



AfricaCDC

Centres for Disease Control
and Prevention

**Safeguarding
Africa's Health**

Communication Style Guide

AFRICA CENTRES FOR DISEASE
CONTROL & PREVENTION





AfricaCDC

Centres for Disease Control
and Prevention



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Centres for Disease Control
and Prevention

STYLE GUIDE TOOLKIT

By applying these guidelines to your communications, campaigns and materials you will strengthen the **Organ/ Institution** brand image and enhance the visibility of the Entityisation.

Contacts

For more information or clarification of usage of the Brand Guideline, please get in touch with

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Introduction

The Entitys and Institutions of the African Union play a key role in the implementation of the mandates of the AU and continental programmes and initiatives aimed at promoting Africa's vision of sustainable and inclusive growth and development.

Being constituent part of the larger body that makes up the African Union, it is key that the brand identities of the Entitys and Institutions are aligned with the Corporate Identity to ensure that all stakeholders identify them as being part of the African Union working in service for Africa's citizens. This visual style and guidelines represent identity and the framework for presenting The AU Entitys brand internally and externally.

This visual style guide provides the framework for how the iconography of the Entity / Institutionn is to be used in all communication material and in adherence to the overall brand identity of the African Union.

The logos will be available in the six official African Union languages: English, French, Spanish, Portuguese, Swahili & Arabic.

This communication style guide is a living document and your feedback will assist in its refinement. We hope you enjoy using this guide and receive great value from it to ensure we build a stronger brand identity for the Entitys and the AU.

Leslie Richer

Director of Information & Communication [ICD]

Contents

PRIMARY ELEMENTS	Page 06	PROMOTIONAL ITEMS	Page 43	PRESS ANNOUNCEMENTS	Page 74
Primary Colour Palette	Page 07	Polo T-Shirts	Page 44	Press Release/ Media Advisory	Page 75
Entity Logo	Page 08	Mugs, Flash Drives, Pens...	Page 45	Joint Press Release	Page 76
Entity Logo Languages	Page 10	Umbrellas	Page 46	Advertisement	Page 77
AU Entity Signoff	Page 11				
Entity Logo Colour Variations	Page 14	FIELD OPERATIONS	Page 47	CO-BRANDING	Page 78
AU Flag	Page 17	Polo Tshirts, Field Jackets, Caps	Page 48	Why?	Page 79
The Tagline	Page 18	Event Booths	Page 49	Branding Dominance Explained	Page 80
Fonts	Page 21	Press Conference Backdrops	Page 50	Logo Guidelines	Page 81
Photography	Page 23				
SECONDARY ELEMENTS	Page 26	DIGITAL ELEMENTS	Page 56	CO-BRANDING NON-DIGITAL ELEMENTS	Page 82
Secondary Colour Palette	Page 27	Email Mastheads: Department	Page 51	AU Entity as Dominant Brand	Page 83
The Backgrounds	Page 27	Email Mastheads: Project	Page 52	Partnership with one other entity	Page 84
The Text Box	Page 29	Email Mastheads: Personalised	Page 53	Partnership with main entity and multiple sponsors	Page 85
		Intranet Banners	Page 54	Main Partner and Multiple Sponsors	
NON-DIGITAL ELEMENTS	Page 30	Social Media	Page 55	Examples	Page 86
Portrait Documents	Page 31	Website	Page 62	Pull Up Banners	Page 87
Landscape Documents	Page 33			Partner as a dominant brand	Page 88
Pull Up Banners	Page 35	DIGITAL ELEMENTS	Page 64		
Conference/ Summit ID Tags	Page 36	Guidelines	Page 65	CO-BRANDING DIGITAL ELEMENTS	Page 90
		Cover Pages	Page 66	Corporate Email Mastheads: Marketing	
SUMMIT BRANDING & ANNUAL THEME	Page 39	Content Pages	Page 67	/ Campaigns	Page 91
Portrait Documents	Page 40	VIDEOS	Page 68	Entity Co-Branding Intranet Banners	Page 92
Pull Up Banner	Page 41	TV Bug and Lower Third	Page 69	Entity Co-Branding Presentations	Page 93
Landscape Documents	Page 42	Closing Frame	Page 70		
Conference/ Summit ID Tags	Page 44				
STATIONERY	Page 37	DIGITAL SCREENS	Page 71		
Business cards	Page 39	Screensavers	Page 72		
Staff ID's	Page 40	Information Kiosks	Page 73		
Letter Heads	Page 41				
Envelopes	Page 42				

Primary Colour Palette	Page 7
Entity Logo	Page 8
Entity Logo Languages	Page 10
AU Entity Signoff	Page 11
Entity Logo Colour Variations	Page 14
AU Flag	Page 17
The Tagline	Page 18
Fonts	Page 21
Photography	Page 23

PRIMARY ELEMENTS

Primary Colour Palette

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 Entity 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 audio-visual presentations.

NOTE

Import the .ase (Adobe Swatch Exchange) file into your document colour swatches. Do not attempt to re-create the swatches as reproduction errors might occur.

Request Swatch from
ICD



Pantone / CMYK
/ RGB

AU GREEN

PANTONE 7740 C

Green

100
C81 M20 Y100 K6

#348F41
R52 G143 B65

AU RED

PANTONE 7420 C

Red

100
C27 M98 Y66 K18

#9F2241
R159 G34 B65

AU GOLD

PANTONE 4515 C

Gold

100
C31 M31 Y69 K2

#B4A269
R180 G162 B105

BRIGHT WHITE

PANTONE
11-0601 TCX

100
C0 M0 Y0 K0

#FFFF
R255 G255 B255

GREY TEXT

PANTONE 425 C

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

60%

OR

Green

OR

White

15%

Red

15%

The Entity Logo



AfricaCDC
Centres for Disease Control
and Prevention

Break Down of Entity Logo Design

The Entity's logo are a combination, in one fixed-size in relation to of the African Union emblem. The Entity logo is the keystone element of the identity programme and should be used to represent the entire Entity.

In practical terms, the deep green colour and various shapes designed within the negative space make the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent the Entity and their African development experience.

Design wise, the Entity logo has been broken down with a number of factors in mind;

1. Abbreviation Title

The font for the title used is **Univers 45 Light 105pts** in size, with a leading of **1266pts** (This being a reason so as to accomodate other Entity's that may have long titles)

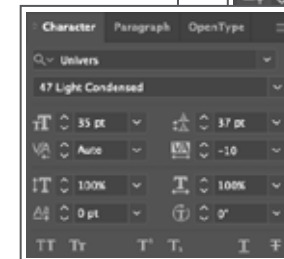
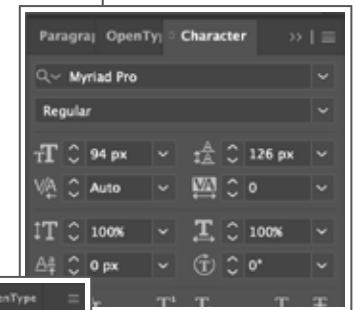
2. A few factors in the design of logo have to remain constant owing to the fact of tying it directly to the Mother Brand of the African Union while ensuring that for visibility purposes the Entity remains easily identifiable as an entity

Font Design Breakdown

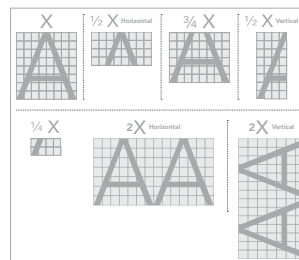


Abbreviation Title

Line 1 & Line 2



Measurement guides of the Icon (X)



Entity Logo Language

The Entity 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 ICD**

English



French



Arabic



Portuguese



Spanish



Kiswahili



AU Entity signoff

When Communicating the Entity, the AU signoff includes a clear indication of being an Entity of the AU. This should always be placed first in the bottom left corner of any document or design

The African Union Sign off Logo will come in 6 different languages i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

The African Union Sign off Logo is the one element that unites and represents our Entityization. It has been specifically designed to symbolize not only our name, but also what we stand for – AFRICA. The lower case letters used in the logo are friendly and approachable.

The African Union Sign off Logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the AU logo on any materials (including partnerships) represents AU's endorsement of its contents.

APPROVED LANGUAGE VERSIONS

Use only officially approved language versions of the AU Sign off. 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 have been provided to the Varied official languages of the AU Sign off logo**

English



Click to download the [English](#) Variation

Arabic



Click to download the [Arabic](#) Variation

Spanish



Click to download the [Spanish](#) Variation

French



Click to download the [French](#) Variation

Portuguese



Click to download the [Portuguese](#) Variation

Kiswahili



Click to download the [Kiswahili](#) Variation

Application of Entity/ Institution Logo

The Entity/ Institution Logo comes in 6 different languages i.e English, French, Portuguese, Arabic, Spanish and Kiswahili.

The Entity logo's have a few elements that unites and ties into the Mother brand i.e the AU which represents our Entityization. They have been specially designed to symbolize not only our name, but also what we stand for – AFRICA. The lower case letters used in the logo's are friendly and approachable.

The Entity logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the Entity logo on any materials (including partnerships) represents AU's endorsement of its contents.

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.

Request the varied languages of the respective Entity Logos from ICD



LOGO

Typical uses: Web pages, publication, signs, stationery and when co-branding with other horizontal logos. This is the most widely used version of the logo.



SEAL

Typical uses: Social Media Profiles, Podium signs, corporate plaques and enamel badges.

Due to space limitations certain media may require use of the Entity/ Institution Seal only. In this situation the Entity/ Institution Seal is used in an environment in which Entity is the primary owner/ convenor of the communication channel or location where the activity is being undertaken and there are other clearly displayed signages of the Entity/ Institution Logo

Logo Clear Space

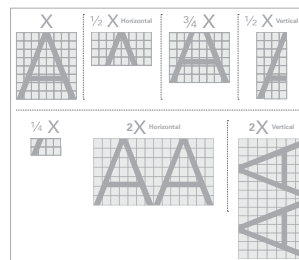
In general, avoid crowding the name or any other element too closely around the logo and leave clear space around the logo and tagline to increase its impact.



NOTE:

Minimum size of the AU Icon should measure no less than 19mm in width for print. For digital applications, the logo should be no smaller than 100 pixels wide.

Measurement guides of the Icon (X)



The Entity Logo Colour Variations

1. There are only six versions of any Entity logo and Tagline: English, French, Portuguese, Spanish, Kiswahili and Arabic
2. There are only 4 Colour Variations of the Entity Logo: Full Colour, Greyscale, Black and White
3. The Entity logo and tagline must always appear together for generic branding in the appropriate language.
4. Each Entity Office will decide for itself which language version of the logo and tagline to use, based on the country-specific circumstances.

APPROVED LANGUAGE VERSIONS

All Entitys Headquarters and their units will use the respective Entity logos and their respective tagline as their only logo. There should not be any separate or stand-alone logos used. Their respective taglines reinforce what the African Union and each Entity stands for.

There are no exceptions to this rule.

Full Colour



Click to download the Full Colour variations in
[English](#) | [French](#) | [Arabic](#) | [Portuguese](#) | [Spanish](#) | [Kiswahili](#)

Full Black



Click to download the White variations in
[English](#) | [French](#) | [Arabic](#) | [Portuguese](#) | [Spanish](#) | [Kiswahili](#)

Greyscale



Click to download the Greyscale variations in
[English](#) | [French](#) | [Arabic](#) | [Portuguese](#) | [Spanish](#) | [Kiswahili](#)

White



Click to download the White variations in
[English](#) | [French](#) | [Arabic](#) | [Portuguese](#) | [Spanish](#) | [Kiswahili](#)

Application of Entity Logo Colour Options

The Entity/ Institution Logo should be displayed only in their approved colours. The examples shown here illustrate the correct use of the logo in positive 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 logo)
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 logo)

All logo files and templates are available from the BrandTeam in the Directorate of Information & Communication.

NOTE:

Minimum size of the AU Icon should measure no less than 19mm in width for print. For digital applications, the logo should be no smaller than 100 pixels wide.

Full Color over light Image



Greyscale Logo



White Colour Logo on Green Background



White Colour Logo on Red Background



Black Colour Logo on Gold Background

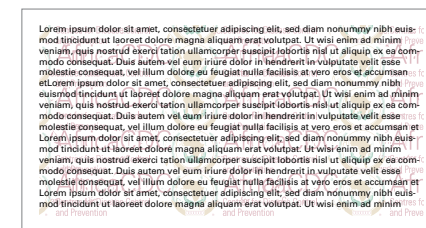


White Colour Logo on Darkened Image



Variances of Logo that are not permitted

01. Do not place the logo on backgrounds that provide little contrast or legibility.
02. Do not superimpose the logo on any image or decorative pattern that obscures its readability.
03. Do not place a full color logo over a photo/ background that interferes with its legibility.
04. Do not retype the text component of the logo.
05. Do not redesign, recreate, distort, add or change any elements of the logo. Do not alter the proportions of the logo.
06. Do not use the logo, or any of its elements as a tinted background or decorative element.
07. Do not add special effects to the logo (drop-shadows, outlines).
08. Do not use clipart or logos found in the internet. Do not use scanned art.
09. Do not use outdated versions of the logo.
10. Do not print the logo in metallic inks (gold, silver bronze).
11. Do not use the logo's typography or the icon as a separate visual element.
12. Never separate the visual components of the logo. It is designed to be a single and cohesive single signature. Do not display the logo truncated or incomplete.
13. Never use the logo as a decorative element behind typography.



AU Flag

The AU Flag is strictly used for ceremonial purposes

NOTE:
Inquire from ICD for the AU Flag before its use

Official AU Flag for Ceremonial purposes	African Union Commission	
Flag Display		
Ratio	Shape is Rectangular. Flags width-to-length ratio is 1 to 2.	
Pantone	Green: Pantone 7740 C Yellow: Pantone 393 C Orange: Pantone 7569 C White: White	
Additional Information	Name: Green Hex: 005756 C: 100 M: 0 Y: 42 K: 62 R: 52 G: 143 B: 65	Name: Yellow Hex: #F0EC73 C: 9 M: 0 Y: 68 K: 0 R: 240 G: 236 B: 115
	Name: Orange Hex: #DA8824 C: 13 M: 52 Y: 100 K: 1 R: 218 G: 136 B: 36	Name: White Hex: #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255

The Tagline

Each Entity's / Institution's tagline captures in a short statement what is the core mandate / vision or goal of the Entity

NOTE:

Each Entity is provided the Tagline in the official 6 AU languages in high resolution vector format, Jpegs, PNG's in both horizontal and vertical format where a download link is provided upon request from ICD

English

Safeguarding Africa's Health

French

Protection de la Santé de l'Afrique

Portuguese

Salvaguardar a Saúde em África

Swahili

Kulinda Afya ya Afrika

Spanish

Salvaguardar la salud de África

Arabic

مراكز مكافحة الأمراض والوقاية منها

Application of the Entity Tagline

Two-line format, with 1/2 the height relationship with logo.

Whenever possible, the Entity Logo should appear along with the Entity Tagline. The Entity Tagline visualisation has been designed taking into consideration two graphic variations suitable for display on a variety of media: Horizontal and Vertical Format.

When working with partnerships it is not necessary to use the Tagline, however the co-branding guidelines must be adhered to.

For standalone banners and digital skyscraper designs please use the stacked version for Generic Versions

1. Vertical



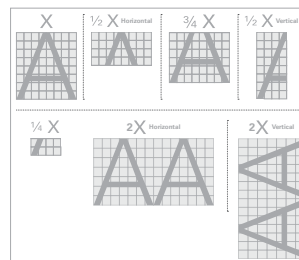
2. Horizontal/ Stacked



APPROVED LANGUAGE VERSIONS

The Taglines are always right aligned and should never be recreated. Please inquire from ICD for the high resolution files for use.

Measurement guides of the Icon (X)



Entity Logo for Project use

Use these guidelines for the Entity communication activities. (Refer to co-branding section for guidelines on logo placement for partnerships and sponsorships)

Use colors from the secondary color palette guide when implementing colour schemes for campaigns. This keeps it within the brand of the AU and ensure association with the African Union Brand

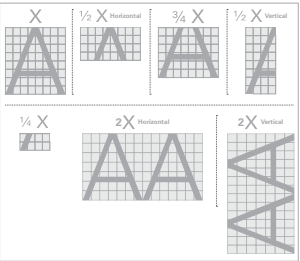
For Vertical Logos



For Horizontal Logos



Measurement guides of the Icon (X)



Fonts (Roman)

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%

APPROVED LANGUAGE VERSIONS

Univers is not a standard computer font, and it may be purchased separately and installed by your office's IT department. For printed materials use Univers for body text and headlines. For web-based applications, use Arial for all HTML text, including body text, headers, captions, and links. Use Univers in graphics created for the web.

[Click Here to Download the Font](#)

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

Fonts (Arabic)

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%

NOTE

Din Next™ Arabic Font is not a standard computer font, and it may be purchased separately and installed by your office's IT department. For printed materials use Din Next™ for body text and headlines. For web-based applications, use Arial for all HTML text, including body text, headers, captions, and links. Use Din Next™ in graphics create for the web.

[Click Here to Download the Font](#)

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**

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 African Union Logo. Only in extreme circumstances may the image be faced the other way.



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.

TOPE

- 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)

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

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- Capture people in action or

during an interaction, visualising our promise or making action real.

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)

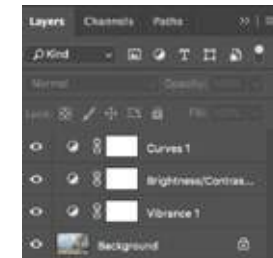
Imagery Treatment

ICD 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. its 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



Secondary Colour Palette

Page 27

Background

Page 28

Text Box

Page 29

SECONDARY ELEMENTS

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 department offerings as per the African Union Headquarters.

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.

NOTE

Import the .ase (Adobe Swatch Exchange) file into your document colour swatches. Do not attempt to re-create the swatches as reproduction errors might occur.

[Click to download the colour swatch](#)



Pantone/ CMYK/
RGB

Blue PANTONE 7686 C 100 C98 M77 Y14 K2 #194F90 R29 G74 B144	Plum PANTONE 215 C 100 C26 M100 Y47 K8 #AE1857 R174 G24 B87	Blue Grey PANTONE 5415 C 100 C69 M43 Y30 K4 #5B7E96 R91 G126 B150	Amber PANTONE 1235 C 100 C1 M25 Y98 K0 #FFB71B R255 G183 B27	Cyan PANTONE 319 C 100 C70 M1 Y16 K0 #1DCAD3 R29 G202 B211
Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80
Deep Orange PANTONE 171 C 100 C0 M80 Y92 K0 #FF5C35 R255 G92 B53	Purple PANTONE 258 C 100 C51 M90 Y0 K0 #8F4899 R143 G72 B153	Lime PANTONE 380 C 100 C23 M0 Y95 K0 #DAE343 R218 G227 B67	Mauve PANTONE 7455 C 100 C84 M75 Y1 K0 #385CAD R66 G92 B173	Pink PANTONE 213 C 100 C2 M98 Y41 K0 #E81F76 R232 G31 B118
Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80	Tints 20 40 60 80
Teal PANTONE 3285 C Teal 100 C82 M18 Y54 K2 #009383 R0 G147 B131				
Tints 20 40 60 80				

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. Sometimes a wider range of color is needed when presenting data.

The Backgrounds

3 Different variances of backgrounds have been developed, These backgrounds help to bring out the clarity of significance of what the AU and its Entitys stand for.

Do not flip or reverse the background. A flipped background is available for digital use only.

Only use Agenda 2063 Background when developing communication in reference to Agenda 2063 as in terms of Aspiration, Goals or Flagship projects of Agenda 2063



AU Green Background



AU Red Background



AU Gold Background

NOTE

Do not attempt to re-create these elements. All files are available in all required file and colour formats, suitable for both print and web applications.

Request ICD for the Gradient backgrounds for your Entity project use.

Text Box Application

The transparent text box is used on emphasis to bring out more of the copy, especially in situations where the imagery may be busy.

The colors of the text box should be set to the particular color of what you are communicating, blending mode set to multiply and opacity at different variables

The full color Bar i.e Gold, Green or Red should always be used in manner that highlights the primary message or what you want to clearly stand out at 100% opacity

NOTE

The text boxes are set to multiply with different variations to Opacity (100%, 80%, 60%, 40%, 20%) for a bit of transparency to see the underlying image

Text Aligned Right



Text Aligned Left



Stand out word underline



Text Aligned Left with emphasis on Title



Entity Logo Placement: Portrait	Page 31
Entity Logo Placement: Landscape	Page 33
Pull Up Banners	Page 35
Conference/ Summit ID Tags	Page 36

NON-DIGITAL ELEMENTS

This section provides guidelines on how to apply the Entity iconography on non-digital media such as print, posters, signage, billboards, banners, promotional items etc.

By applying these guidelines to your communications, campaigns and materials you will strengthen the **ECOSOCC** brand image and enhance the visibility of the Entityization.

Entity Logo Placement: Portrait documents

When setting up a document:

First; determine the size of the Entity Logo.

This is done by dividing the shortest side by Ten (10).

This gives you the height of the Entity logo.

The Logo height should never be less than 2cm in relation to print

Second; the placement of the Entity logo.

Always in the top left corner of the image area, got by using the letter "A" from the Word Africa and using it to measure from the borders

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**)

NOTE

- Header copy is 2X the body copy: Univers 75Black
- Body Copy sits on 3 lines: Univers 55Roman
- Call to action preferably on one line Univers **65Bold**

Template is provided by ICD



Third; the placement of the Entity Tagline 'word form'. Always in the upper right corner of the image area, that should be the same size in height on double line as the full wording of the entity logo

Fourth; AU signoff logo (1/2 of the Entity logo) is placed at the bottom left of document with the social media aspect appearing on the right hand side of the document

Poster Options

Two Poster Options are provided:

1. **White Border Poster Option;** In this regard it offers a clean white border around the image and brings out more prominence for the coloured logo as the upper section is clearly off limits and reserved for the Entity Logo and Tagline. This tends to be the minimalist clear colour direction and most preferred to be used with partners who dont have monotone colour logo options
2. **Borderless Poster Option;** In this regard all measurements are done from the document edge in the sense that the imagery encompasses the whole document as a background. Alot of colour corrections and darkening of imagery needs to be done in this aspect for the logo visibility as well as the text

White Border Poster Option



Borderless Poster Option



Entity Logo Placement: Landscape documents.

As with the portrait for posters and print Ads

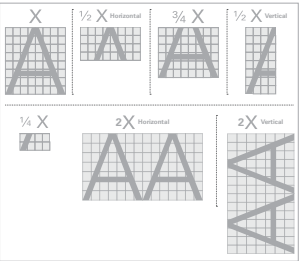


NOTE

- Header copy is 2X the body copy: Unifers 75Black
- Body Copy sits on 3 lines: Unifers 55Roman
- Call to action preferably on one line Unifers **65Bold**

Template is provided by ICD

Measurement guides of the Icon (X)



Landscape Poster Options

In this regard one should go with the direction of a borderless option being the case of maximizing the real estate.

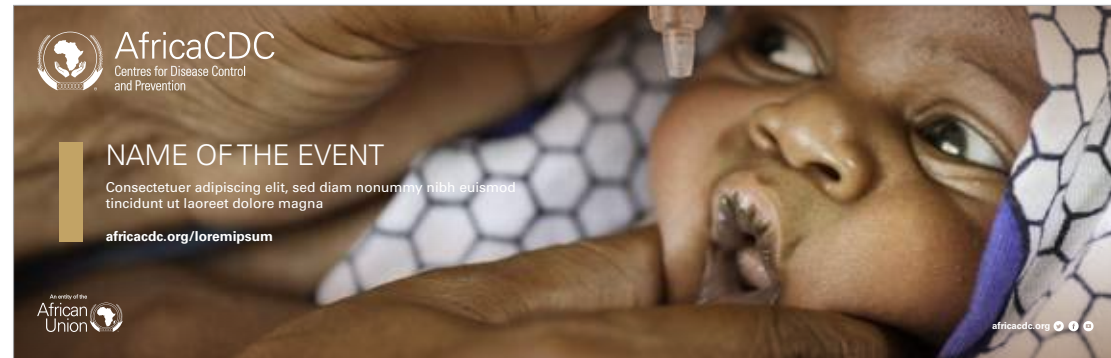
Always try and find a clean area that is less busy to place the copy and do not place copy over a subject in regard to the subjects face or the object of focus.

NOTE

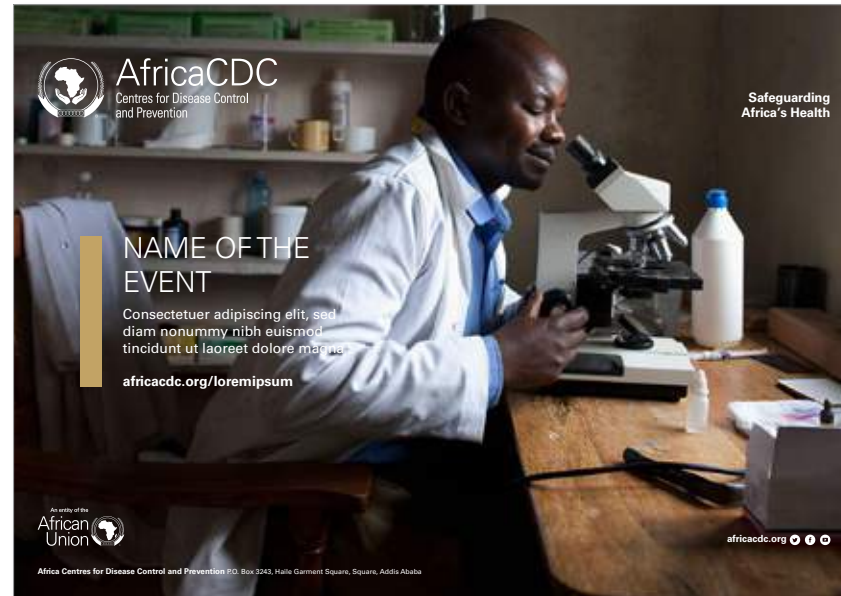
- Header copy is 2X the body copy: Univers 75Black
- Body Copy sits on 3 lines: Univers 55Roman
- Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Strip Ad



Landscape Document



Pull up Banners

General Pull up Banners

1. On Full color Imagery

Use the stacked logo. if image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds

2. On white

Full color logo is applied, Body copy with the header can be placed anywhere.

Body copy of text on white is

C:66 M:56 Y:53 K:29

3. On AU Green

White color AU logo is used for contrast.

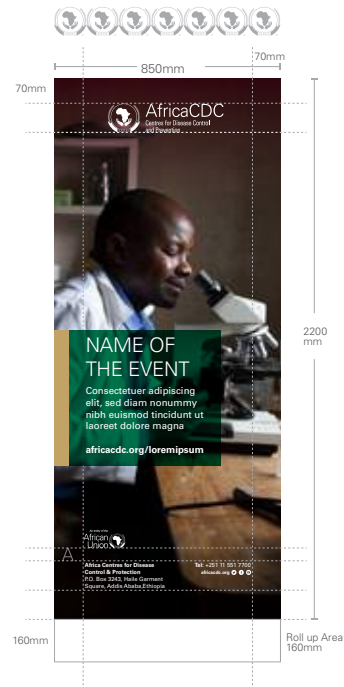
Do not use any other color of text other than AU White.

NOTE

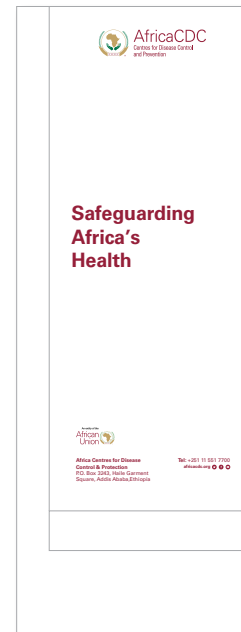
- Header copy is 2X the body copy: Univers
- Body Copy sits on 3 lines: Univers 55Roman
- Call to action preferably on one line Univers **65Bold**

Template is provided by ICD

Generic with Image



Generic Clean



AU HQ is the Entityizer of an event



Conference/ Summit ID Tags



A clean Modern design
Aim of the ID Tag is for security so do not clutter the tag with graphics/ imagery. Name of the person assigned to the tag should stand out as well as the Entity logo.

Main Partner is placed at the front at the bottom left corner with the AU Sign off Logo but in reference to additional sponsors these may be placed behind as they tend to be more than one and there is limited space for branding.



Front



AfricaCDC
Centres for Disease Control
and Prevention



John.Doe
AfricaCDC
STAFF

LOREM IPSUM DOLOR SIT
AMET CONSECTETUR

06 - 09 JUNE, 2024
ADDIS ABABA, ETHIOPIA





VALID

06th June
to 09th June

Theme of the year or
Project Identity

Validity:
Univers 75
Black
Dates:
Univers 55
Roman

Back

CC

Africa Centres for Disease Control
& Prevention
Haile Garment Square
P.O. Box 3243, Addis Ababa, Ethiopia

Tel: +251 11 551 7700
africacdc.org

Address of
Conference
Venue

Business Cards

Page 39

Staff ID's

Page 40

Letter Heads

Page 41

Envelopes

Page 42

STATIONERY





AfricaCDC
Centers for Disease Control
and Prevention

**Advertising
Africa's Health**

JOB POSTING

5705341

Job Posting Title:

Job No:

Start Date:

End Date:

Reference Code:

Tel EXT: 2000

Job Title:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consectetur elit
various fructus et lacrimae dolor magna aliquam erat volutpat. Ut erat enim ad
veniam, quis necesse eam: tamen ullamcorper suscipit laoreet nisi ut aliquam ex ea
consequat. Duis sedem vel enim, tristique dolor in hendrerit in euismod vari
maecenas consequat, and diam dolor eu feugiat nulla facilisis at enim eros et
habeat odio dignissim pur blandi praesent lucturn nisi dicitur augue dolo
re feugiat nulla facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consectetur elit
various fructus et lacrimae dolor magna aliquam erat volutpat. Ut erat enim ad
veniam, quis necesse eam: tamen ullamcorper suscipit laoreet nisi ut aliquam ex ea
consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consectetur elit
various fructus et lacrimae dolor magna aliquam erat volutpat. Ut erat enim ad
veniam, quis necesse eam: tamen ullamcorper suscipit laoreet nisi ut aliquam ex ea
consequat. Duis sedem vel enim, tristique dolor in hendrerit in euismod vari
maecenas consequat, and diam dolor eu feugiat nulla facilisis at enim eros et
habeat odio dignissim pur blandi praesent lucturn nisi dicitur augue dolo
re feugiat nulla facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam consectetur elit



Africa Union

Africa Union for Disease Control and Prevention
Africa Union for Disease Control and Prevention
Africa Union for Disease Control and Prevention
Africa Union for Disease Control and Prevention



Entity Business Cards

These finishes are used to supply a premium finish to printed marketing and communications collateral and to appeal to our personnel

To achieve a high quality and consistent look and feel, please make use of these specifications.

Size: W:90mm X H:50mm Bleed:3mm

Typography:

Employee Name: 9pt Univers 65 Bold, Uppercase

Title: 8pt Univers 55 Roman, Lowercase

Telephone, Extension, Mobile, Email: 8pt Univers 65 Bold, Lowercase

Address, Tel No, Extension No, Email Address: 7pt Univers 55 Roman

Department name (option 1): 7.3pt Univers 67 Bold, Uppercase

NOTE:

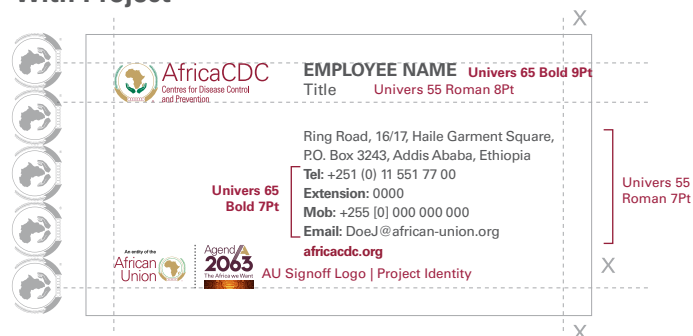
One side should always be in English and the other side printed in the preferred language of choice i.e. Arabic, French, Portuguese, Kiswahili or Spanish. Do not recreate the business cards!

Template is provided by ICD

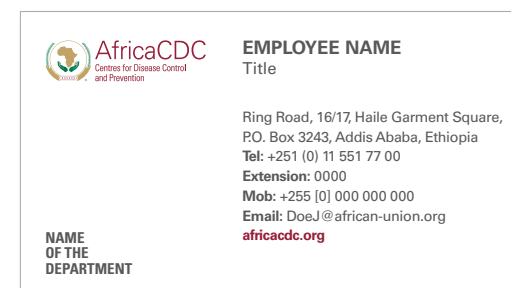
Generic



With Project



With Department Name



All Letters and numerals should be kerned as necessary.

Letter spacing should be set at zero

Color:

Front: Should be full color with all lettering set at C:55 M:56 Y:53 K:29 printed on white

Back: Back is to remain blank or can be used for another language for a bilingual Card

Print Paper

Clear White 380gsm

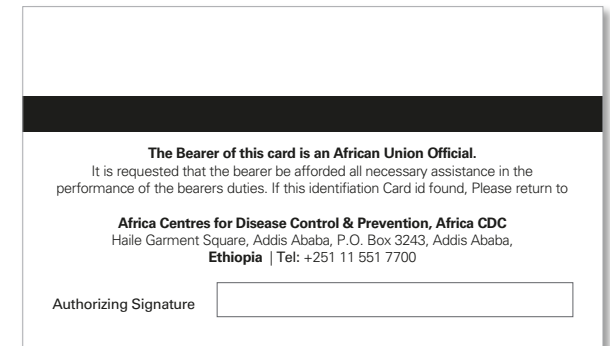
Entity/ Institution Staff ID's

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

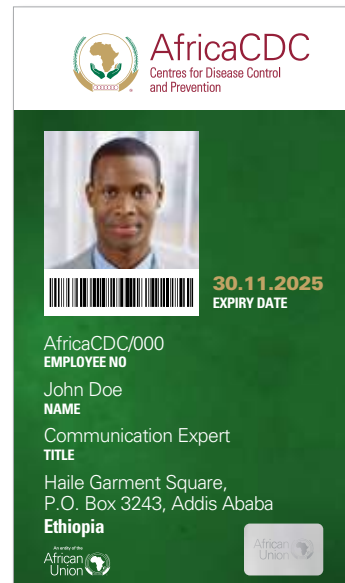
Horizontal Front



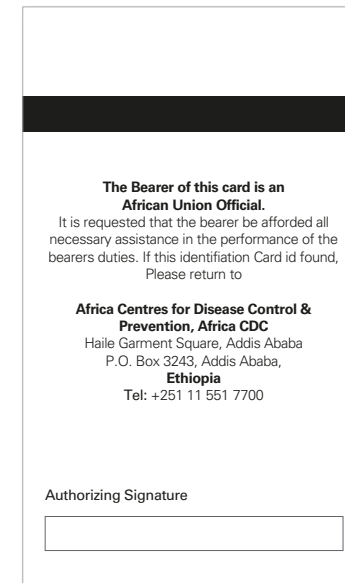
Horizontal Back



Vertical Front



Horizontal Back



Entity Letter Heads

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		Safeguarding Africa's Health
safety zone 20px		
Header		
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 duis 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		
Signature, Name and Title, Left aligned		
 African Union		Africa Centres for Disease Control & Prevention P.O. Box 2443, Hailu Government Square Addis Ababa, Ethiopia africacdc.org
Footer: AU signoff and Entity Address		

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

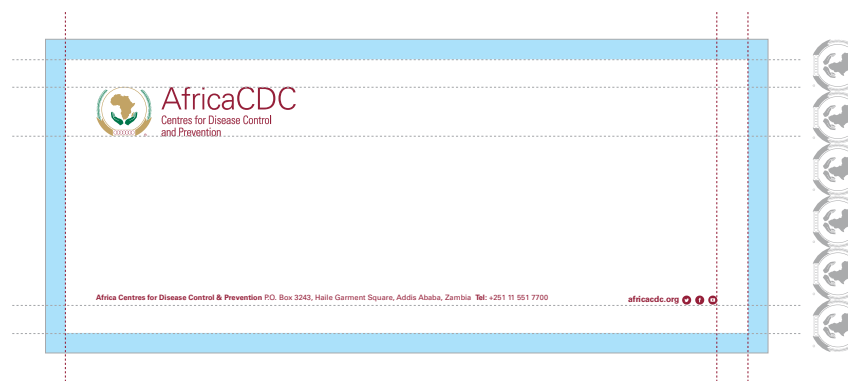
Curious Matter - Goya White

(High net worth segments) **135gsm**

Letterhead, comp slip, envelope, brochure inside

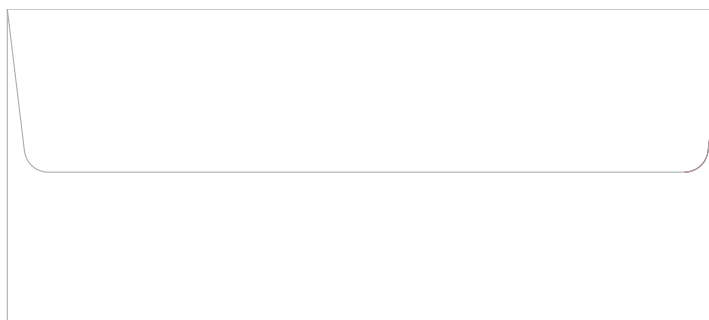
270gsm Brochure cover and z-Fold brochures

Front



Printing in this area is not recommended.

Back



Polo T-shirts

Page 44

Mugs, Flash Drives, Pens

Page 45

Umbrellas

Page 46

PROMOTIONAL ITEMS

Polo T-shirts

Polo T-shirts

Always try and go for good quality polo T-shirts with optional colors of AU Green, White or Red. AU logo is always **embroidered** on the left side of the T-shirt and partner logo/ project on the right side. The tagline is **embroidered** on the left sleeve in line with the AU logo and name of project embroidered on the right side in line with the project identity/ logo

Other colours may be hard to procure but always try to maintain full white with full color embroidered logos or black with white monochrome logos

NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline



Mugs, Flash Drives, Pens

In Regard to Pens and USB's that may have double printable surfaces; Entity logo goes on one side while the African Union signoff logo goes on the opposite side.

In the Incidence of a partner then the Entity sign off logo may be omitted owing to the limited print area

Mugs



Leather USB



Pen



NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Umbrellas

Full Colour



White on Black



On Green/Red/Gold



NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Polo T-shirts, Safari Jackets, Caps

Page 48

Event Booths

Page 49

Press Conference Backdrops

Page 50

FIELD OPERATIONS

Any Entity field project must carry the Entity logo and AU Sign off as its only logo; use of any other logo will dilute the AU brand. If required, the name of the project should be spelled out in full and placed below the logo. If the project is managed with a partner, which needs to be acknowledged visually, the AU Sign off logo should be used in conjunction with the logo of the other partner(s) only.

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations

NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Any request for exceptions to these rules should be made directly to the ICD.

Polo T-shirts



Field Safari Jackets



Snap Back Baseball Cap



Field/ Event Booths

Entities may wish to communicate internally and externally with the branding of their communication material which is achieved by the use of the primary colours and secondary colour in this instance but with clear adherence to the use of the Co-branding guidelines in terms of partnership

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations



NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Press Conference Backdrops

Entities need to communicate externally with the branding of their press conference backdrops which is achieved by having repeat logos of the Entity logo followed by the AU signoff in all the official AU languages

For events with podiums the Entity may wish to brand the backdrop with the theme of the conference which is acceptable only as per the events but press conferences should be branded with the Entity logo and the AU signoff Logo

NOTE: Make ample Research for the Bilingual language to be translated into for each specific region for the field operations

Announcement Press Backdrops



Podium Backdrops



Interview Backdrops



Corporate Email Mastheads: Department	Page 52
Corporate Email Mastheads: Project	Page 53
Corporate Email Mastheads: Personalised	Page 54
Intranet Banners	Page 55
Social Media	Page 56
Website	Page 63

DIGITAL ELEMENTS

This section provides guidelines on how to apply the AU iconography on digital media such as email, Internet, videos, digital photography etc. A strong brand aids recognition of AFRICAN UNION 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 AFRICAN UNION brand image and enhance the visibility of the Entityization.

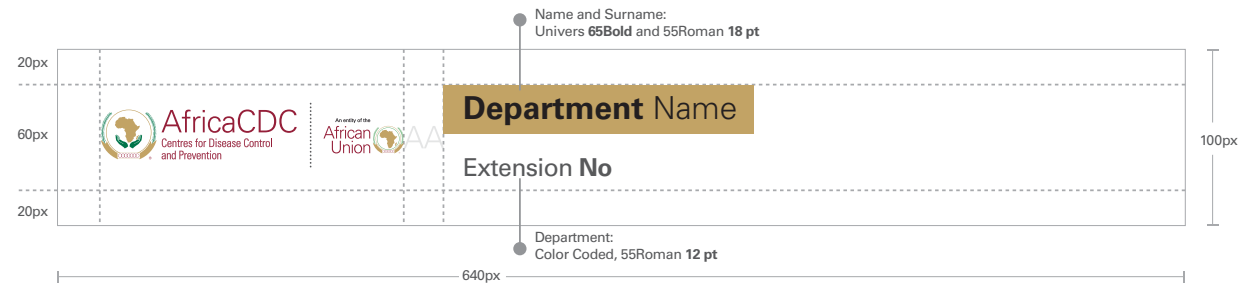
Corporate Email Mastheads: Department

The Department as per the project is color coded as per the secondary colors assigned to each department. This helps with a quick visualization of which department the document is from other than having to read through the whole document first.

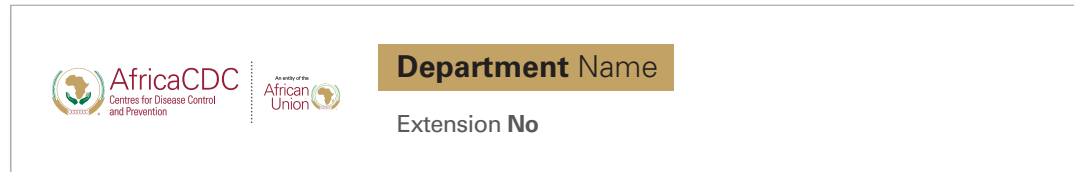
Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline



Example



NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Corporate Email Mastheads: Project

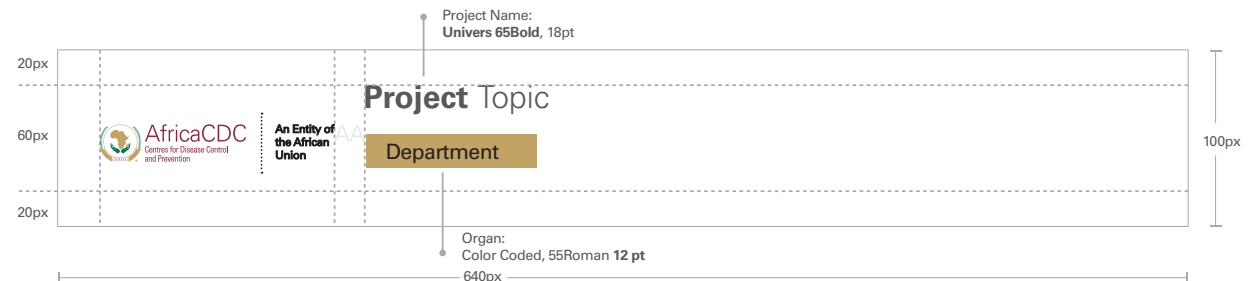
The Department is color coded as per the secondary colors assigned to each department. This helps with a quick visualization of which department the document is from other than having to read through the whole document first.

A picture/ logo can be assigned to the right of the Masthead as per the visual representation of the project

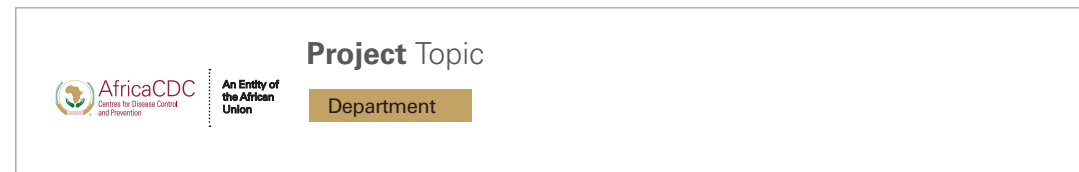
Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline



Example



Example with Picture



NOTE:

Liaise with ICD on the procurement of various promotional materials and placement of AU logo in regard to the project to fall in line with the AU guideline

Corporate Email Mastheads: Personalised

For personalised email mastheads with a picture, ensure the person is facing the direction of the AU logo and not away from it. Flip the picture if necessary

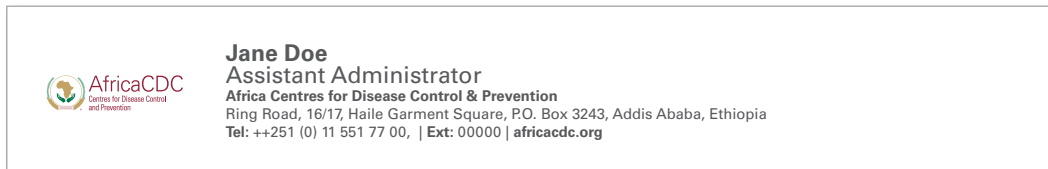
Adhere to the clear space rules.

Note: You may not include colour background on the corporate email mastheads.

Guideline



Example



Example with Picture



NOTE:

To setup your Email Signature, in Microsoft Outlook, follow the guidelines available on the AU Intranet site www.intranet.africa-union.org under Communication/ Brand/ E-mail signature.

Intranet Banners

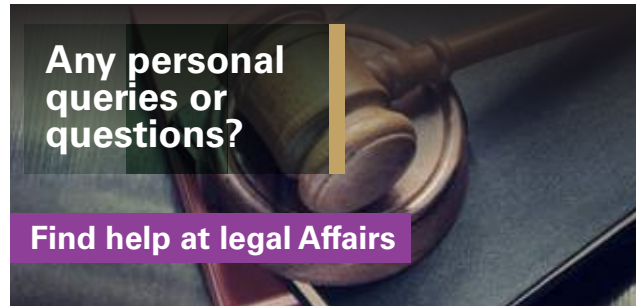
The intranet banners sizes vary and you should always enquire from the Brand Team of the ICD on the required banner size.

Keep in mind that banners are relatively small on screen and scale up or down according to the device being used therefore the less copy you have on the banner the better. Always try to limit your copy to a heading and a call to action; access copy can live on the link you are directing your audience to.

NOTE

Due to the position of the call to action Tab Device, the co-branding logos need to be placed on the bottom right hand corner. There is no need to insert the AU Signoff Logo on the banner as these live in our owned property.

[Click to download the Intranet banner template](#)



Social Media for Entities and Institutions

Entities and offices with approved social media platforms may identify themselves in the “who we are” and/or “about sections”. They should not identify themselves in the handle name. Instead their handle should list the topics on which they work. A recommended list of topics is available from the Information & Communication Directorate (ICD). All handle names must be approved by the ICD.

Acceptable: AU_CDC
AU_PSD
AU_WGDD
AU_NewYork

Not Acceptable: AU/NEPAD Bureau
AU/OTI
AU/Office of Women Gender

Social Media for Countries and Regional Offices

Countries and regional offices with approved social media platforms (currently Facebook, Twitter and Instagram) should follow the same guide- lines that apply to the main AU platforms. Establishing other social media platforms should be coordinated with ICD. Countries and regional offices may identify themselves in the handle name.

Social Media Elements

How the AU is represented on digital platforms should be consistent. Whatever is developed for non digital elements should be synced to the digital platforms. Aspects to be considered should be from the handle of the page itself to the logo placements, fonts used and colours as well backgrounds/ photography used

- Use the Solid variations of icon against a busy background for more visibility
- Use the Thin line variations against a clean background but do take into consideration that these cannot be made too small as they lines tend to thin out the smaller they are

NOTE:

These icons have been carefully developed to represent the African Union social media platforms in regard to branding. DO NOT RECREATE YOUR OWN SOCIAL MEDIA ICONS.

[Click to Download the Social Media Icons](#)

Solid

Twitter



Facebook



Youtube



Instagram



Linkedin



Thin Line



Website handle with social media icons

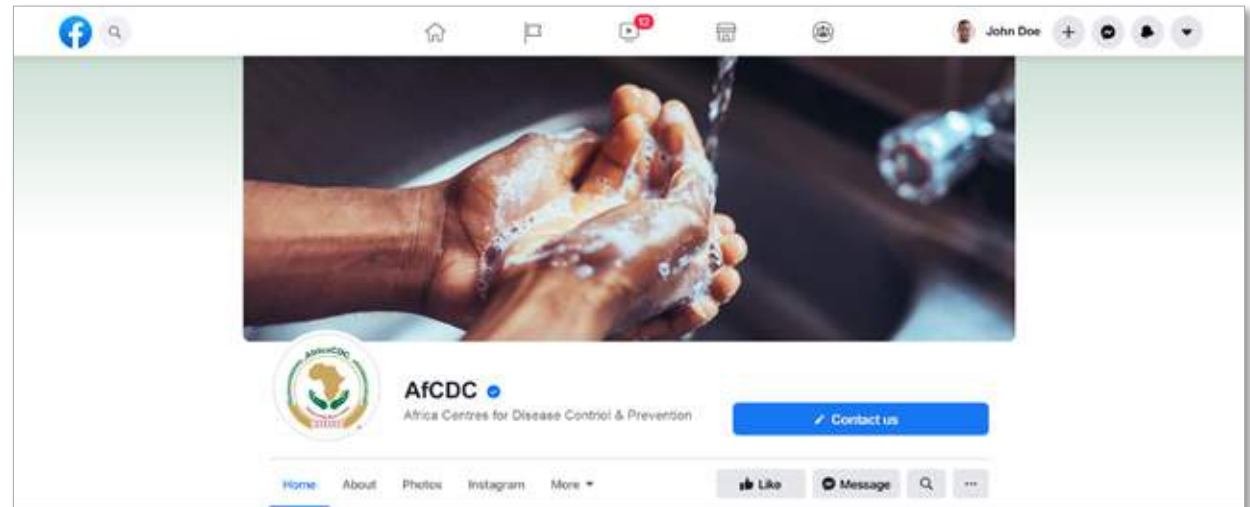
africacdc.org     

Facebook Specifications

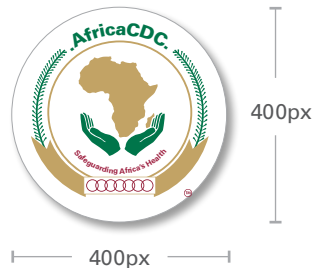
Cover Photo: 820 x 360 pixels - Smaller images will stretch to fit the area. For a faster load time, upload an RGB JPG photo that's less than 100 KB in size. For sharp images, start with a canvas that's 1656 x 630 pixels (twice the size).

For images with text or graphics, save as a PNG file at double the size for sharpness and clarity

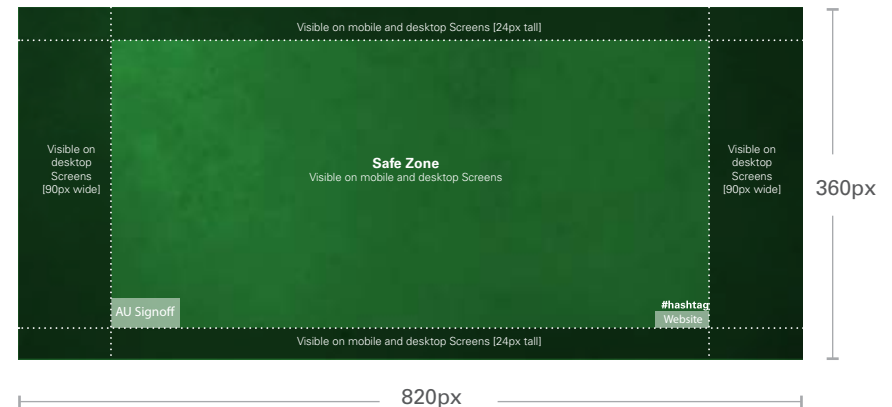
Profile Picture: 180 x 180 pixels - Profile pictures must be at least **400 x 400 pixels** to upload. Rectangular images will be cropped from the center of the image. When you post an update, comment or like someone else's page, the profile picture will appear at 90 x 90 pixels.



Profile Picture



Profile Image header Guide



PRO TIPS:

Posts with fewer than 250 characters get more engagement.

Click to Download the Facebook Image header Guideline [Please note native file is in illustrator .ai format]

Social Media Posts Specifications

A Square social media post template has been created that works across all Social media platforms with clear guidelines where nothing should be placed outside the safe area. This maintains the visibility of the Entity logo, AU sign off Logo as well as the website address and Hashtag that clearly needs to be identified for any social media post

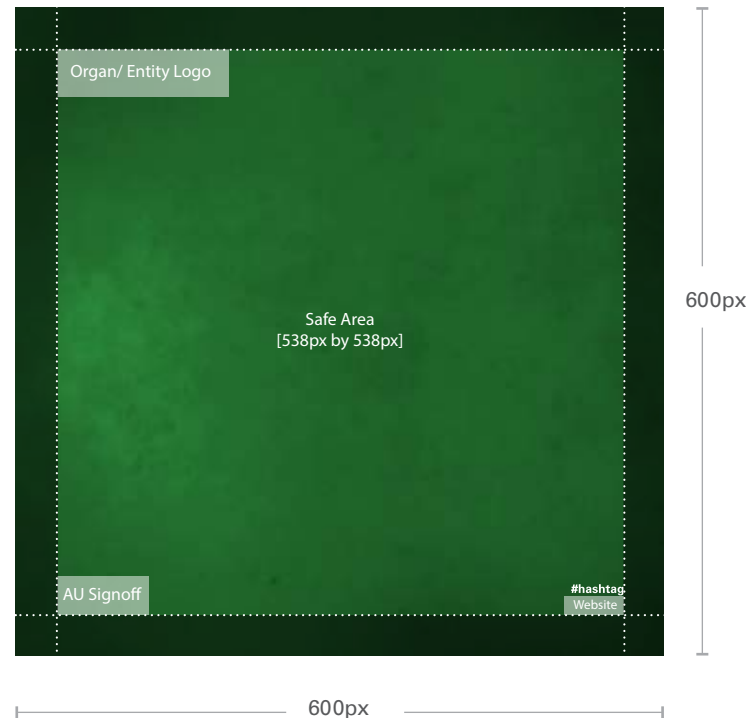
You are advised to save file under web legacy as a PNG file and scale it to double the size i.e (1200px by 1200px) as when uploaded images tend to be compressed hence losing clarity for text if simply saved in the recommended size.

PRO TIPS:

Posts with fewer than 250 characters get more engagement.

Refer to the AU Digital Guideline for a detailed Breakdown of AU Digital Norms and Design Templates or request from ICD

Facebook Post Guide



Facebook post



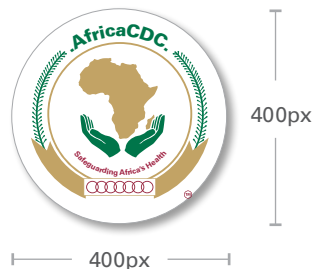
Twitter Specifications

Cover Photo: 3000 x 1000 pixels - Acceptable file formats are JPG, GIF, and PNG.

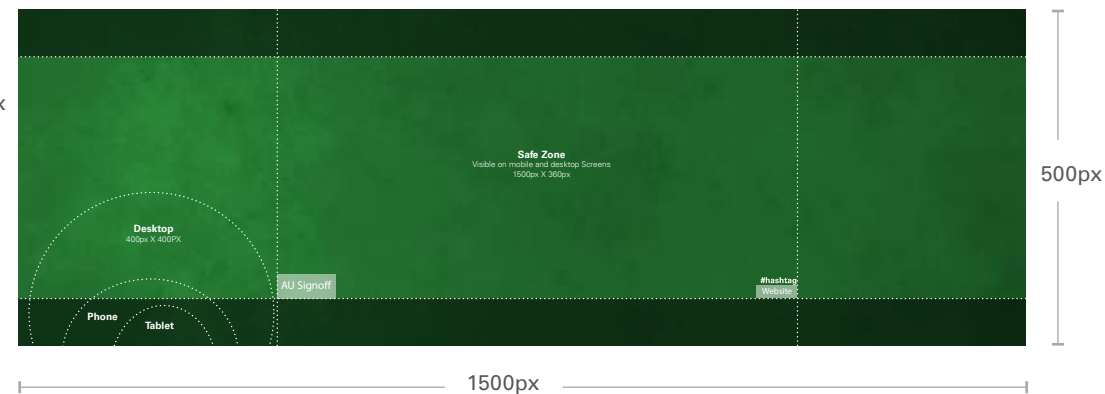
Twitter recommends 1500 x 500, but we have found **3000 x 1000** works best to display the image properly.



Profile Picture



Profile Image header Guide



PRO TIPS:

- Pictures uploaded via pic.twitter.com get 94% more retweets than others.
- Tweets with the highest number of retweets are those with 70 to 100 characters.

Refer to the **Digital Guideline** for a detailed **Breakdown of AU Digital Norms and Design Templates** or request from ICD

LinkedIn Specifications

Hero Image: 646 x 222 pixels - LinkedIn allows you to add a photo or graphic image to your company page, similar to the Facebook cover photo. This is an opportunity to create a powerful and pleasing visual aesthetic for your page.

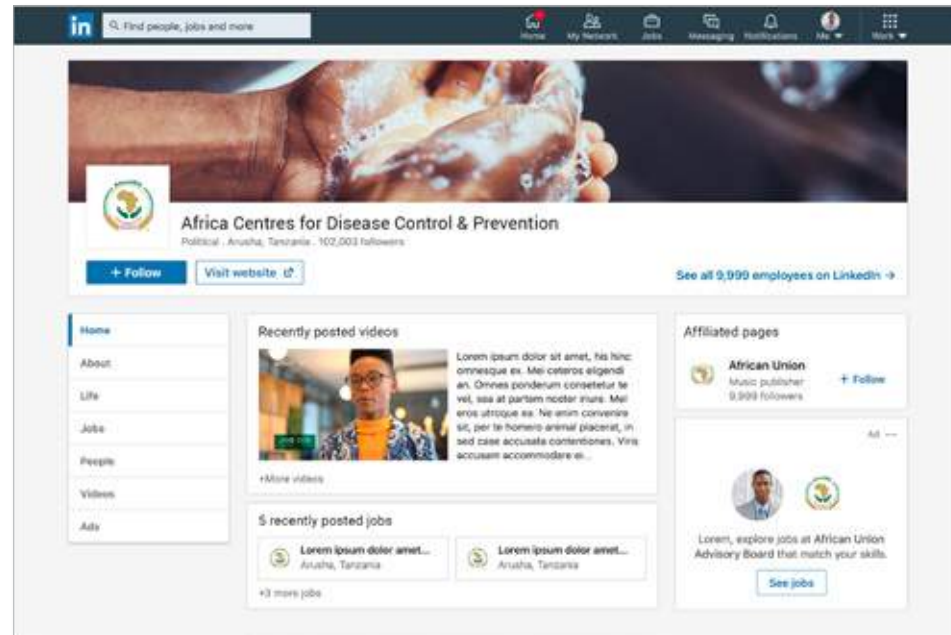
Unlike Facebook, LinkedIn isn't picky about what you put in your "hero image." There really are no limitations.

Cover Photo feature is only available for personal profiles, not company pages.

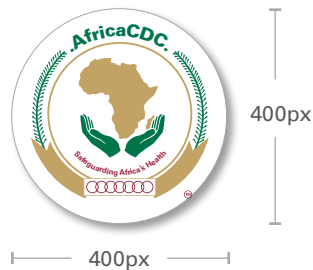
PRO TIPS:

Use Featured Updates to highlight your best content. Similar to Facebook's "Highlight" feature and Twitter's "Pin" feature, LinkedIn allows you to track your post to the top of your stream so it's the first thing visitors using the "Feature this Update" function.

Refer to the [Digital Guideline](#) for a detailed Breakdown of AU Digital Norms and Design Templates links or request from ICD



Profile Picture



Profile Image header



YouTube Specifications

Channel Art: 2560 x 1440 pixels - YouTube will scale your channel artwork using responsive web design. YouTube recommends uploading channel art at **2560 x 1440 pixels** with a maximum file size of 2MB. The channel art banner will automatically scale to anywhere between 640 x 175 pixels (narrowest) to 1060 x 175 pixels (widest).

Tablet Display: 1855 x 423 pixels

Mobile Display: 1546 x 423 pixels

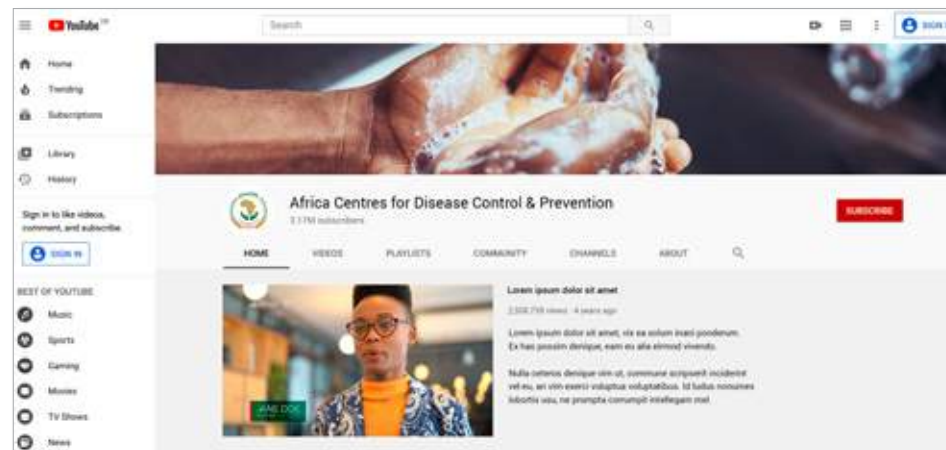
TV Display: 2560 x 1440 pixels

Desktop Display: 2560 x 423 pixels

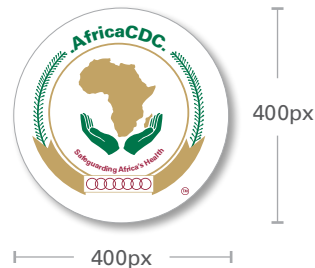
Video Title: 100 characters

Video Description: 5000 characters

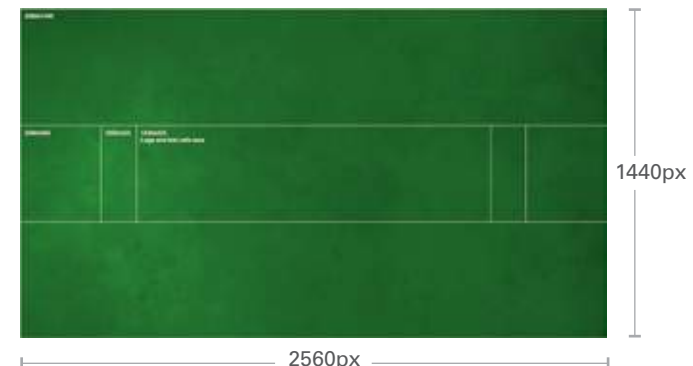
Video Dimensions: 2560 x 1440 pixels



Profile Picture



Profile Image header



Entity Website

An effective responsive Entity website template has been designed and developed for use by Entitys, bureaus, offices and Missions that provides updated and important information to a global audience.

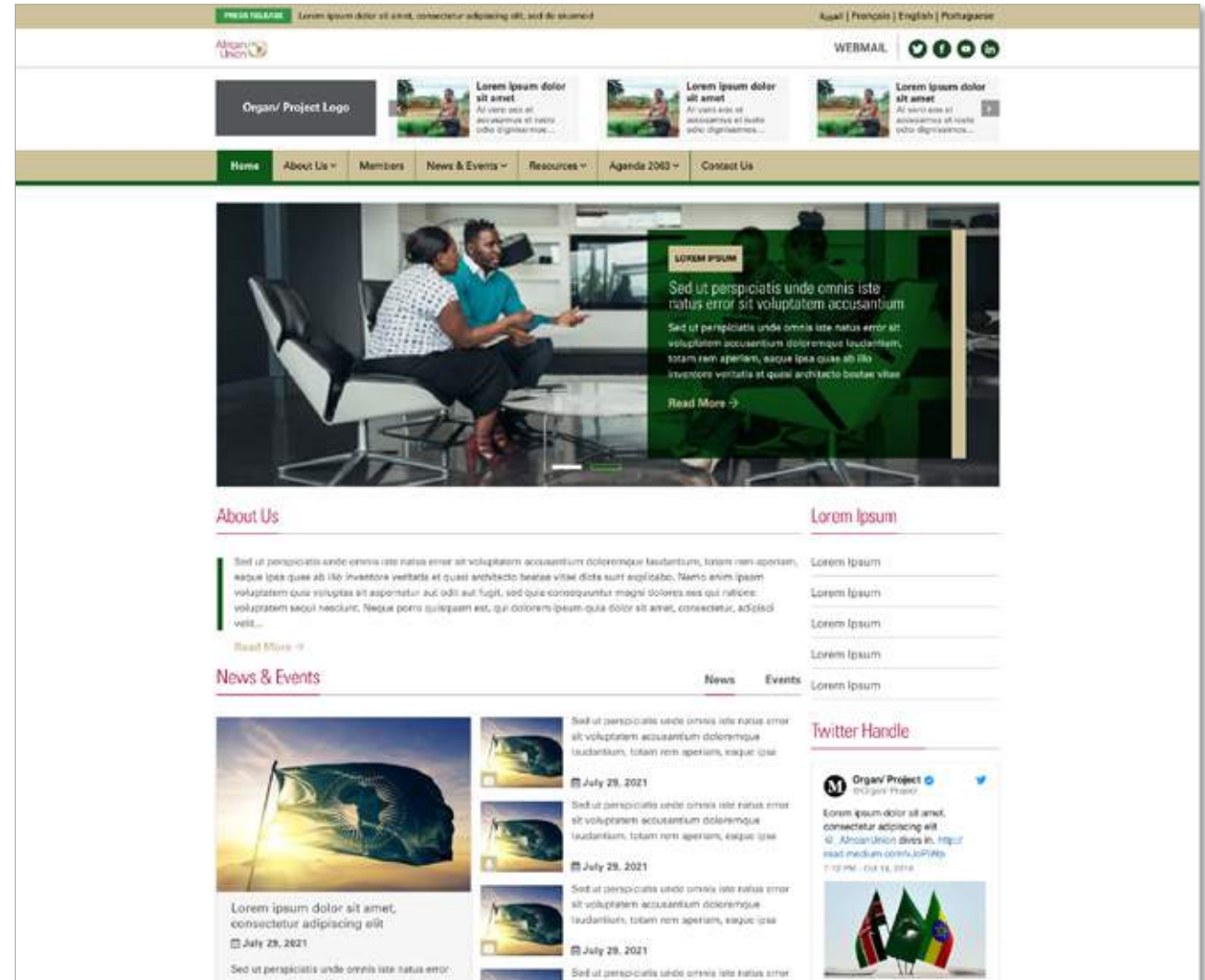
All content on the organ.au.int website should use the website's native styles for display of standard page elements such as paragraph text, headers, image treatment, data tables and hyperlinks. While some custom coding is allowed in page content, styles and layout elements may not overwrite or conflict with native styles.

NOTE:

Inquire with ICD for the Entity web template. DO NOT TRY TO RECREATE YOUR OWN ENTITY WEBSITE AS A LOT OF EMPHASIS HAS BEEN PUT INTO THE BACK END FOR MANAGEMENT OF THE SITE.

Refer to the Digital Guideline for a detailed Breakdown of AU Digital Norms

Homepage



Guidelines	Page 65
Cover Pages	Page 66
Content Pages	Page 67

PRESENTATIONS

Presentation Guidelines

This section explains how to use the elements of the Entity brand to create presentations in Microsoft® PowerPoint®.

Use the font Arial in bold and regular weights.

Charts and diagrams should be simple, clear and uncomplicated. Three-dimensional effects and animation should be avoided wherever possible. The complete main colour palette can be used; however, keep the number of colours appearing on any one slide to a minimum.

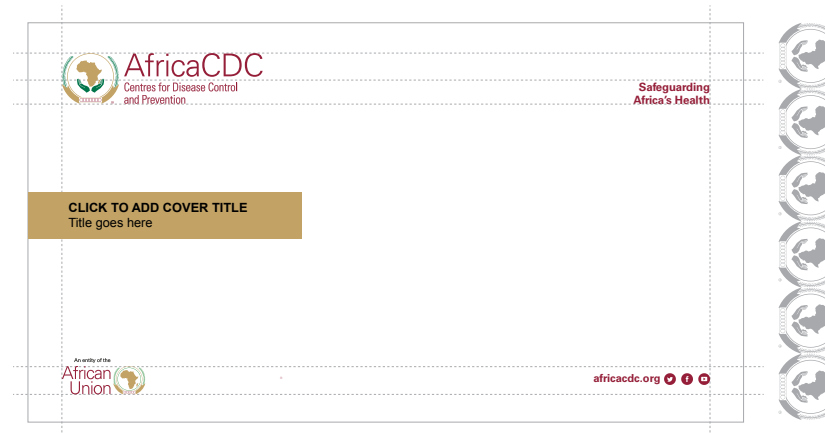
The use of photography to enhance or complement a message is encouraged. However, photo imagery should be kept to a minimum and used to communicate, not decorate.

Remember that key points can be type-only slides or type and image slides. Pacing is important, so after a text-heavy section, a slide of colour background with one sentence or an image slide with one sentence can be used to create a moment of rest. The text should be kept simple and to a minimum.

NOTE:

These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®. Type sizes and styles are built into the master pages of each template. Just click to add your text.

[Click to Download the Presentation Template](#)



Typeset:

Arial Bold, Title Case, 40pt

Text Color: AU Grey RGB# 53575A on white background
[Reason for using grey is that black is pretty harsh against the eye on a white background so grey tends to soften the text and make it more easily readable without straining the eyes]

Please follow the clear space rule for the Entity Logo.

Presentations: Cover Pages

There are 2 options for the cover

Typeset:

Arial Bold, Title Case, 40pt

Color on white: Black

RGB# 000000

Color on Red: AU White RGB# ffffff

External Audiences

Use the African Union Corporate branding not Departmental branding as you are representing the AU in your presentation not the department

Internal Audiences

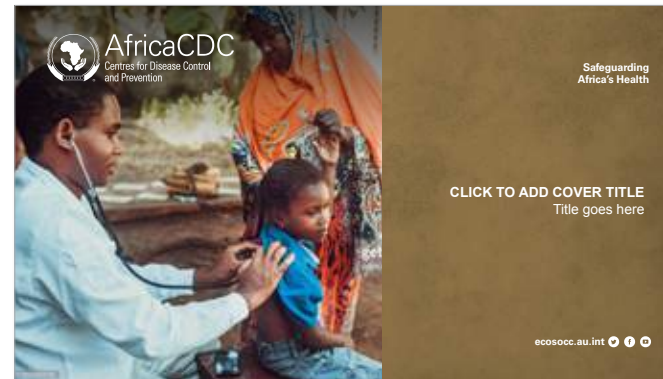
If applicable, use the Secondary colour palette if required to differentiate your presentation from those of other departments

NOTE:

These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®. Type sizes and styles are built into the master pages of each template. Just click to add your text.

[Click to Download the Presentation Template](#)

External Audiences



Internal Communication



Use the master Layout Tab to determine the layout to use best suited for the your presentation. Fonts with their sizes as well colors have been set for your use

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

NOTE:

These examples illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®. Type sizes and styles are built into the master pages of each template. Just click to add your text.

[Click to Download the Presentation Template](#)

Content Page



Click to add title

Enter your sub headline here

- 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

Enter your sub headline here

- 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



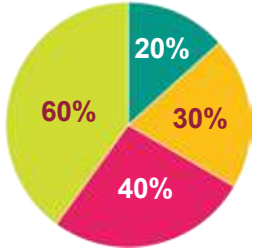
Graphs



Click to add title

Title of The graph goes here

- 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

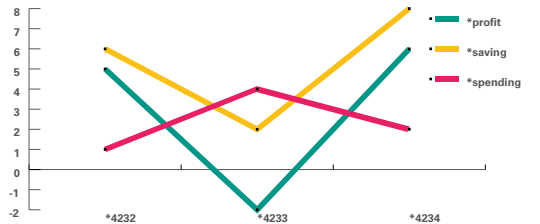






Click to add title

Title of The graph goes here







Use the master Layout Tab to determine the layout to use best suited for the your presentation. Fonts with their sizes as well colors have been set for your use

TV Bug and LowerThird

Page 69

Closing Frame

Page 70

VIDEOS

Video: TV Bug and Lower Third

The AU Video Tool Kit is the source of technical specifications needed for the production of branded video.

It represents the signature look and packaging of all video presentations, including animated end-tags, lower third for captioning, various slates, AU logo, backgrounds and transitions.

The AU Video Tool Kit is a set of video elements in both PAL and NTSC standards. These elements are provided in the official AU Languages and can be applied to local video productions.

NOTE:

These examples illustrate the recommended way to use the lower thirds for any AU video production. Type sizes and styles are built into the master pages of each template. Just click to add your text with the relevant software.

[Click to Download the lower Thirds Template](#)

Use the Entity logo and AU Signoff logo as per the template in this instance in the upper left corner of the Video within the safe zone set at a transparency of 80%



The lower third has been animated in After effects so kindly do not recreate the animation but ask ICD to avail the download link to incorporate in your projects

Video: Closing Frame

The AU Video Tool Kit is the source of technical specifications needed for the production of branded video.

It represents the signature look and packaging of all video presentations, including animated end-tags, lower third for captioning, various slates, AU logo, backgrounds and transitions.

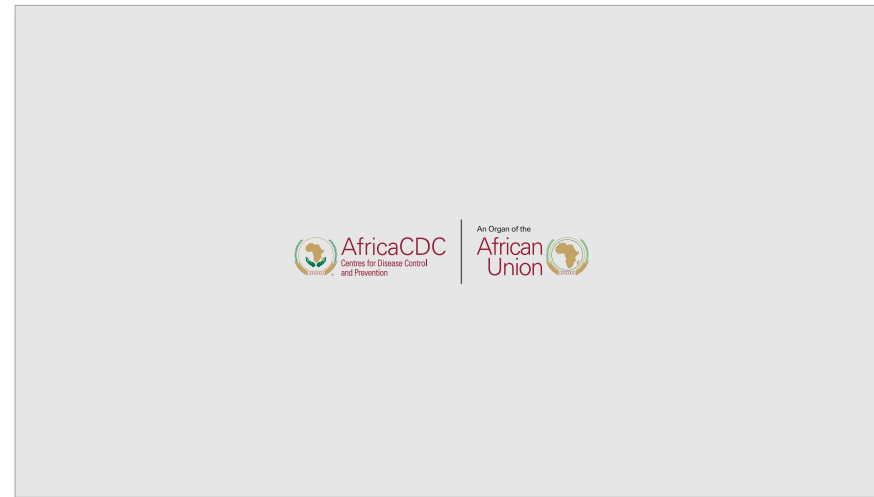
The AU Video Tool Kit is a set of video elements in both PAL and NTSC standards. These elements are provided in English, French, Spanish and Arabic languages and can be applied to local video productions.

NOTE:

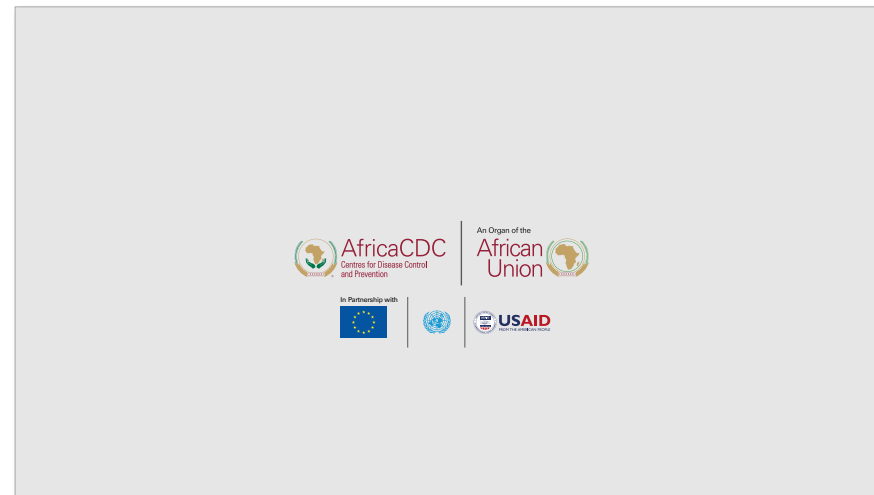
These examples illustrate the recommended way to use the closing frames with partners/ sponsors for any AU Entity video production. Type sizes and styles are built into the master pages of each template. Just click to add your text with the relevant software.

[Click to Download the closing frame logo animation](#)

Entity with Sign off



Entity with Partners/ Sponsors



Screensavers

Page 72

Information Kiosks

Page 73

DIGITAL SCREENS

Desktop/ Laptop Screensavers

The screensavers will be a tally of images that will change every 30 seconds when the computer is idle. The images provided will strictly have rights by the AU for various use and should clearly have the logo and contact information of the African Union

Save files in PNG format using save for web legacy or save for screen Command. Files should not be dimension of full HD; 1920px by 1080px and not more than 1MB in size

NOTE:

A series of images will be trademarked by the AU for use in various aspects and should be used for presentations and screensavers. For use in other projects please confirm with ICD in aspect of any communication materials as there may be limitations for use of some particular images



Digital Information Kiosks

These are electronic screens placed across different traffic points at venues for message outreach and visibility. They may come across as vertical or horizontal. Inquire about the size and resolution to have a full scalable image across the screen for better visibility.



Press Release/ Media Advisory	Page 75
Joint Press Release	Page 76
Advertisement	Page 77

PRESS ANNOUNCEMENTS

Press Release/ Media Advisory

MEDIA RELEASE

SIZE: 8.5" x 11"

TYPOGRAPHY

Media Release heading:

18 point type. Univers 65 Bold, upper case, 100% AU Red

Entitytization name in footer:

8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% AU Red

Address and contact information in footer:

8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% AU Red.

BODY TEXT

11 point type over 13 point leading, Univers 55 Roman. Leave one line space between paragraphs. # 53575A.

Ensure Pictures are captioned if required (Date | Event | Personalities | Location)

Page 1



AfricaCDC
Centres for Disease Control
and Prevention

Safeguarding
Africa's Health

PRESS RELEASE

Press Release No:000000



Date/ Event/ Personalities/ Location picture caption

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An entity of the
African Union



Africa Centres for Disease Control and Prevention
Halle Garmet Square, Addis Ababa P.O. Box 3243
Addis Ababa, Ethiopia
africacdc.org

Page 2



AfricaCDC
Centres for Disease Control
and Prevention

Safeguarding
Africa's Health



Date/ Event/ Personalities/ Location picture caption

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For further information please contact:

Department communication officer
E-mail: Doe.J@afrika-union.org

Media Contact:
Jane Doe | Head of Information Division
E-mail: Doe.J@afrika-union.org | Tel: +251911361185 | Ext 2558

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Africa Centres for Disease Control and Prevention
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Addis Ababa, Ethiopia
africacdc.org

Joint Press Release

MEDIA RELEASE

SIZE: 8.5" x 11"

TYPOGRAPHY

Media Release heading:

18 point type. Univers 65 Bold, upper case, 100% AU Red

Entityization name in footer:

8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% AU Red

Address and contact information in footer:

8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% AU Red.

BODY TEXT

11 point type over 13 point leading, Univers 55 Roman. Leave one line space between paragraphs. # 53575A.

Ensure Pictures are captioned if required (Date | Event | Personalities | Location)

Single Partner



PRESS RELEASE

Press Release No.000000



Date/ Event/ Personalities/ Location picture caption

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For further information please contact:

Department communication officer
E-mail: DoeJ@africa-union.org

Media Contact:
Jane Doe | Head of Information Division
E-mail: DoeJ@africa-union.org | Tel: +251911361185 | Ext 2558

Directorate of Information and Communication | African Union Commission I
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Africa Centres for Disease Control and Prevention
Haile Garment Square, Addis Ababa P.O. Box 3243
Addis Ababa, Ethiopia
africacdc.org

Numerous Partners



PRESS RELEASE

Press Release No.000000



Date/ Event/ Personalities/ Location picture caption

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For further information please contact:

Department communication officer
E-mail: DoeJ@africa-union.org

Media Contact:
Jane Doe | Head of Information Division
E-mail: DoeJ@africa-union.org | Tel: +251911361185 | Ext 2558

Directorate of Information and Communication | African Union Commission I
E-mail: DIC@african-union.org | Website: www.au.africa | Addis Ababa | Ethiopia
Follow Us: Facebook | Twitter | LinkedIn | Instagram | YouTube



Africa Centres for Disease Control and Prevention
Haile Garment Square, Addis Ababa P.O. Box 3243
Addis Ababa, Ethiopia
africacdc.org

Advertisement

MEDIA RELEASE

SIZE: 8.5" x 11"

TYPOGRAPHY

Media Release heading:

18 point type. Univers 65 Bold, upper case, 100% **AU Red**

Entityzation name in footer:

8 point type over 10 point leading, Arial Bold, upper and lower case; prints 100% **AU Red**

Address and contact information in footer:

8 point type over 10 point leading, Univers 55 Roman, upper and lower case; prints 100% **AU Red**.

BODY TEXT

11 point type over 13 point leading, Univers 55 Roman.

Leave one line space between paragraphs. **# 53575A**.

COLOUR

All permanent elements print 100% full color with logo and tag line

PAPER STOCK

Rolland Enviro100 Print, 70lb Text or similar recycled paper

PRINTING METHOD

Offset lithography or digital printing

.75 inch

.75 inch

1.25 inches



AfricaCDC
Centres for Disease Control
and Prevention

Safeguarding
Africa's Health

JOB POSTING

5765341

Job Posting Title:	File No:
Start Date:	End Date:
Reference Code:	Tel Ext: 2558
Job Title:	

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An entity of the
African Union



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Halle Germent Square, Addis Ababa P.O. Box 3043
Addis Ababa, Ethiopia
africacdc.org



.5 inch

Why?	Page 79
Branding Dominance Explained	Page 80
Logo Guidelines	Page 81

CO-BRANDING

Cobranding is a strategic agreement between two or more brands to collaborate to achieve a desired goal. Cobranding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

Partnering with other brands represents a great opportunity for the African Union to enhance its brand identity and bring it to life.

To ensure adequate representation of the brand and our partners' brands when communicated together, these guidelines are designed to safeguard and feature the AU brand in various partnership environments.

CO-BRANDING

Why Co-brand?

- Promote existing and new initiatives and programmes of the African Union
- Establish or increase key stakeholder preference for association with the African Union
- Associate with other strong well known recognised brands.
- Generate loyalty and brand differentiation.
- Create awareness with audiences in new environments in which we have not previously engaged
- Ensure relevance by engaging with stakeholders through multiple touch points.

Key Principles

These give a framework for approaching all cobranding opportunities:

- Present African Union as the dominant/lead brand (whenever possible) (see Brand Dominance explanation below).
- The African Union logo should be clearly displayed and given prominence.
- Leverage our brand guidelines; create a partnership environment where our brand feels Entityic to the experience.
- Certain partnerships are unique and necessitate consultation from the ICD team

CO-BRANDING

Brand Dominance Explained

Brand dominance means one partner will have the lead presence in executions, often emphasizing their visual system in marketing communications.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to target audiences / stakeholders and maintaining that relationship, or which partner will host the experience.

The expression of dominance is simple and can be achieved by the following tactics:

1. Placing the dominant partner logo in the most visible and valuable space (e.g. above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity, the dominant brand will be placed on the left.

Cobranding approach based on Dominance

a) African Union Dominant

- AU dominance is when the AU most heavily influences the communication experience. This is when AU is driving the engagement with target audiences or if our resources are most depended upon.
- AU dominant experiences rely heavily on the AU visual system for look and feel.

b) Partner Dominant Cobranding

- Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it is critical that we protect and appropriately display the AU logo.

c) Other Partnerships

- Not all partnerships have clear brand dominance. It is important that we maintain as many of the AU visual components as possible.

NOTE:

These uses must be pre-approved by the ICD Brand Team before any design begins or agreements are entered into.

CO-BRANDING Logo Guidelines

In all partnership types, always use these guidelines when working with the AU logo.

The full color AU logo is in AU Red, Green, Gold and White. It is preferred that the full colour logo appears on a white (TBC) background, but you can also use the lighter colours from the neutral palette as a background. Only use solid black (TBC) or white versions when colour is not an option. The full colour logo is our most universally recognised asset, and to aid comprehension, we use that version wherever possible.

The correct Entity logo has an uppercase “TM”

AU Entity as Dominant Brand	Page 83
Partnership with one other entity	Page 84
Partnership with main entity and multiple Sponsors	Page 85
Pull up Banners	Page 87
Partner as Dominant Brand	Page 88

CO-BRANDING NON-DIGITAL ELEMENTS

AU Entity as dominant Brand

Entity dominance is when the Entity most heavily influences the communication experience. This is when the Entity is driving the engagement with target audiences or if our resources are most depended upon. The Entity dominant experiences rely heavily on the Entity visual system for look and feel.

The potential elements to communicate this are:

- Full color Entity logo
- Partner logo
- Touch of **AU Gold** colour in photography if possible
- AU color palette
- AU Font Univers Font Family

Design requirements

- Whenever possible, leverage the AU visual system (see the corporate master brand guidelines on pageXX).
- The Entity logo and the main partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the Entity logo in full colour on a white background when available. If it's not possible, only use a black or white Entity logo.

NOTE:

- DON'T Make the partner logo bigger than the AU logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.



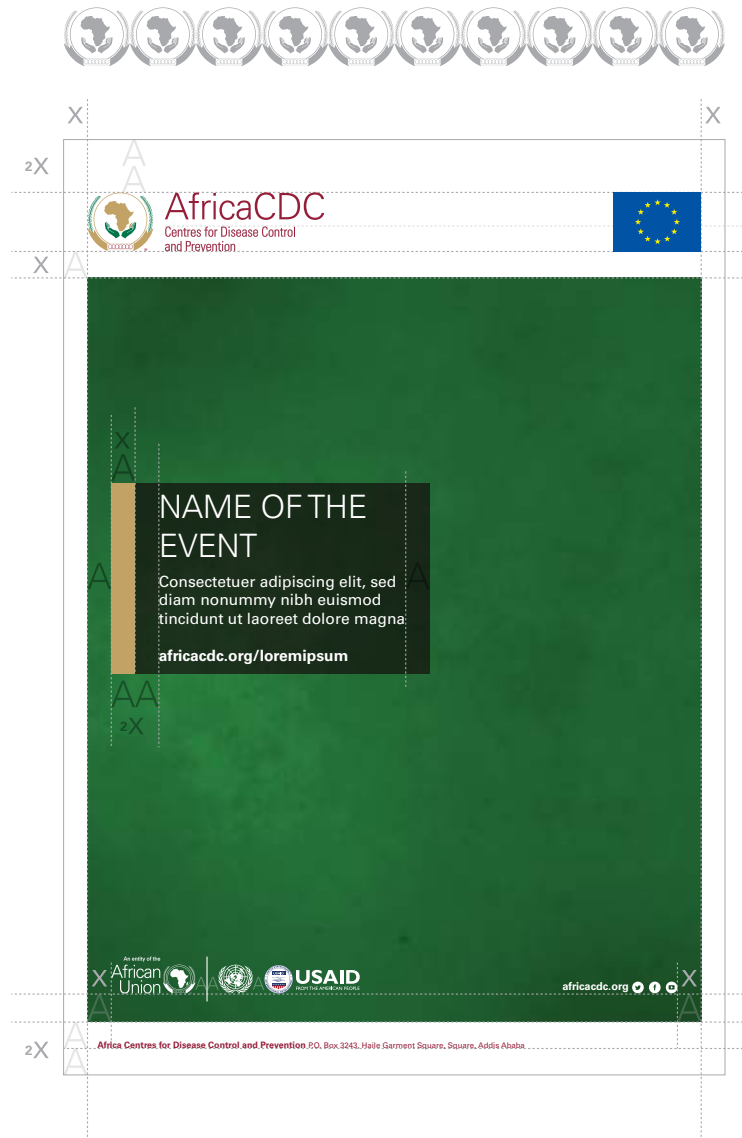
Partnership with one other entity

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

NOTE:

- DON'T Make the partner logo bigger than the Entity logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.



Main Partner Logo should be the same size in height as the Entity iconography [X]

The Entity Signoff always comes first irrespectively and other sponsor logos follow in alphabetical order

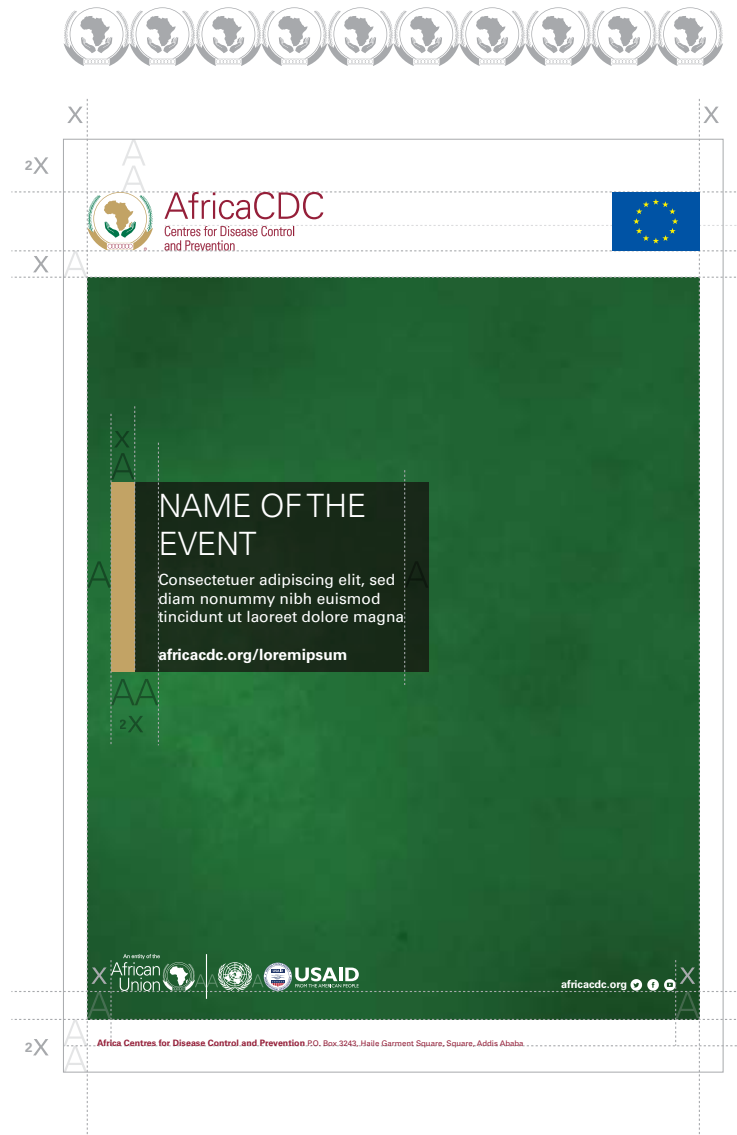
Partnership with main entity and multiple sponsors

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

NOTE:

- DON'T Make the partner logo bigger than the AU logo.
- DON'T break the rules surrounding the usage of the partner's logo (e.g. colour, background etc.).

ALL EXECUTIONS MUST BE SUBMITTED TO THE ICD BRAND TEAM FOR APPROVAL.



Main Partner Logo should be the same size in height as the Entity iconography [X]

The Entity Signoff always comes first irrespectively and other sponsor logos follow in alphabetical order

Co-Branding: Main Partner and Multiple Sponsors Examples

In instances where there are multiple partners in an activity, the logos shall be placed on the bottom left had corner in alphabetical order of the participating Entityisation's names

Main Partner



Multiple Sponsors



Co-Branding: Pull Up Banners

General Pull up Banners

1. Partnership

Stacked logos can be used or the horizontal Cobranding Mockup logo may be used that runs horizontally dependant on the imagery. If image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds

Partner Logo is same size as Entity Icon in height

2. Sponsorship

Stacked logos can be used or the horizontal Cobranding Mockup logo may be used that runs horizontally dependant on the imagery. If image is dark use the white logo and on lighter image use the full color logo. Look for images without busy backgrounds

Sponsors Logos are 1/2 size of the Entity Icon

NOTE

Partner in this case should provide their brand guideline for artwork placement and AU logo placement. Partners logo placement takes precedence in this case

In this Instance the USAID Brandguideline was used applying their Co-Branding rules



Partner as a dominant brand

The Entity Logo should appear side by side with AU sign off Logo at all times when applied to the Partners brand guideline. Never should the Entity logo appear as a singular entity without the AU Signoff.

When there are multiple partners and owing to the limited space, the signoff then appears as text based that can be used alternatively

NOTE

If Unclear of the Partners Brand guideline or no prominence is given to the Entity/ AU brand kindly inquire with ICD on the placement of the logos

Request Entity Mockup Logo with the AU signoff from ICD which will be supplied in the 6 official AU Languages

Full Colour



Greyscale



Black



White



Full Colour with limited space



Greyscale with limited space



Black with limited space



White with limited space



Partner as a dominant brand

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it is critical that we protect and appropriately display the Entity logo.

The potential elements for this option are:

- Partner Logo (full color option preferred)
- Partner Logo
- Colour

Design requirements

- The Partner Logo and Entity logo should be optically equal in size.
- Follow the Partner logo placement guidelines.
- Use the Entity logo in full colour on a white background when available. If it's not possible, only use a black or white of the Entity logo.

NOTE

Partner in this case should provide their brand guideline for artwork placement and AU logo placement. Partners logo placement takes precedence in this case

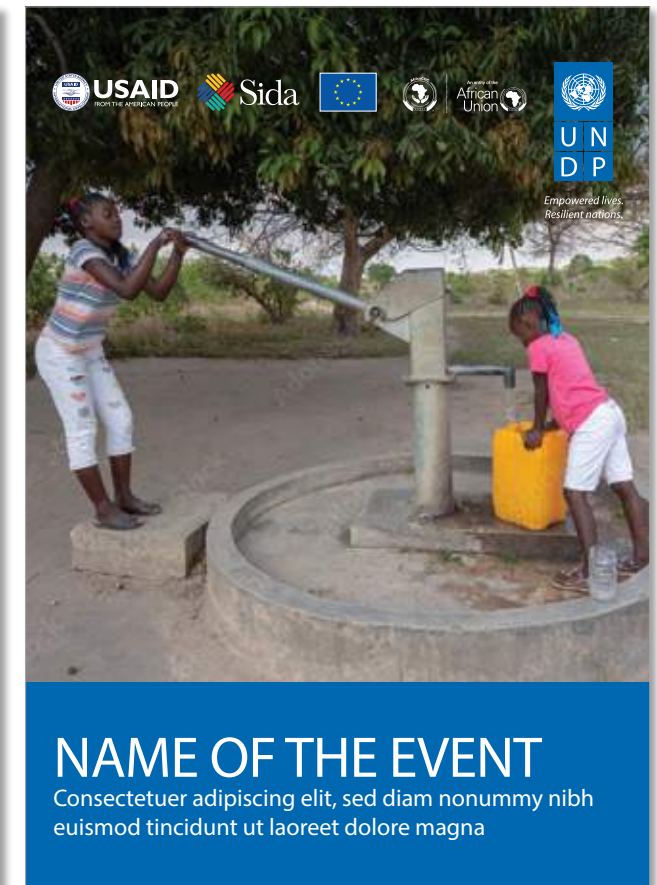
In this Instance the USAID Brandguideline was used applying their Co-Branding rules

Partner with single Co-Branding



Mockup logo of the Entity logo and the Signoff are of the same size with the Main entity in terms of height

Partner with multiple Co-Branding with limited space



Use the Seal logo in this instance where there may be an incidence of many partners and limited space

Corporate Email Mastheads: Marketing/
Campaigns

Page 91

Intranet Banners

Page 92

Presentations

Page 93

CO-BRANDING DIGITAL ELEMENTS

Corporate Email Mastheads: Marketing/ Campaigns

When the co-branding logo is supplied in one colour vector format, it can be placed on the background or an image, as long as it is placed on an uncluttered area of the image where it is clearly visible. Placement is in the bottom left corner of the layout, left aligned to the Entity Logo. The co-branding main logo should be the same size as the Entity logo in height.

Please note that when there are multiple co-branding logos, the placement of the logos start in the bottom left corner and are stacked to the right. Shift the Slider accordingly.

When the co-branding logo is not supplied in one colour vector format, (eg a jpeg on a white block) make sure that it sits on a white background as per example No.4

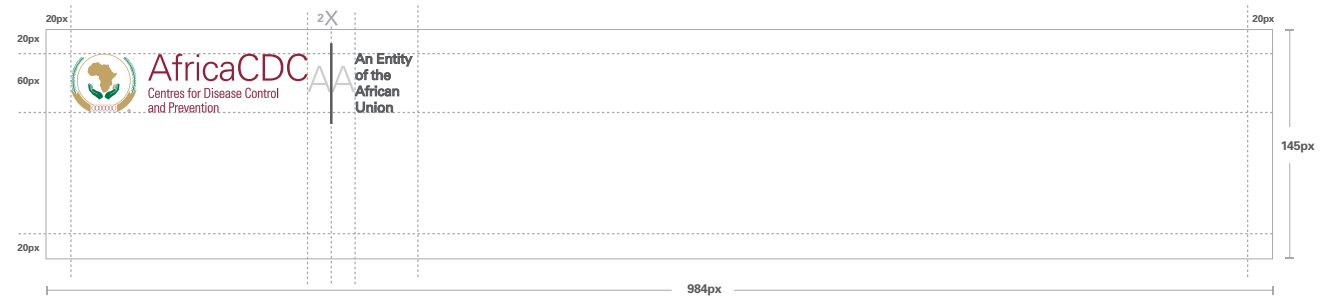
Please follow the clear space rule for the AU Logo.

NOTE

Use the save for web legacy and save the email banner as .gif format. The sizes are very important and files of any other size or format will not be accepted.

[Click to download the email banner template](#)

Guideline



Partnership/ Projects



Sponsorship on Image/ Colour background



Sponsors on white background



AU Entity Co-Branding Intranet Banners

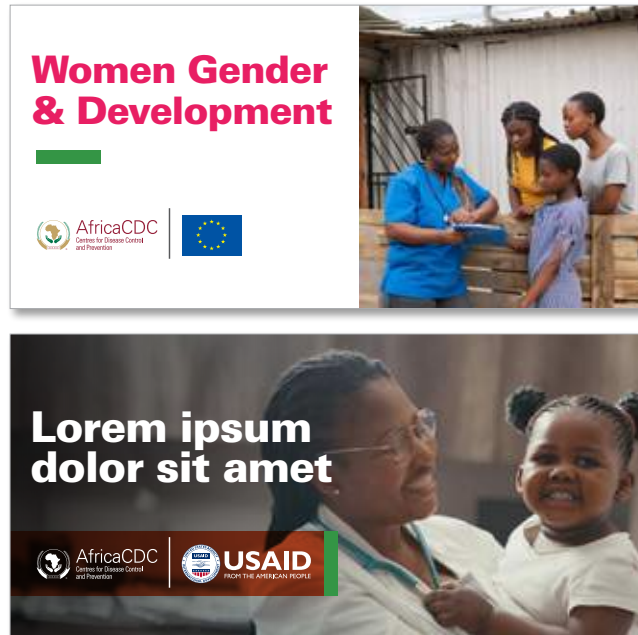
The intranet banners sizes vary and you should always enquire brand team of ICD on the required banner size.

Keep in mind that banners are relatively small on screen and scale up or down according to the device being used therefore the less copy you have on the banner the better. Always try to limit your copy to a heading and a call to action; access copy can live on the link you are directing your audience to.

NOTE

Due to the position of the call to action Tab Device, the co-branding logos need to be placed on the bottom right hand corner. There is no need to insert the AU Signoff Logo on the banner as these live in our owned property.

[Click to download the Intranet banner template](#)



Entity Co-Branding Presentations

There are 2 options for the cover

Typeset:

Arial Bold, Title Case, 40pt

Color on white: Black

RGB# 000000

Color on Red: AU White RGB# ffffff

External Audiences

Use the African Union Corporate branding not Departmental branding as you are representing the AU in your presentation not the department

Internal Audiences

If applicable, use the Secondary colour palette if required to differentiate your presentation from those of other departments

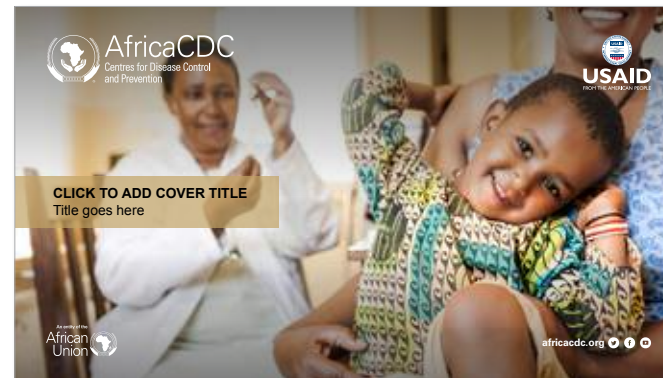
Partnership



Sponsorship



Multiple Sponsorship



Use the master Layout Tab to determine the layout to use best suited for the your presentation. Fonts with their sizes as well colours have been set for your use



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