SAFE4ALL

AFRICA

Design manual

Brand guidelines

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Logo

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A logo is a water drop shape cradling or embracing growing crops, symbolizing the nurturing essence of water in agriculture. The combination of the water drop and crops reflects sustainability, growth, and the vital role of water in nurturing and sustaining agricultural endeavors. This imagery signifies a commitment to agricultural development and sustainability in Africa, aiming to mitigate factors contributing to migration by fostering local opportunities and growth through agriculture.

Logo / variations

Vertical regular / light background

Vertical b&w / light background

Vertical regular / dark background

Vertical b&w / dark background

Logo / variations

Horizontal regular / light background

Horizontal b&w / light background

Horizontal regular / dark background

Horizontal b&w / dark background

Logo / size and scales

The minimal size of a logo refers to the smallest dimensions at which the logo can be reproduced while still maintaining its legibility and visual impact. Minimal usable defined height of vertical logo is 15mm and horizontal logo is 7mm.

Logo / safe zone

Safe zone

Safe zone

The logo safezone, also known as the clear space or exclusion zone, is the area around a logo that should be kept free of any text, graphics, or other visual elements. This space is defined to ensure that the logo remains visually distinct and doesn't get crowded or compromised by surrounding elements. The purpose of the logo safezone is to maintain the logo's visibility, legibility, and overall impact.

Logo / colors

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CMYK (40, 0, 10, 0)
RGB (146, 214, 227)
HTML (#92D6E3)
Pantone 629C

CMYK (0, 10, 90, 0)
RGB (255, 230, 25)
HTML (#FFE619)
Pantone 109CP

CMYK (0, 0, 0, 85)
RGB (77, 77, 77)
HTML (#4D4D4D)
Pantone Black C

Logo / colors

Complementary

CMYK (0, 40, 30, 0)
RGB (255, 153, 178)
HTML (#FF99B2)

CMYK (90, 80, 0, 0)
RGB (25, 50, 255)
HTML (#1932FF)

CMYK (0, 0, 0, 85)
RGB (77, 77, 77)
HTML (#4D4D4D)

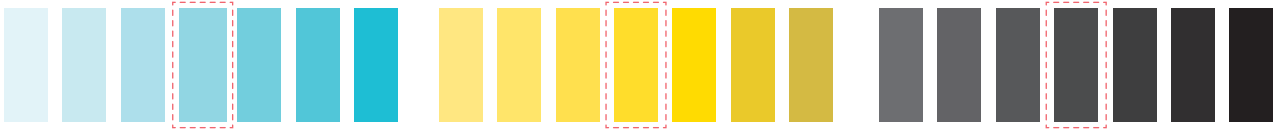
Analogous

CMYK (40, 16, 0, 0)
RGB (153, 214, 255)
HTML (#99D6FF)

CMYK (35, 0, 90, 0)
RGB (165, 255, 25)
HTML (#A5FF19)

CMYK (0, 0, 0, 85)
RGB (77, 77, 77)
HTML (#4D4D4D)

Shades



Logo / background usage

white background

10% black background

60% black background

wrong version of logo

no gradient background

low contrast background

Logo / prohibited usage

correct proportions

no horizontal stretch

no vertical stretch

Neulis Neue

1234567890
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz

Aa Hairline

Aa Thin

Aa Light

Aa Regular

Aa Medium

Aa Semi bold

Aa Bold

Aa Extra bold

Aa Black

Verdana

1234567890
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz

Aa Regular

Aa Bold

Aa Italic

Aa Bold italic

Arial

1234567890
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz

Aa
Narrow

Aa
Regular

Aa
Bold

Aa
Black

Aa
Narrow italic

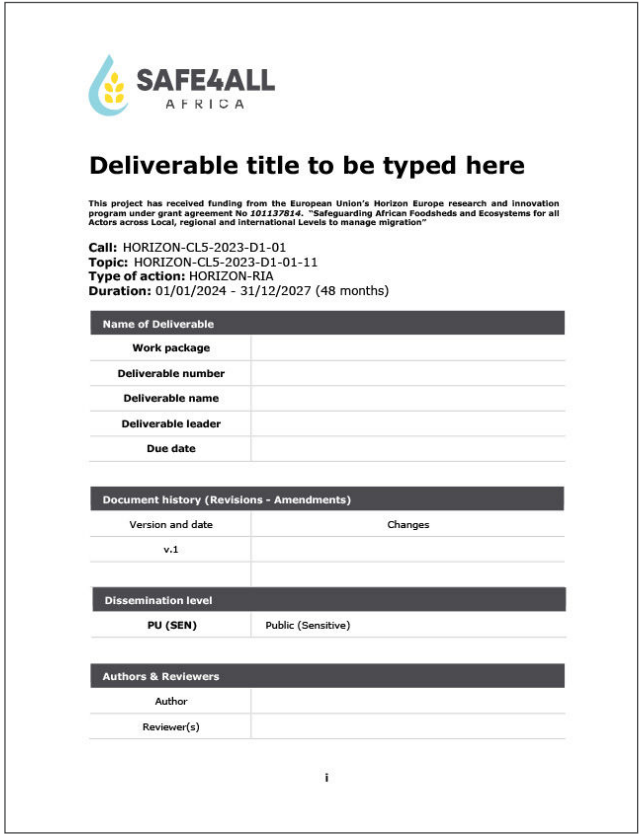
Aa
Narrow bold italic

Aa
Italic

Aa
Bold italic

Aplications / promotional

Aplications / documents



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Deliverable title to be typed here

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Call: HORIZON-CL5-2023-D1-01
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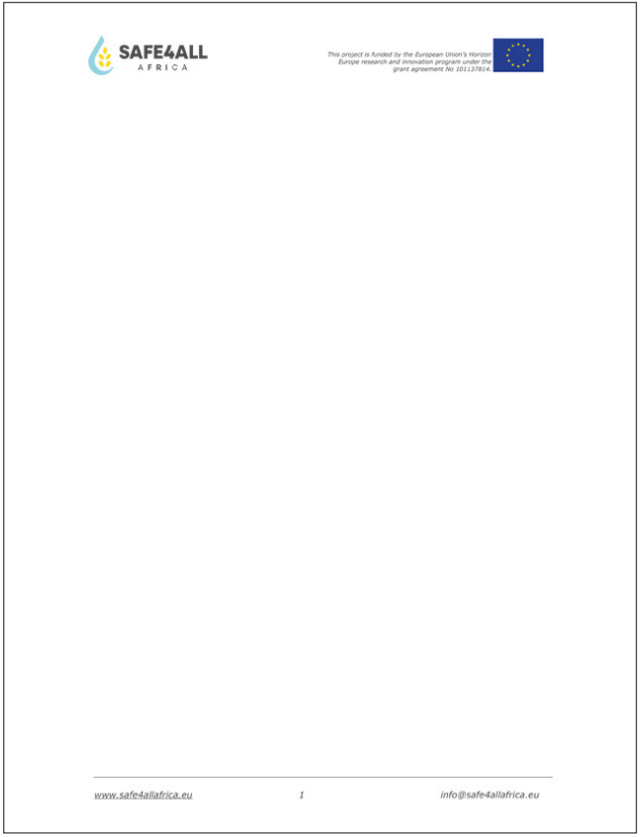
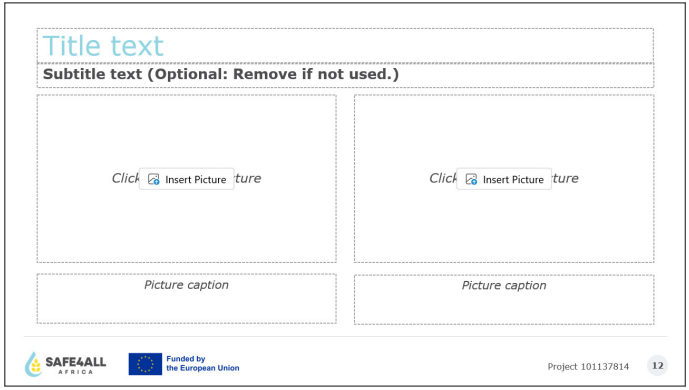
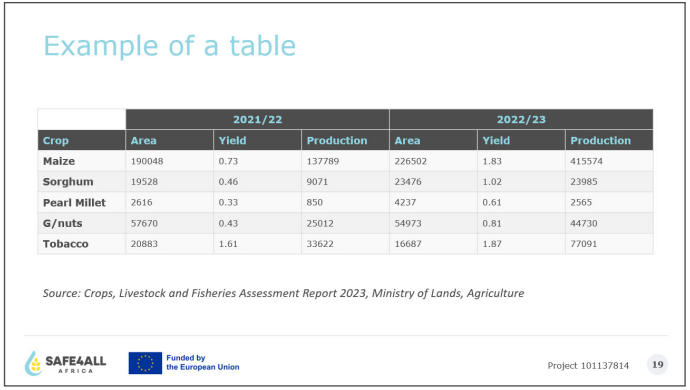


Aplications / powerpoint





	2021/22			2022/23		
Crop	Area	Yield	Production	Area	Yield	Production
Maize	190048	0.73	137789	226502	1.83	415574
Sorghum	19528	0.46	9071	23476	1.02	23985
Pearl Millet	2616	0.33	850	4237	0.61	2565
G/nuts	57670	0.43	25012	54973	0.81	44730
Tobacco	20883	1.61	33622	16687	1.87	77091

Source: Crops, Livestock and Fisheries Assessment Report 2023, Ministry of Lands, Agriculture

Aplications / images

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