AFRICA CDC
Centres for Disease Control and Prevention
Safeguarding Africa's Health

VISUAL IDENTITY GUIDELINES

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This document is an overview of how to apply the visual components of our logo to various media.

For further information, please contact:

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www.africacdc.org

Developed by Inís Communication – www.iniscommunication.com

January 2021

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CORPORATE VISION

Africa Centres for Disease Control and Prevention (Africa CDC) is a specialized technical institution of the African Union established to support public health initiatives of Member States and strengthen the capacity of their public health institutions to detect, prevent, control and respond quickly and effectively to disease threats.

Africa CDC vision and mission

- A safer, healthier, integrated and prosperous Africa, in which Member States can efficiently prevent disease transmission, implement surveillance and detection, and always be prepared to respond effectively to health threats and outbreaks.
- To strengthen the capacity, capability and partnerships of Africa's public health institutions to detect and respond quickly and effectively to disease threats and outbreaks based on science, policy and data-driven interventions and programmes.

Africa CDC values

- Professionalism
- Equity
- Evidence-based decision-making
- Integrity
- Excellence

RELATIONSHIP BETWEEN AFRICA CDC AND AFRICAN UNION

Africa CDC is a specialized technical institution of the African Union that strengthens the capacity and capability of Africa's public health institutions as well as partnerships to detect and respond quickly and effectively to disease threats and outbreaks, based on data-driven interventions and programmes.

Whenever the Africa CDC logo is used, the African Union logo should be included at its side. See examples on p.13.

SECTION 1: LOGOTYPE

LOGO ELEMENTS

Name

Our logo is the most prominent visual expression of Africa CDC. It is vitally important to use it correctly and consistently. The name is Africa CDC, not CDC – not ACDC, not AFCDC. This is to differentiate it from other CDCs such as US CDC, EU CDC, China CDC and other CDCs.

Visual elements

Section 1: Logotype

LOGO LANGUAGE

The Africa CDC Logo is available in four languages: Arabic, English, French and Portuguese.
The Africa CDC logo is the one element that unites and represents our organization.

Arabic

English

French

Portuguese

LOGO CLEAR SPACE

To protect the strength and integrity of the Africa CDC logo, a clear space area, free of competing visual elements, should be maintained around the logo.

LOGO MINIMUM SIZE

The logo has a minimum size threshold that should not be crossed, to ensure that readability is not compromised. In print, the symbol should not appear smaller than 30mm in width. When used on-screen the logotype should not appear smaller than 120 pixels in width.

Minimum size for printed communications

Minimum size for on-screen communications

Scale 1:1

LOGO IDENTITY COLOURS

The logo employs three corporate colours: Green, Gold and Black. A precise visual match to the identity colours must be achieved no matter which medium a given project uses/requires. Colour swatches for both coated (shiny) and uncoated (matte) paper, as well as 4-colour process (CMYK); and RGB/Hex values for on-screen use, are shown below.

Black

Process colour:
K=100

Pantone colour:
Black C

RGB colour:
R=0 G=0 B=0
Hex: #000000

Green

Process colour:
C=81 M=20 Y=100 K=6

Pantone colour:
7740 C

RGB colour:
R=52 G=143 B=65
Hex: #348F41

Gold

Process colour:
C=31 M=31 Y=69 K=2

Pantone colour:
4515 C

RGB colour:
R=180 G=162 B=105
Hex: #B4A269

LOGO COLOUR VARIATIONS

If reproduction limitations rule out the use of colour or where the legibility of the coloured version is problematic, 100% black and 100% white versions of the logo can be used.

UNACCEPTABLE USE

Always use the official master artwork files issued by Africa CDC to reproduce the logo. Do not alter or add to the logo, nor create your own version of it. These illustrations show many – but by no means all – common errors you must avoid. If you have questions, please contact us about incorporating the logo in a design.

Do not enclose the logo in any shape or outline.

Do not use a busy, complex background that interferes with legibility.

Do not change the size or proportional relationships of the elements.

Do not replace any text in the logo with another typeface.

Do not skew or rotate the logo.

Do not alter the relationship between the elements of the logo.

Do not stretch, condense or distort the logo.

Do not separate the elements of the logo.

Do not use any colours or colour relationships not specified in this guide.

Do not change the values of the identity colours. They should not be lightened or darkened.

CO-BRANDING WITH AFRICAN UNION

The Africa CDC logo must always be presented together with the African Union logo, according to these guidelines:

- The Africa CDC logo must always be placed to the right of the African Union logo.
- The Africa CDC logo and African Union logo should be presented in proportionately equal sizing, with equal visual emphasis. They should be aligned horizontally , with clear space between the logos equivalent to the width of the word 'African.'
- All requests to use the Africa CDC name and logo should be directed to africacdc@africa-union.org for review and authorization.
- When used on documents, the African Union logo should be placed on the extreme left while that of Africa CDC should be on the extreme right, preferably at the top of the document.

CO-BRANDING

For partnerships, grants, cooperative agreements and assistance projects

When the African Union and Africa CDC logos are used along with a partner or other partner(s), the following co-branding guidelines should be followed:

- Africa CDC's logo and partners' logos should be presented in proportionately equal sizing, with equal visual emphasis. All logos should be aligned horizontally and adequate clear space should be left around each logo.
- Use of Africa CDC's logo must adhere to other parts of these guidelines.
- All requests to use the Africa CDC name and logo should be directed to africacdc@african-union.org for review and authorization.
- Use and placement of logos can also be negotiated and agreed with partners and sponsors.

- When the programme or project is led or funded by the African Union or Africa CDC, the logos of African Union and Africa CDC should be placed first. However, when an initiative is led or funded by the partner or partners, African Union and Africa CDC logos can be placed after those of the partners.

Section 1: Logotype

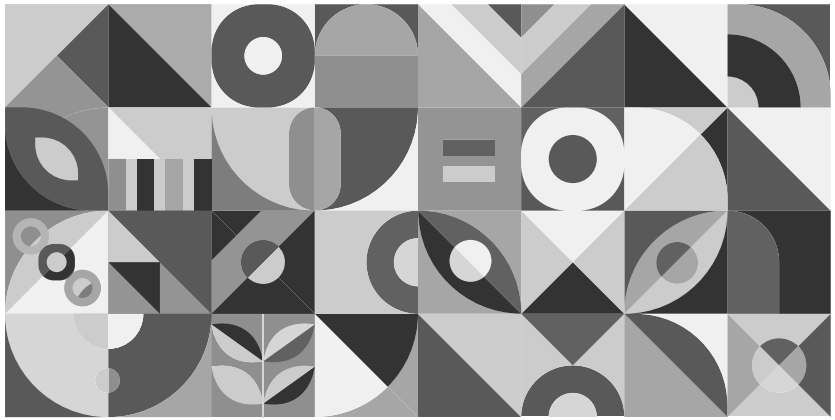
BRANDING FOR THE REGIONAL COLLABORATING CENTRES

The use of logo, colours and brand elements for Africa CDC Regional Collaborating Centres (RCCs) is the same as for the headquarters as Africa CDC headquarters and the RCCs are one and the same corporate entity.

SECTION 2: AFRICA CDC MOTIF

MOTIF ELEMENTS

A custom-made visual motif is provided to support the identity of Africa CDC. The shapes and colours are drawn from and evoke the richness of the continent, while the interaction of the forms evoke collaboration and cooperation within contrast, among country members and across levels, from local to regional.



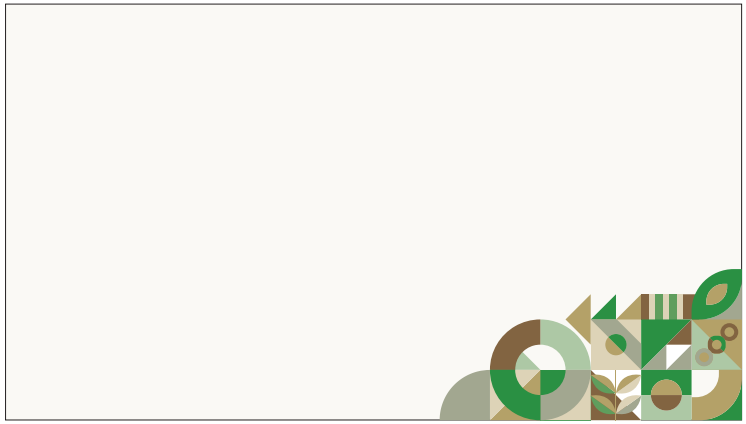
MOTIF IDENTITY COLOURS

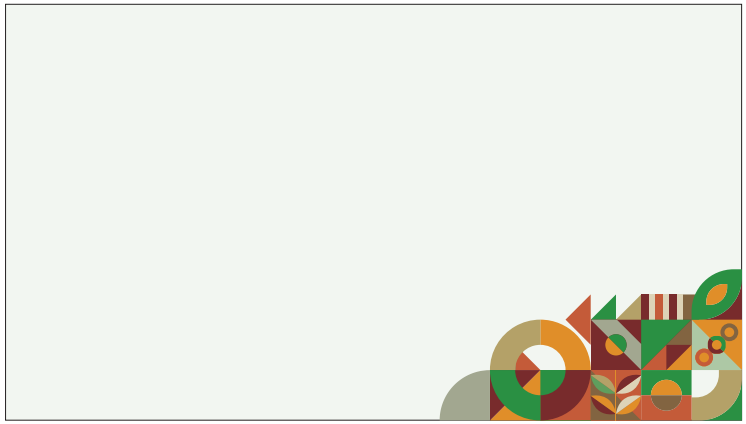
Along with the primary colours green and gold, the motif is available in a secondary palette as shown.

(Color values are provided on p. 21.)

MOTIF VARIATIONS

There are four possible positions when using the motif. It must be placed at one of the corners of the layout, and only on a white, green or gold background.





SECTION 3: COLOUR

COLOUR PALETTE

Primary colours

Green

Process colour:
C=81 M=20 Y=100 K=6

Pantone colour:
7740 C

RGB colour:
R=52 G=143 B=65
Hex: #348F41

Gold

Process colour:
C=31 M=31 Y=69 K=2

Pantone colour:
4515 C

RGB colour:
R=180 G=162 B=105
Hex: #B4A269

Black

Process colour:
K=100

Pantone colour:
Black C

RGB colour:
R=0 G=0 B=0
Hex: #000000

Secondary (MOTIF) colours

Brown

Process colour:
C=43 M=61 Y=93 K=39

Pantone colour:
1405 C

RGB colour:
R=107 G=76 B=36
Hex: #6B4C24

Yellow

Process colour:
C=11 M=50 Y=98 K=0

Pantone colour:
129 C

RGB colour:
R=224 G=143 B=42
Hex: #E08F2A

Orange

Process colour:
C=18 M=76 Y=86 K=5

Pantone colour:
158 C

RGB colour:
R=196 G=91 B=57
Hex: #C45B39

Red

Process colour:
C=33 M=87 Y=76 K=39

Pantone colour:
1807 C

RGB colour:
R=120 G=44 B=45
Hex: #782C2D

Dark Green

Process colour:
C=69 M=43 Y=95 K=37

Pantone colour:
364 C

RGB colour:
R=75 G=84 B=48
Hex: #4B5430

SECTION 4: IDENTITY TYPEFACE

PRIMARY TYPEFACE

Brandon Text and Acumin Pro, our primary typefaces, set a confident, contemporary tone for Africa CDC communications. They also support a wide range of applications. Use these fonts for all printed communications, as well as screens, where possible.

ACUMIN PRO

Acumin Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRANDON TEXT

Acumin Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Acumin Pro (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATE TYPEFACE – USE WITH MS OFFICE

When using tools such as PowerPoint and Microsoft Word, where the 2 key fonts may not be available, or the document's audience may not have access to those fonts, use the commonly available font Calibri or Arial in place of Acumin Pro. Calibri or Arial is also recommended as the font for email signatures (see p 33).

CALIBRI

Calibri (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

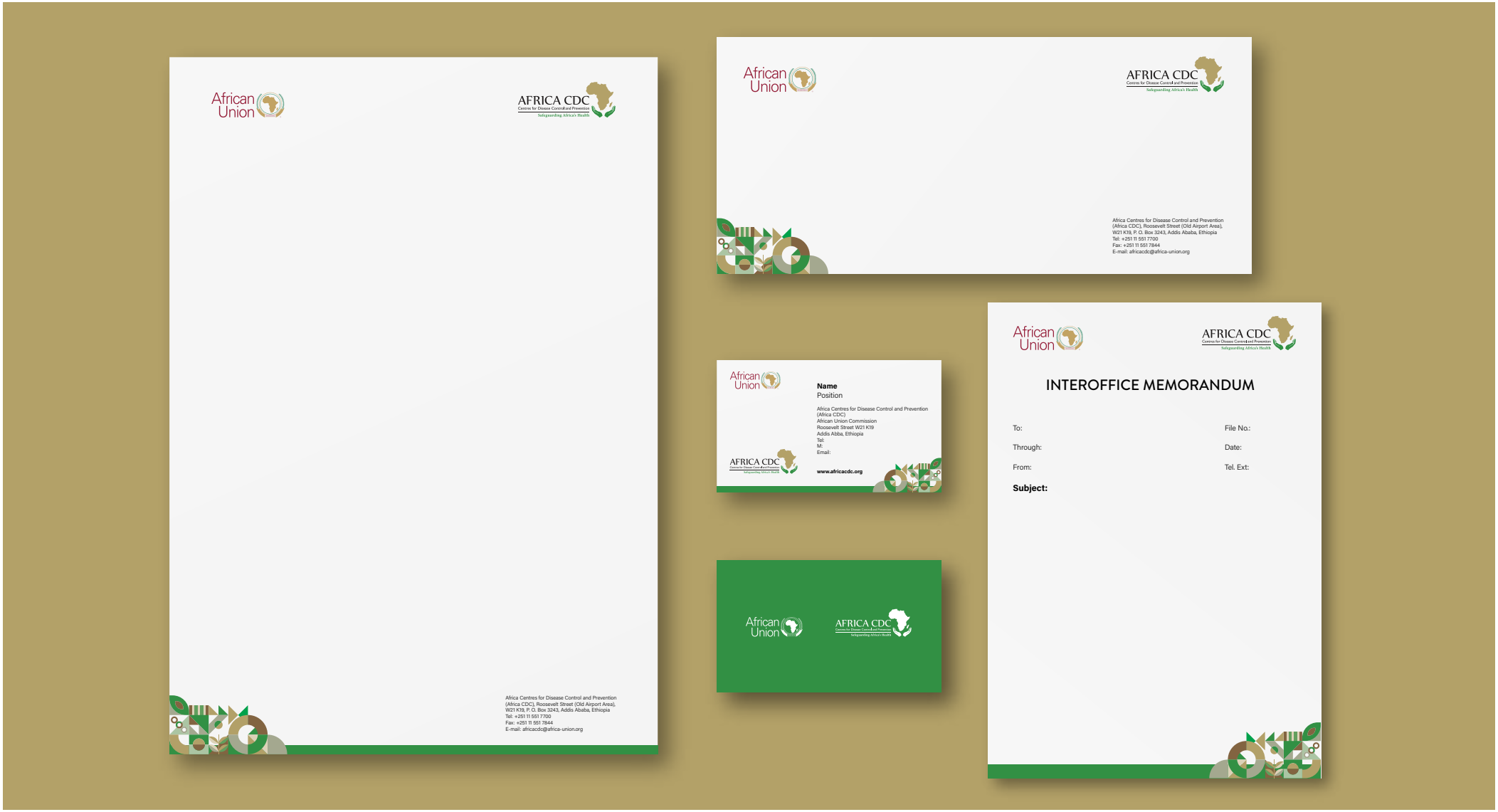
ARIAL

Arial (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECTION 5:
DESIGN GUIDELINES/USE EXAMPLES

LETTERHEAD, MEMO, ENVELOPE AND BUSINESS CARD



SIGN POSTS AND DISPLAY PANELS

POWERPOINT TEMPLATE

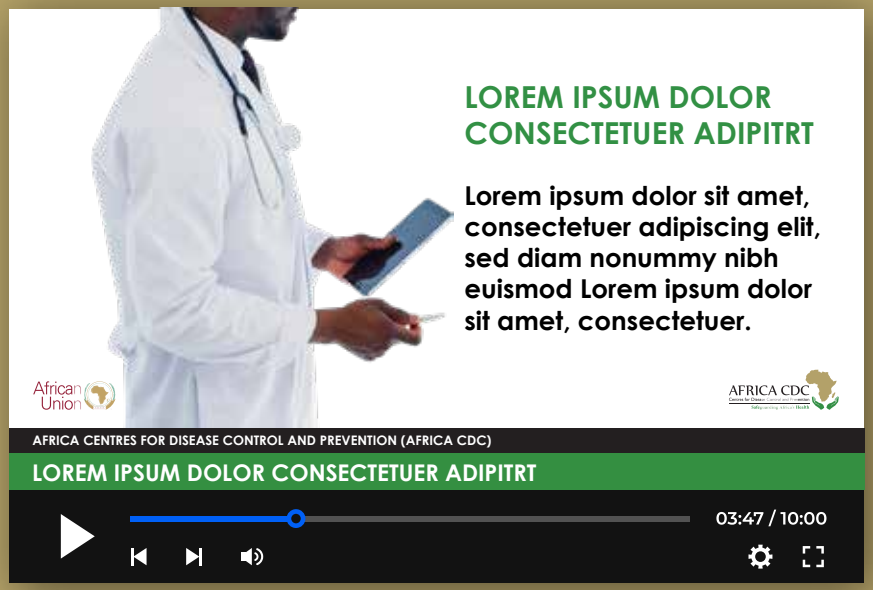
SOCIAL MEDIA SHAREGRAPHICS

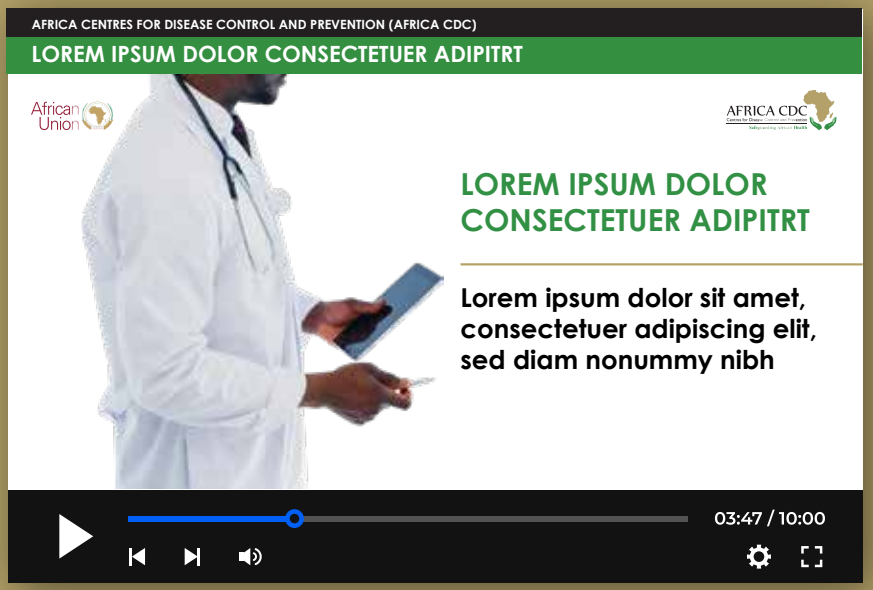
BANNER AND BACKDROP

PROMOTIONAL MATERIALS

VEHICLES AND OTHER EQUIPMENT

VIDEO CLIPS


LOREM IPSUM DOLOR CONSECTETUER ADIPITRT
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod Lorem ipsum dolor sit amet, consectetuer.
African Union
AFRICA CDC
AFRICA CENTRES FOR DISEASE CONTROL AND PREVENTION (AFRICA CDC)
LOREM IPSUM DOLOR CONSECTETUER ADIPITRT
03:47 / 10:00


AFRICA CENTRES FOR DISEASE CONTROL AND PREVENTION (AFRICA CDC)
LOREM IPSUM DOLOR CONSECTETUER ADIPITRT
African Union
AFRICA CDC
LOREM IPSUM DOLOR CONSECTETUER ADIPITRT
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh
03:47 / 10:00

COMPUTER SCREEN SAVER AND COMPUTER SCREEN BACKGROUNDS

OTHER MATERIALS AND DOCUMENTS

This guideline also applies to other documents and communication/visibility materials such as:

- Press conferences (see Section 3.2)
- Leaflets and/or brochures
- Newsletters
- Web pages
- Reports
- Audio-visual productions
- Plaques

EMAIL SIGNATURE

Arial (Regular) 10pt
100% Black

Title Firstname Lastname
position

African Union and
Africa CDC logo

Arial (Bold) 10pt
100% Black

Arial (Regular) 10pt
100% Black

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www.africacdc.org | **@AfricaCDC** | **africacdc**

Hyperlink to
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(www.africacdc.org)

Hyperlink to
Africa CDC Twitter account
(https://twitter.com/AfricaCDC)

Hyperlink to Africa CDC
Facebook page
(www.facebook.com/africacdc)

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