

01.08.2019

# Brand Guidelines

Communications Team



Visual & Verbal  
Guidelines

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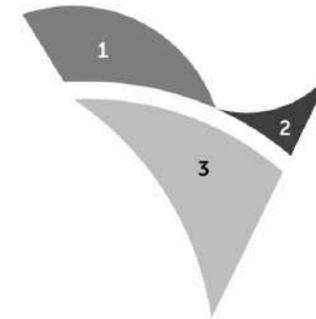
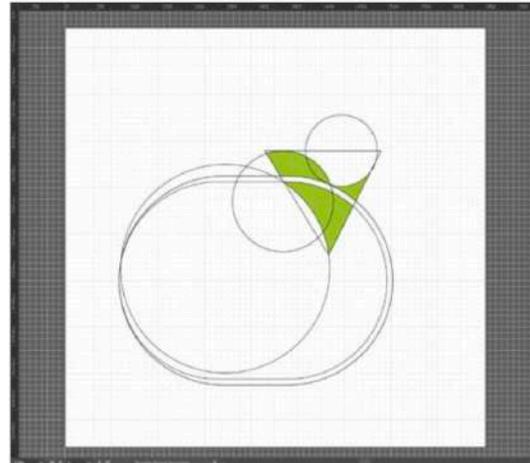
# 1. Our Visual Identity

# 1.1 Our Logo

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## Our logo

The FSD Africa logo was updated in August 2019 to ensure consistent use of geometric shapes.



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Download our Adobe logo library [here](#)

## 1.2 Logo Use

The FSD Africa logo is our primary asset. Used on all of our corporate collateral, it should not be altered or redrawn in any way.

### 1.21 Versions

Available in full colour and single colour versions, variants have been optimised for printing techniques or online use. Dark grey is reserved for one colour print restrictions only.

### 1.22 Minimum size and exclusion zone

The minimum size is set to ensure legibility at all times.

The exclusion zone gives the logo the appropriate clearance from graphics or copy to ensure recognition.



CMYK  
Pantone  
RGB



White



Dark grey



Offline: 30mm width  
Online: 100px width



The exclusion zone is the height of the 'f' on all sides.



# 1.2 Logo Use

## 1.23 On solid colour background

To ensure readability at all times, the white logo can't be placed on solid colour equivalent to less than 20% black.

Always ensure there is enough contrast between the white logo and the background.



The green logo is only for use on a solid dark green or white background. No blue, light green or other colour.

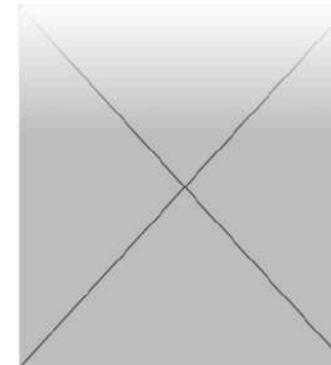
## 1.24 On image or gradient

Always place our logo over an appropriate image (where an area of contrasting tone accommodates clarity of the logo).

You can reinforce the contrast in a specific area of a visual by overlaying a gradient, from dark to transparent. We recommend using the white logo wherever possible.



Limit as much as possible the use of the green logo on images. Where needed, you can lighten a specific area by overlaying a gradient, from white to transparent.



# 1.2 Logo Use

## 1.25 Coloured Backgrounds

To ensure readability of the logo at all times, the white logo can't be placed on solid colour equivalent of less than 20% black.

Don't place the white logo on a very light background.



Don't place the green logo on gradient colours, other than the dark green.



Do not place the logo on a multicoloured background image.



Always ensure there is enough contrast between the logo and the image.



## 1.26 General Aspect

Please do not recolour the logo in anyway, alter the proportions of the logo, redraw, change the orientation or font of the logo

Don't recolour the logo, even with other colours from FSD Africa palette.



Don't alter the proportions of the logo.



Don't redraw or change the logo font.



Don't rotate the logo.



# 1.3 Our Colour Palette

The FSD Africa core colour (Main green) is supported by two supporting colours: (Shadow green and Light Green).

<p><b>Main green</b> C46 M4 Y100 K0 #98C21F R152 G194 B31</p>	<p><b>Cyan</b> C75 M0 Y0 K0 #26A6EC R38 G166 B236</p>	<p><b>Main green</b> C46 M4 Y100 K0 #98C21F R152 G194 B31</p>	<p><b>Dark grey</b> C25 M0 J25 K90 #282D28 R40 G45 B40</p>
<p><b>Shadow green</b> C78 M40 Y87 K36 #365C33 R53 G92 B52</p>	<p><b>Shadow cyan</b> C80 M27 Y15 K2 #1E82B9 R30 G130 B185</p>	<p><b>Light green</b> C28 M0 Y58 K0 #C7DB87 R200 G220 B135</p>	<p><b>Mid dark grey</b> C20 M0 J20 K83 #464B46 R70 G75 B70</p>
<p><b>Light green</b> C28 M0 Y58 K0 #C7DB87 R200 G220 B135</p>	<p><b>Light cyan</b> C62 M0 Y5 K0 #6EC2EF R110 G194 B239</p>	<p><b>Cyan</b> C75 M0 Y0 K0 #26A6EC R38 G166 B236</p>	<p><b>Mid light grey</b> C17 M0 J15 K35 #64B919 R170 G175 B170</p>
			<p><b>Light grey</b> C5 M0 J5 K3 #F0F5F0 R240 G245 B240</p>

Add our Adobe colour palette [here](#)

# 1.31 Font Legibility

Everyone must be able to understand and enjoy our content, irrespective of their chosen channel or device.

Using high-contrast colour combinations for copy is a key factor in ensuring that standards for accessibility are met, meaning that our messages are as easy to read as possible for everyone.

Here are the approved colour combinations for copy that will be displayed on a digital screen (websites, apps, PowerPoint presentations).

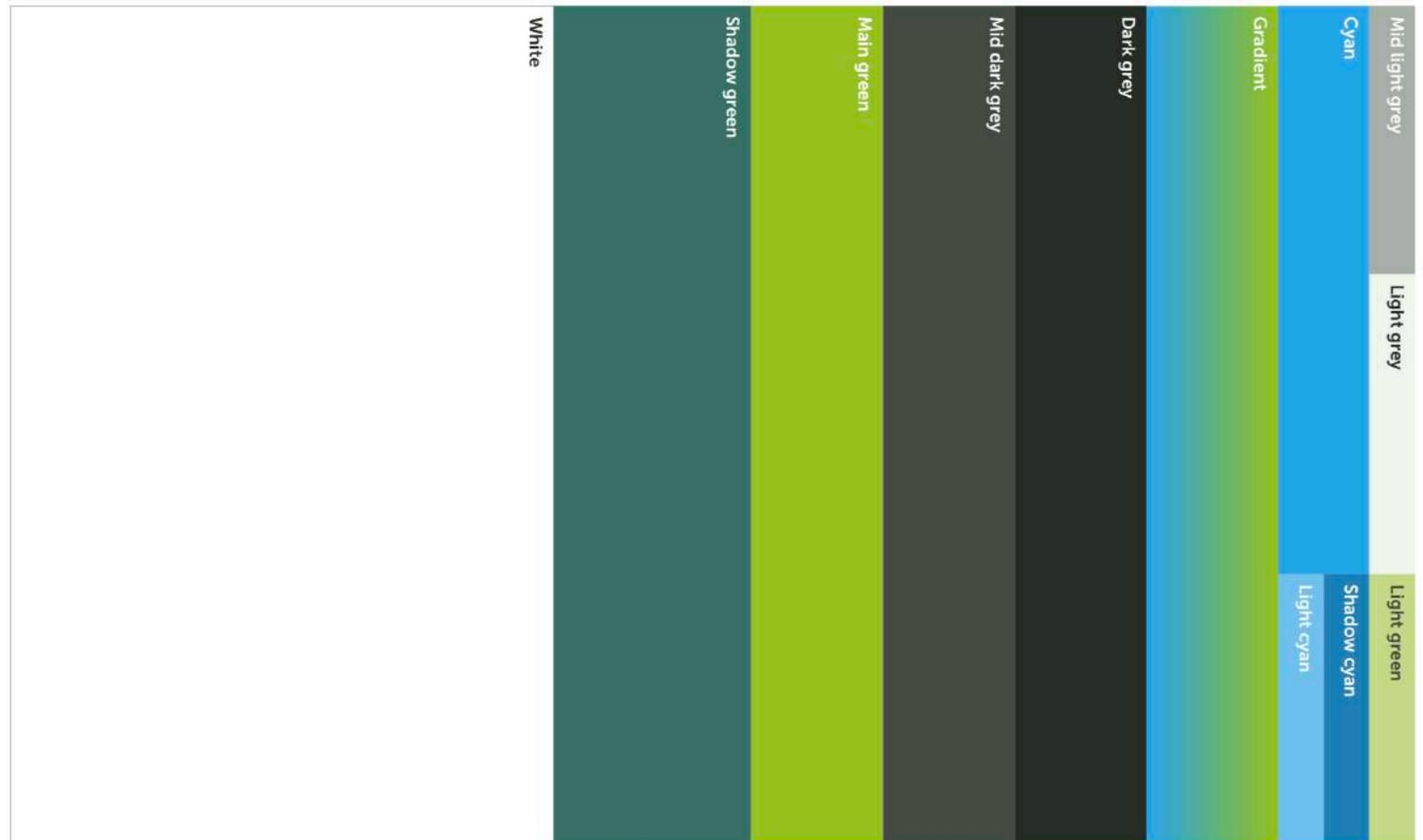
<p><b>On main green:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> <li>• dark grey</li> </ul>	<p><b>On cyan:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> <li>• dark grey</li> </ul>	<p><b>On gradient:</b></p> <ul style="list-style-type: none"> <li>• white</li> </ul>	<p><b>On dark grey:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> <li>• light green</li> <li>• main green</li> </ul>
<p><b>On shadow green:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> <li>• light green</li> </ul>	<p><b>On shadow cyan:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> </ul>	<p><b>On white:</b></p> <ul style="list-style-type: none"> <li>• main green</li> <li>• shadow green</li> <li>• mid dark grey</li> <li>• dark grey</li> <li>• light cyan</li> <li>• cyan</li> <li>• shadow cyan</li> </ul>	<p><b>On mid dark grey:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• light grey</li> </ul>
<p><b>On light green:</b></p> <ul style="list-style-type: none"> <li>• mid dark grey</li> <li>• dark grey</li> </ul>	<p><b>On light cyan:</b></p> <ul style="list-style-type: none"> <li>• mid dark grey</li> <li>• dark grey</li> </ul>		<p><b>On mid light grey:</b></p> <ul style="list-style-type: none"> <li>• white</li> <li>• mid dark grey</li> <li>• dark grey</li> </ul>
			<p><b>On light grey:</b></p> <ul style="list-style-type: none"> <li>• mid dark grey</li> <li>• dark grey</li> </ul>

## 1.32 Colour Dominance

This chart shows the comparative ratios of colour use for a piece of FSD Africa collateral.

White should be the most dominant colour on any FSD Africa content (e.g. annual report, brochure or website), to ensure a fresh, modern, professional aesthetic. Shadow green is mainly used for backgrounds and block fill colour.

Cyan is the accent colour; it should only be used for specific occasion, where required. The majority of body copy should be produced in dark grey.



## 1.4 Our Typography

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### 1.4 Museo Sans: the primary font

Museo Sans is a contemporary, clean and accessible sans serif font.

Museo Sans is web and digital friendly, and is very well suited for any display and text use.

Only the Museo weightings and variants specified here should be used on all professionally designed marketing and communications assets.

Museo Sans 100 - Titles only (56pt and above)

*Museo Sans 100 italic* - Titles only (56pt and above)

Museo Sans 300

*Museo Sans 300 italic*

Museo Sans 500

Museo Sans 500 italic

Museo Sans 700

Museo Sans 700 italic

# 1.41 Typesetting

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The following outlines the recommended typesetting (font sizes and leading) for a variety of formats.

## 4.21 Digital body copy typesetting

Font size: 22pt  
Leading: 30pt

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Museo Sans 300 for digital body copy

## 4.22 Digital subtitle typesetting

Font size: 36pt  
Leading: 43pt

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Museo Sans 300 for digital subtitle

## 4.23 Print body copy typesetting

Font size: 9pt  
Leading: 13pt

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Museo Sans 300 for print body copy

## 4.24 subtitle typesetting

Font size: 14pt  
Leading: 18pt

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Museo Sans 300 for print subtitle

## 1.42 Secondary font

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When Museo Sans is not available, Trebuchet MS is used instead. It offers a good continuity between professionally designed pieces and internal documents.

### 1.42 Digital body copy typesetting

Font size: variable  
Leading: +30%

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**Trebuchet MS Regular**  
*Trebuchet MS Italic*

**Trebuchet MS Bold**  
*Trebuchet MS Bold Italic*

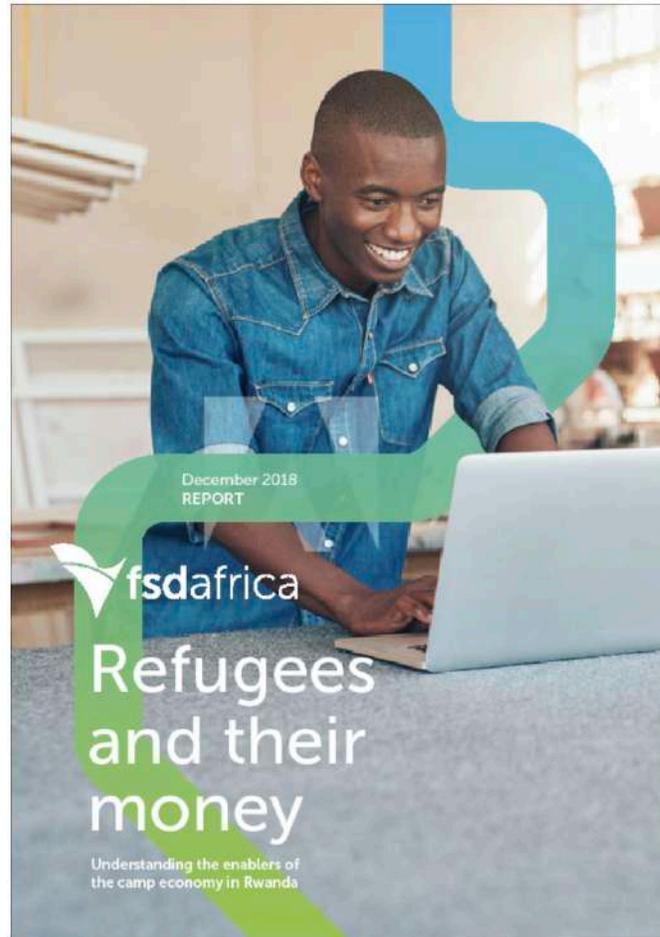
# 2. Supporting Assets

## 2.1 The 'Connector'

### Our Brand Tool

The Connector' line (the gradient-filled line featured here) is a key part of the FSD Africa brand. It is designed to communicate the, often invisible, role FSD Africa plays in driving change across sub-Saharan Africa; connecting businesses and people with the financial tools, insights and support to creating thriving economies.

'The connector' line is an active tool, designed to help visually express the FSD Africa story throughout our assets. It is only use on full-bleed photography and core visual assets.



## 2.2 Photography

### Style

Our photography is designed to be grounded in reality; un-posed, relaxed, true-to-life and optimistic.

We never represent individuals as 'beneficiaries' but as agents of change in their own lives – we want to demonstrate growth, potential and thriving local economies.

Our colouring is intended to be real and authentic, not oversaturated.



A template photography briefing document is available [here](#).

## 2.2 Photography

### Typographies

Like our beneficiaries, our programmes impact people in a range of settings – that we reflect in our photography.

Our images skew slightly towards urban and peri-urban settings; to demonstrate the role that finance plays in catalyzing economies; creating growth and opportunity. Most importantly, that means capturing market places, central business districts and busy roadside bandas.



## 2.2 Photography

### Financial Focus

We're a financial sector development agency – a significant portion of our images have an explicit financial link e.g.; capturing cash payments, mobile-money transactions, ATM transactions, individuals using feature and smart phones, landscape images featuring financial buildings.

### Composition

For images used for front-covers of reports, presentations or brochures that will make use of the connector, please refer to the pages on 'drawing the connector' above. The majority of those photos prominently featuring individuals.



## 2.3 UK aid logo use

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### Use of the logo

As a UK aid funded programme, FSD Africa must consistently highlight that our programmes are funded by the UK tax payer, through use of the UK aid logo.

Typically we use the UK aid logo wherever we are utilising the FSD Africa logo on published materials.

### Where to use the logo

- publications (eg annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (eg press releases, briefings, presentations, in interviews)
- websites (eg on home page or a page listing donors, social media stories)
- video content
- speeches and lectures
- on tenders for subcontractors



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Full guidelines can be found [here](#).

## 2.3 UK aid logo use

### Sizing and Spacing

The UK aid logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'U'. Nothing, including the edge of a page, should fall within the exclusion zone.

### Minimum size

The minimum width of the logo is 17mm, measured by the width of the flag.



## 2.3 UK aid logo use

### Colour Palette

The colours used are the officially recognised colours of the Union Flag.

If we introduce a red or dark blue within any UK aid-branded documents, we explore opportunities to match them, or complement them to the logo.



## 2.3 UK aid logo use

### Colour Options

We use the colour logo wherever possible, against a white background.

The black logo format should only be used when colour production is not possible, and where the background does not interfere with the legibility of the logo.

If the background colour clashes with the logo, for example, because it is too dark, reverse the logo out in white. Please ensure that the colour or any image or pattern on the background does not interfere with the logo's legibility.

Figure 3. Colour UK aid logo



Figure 4. Black UK aid logo



Figure 5. White UK aid logo



## 2.3 UK aid logo use

### What not to do

Alterations to the UK aid logo are not permitted. It is important for consistency and recognition that you use only official versions of the UK aid logo.

Do not alter the size of or rearrange any of the elements



Do not change the font or alter any of the text



Do not remove or create your own straplines



Do not change the colours



Do not stretch the logo out of shape



Do not use the text without the flag



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