 x 1200 px  
16.667 in x 16.667 in

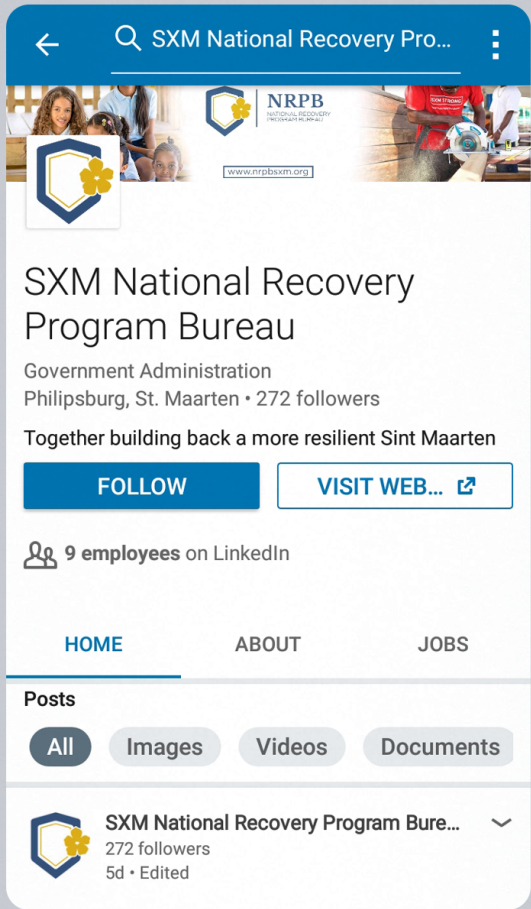


**Cover Photo,** 1958px x 745px - 27.194 in x 10.347 in



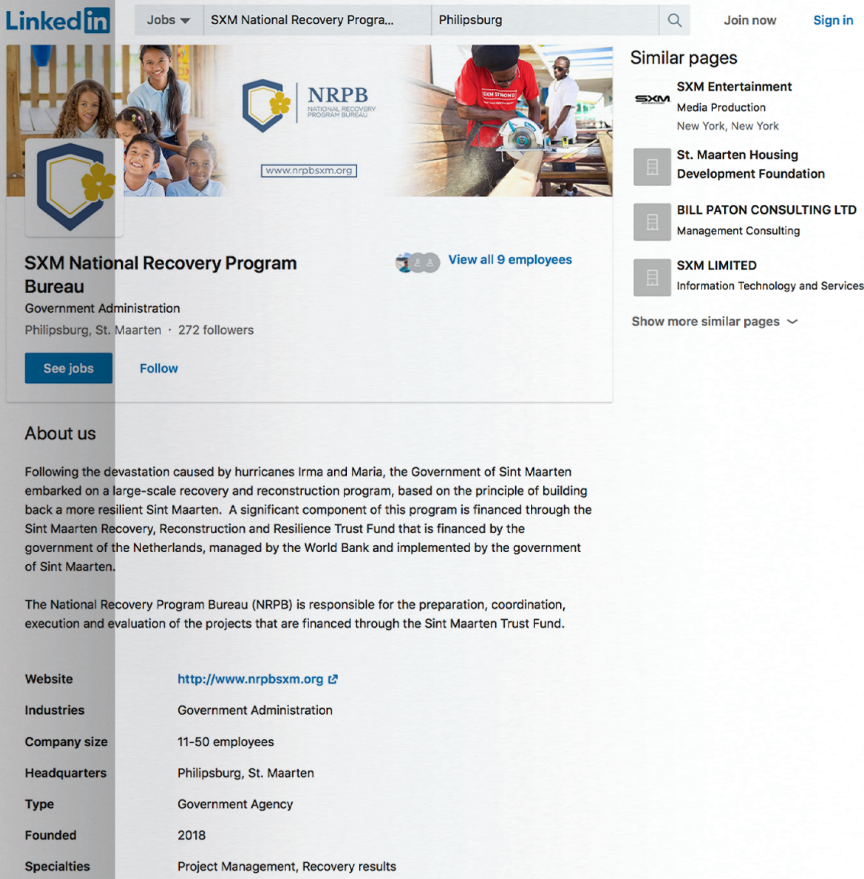
# Social Media

## LinkedIn Company Profile



MOBILE

DESKTOP



Profile Photo,  
400 x 400 px  
16.667 in x 16.667 in



High Resolution Cover Photo, 1584 x 396 px - 5.28 in x 11.32 in



Newspaper Ads



**NRPB**  
NATIONAL RECOVERY  
PROGRAM BUREAU

**Vacancy:**  
Individual  
Consultant  
Procurement  
Assistant

*The NRPB holds the responsibility for the preparation, coordination, execution and evaluation of projects financed through the Sint Maarten Trust Fund.*

*The Procurement Assistant assists the Procurement Specialist to keep the procurement plans and administration in the portfolio up to date.*

**Application deadline is Friday, August 23<sup>rd</sup>, 2019 at 12 p.m. AST**

For full terms of reference please visit,  
[www.nrpbsxm.org/job\\_opportunities](http://www.nrpbsxm.org/job_opportunities)

 [info@nrpbsxm.org](mailto:info@nrpbsxm.org)

 +1 (721) 542-8887

 [www.nrpbsxm.org](http://www.nrpbsxm.org)

 #57 Walter J.A. Nisbeth Road, Philipsburg, St. Maarten

 [sxmnationalrecovery](https://www.facebook.com/sxmnationalrecovery)



Quarter page - vertical ad,  
12.29 cm x 16.51 cm - 4.84 in x 6.5 in



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NATIONAL RECOVERY  
PROGRAM BUREAU

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Procurement Assistant

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 #57 Walter J.A. Nisbeth Road, Philipsburg, St. Maarten

 [sxmnationalrecovery](https://www.facebook.com/sxmnationalrecovery)



Half page - horizontal ad, 24.99 cm x 16.51 cm - 9.84 in x 6.5 in



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NATIONAL RECOVERY  
PROGRAM BUREAU

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 +1 (721) 542-8887

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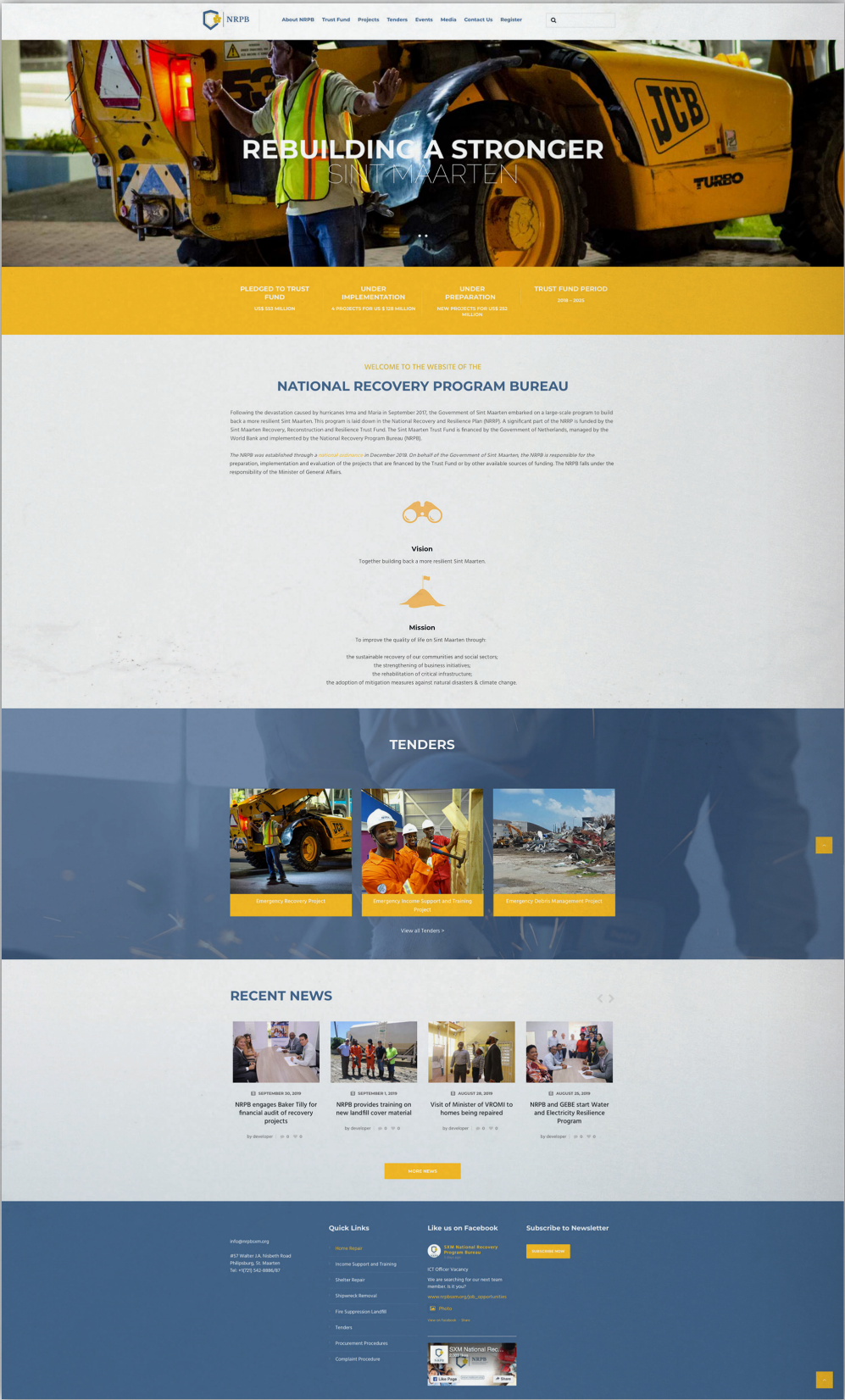
 [sxmnationalrecovery](https://www.facebook.com/sxmnationalrecovery)



Full page - vertical ad, 24.99 cm x 34.01 cm - 9.84 in x 13.39 in



# Website User Interface



www.nrpbsxm.org







“Building  
Back Better ”





NRPB

✉ [info@nrpbsxm.org](mailto:info@nrpbsxm.org)    🌐 [www.nrpbsxm](http://www.nrpbsxm)    ☎ +1(721) 542-8887

📍 #57 Walter J. A. Nisbeth Road, Philipsburg, Sint Maarten