

Saving Lives & Livelihoods (SLL)

# **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.

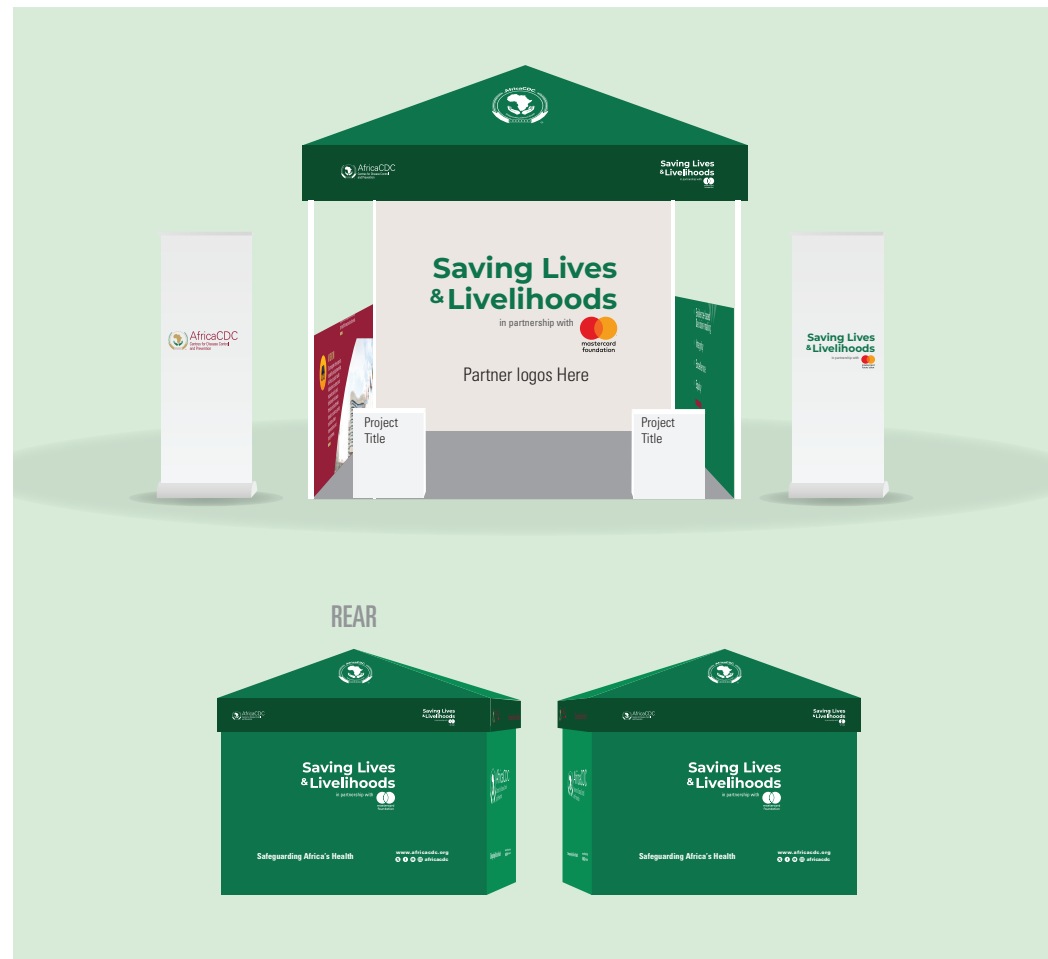
Refer to the jacket illustration for Member state co-branding



## 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



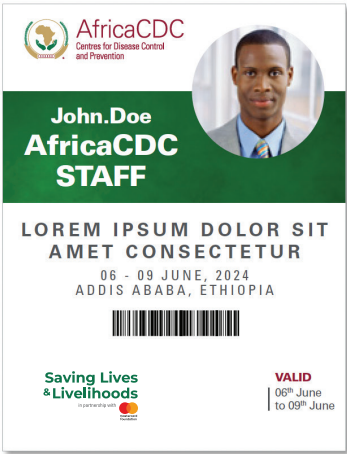
# Notebook and Pen



# Event Tags/ Business Cards

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

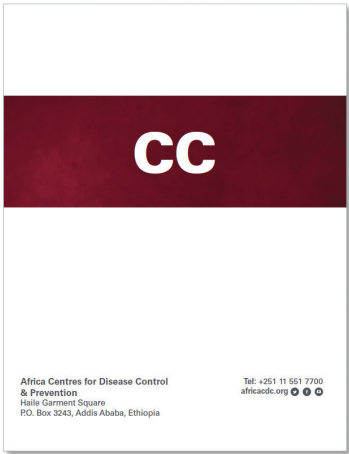
Front



Theme of the year or  
Project Identity

Validity:  
Univets 75  
Black  
Dates:  
Univets 55  
Roman

Back



Address of  
Conference  
Venue

