

Communication Style Guide





Africa Centres for Disease Control and Prevention (Africa CDC), established in January 2016 by the 26th Ordinary Assembly of Heads of State and Government and officially launched in January 2017 is a continental autonomous health agency 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 supports African Union Member States in providing coordinated and integrated solutions to the inadequacies in their public health infrastructure, human resource capacity, disease surveillance, laboratory diagnostics, and preparedness and response to health emergencies and disasters.


africacdc.org



Mastercard Foundation is a Canadian organization and one of the world's largest private foundations with assets of \$35 billion. Its mission is to advance financial inclusion and education to improve the lives of those living in poverty. The Foundation's programs are primarily focused on Africa and in Indigenous communities in Canada to enable 30 million young people to access dignified and fulfilling work by 2030. The Foundation was established in 2006 by Mastercard as a separate and independent organization from the company. The Foundation's Board of Directors and management determine its policies, programs, and funding decisions. To date, the Foundation's programs have benefitted 146 million people.

mastercardfdn.org

Saving Lives & Livelihoods

in partnership with 

Mastercard Foundation and Africa CDC launched the Saving Lives and Livelihoods initiative in June 2021. This historic \$1.5 billion collaboration has supported the COVID-19 vaccination of more than half of the target population, trained, equipped, and deployed 40,000 healthcare workers, created 25,000 additional jobs in the health sector, and expanded Africa's genomic testing laboratories from two to 40. In addition, the partnership is enabling Africa's vaccine manufacturing through workforce development and has supported strengthening the Africa CDC.

For more info on the Saving Lives and Livelihoods initiative, please visit: <https://mastercardfdn.org/faq-saving-lives-and-livelihoods>

africacdc.org/saving-lives-and-livelihoods/lives-and-livelihoods

mastercardfdn.org/faq-saving-lives-and-livelihoods

STYLE GUIDE TOOLKIT

This document provides guidelines to ensure the correct use of the Africa CDC brand identity when communicating on Saving Lives and Livelihoods, a partnership with Mastercard Foundation. Branding is key to ensuring that our outreach presents the institutions consistently throughout. A strong brand aids recognition of Africa CDC and that of Mastercard Foundation by our audiences, conveys what we stand for and helps to build a reputation for excellence.

By applying these guidelines to your communications, campaigns and materials you will strengthen the brand image and enhance the visibility of Africa CDC and Mastercard Foundation.

For more information or clarification of usage of the toolkit, please get in touch with:

**Directorate of Communication and Public Information,
Africa Centres for Disease Control and Prevention,**
Ring Road, 16/17, Haile Garment Square,

P.O. Box 3243, Addis Ababa, Ethiopia,
Tel: +251 (0) 11 551 77 00,
Fax: +251 (0) 11 551 78 44

Email: communications@afriacdc.org

INTRODUCTION

This visual style toolkit represents our revised brand identity for SSL and the framework for presenting our brand internally and externally. The visual language provides guidelines to enable a consistent and clear representation of our Saving Lives and Livelihoods communication of projects and activities.

The visual language covers most known usage instances of our work both offline (e.g. posters, pull up banners etc) and digital (e.g. email mastheads and internal banner ads).

We appreciate your feedback and input to improve this toolkit for ease of implementation and consistent branding.

It is tailored for Saving Lives and Livelihoods but as well with reference from both the Africa CDC, the Mastercard Foundation and our partners.

By consistent reference to the this document, you participate in building a stronger brand identity for the Africa CDC and that of our partners.

Margaret Edwin

Director,
Communications and Public Information (CPI),
Africa CDC

PRIMARY ELEMENTS

Primary Colours

The primary colour palette consists of AU Green, AU Red, AU White & AU Gold. These colours should always dominate any layout to ensure the brand remains recognisable. They can be used in the visual language system throughout the communication.

Spot: Where cost is not prohibitive it is preferred that the Pantone Matching System® spot colour alternatives are used.

CMYK: The CMYK (process colour) specifications are to be used for processes where spot colour is restricted. For example in magazines.

RGB: The RGB (monitor colour) equivalents are only for electronic use. For example in television and audiovisual presentations.

AU GREEN	AU RED	AU GOLD	BRIGHT WHITE	GREY TEXT
PANTONE 7740 C	PANTONE 7420 C	PANTONE 4515 C	PANTONE 11-0601 TCX	PANTONE 425 C
Green 100 C81 M20 Y100 K6 #348F41 R52 G143 B65	Red 100 C27 M98 Y66 K18 #9F2241 R159 G34 B65	Gold 100 C31 M31 Y69 K2 #B4A269 R180 G162 B105	100 C0 M0 Y0 K0 #FFFF R255 G255 B255	Grey 100 C65 M56 Y53 K29 #58595B R83 G87 B90

AU CORPORATE GREEN PANTONE 3415 C

Green 100 C86 M40 Y91 K39 #1A5632 R26 G86 B50

Primary Colour Palette Ratio

Gold	OR	Green	OR	White	OR	Red
60%				15%		15%

The Masthead

Saving Lives & Livelihoods

in partnership with



Masthead Language

The Masthead will come in the 6 official languages of the AU i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

APPROVED LANGUAGE VERSIONS

Use only officially approved language versions of the Masthead. The latin script version of the Masthead should be used at all times (English/French/Portuguese/Spanish/ Kiswahili) in regard to the Language communicated out respectively. Use the non-latin script versions of the logo (Arabic) only when problems of readability arise for the local population or when communicating in Arabic.

*Download links will be provided to the varied official languages of the Masthead and related logos upon request from CPI Directorate.



Africa CDC Logo

Africa CDC Logo's will come in the 6 official languages of the AU i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

APPROVED LANGUAGE VERSIONS

Use only officially approved language versions of the Entity logo. The latin script version of the logo should be used at all times (English/French/Portuguese/Spanish/Kiswahili) in regard to the Language communicated out respectively. Use the non-latin script versions of the logo (Arabic) only when problems of readability arise for the local population or when communicating in Arabic.

***Download links will be provided to the varied official languages of the Entity Logo upon request from CPI**



AfricaCDC
Centres for Disease Control
and Prevention

Mastercard Foundation Logo

In consultation with the communication team from the Mastercard Foundation, the Mastercard Foundation logo has been integrated into the Masthead as one unit and with be used as so.

NOTE: Pay attention to the Mastercard Foundation logo when it is presented in single color. Never convert the full color logo directly into a single color logo.

The approved Masthead will be provided by CPI at all times.



Removing the Mastercard credit is not allowed

Full color Masthead

Saving Lives & Livelihoods

in partnership with



Single color Masthead

Saving Lives & Livelihoods

in partnership with



Masthead Colour Options and Application


The Saving Lives and Livelihoods Masthead should be displayed only in approved colours. The examples shown here illustrate the correct use of the masthead in positive and negative formats.

The preferred ways to display the logo are:


1. Full color over a light image (Image can be lightened up by applying a white to transparent Gradient behind the Masthead)
2. 100% white over AU Red
3. 100% white over AU Green
4. 100% white over AU Gold
5. 100% white over a Dark Image (Image can be Darkened by applying a black to transparent Gradient set on multiply and opacity at 40% behind the Masthead)

All logo files and templates are available from CPI

**Saving Lives
& Livelihoods**


in partnership with 

**Saving Lives
& Livelihoods**


in partnership with 

Monochrome


**Saving Lives
& Livelihoods**

in partnership with 

**Saving Lives
& Livelihoods**


in partnership with 

**Saving Lives
& Livelihoods**


in partnership with 

Inverse


**Saving Lives
& Livelihoods**

in partnership with 

**Saving Lives
& Livelihoods**

in partnership with 


**Saving Lives
& Livelihoods**

in partnership with 


**Saving Lives
& Livelihoods**

in partnership with 

**Saving Lives
& Livelihoods**

in partnership with 

**Saving Lives
& Livelihoods**

in partnership with 

Variances of the Masthead that are not permitted

1. Do not place the Masthead on backgrounds that provide little contrast or legibility.
2. Do not superimpose the Masthead on any image or decorative pattern that obscures its readability.
3. Do not place a full color Masthead over a photo/ background that interferes with its legibility.
4. Do not retype the text component of the Masthead.
5. Do not redesign, recreate, distort, add or change any elements of the Masthead. Do not alter the proportions of the Masthead.
6. Do not use the Masthead, or any of its elements as a tinted background or decorative element.
7. Do not add special effects to the Masthead (drop-shadows, outlines).
8. Do not use clipart or Mastheads found in the internet. Do not use scanned art.
9. Do not use outdated versions of the Masthead.
10. Do not use the Masthead's typography or the icon as a separate visual element.
11. Never separate the visual components of the Masthead. It is designed to be a single and cohesive single signature. The Masthead should be displayed as a complete unit.
12. Never use the Masthead as a decorative element behind typography



Masthead Clear Space and Placement

In general, the Masthead will be placed in the top right of the layout with the Africa CDC logo on the left side.

Note that the Mastercard Foundation logo is part of the Masthead and should never be separated.

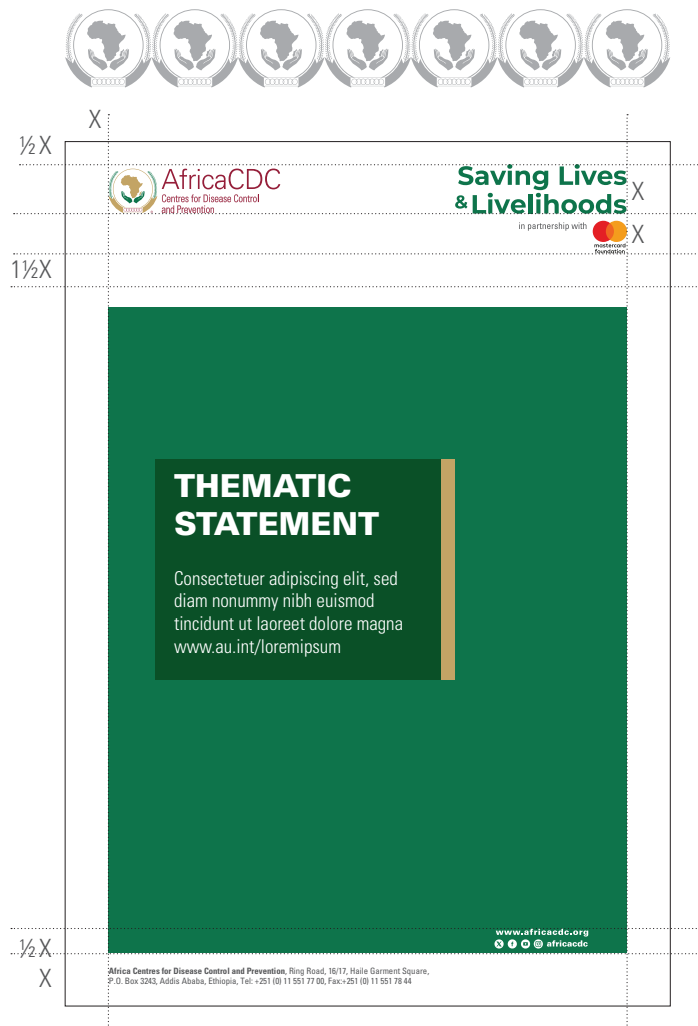
The Africa CDC logo icon has been used to determine the placement proportions as illustrated.

The basic layout provided is the cornerstone of any layout we shall use for all Saving Lives and Livelihoods design work.

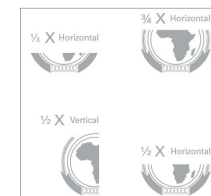
Header: Should be double the size of body copy (Univers font of choice)

Body: On not more than 3 lines (Univers 55 Roman)

Call to Action: spaced one line from the body copy (Univers 65 Bold)



Measurement guides of the Icon (X)



SECONDARY ELEMENTS

Fonts (Roman)

Primary Font

Univers

The Univers font family's extended range of weights makes it very versatile. The modern characters are progressive with a sense of stature, while still remaining human. Use a combination of weights to create emphasis.

Arial

For electronic and web purposes, Arial may be used.

Colour: On white or lighter shade

#53575A | R83 G87 B90

C66% M56% Y53% K29%

PANTONE 425 C

Colour: On AU Red/ Green/ Gold

#ffffff | R255 G255 B255

C0% M0% Y0% K0%

Univers

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

45Light / 45Light *Italic* / 55Roman / 55Oblique / 65Bold
65Bold *Oblique* / 67 Bold Condensed / 75Black / 75Black *Oblique*
/ 85Extra Black 85Extra Black *Oblique*

All printed design collateral, use wherever possible

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Arial *Italic* / Arial Regular / Arial Bold / Arial Bold *Italic* / Arial
Black

Digital / web collateral - email, Powerpoint, Word

Secondary Font

The Montserrat Font family as a secondary Font brings out the playfulness and character of different elements. It is the font used in the design of the Saving Lives and Livelihoods Masthead to create dynamism, diversity and simplicity, which relate very well with the operations of Saving Lives and Livelihoods.

Colour: On white

#54253c | R84 G37 B60
C54% M86% Y50% K48%

Colour: On AU Red/ Green/ Gold

#ffffff | R255 G255 B255
C0% M0% Y0% K0%

Montserrat
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fonts (Arabic)

Primary Font

Din Next™ Arabic Font

The Din Next Arabic font family's extended range of weights makes it very versatile. The modern characters are progressive with a sense of stature, while still remaining human. Use a combination of weights to create emphasis.

Arial

For electronic and web purposes, Arial may be used but sometimes they may look weird and become hard to read – especially if you use diacritical marks.

Colour: On white

#54253c | R84 G37 B60
C54% M86% Y50% K48%

Colour: On AU Red/ Green/ Gold

#ffffff | R255 G255 B255
C0% M0% Y0% K0%

DIN NEXT™ ARABIC

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه ي و

ا ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ

DIN NEXT™ ARABIC Ultra Light/ DIN NEXT™ ARABIC Light/
DIN NEXT™ ARABIC Regular/ **DIN NEXT™ ARABIC Medium /**
DIN NEXT™ ARABIC Bold/ DIN NEXT™ ARABIC HEAVY/
DIN NEXT™ ARABIC Black

Secondary Colour Palette

Secondary colour palettes should be used in a manner that compliments the primary colour palette. There is always a need to highlight information in design. Therefore we have provided an extended colour palette. It can be used sparingly in print and digital navigation, graphs and tables. It can also be used as a tool to differentiate projects offerings within the activities of Saving Lives and Livelihoods. Use the proportional ratio as indicated. Always ensure the primary colour palette is more prominent. Subtle tints or premium tones of these colours can also be used.

Never use more than one colour from the extended colour palette. Some campaigns or documents may require the use of additional colours. Use the secondary colour palette when a seasonal colour is needed for a marketing campaign, or for a specific issue like HIV/AIDS, cancer campaigns, etc. Sometimes a wider range of color is needed when presenting data.



PHOTOGRAPHY

When choosing imagery, it is important to choose the 'in a moment' type of images. These should feel natural and not posed.

The image should be slightly colour-corrected to have a good color vibrance which exhibits the warm tropical climate of Africa, but at the same time feel as natural as possible.

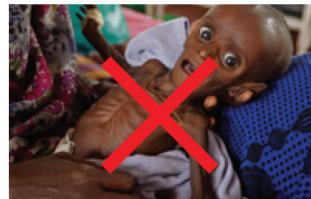
Avoid 'cheesy, thumbs up', smiling shots with direct model to camera eye contact.

The simple rule is choose imagery that reflects real life.

Imagery should try to face in the direction of the Africa CDC Logo. Only in extreme circumstances may the image be faced the other way.

TONE

- Dynamic tones and warm light
- Premium overall tone (slightly warm)
- Always have a minimum of 30% of warm vibrancy, bright colors that do depict the Africa as it is (sky/ clothing/ environment)



CHARACTERISTICS

Progressive/ Real/ Human/ Stature

PROGRESS

- Capturing progress in motion.
- Show progress (urban spaces, development, infrastructure, conversations etc.)
- Mature and more subdued energy
- Dynamic, engaging, point-of-view (never at and straight on)
- Selective and softer focus

PEOPLE

- Select images that portray happy Africans with purpose.
- Ensure that the person is real and natural looking.
- Ensure the person always has a forward posture, is always looking forward or moving to the right (forward).
- Capture people in action or during an interaction, visualising our promise or making action real.

CPI has come up with a unique display of Entity imagery for communication.

1. Always pick imagery that communicates to Africa as a whole, there should be an element of motion and never static imagery. Africa as a continent is always on the move in all aspects. This imagery should always depict the working nature of Africans as a people.
2. Never pick images with dull colors, we have vibrant colors from different cultural representations as Africans. It is what has distinguished us and made us stand out so we need to emphasize this within our imagery.
3. Always pick the right image that speaks to the message you are trying to communicate and put into consideration the vast cultural values of the African Continent as we have vast cultures, Always play safe with your imagery!



Emphasize the rich variety of African colors by giving the image warmth and vibrancy

NON DIGITAL ELEMENTS

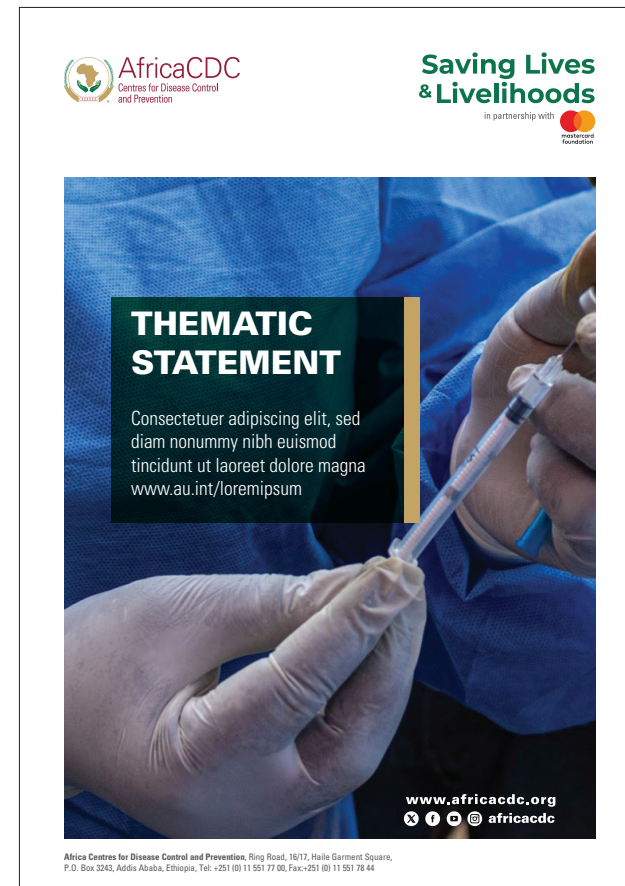
Posters

When setting up the document;
Please refer to the Partnership
guidelines.

Header: Should be double the size
of body copy (Univers 65 Bold)

Body: On not more than 3 lines
(Univers 55 Roman)

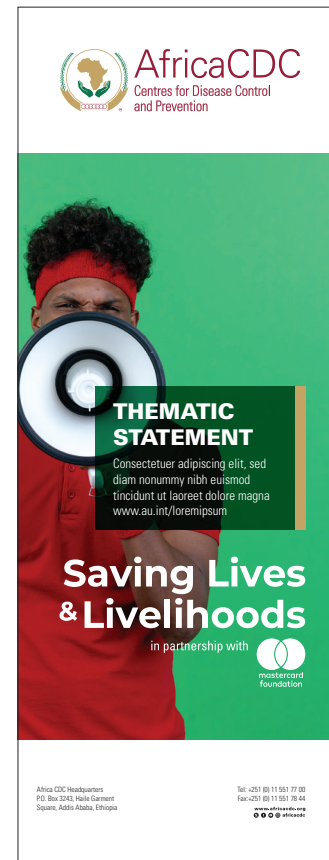
Call to Action: spaced one line from
the body copy (Univers 65 Bold)



Pullup Banners

For Pull up banners, follow a strict co-branding guidelines for partnership and sponsorship as detailed in the Africa CDC branding guidelines.

Basic roll-up banner layout

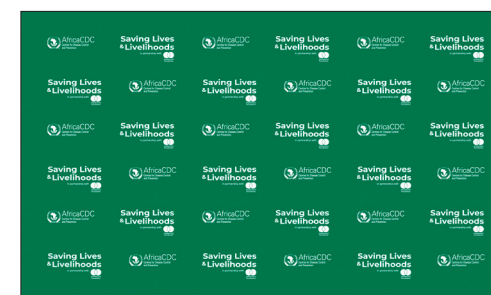
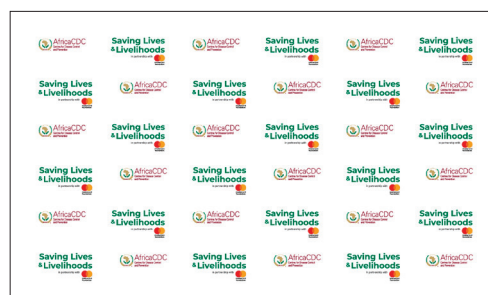


Backdrop

Press conference backdrops will be designed with a simplicity approach achieved by having repeat logos of the Africa CDC logo and the Saving Lives and Livelihoods Masthead.

AU languages

The language used will depend on the audience of the region in which the activity is being carried.



Advertorial/ Supplement

A clean modern design

- Adhere to the fonts used and the colour of the fonts.
- Text should be legible in whatever aspect minimum size of text recommended being 10pts. Keep the leading of the text optimum to enable the text to breathe and easy to be read

Double Spread Newspaper



Co-branding

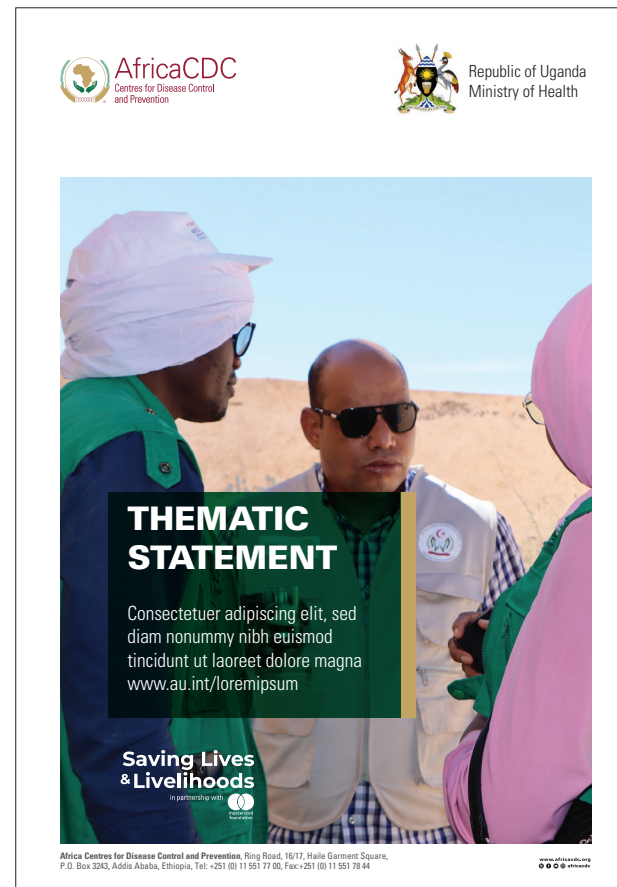
Member state co-branding

Africa CDC operates through AU member states. Member states always request their logo to be at the top.

The member state logo will replace the Masthead. The masthead shall be moved to the bottom of the layout, aligned vertically left with the Africa CDC logo.

The rest of the presentation will remain unchanged.

Co-branding will not apply to small size items like pens, pen drives, etc. Only Saving Lives and Livelihoods branding will apply on such items.



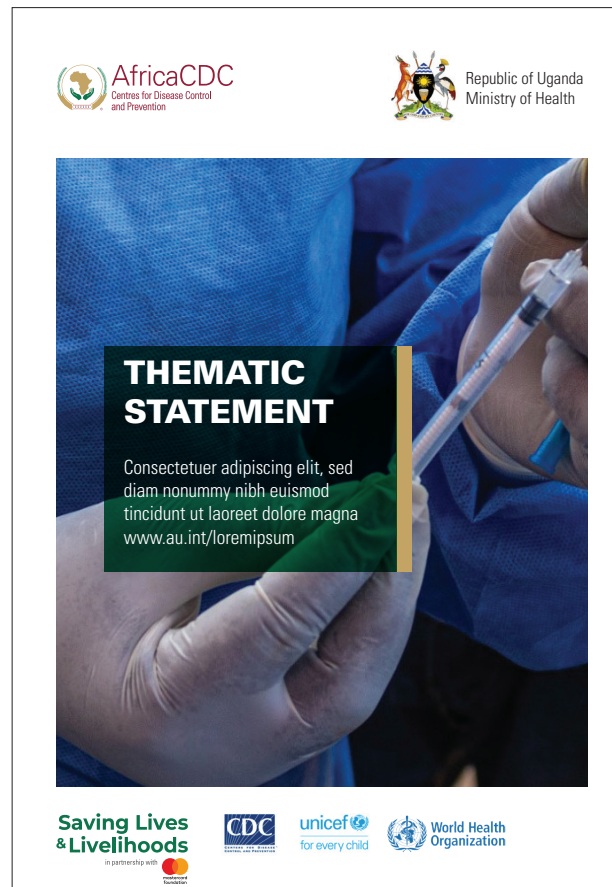
Co-branding

In instances where there are multiple partners in an activity, the member state logo shall retain its position and the partners logos will be placed next to the Masthead.

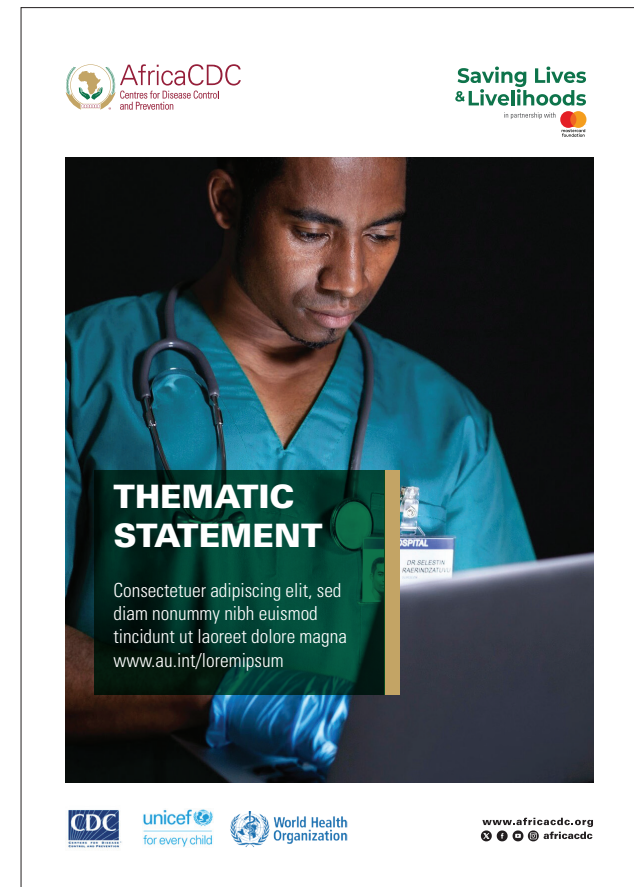
The logos shall be placed on the bottom left had corner in alphabetical order of the participating institutions' names.

The masthead shall reclaim its placement position if there is no member state participatio

Co-branding with the member state and other partners



Co-branding with other partners only



Saving Lives and Livelihoods FLAGSHIP PROJECTS

Basic Layout

The Flagship project will not have a logo or a special signature.

The Project title will be typed as plain text in the top right corner, aligned right.

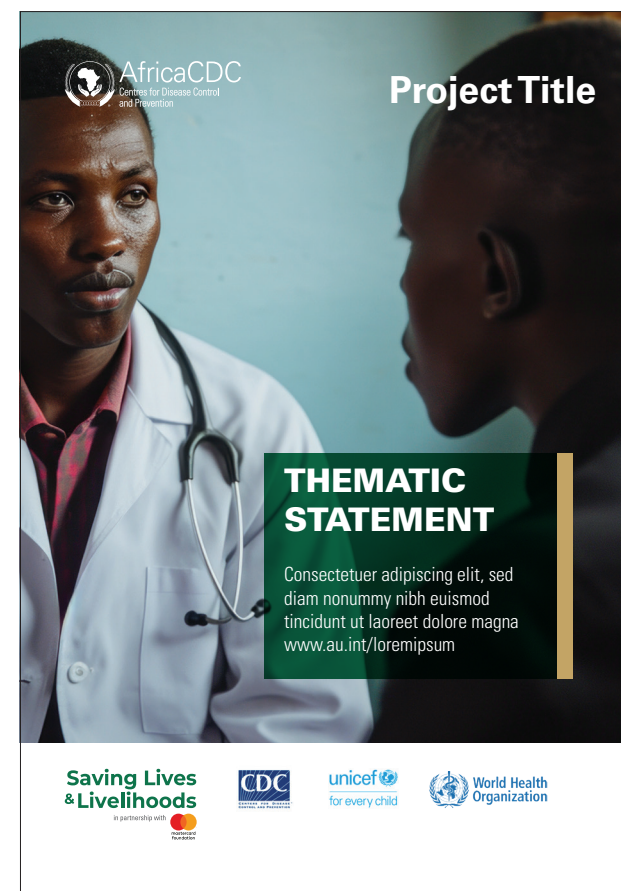
The Project title will replace the Saving Lives and Livelihoods Masthead which shall be moved to the bottom, left aligned with the Africa CDC logo.

Co-branding guidance should be strictly adhered to. Partners logos will be palced next to the Masthead on a contrasting background. Partners logo usage rules shall be respected. Partners shall provide their official logos in a high resolution format (vector format EPS or SVG are preferred).

Project Poster

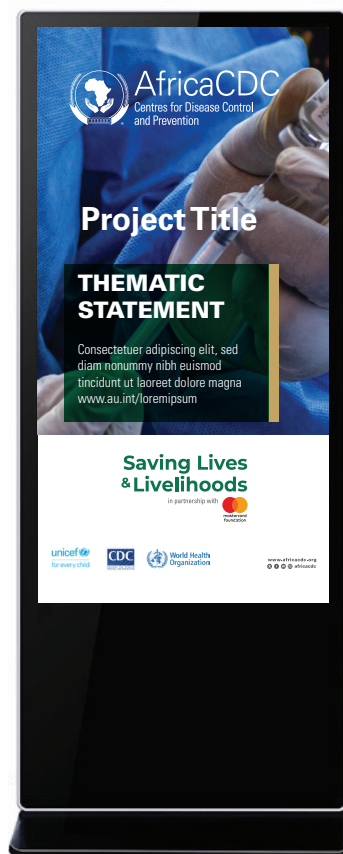


Project Poster/Cobranding



Posters

Flagship Projects: Vertical and Horizontal Layouts



In this layout, the flagship project title is placed where it does not interfere with the imagery, Africa CDC logo and Saving Lives and Livelihoods masthead.



The project title is placed on the far right, Africa CDC and Masthead are placed on far left (top and bottom respectively). The Thematic statement is placed in a vantage location in the middle. Effort should be made to ensure legibility of all elements. Clear spacing rules should be followed to have a clean look.

DIGITAL ELEMENTS

Presentations: Cover Pages

Presentation will follow the same guidance as the basic posters. Adhere to the layouts provided in these illustrations. Always select the most appropriate image that represents the discussion. The photographs used must follow the guidance provided under Photography.

Typeset:

Arial Bold, Title Case, 40pt

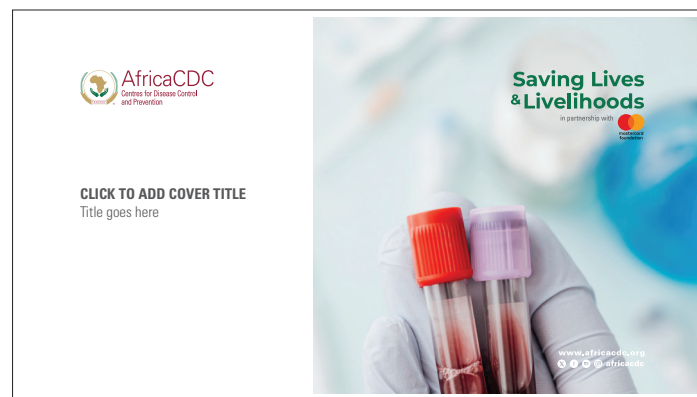
Color on white: Black

RGB# 000000

Color on Red: AU White

RGB# ffffff

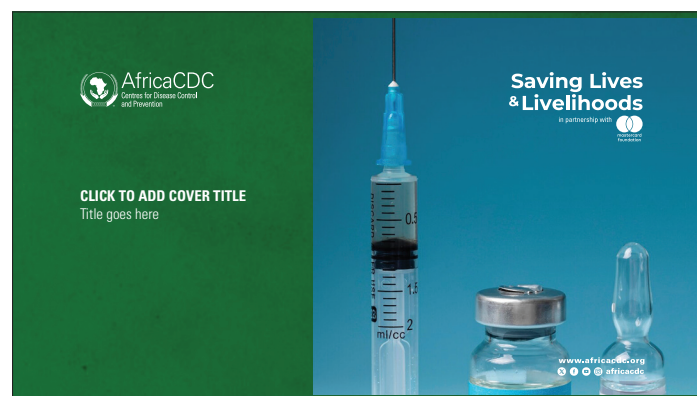
1. Full Colour



2. Flagship Projects



3. solid Background Colour



4. Flagship Projects/Multiple sponsors





Presentations: Content Pages

Content Pages come in various options from the clean white Full colour logo presentation to AU Green, Red or Gold background.

Colour Options Typeset:
Title Case, Arial Bold 40pt
Subheading Case, Arial Regular, 40pt
Color on white: Grey RGB# 000000
Color on Red: AU White RGB# ffffff



The Secondary Color palette comes into play when shading the Graphs and Charts/ infographics in any manner

1. Saving Live & Livelihoods

Click to add title

- Click to add text. Make your 2nd slide an outline of your presentation
- Follow the order of your outline for the rest of the presentation
- Always title your slides and graphs
- Avoid special effects and backgrounds that are distracting
- Avoid wordiness: use key words and phrases only
- Capitalize only when necessary it is difficult to read





Click to add title

- Click to add text. Make your 2nd slide an outline of your presentation
- Follow the order of your outline for the rest of the presentation
- Always title your slides and graphs
- Avoid special effects and backgrounds that are distracting
- Avoid wordiness: use key words and phrases only
- Capitalize only when necessary it is difficult to read

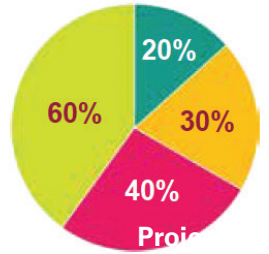
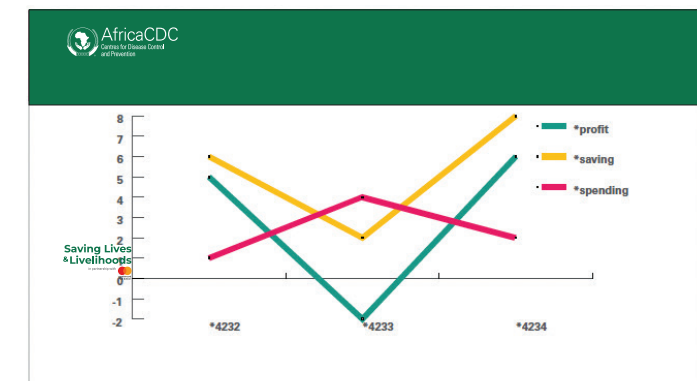
2. Flagship Projects

Project Title



Click to add title

- Click to add text. A few pointers
- Click to add text. A few pointers
- Click to add text. A few pointers
- Click to add text. A few pointers

PROMOTIONAL MATERIALS

Polo T-shirts, Hats, Field Jacket

In addition to placement of logos as indicated, always select the best quality for the items to be produced.

AU Green and white are primary colors for apparel and clothing items.

Africa CDC logo should always be embroidered on the left side of the T-shirt and Masthead on the right side. The state flag/logo shall be place on the sleeve (tshit).

Other partners logos will be placed on the back of the t-shirt/jacket.

The cap being a small size item, will only have the masthead at the front, project name at the back (where applicable), Africa CDC logo on the right side of the cap, State flag/logo (where applicable) on the right side.

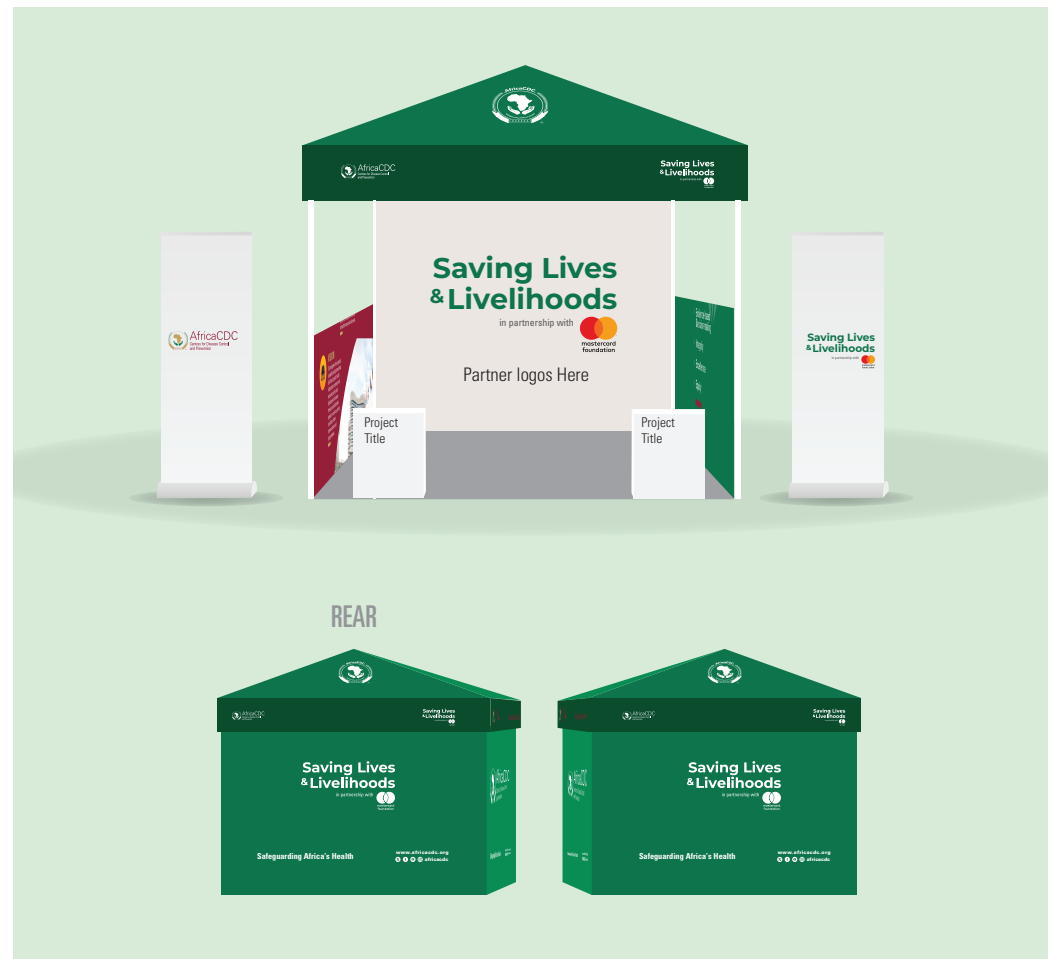
Refer to the jacket illustration for Member state co-branding



Event Booth

Primary colours will be the main selection for outdoor branding. The Africa CDC and the Saving Lives and Livelihoods Masthead should be identified from a distance.

There should be strict adherence to the use of the co-branding guidelines in terms of partnership.



Pen Drive, Bag, Cup, Water Bottle



STATIONERY

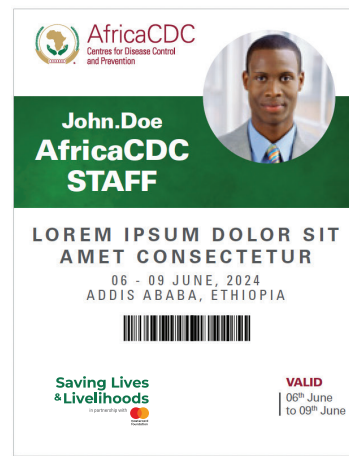
Notebook and Pen



Event Tags/ Business Cards

Refer to the layout provided for all business cards and event tags.

Front



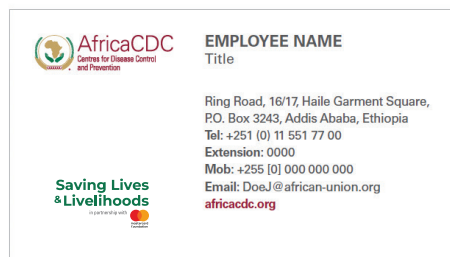
Theme of the year or
Project Identity

Validity:
Univrs 75
Black
Dates:
Univrs 55
Roman

Back



Address of
Conference
Venue




Letterhead

Header: This will be replaced with an image embedded in that will have the AU Logo and Tagline

Font color should be Grey #53575A for documents used through out other than black

Curious Skin - Extra White
135gsm Letterhead, comp slip, envelope


Curious Matter - Goya White
(High net worth segments)
135gsm Letterhead, comp slip, envelope, brochure inside



AfricaCDC
Centres for Disease Control
and Prevention

**Saving Lives
& Livelihoods**

in partnership with




Interoffice Memorandum

To:	File No:
Through:	Date:
From: Director, Communication & Information	Tel Ext: 2558

Subject:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, quis nostrud exerci tation ullamcorper suscipit lobortis.



Jane Doe
Director
Communication & Information

safety zone 20px

Header

Category Title: Univers 75Black, Colour #53575A

Body Copy: Univers 55Roman, Colour #53575A

Signature, Name and Title, Left aligned

Footer: AU signoff and Entity Address

Africa Centres for Disease Control & Prevention
PO Box 3243, Hialeah, Florida 33157
AfricaCDC.org

Envelopes

Curious Skin - Extra White

135gsm Letterhead, comp slip, envelope

Curious Matter - Goya White

(High net worth segments)

135gsm Letterhead, comp slip, envelope, brochure inside

Coated Paper Stock

Magno Satin - White

200gsm Simple z-Fold brochures + brochure pages 250 gsm

Brochure cover

Invercote Creato/Duo

350gsm Folders

Uncoated Paper Stock

Curious Skin - Extra White

135gsm Letterhead, comp slip, envelope

270gsm Simple z-Fold brochures + brochure cover

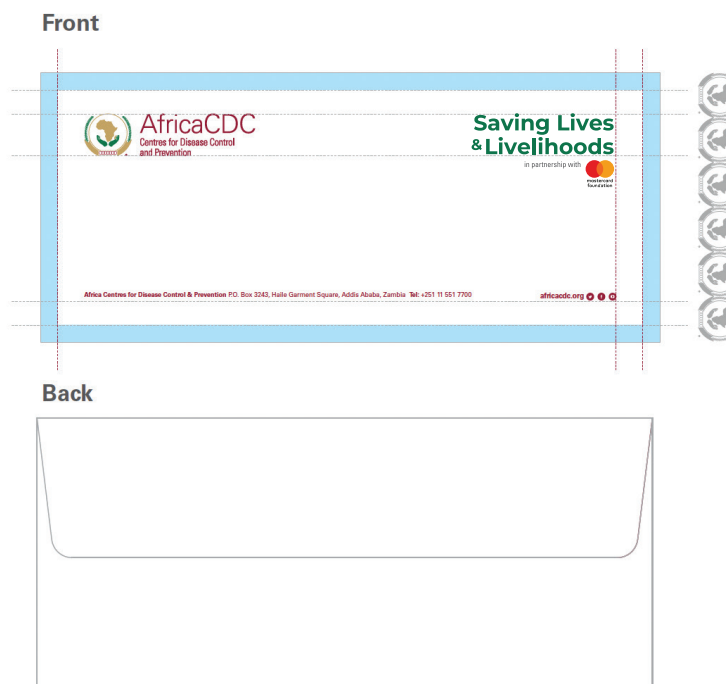
380gsm Business card

Curious Matter - Goya White

(High net worth segments) 135gsm

Letterhead, comp slip, envelope, brochure inside

270gsm Brochure cover and z-Fold brochures



Printing in this area is not recommended.



Africa Centres for Disease Control and Prevention,
Ring Road, 16/17, Haile Garment Square,
P.O. Box 3243, Addis Ababa, Ethiopia,
Tel: +251 (0) 11 551 77 00,
Fax: +251 (0) 11 551 78 44



Safeguarding Africa's Health

www.africacdc.org

    @africacdc