

VISUAL IDENTITY GUIDELINES



AFRICA CDC

Centres for Disease Control and Prevention

Safeguarding Africa's Health



VISUAL IDENTITY GUIDELINES

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

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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.



The background features a complex, abstract geometric pattern. It consists of various shapes such as circles, triangles, and squares, some of which are filled with solid colors like green, brown, and beige. The overall effect is a dense, layered composition of geometric forms. The text 'SECTION 1: LOGOTYPE' is centered in the middle of the page in a white, bold, sans-serif font.

SECTION 1: LOGOTYPE

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

Section 1: Logotype

LOGO CLEAR SPACE

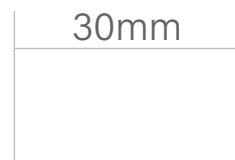
To protect the strength and integrity of the Africa CDC logo, a clear space area, free of competing visual elements, should be maintained around the logo.



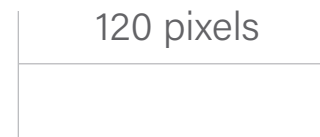
Section 1: Logotype

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

Section 1: Logotype

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.



The logo features the text "AFRICA CDC" in a large, bold, black serif font. Below it, "Centres for Disease Control and Prevention" is written in a smaller, black sans-serif font. Underneath that, "Safeguarding Africa's Health" is written in a green sans-serif font. To the right of the text is a gold-colored silhouette of the African continent, held by two green hands. Three lines connect the color swatches below to the corresponding colors in the logo: Black to the text, Green to the hands, and Gold to the continent.

Color	Process colour	Pantone colour	RGB colour	Hex
Black	K=100	Black C	R=0 G=0 B=0	#000000
Green	C=81 M=20 Y=100 K=6	7740 C	R=52 G=143 B=65	#348F41
Gold	C=31 M=31 Y=69 K=2	4515 C	R=180 G=162 B=105	#B4A269

Section 1: Logotype

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.



Section 1: Logotype

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.

Section 1: Logotype

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.



Section 1: Logotype

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.





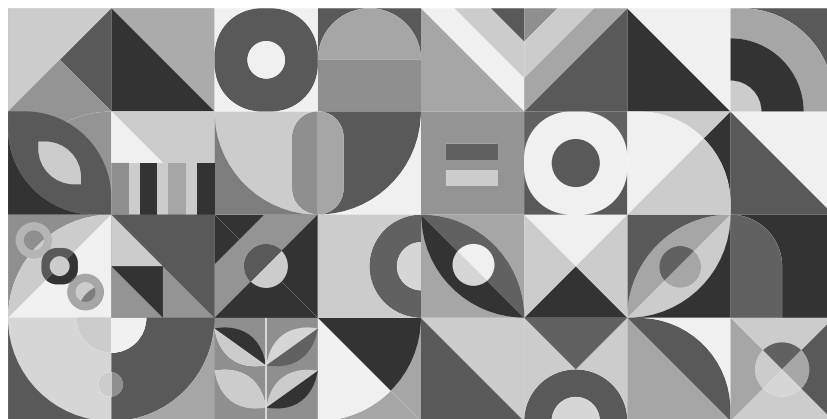
SECTION 2: AFRICA CDC MOTIF



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.



Section 2: Africa CDC Motif

MOTIF IDENTITY COLOURS

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

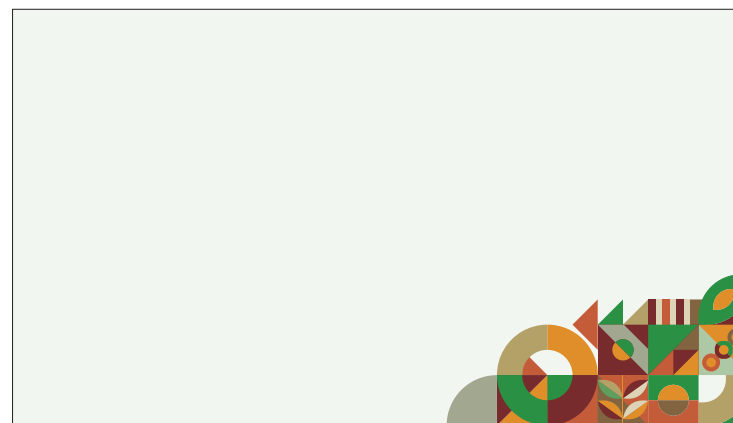
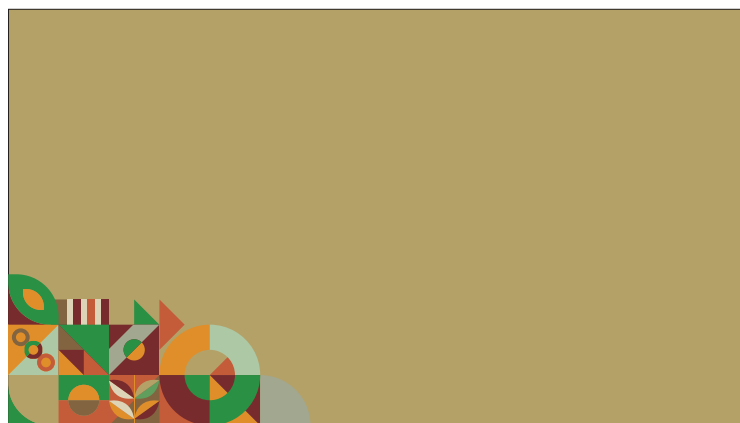
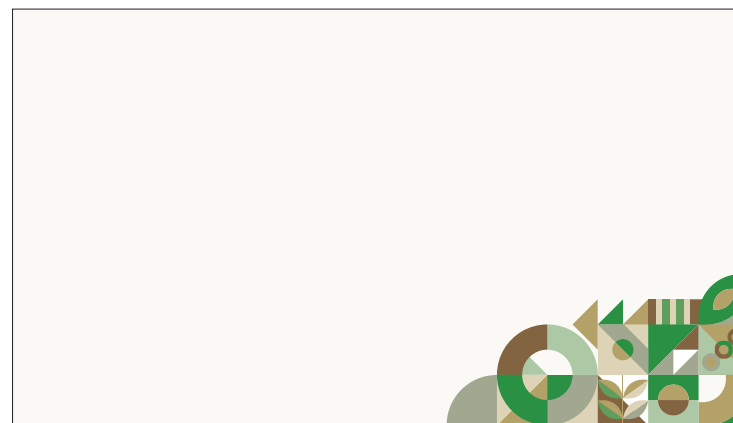
(Color values are provided on p. 21.)



Section 2: Africa CDC Motif

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.



The background features a central grid of squares in various shades of olive green and tan. This grid is framed by decorative borders at the top and bottom, composed of overlapping geometric shapes like circles, triangles, and squares in colors including green, brown, and cream. The text 'SECTION 3: COLOUR' is centered in white, bold, uppercase letters.

SECTION 3: COLOUR

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

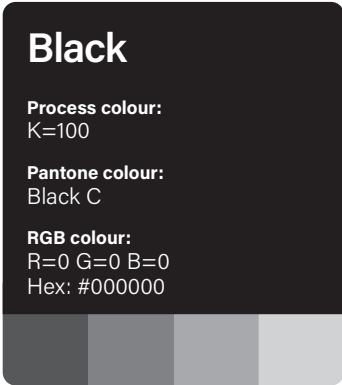


Black

Process colour:
K=100

Pantone colour:
Black C

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



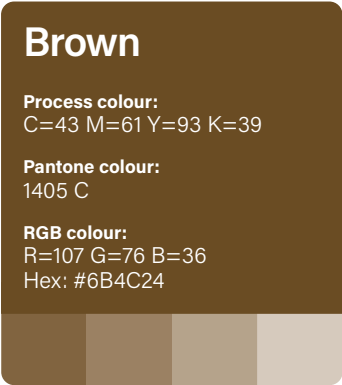
Secondary (MOTIF) colours

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

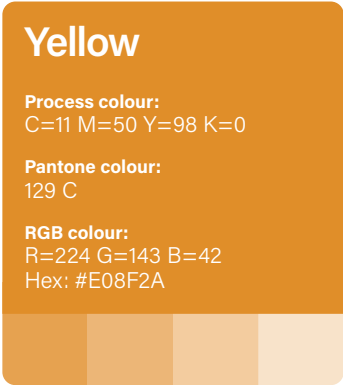


Yellow

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:
129 C

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

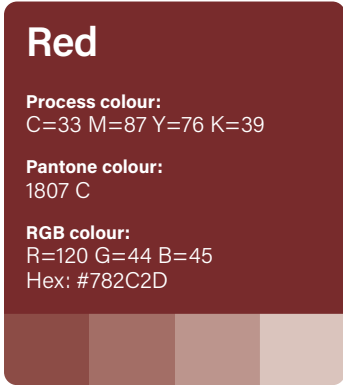


Red

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

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

Section 4: Identity Typeface

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

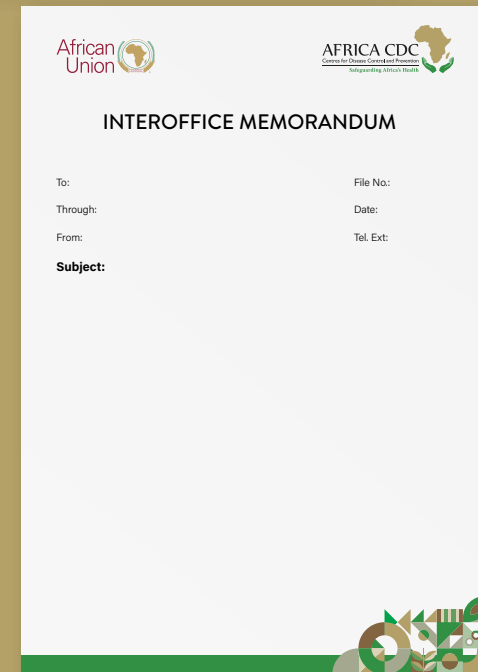
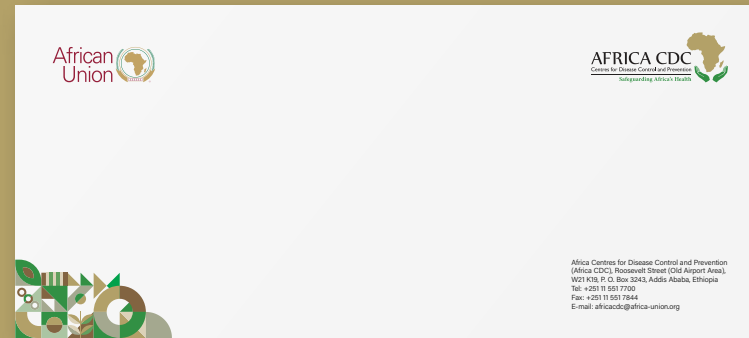
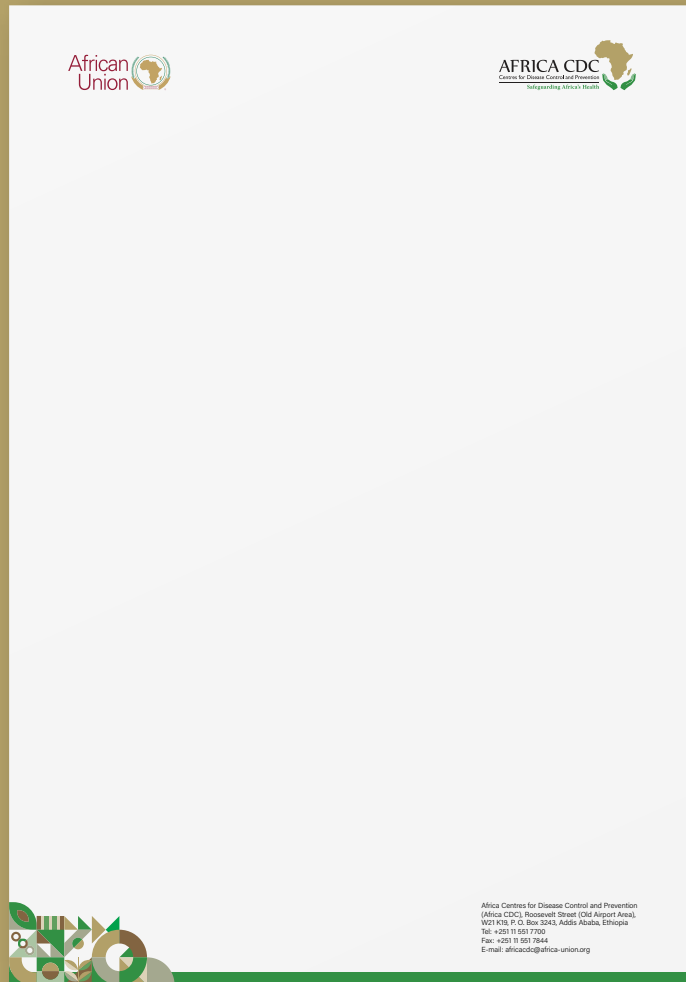
0123456789

The background features a complex, abstract geometric pattern. It consists of various shapes such as circles, squares, and triangles, some of which are filled with solid colors like green, brown, and beige. The overall effect is a dense, layered composition of geometric forms. The text is centered in the middle of the page.

**SECTION 5:
DESIGN GUIDELINES/USE EXAMPLES**

Section 5: Design Guidelines/Use Cases

LETTERHEAD, MEMO, ENVELOPE AND BUSINESS CARD



SIGN POSTS AND DISPLAY PANELS



Section 5: Design Guidelines/Use Cases

POWERPOINT TEMPLATE



SUMMARY



This Curriculum is designed to help community health workers (CHWs) in identifying, tracing, isolating and managing COVID-19 patients in their communities.

Provide guidance on categorizing patient into mild/moderate/severe group.

Guidance for follow-up and management of self-isolating patients






OVERVIEW



According to the World Health Organization (WHO), sub-Saharan Africa has only 3% of the world's health workers to cater for 11% of the world population, bearing over 25% of the global disease burden (WHO, 2014). With a steady increase in reported cases on the African Continent, the current COVID-19 pandemic threatens to overwhelm our already taxed health infrastructure. It is, therefore, imperative to take serious and urgent measures towards disease management and monitoring especially as the need for self-quarantine and contact surveillance rises.

In view of the infrastructural and resource gaps, technology should be considered for remote management of healthcare deliver to patients during this period. As it is abundantly clear, even countries with more advanced healthcare infrastructure and resources have struggled to treat COVID-19 and non-COVID-19 patients during this pandemic.

As the populace is being asked to adapt to ever-changing mandates and being afraid to visit hospitals, there is a risk of serious collateral damage to the health of the general population.

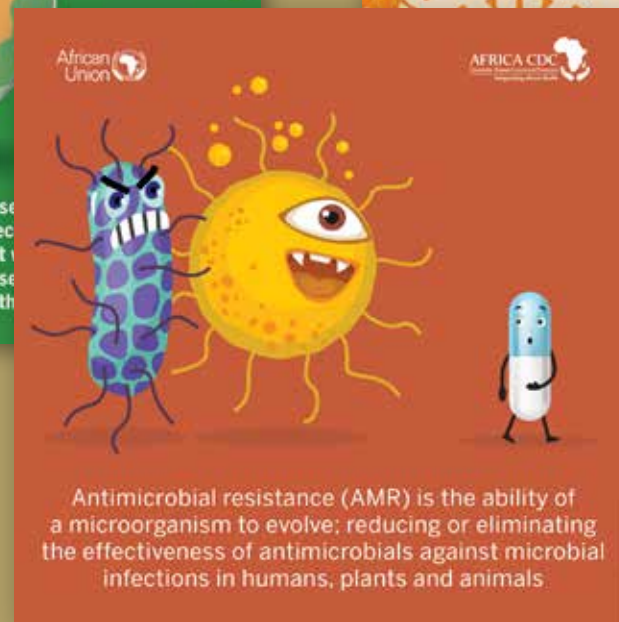


- Designated solution (like talamus or any other) to be used For Documentation And Tracking of Patient Information And Symptoms.
- Solution should allow for seamless and organized communication channel between CHW and designated doctors/nurses or supervisor for easy backup support and escalation of cases.
- Solution should provide actionable data analytics for decision-makers to institute timely intervention.
- Solution should allow for an organized and consistent pathway for CHWs to refer patients for higher level of care.
- When paper-based solutions are used, a reporting system should be established for timely reporting and collation of data.



Section 5: Design Guidelines/Use Cases

SOCIAL MEDIA SHAREGRAPHICS



Section 5: Design Guidelines/Use Cases

BANNER AND BACKDROP



Section 5: Design Guidelines/Use Cases

PROMOTIONAL MATERIALS



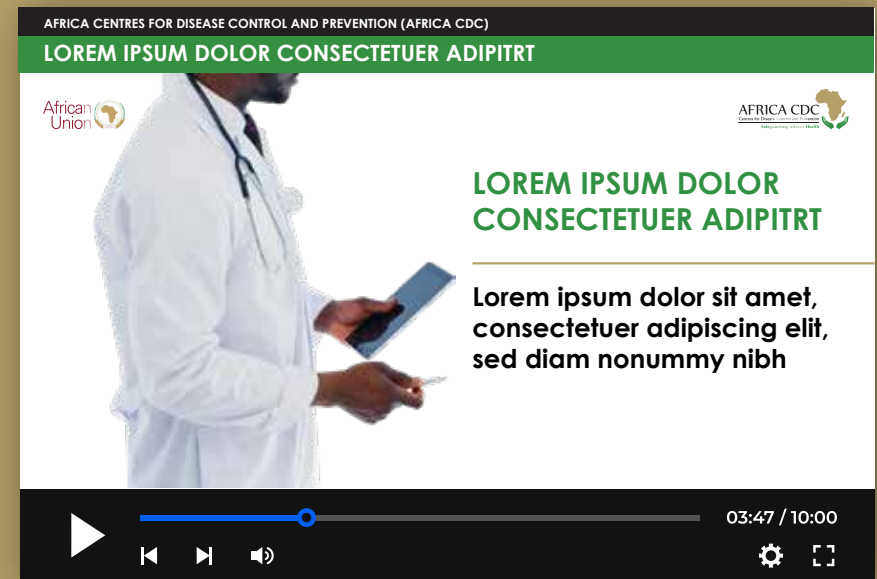
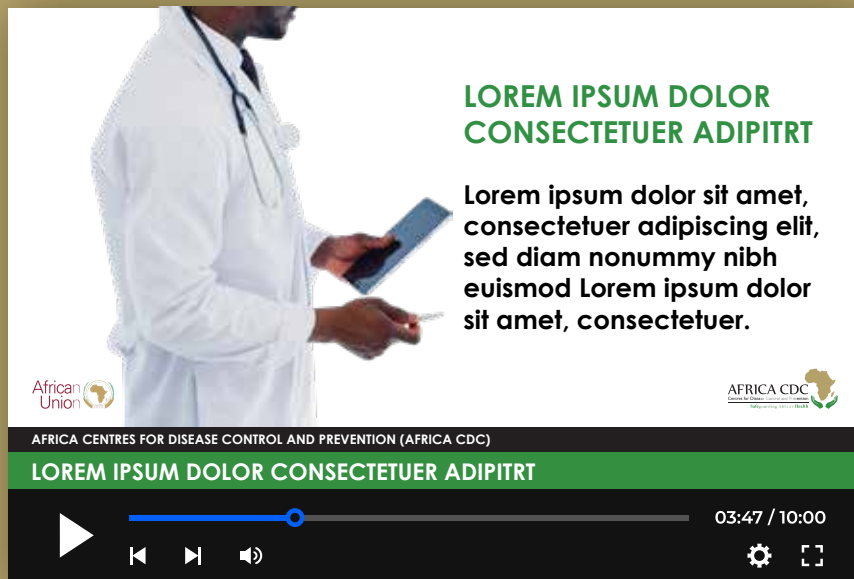
Section 5: Design Guidelines/Use Cases

VEHICLES AND OTHER EQUIPMENT



Section 5: Design Guidelines/Use Cases

VIDEO CLIPS



Section 5: Design Guidelines/Use Cases

COMPUTER SCREEN SAVER AND COMPUTER SCREEN BACKGROUNDS



Section 5: Design Guidelines/Use Cases

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



Section 5: Design Guidelines/Use Cases

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

Africa Centres for Disease Control and Prevention (Africa CDC)
Roosevelt Street W21 K19
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Tel: +251 11 551 77 00

 www.africacdc.org

Hyperlink to
Africa CDC website
(www.africacdc.org)

 [@AfricaCDC](https://twitter.com/AfricaCDC)

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

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

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

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