African Union

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

Africa CDC
Saving Lives and Livelihoods

in partnership with mastercard foundation

Branding Guidelines

ABOUT

Saving Lives and Livelihoods (SLL) is a Mastercard Foundation (the Foundation) partnership with the Africa CDC to enable the purchase of COVID-19 vaccines for at least 65 million people and support the delivery to millions more across the continent. It will also lay the groundwork for vaccine manufacturing in Africa through a focus on human capital development, and strengthen the Africa CDC's capacity.

BRANDING GUIDELINES

This document is an overview of how to apply the visual components in the branding of the Saving Lives and Livelihoods Initiative.

Images in this document can be extracted as vector images using a design vector-based software such as *Adobe Illustrator*.

For further information, please contact:
Africa Centres for Disease Control and Prevention (Africa CDC) Roosevelt Street W21 K19, Addis Ababa, Ethiopia

Email: africacdc@africa-union.org
www.africacdc.org
Developed by Division of Policy, Health Diplomacy and Communication, Africa CDC

February 2022

The masthead

Africa CDC
Saving Lives
and **Livelihoods**

in partnership with

mastercard foundation

The masthead options

The masthead can be in any plain colour selected from the Africa CDC primary colour palette. Where use of colour is limited or compromises contrast, 100% white of the masthead is used. (refer to page 3 for colour codes)

Colour

Strictly, Africa CDC brand colours shall be used.

Primary Colours

Green

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

Pantone colour:
7740 C

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

Gold

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

Pantone colour:
4515 C

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

Red

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

Pantone colour:
1807 C

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

Black

Process colour:
K=100

Pantone colour:
Black C

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

Secondary Colours

Brown

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

Pantone colour:
1405 C

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

Yellow

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

Pantone colour:
129 C

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

Orange

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

Pantone colour:
158 C

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

Dark Green

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

Pantone colour:
364 C

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

Type Face

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR
MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK

The primary typeface: **Montraserrat font family**

Alternate: **Acumin Pro, Brandon Text, Calibri, Arial**

Acumin Pro and Brandon Text are official brand fonts for Africa CDC. Where need for alternate typeface arises, the two options can be used (such as need for variety in magazine design).

Calibri and Arial are available on nearly every computer. These fonts may be ideal for Office documents and presentations.

Download link:
https://fonts.google.com/specimen/Montserrat

Use of Logos

The **Africa CDC** logo will always be placed on the right hand side of the African Union logo following the specifications in the Africa CDC branding guidelines.

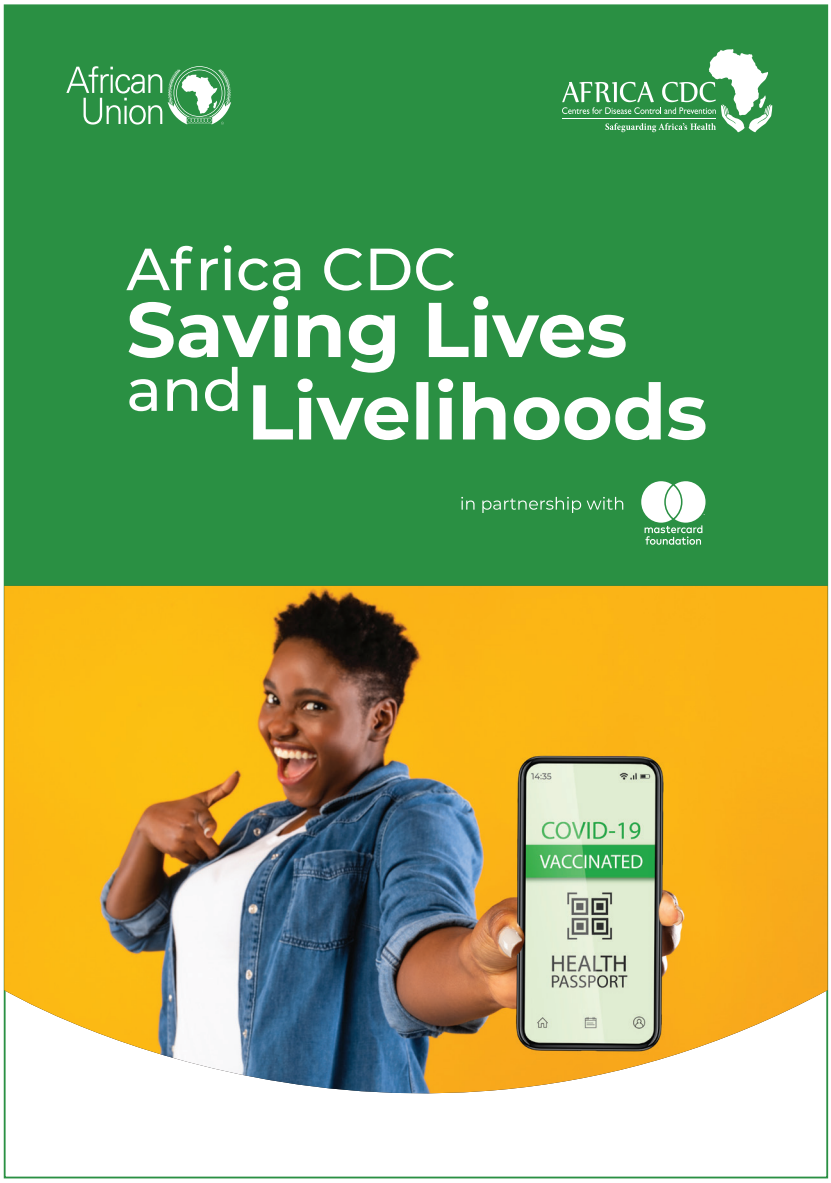
Download Link:
https://africacdc.org/download/visual-identity-africa-cdc-branding-guide/

The **Mastercard Foundation** logo will always be placed on a contrasting light background with the text "in partnership with" on the right side of the logo. Refer to the Foundation logo guidelines for extra information.

in partnership with mastercard foundation

Download link:
https://mastercardfdn.org/logo/

Primary layout



Notes:

- African Union and Africa CDC logos at the top.
- Stylized SLL masthead.
- Illustrative image in a distinct bottom curve.
- Text “in partnership with” and the Mastercard Foundation logo at the bottom. The logo must be on a plain background with at least 3 cm away from any other graphic. If no other partners are involved, it should be placed at the right bottom of the layout.

To be adopted for flyers, magazine cover layouts, posters, brochures, billboards, banners, etc.

Options

African Union

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

Africa CDC
Saving Lives
and **Livelihoods**

in partnership with mastercard foundation

African Union

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

Africa CDC
Saving Lives
and **Livelihoods**

in partnership with mastercard foundation

African Union

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

Africa CDC
Saving Lives
and **Livelihoods**

in partnership with mastercard foundation

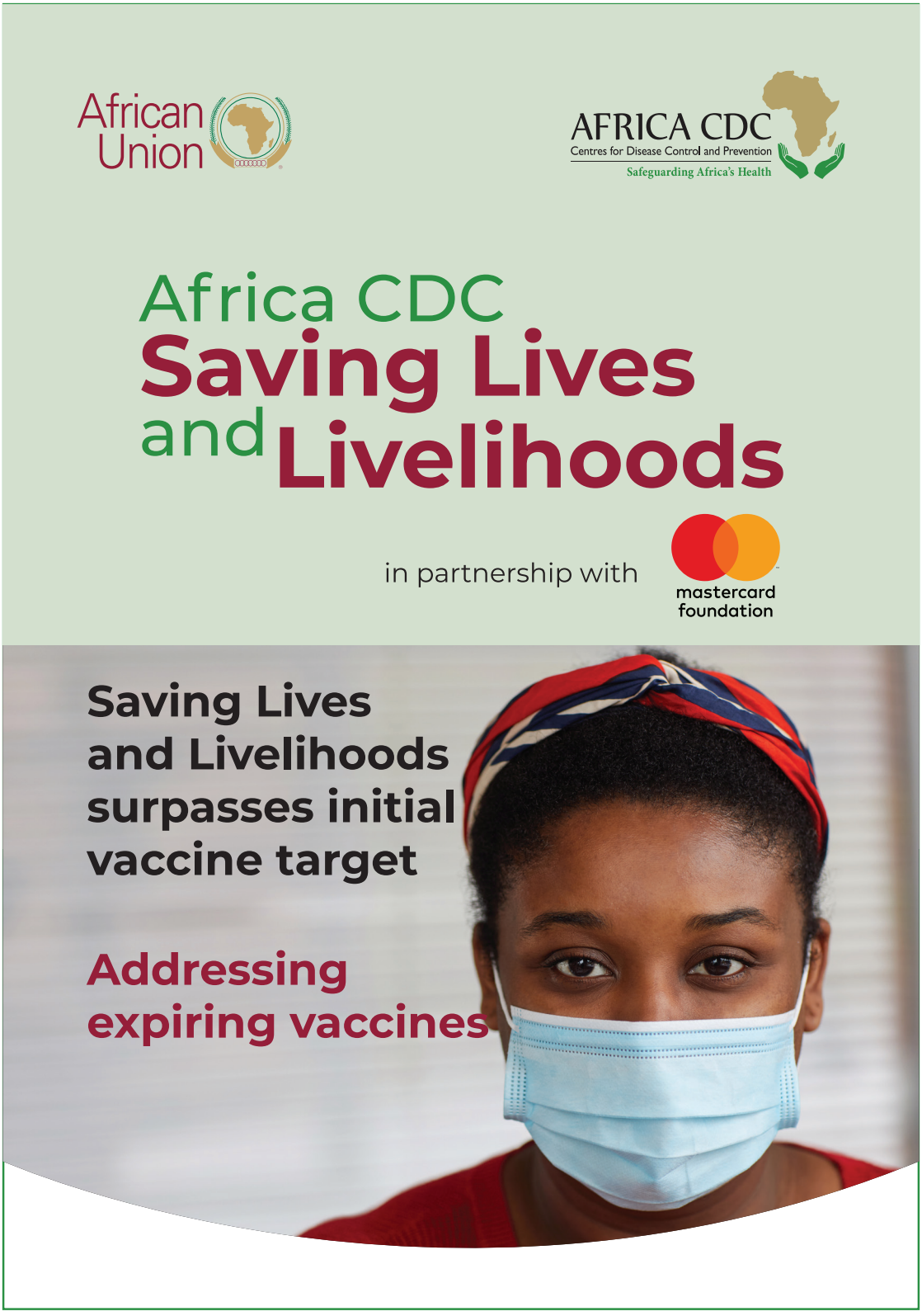
African Union

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

Africa CDC
Saving Lives
and **Livelihoods**

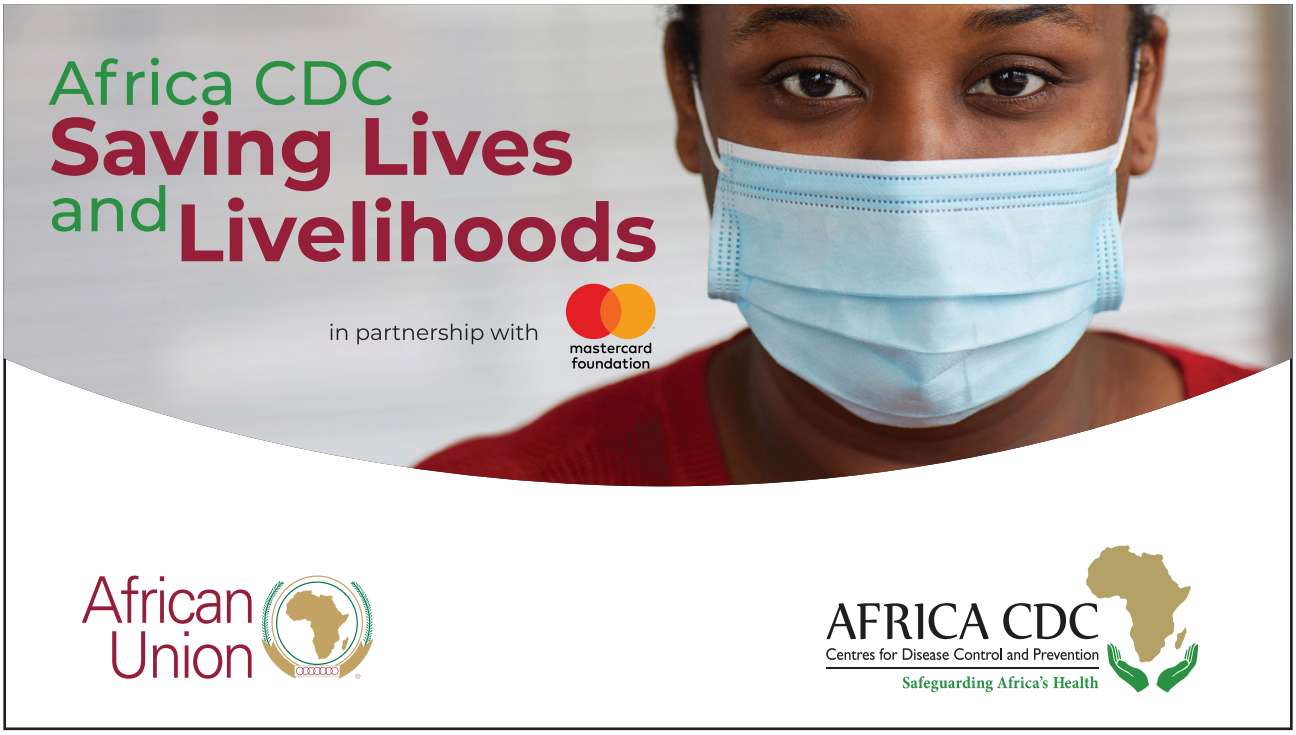
in partnership with mastercard foundation

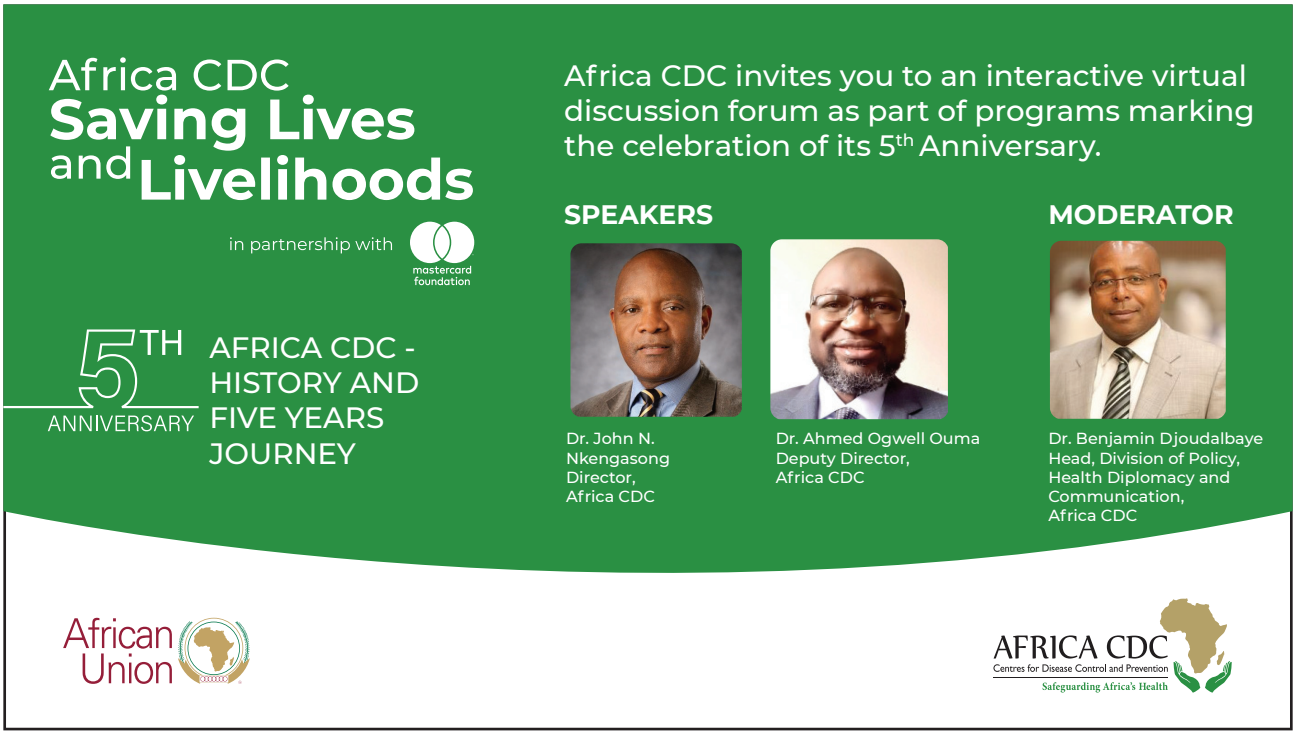
Options



- Additional text will be accomodated within the image frame. The image frame may be expanded to accomodate more text.

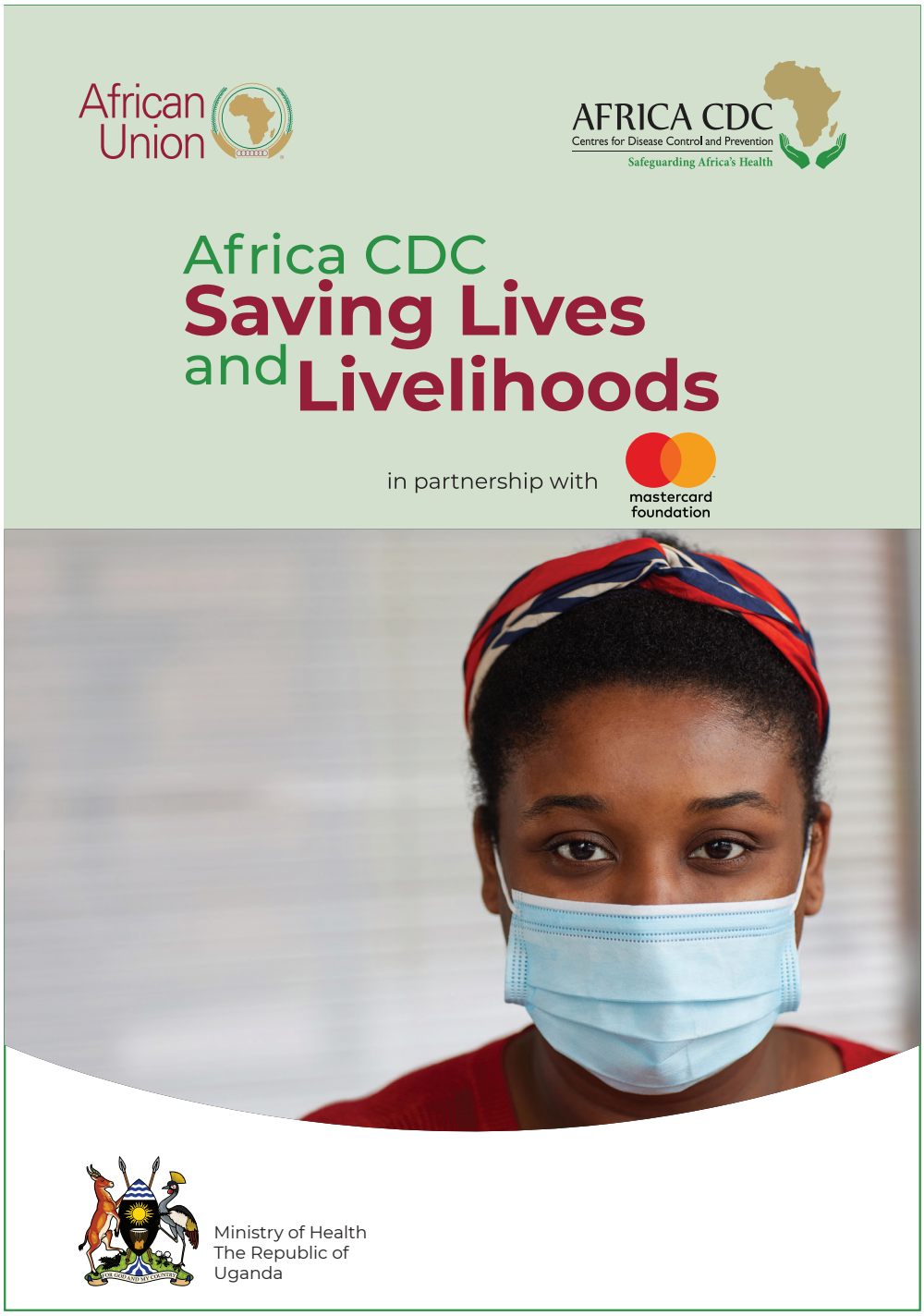
Options



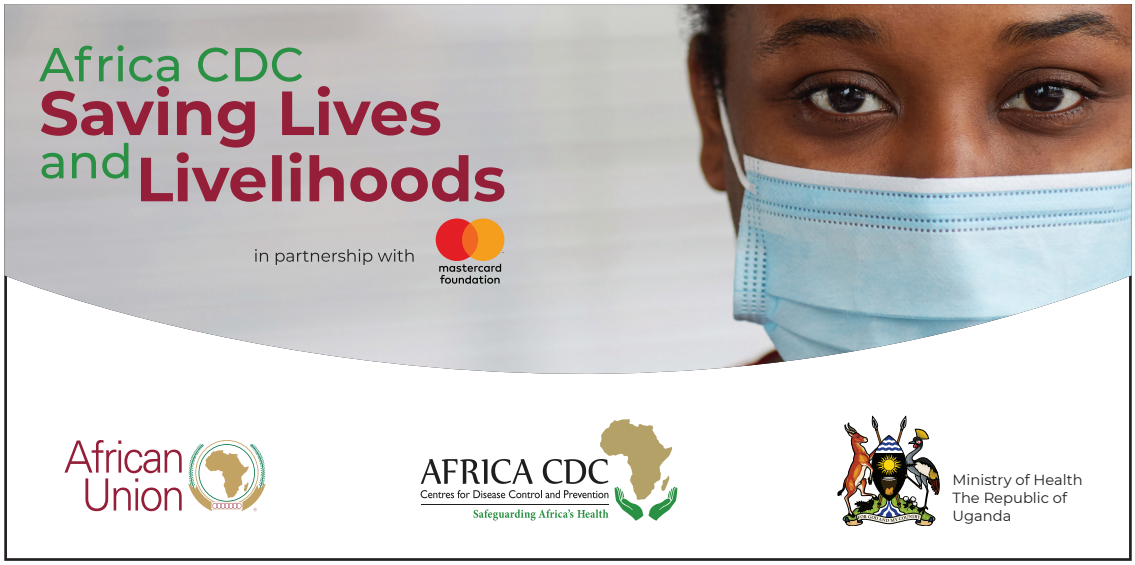


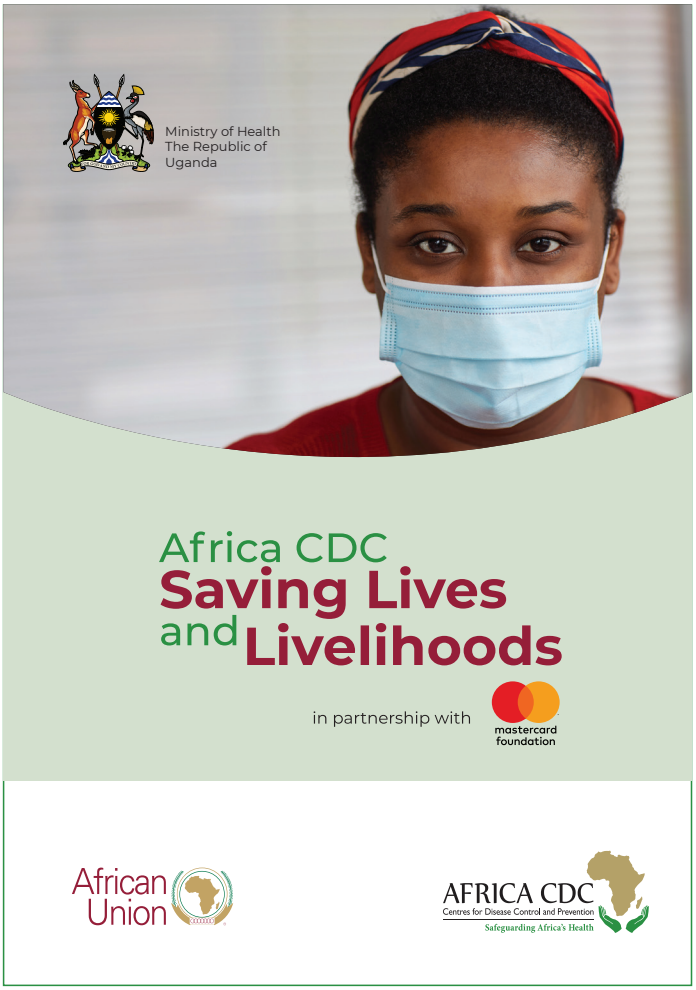
- When AU/Africa CDC logos are placed in the same row with the Foundation logo, the AU/Africa CDC logos should always fall on the left hand side.

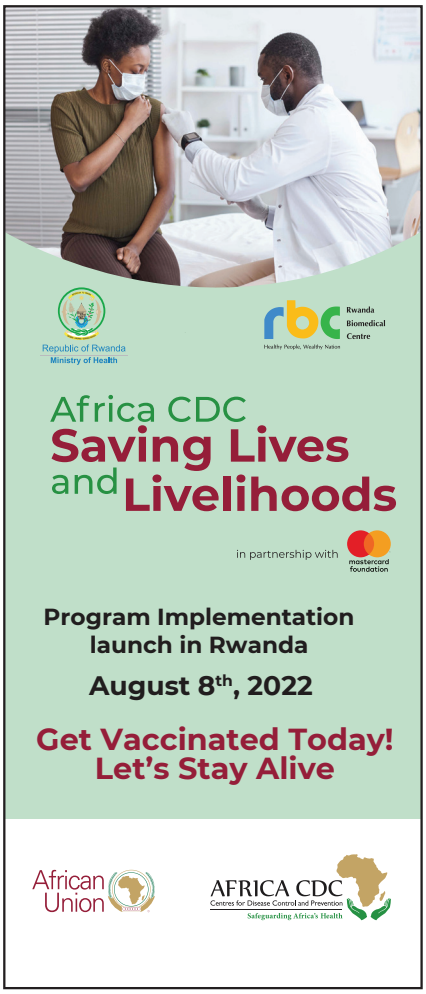
Co-branding with Member State



- The Member State logo will be placed in the footer, flashed right.

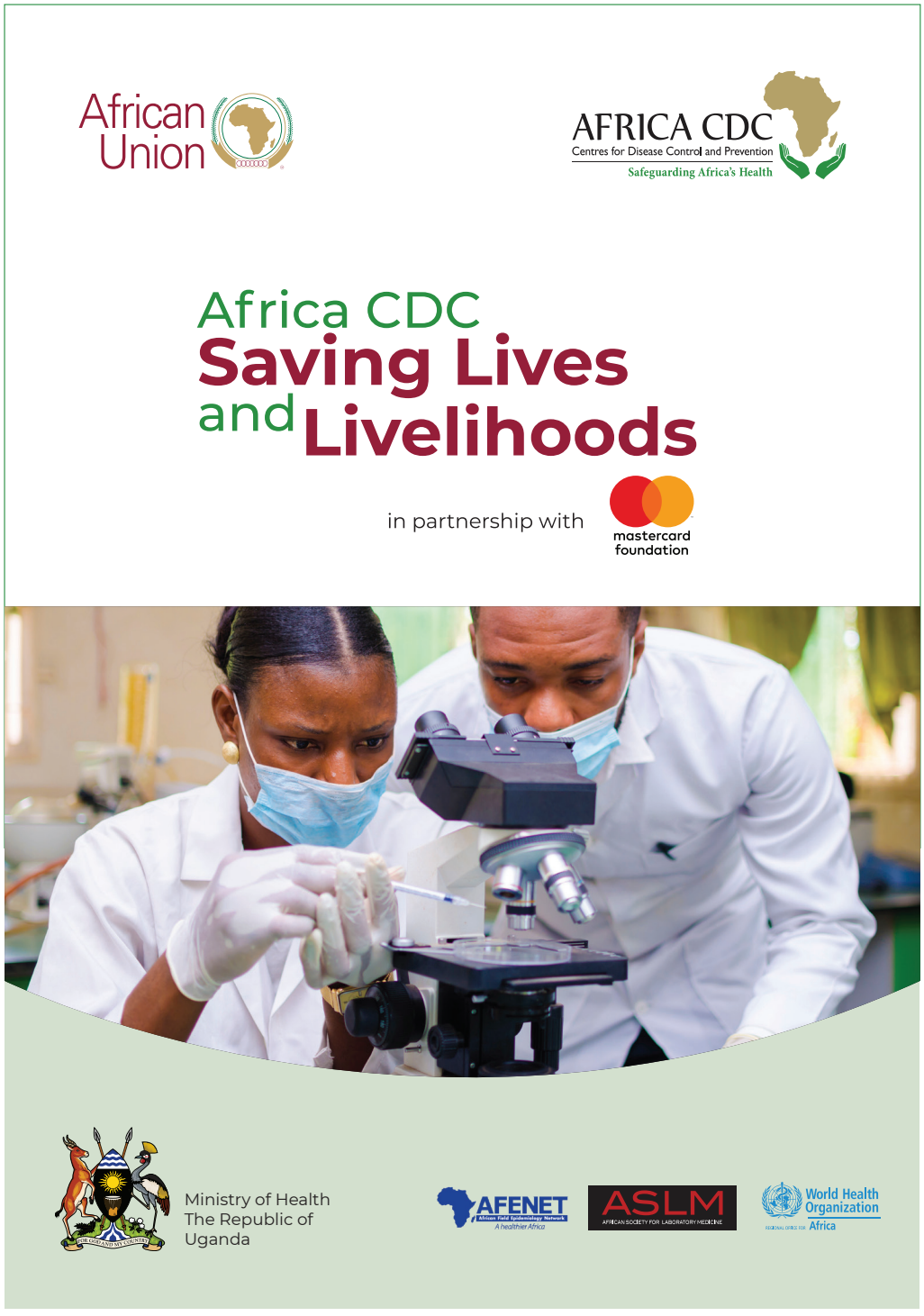






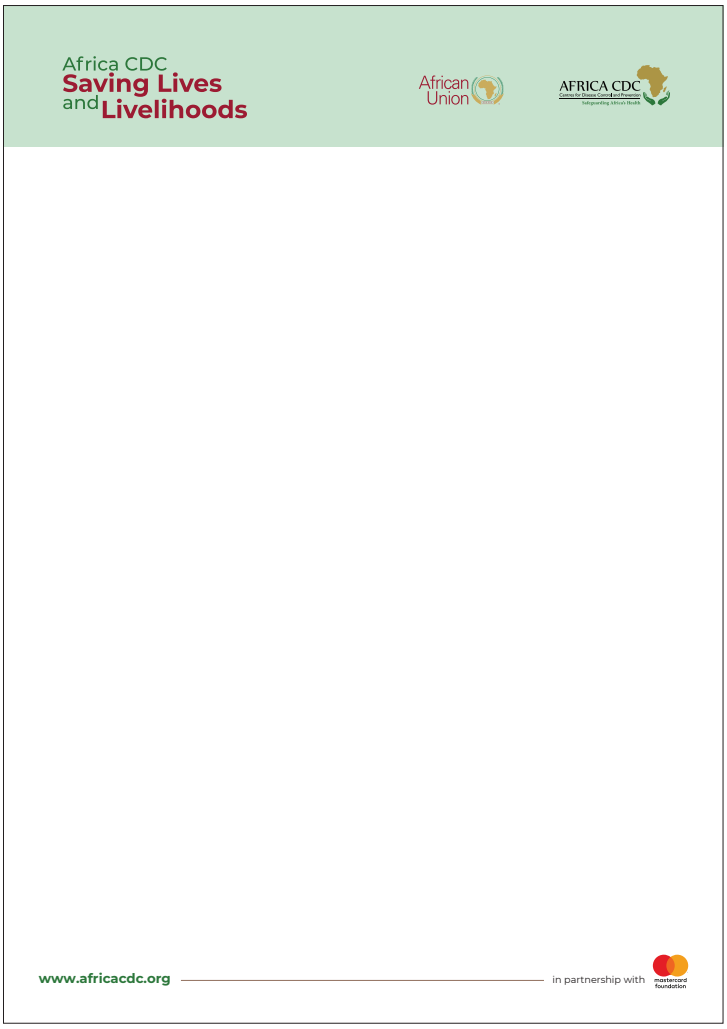
- The member state logo can as well be positioned at the top as per the options provided. The illustration/photograph must be repositioned to create a contrasting background for the African Union/Africa CDC logos at the bottom

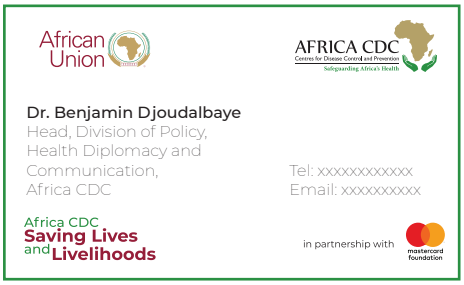
Co-branding with other partners

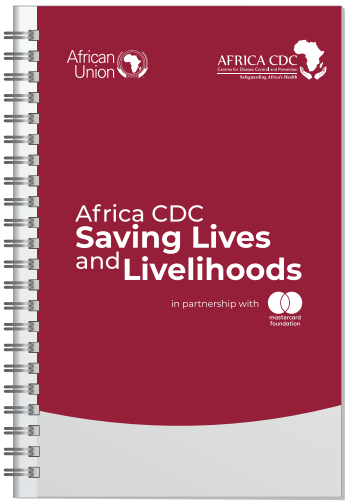


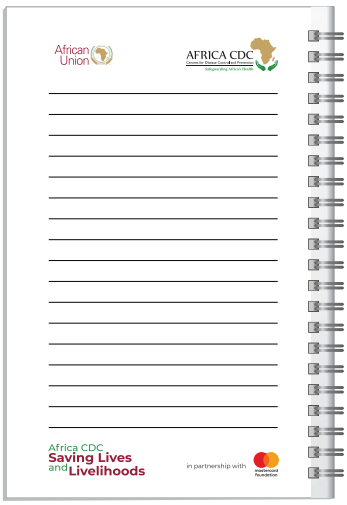
- All partners logos should be at the bottom of the layout. The Foundation logo and State logo (when applied) will be moved to the left side to create more space for other partners' logos. The Foundation logo and State logo should be slightly bigger than other partners' logos.
- Other partners' logos should be in one row and should be approximately of same visual weight. No logo should look distinct from another in terms of size and placement.
- Other partners' logos will appear in alphabetical order.

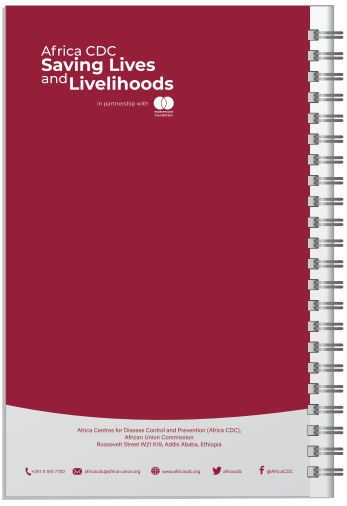
Application











Application

- AU/Africa CDC logos should always be placed as shown.
- The state logo should be on the right sleeve. Other partners' logos should be on the left sleeve.
- SLL stylized text and the Foundation logo should be at the back.
- The colour of the shirt can vary but must be of a contrasting colour from the graphics.

Africa CDC Saving Lives and Livelihoods

Branding Guidelines

Africa Centres for Disease Control and Prevention (Africa CDC),
African Union Commission
Roosevelt Street W21 K19, Addis Ababa, Ethiopia

+251 11 551 7700 africacdc@africa-union.org www.africacdc.org africacdc @AfricaCDC