

A large, faint, light blue map of the African continent is centered in the background. The map is filled with various icons representing health, science, and community, such as footprints, a microscope, a person, and a network of lines.

AFENET BRAND GUIDE



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INTRODUCTION

The African Field Epidemiology Network (AFENET) is a non-profit networking and service alliance of Field Epidemiology and Laboratory Training Programs (FE(L)TPs), and other applied epidemiology training programs in Africa. Established in 2005, AFENET's footprint has exponentially increased from the founding four member countries to operations in now 36 countries.

Vision

A healthier Africa

Mission

We are committed to ensuring effective prevention and control of epidemics and other priority public health problems in Africa.

Goal

To strengthen field epidemiology and public health laboratory capacity and effectively contribute to addressing epidemics and other major public health problems in Africa.

Strategic Priorities

- Developing Field Epidemiology Capacity in Africa
- Developing Public Health Laboratory Capacity in Africa
- Public Health Disease Surveillance and Effective Response Systems
- Networking and Collaboration for Public Health Advancement
- Documentation and Dissemination of Experiences in Public Health
- Public Health Program Management & Research Development
- Promoting the “ONE HEALTH” Approach

Our Brand

The AFENET brand represents who we are as an organization. Our mission, our vision, our core values, our strategic priorities, and the passion we have for what we do are all reflected in our brand, which is the face of who we are.

In light of the above, it is in our desire to make sure that every appearance of our brand looks consistent and professional.

The rationale for creating this guide was to make sure that wherever and whenever the AFENET brand is used, we're putting our best face out there for the world to see.

Within this document, you'll find guidelines for using logos properly and correctly, as well as what colors and fonts are appropriate to use on everything from websites to communications and marketing materials.

For further information, please contact us:

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THE LOGO



6

THE PRIDE OF OUR BRAND

Logo shades

IN WHITE BACKGROUND



ON BLUE BACKGROUND

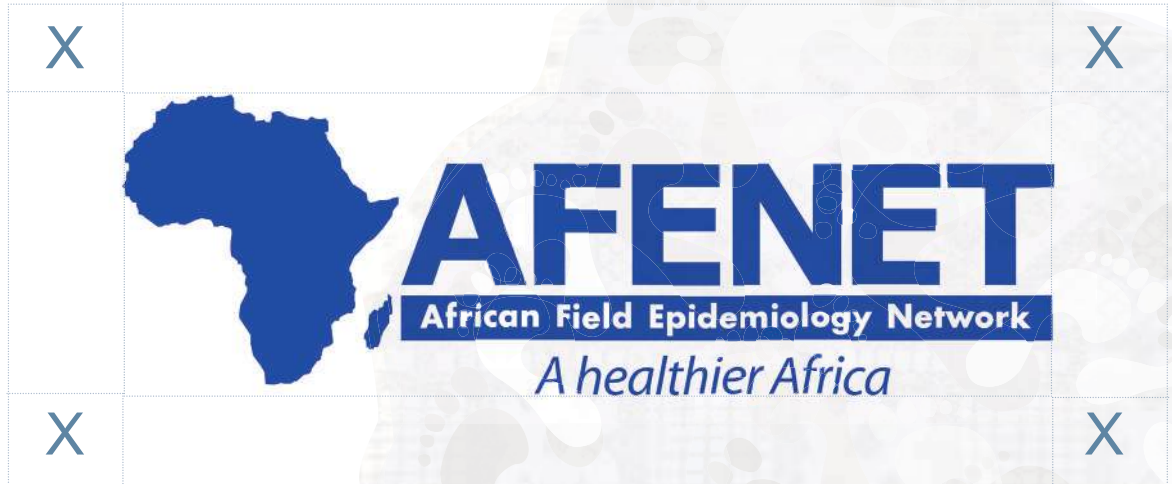


ON BLACK BACKGROUND



Logo spacing

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



Placement of the logo



When working with primary documents, the AFENET logo must always be placed in the top right position

Logo use prohibitions

Do not distort the Logo



Do not use outline
or any shapes to enclose the logo



Do not change the composition
of the elements of the logo



Logo use prohibitions

Do not change the proportional or illustrative elements of the logo



Do not present the logo in any unapproved colors



Do not add effect to the logo



Do not Change any typeface of the logo

To make sure that a logo is always recognizable, you don't want to reproduce it at too small of a size. In our case, the AFENET logo should never be printed or appear any smaller than 1.5"

Logo use prohibitions



BACKGROUND IMAGE CONTROL
Do not use logo on areas of an image that may compromise our logo visibility



Co-branding with funders



Where there is no prior negotiation on location, the funding partner's logo will always be placed in the bottom right position (right aligned), preceded with "in partnership with."

Co-branding with the host country



The host government (or Ministry of Health) logo should be placed in the same row as the funder's logo, with equal visual weight. The funder's logo should be placed to the left while that of the host government/program logo to the right.

Co-branding with other stakeholders

The AFENET logo and partners' logos should be presented horizontally in proportionately equal sizing, with equal visual emphasis and adequate clear space left around each logo.



- **None-the-less**, use and placement of logos can also be negotiated and agreed with partners and funders.
- All requests to use the AFENET logo should be directed to communication@afenet.net for review and authorization.
- Similarly, AFENET must seek authorization and guidance from partners prior to using their logos.

Branding for FE[L]TPs

The use of logo, colors and brand elements for FELTPs is the same as for the secretariat as the two are the same corporate entity.

CORE COLOR PALETTE



R 32	L 29	C 100
G 64	a 15	M 87
B 154	b -54	Y 3
		K 0

#062A78

The full-color: **AFENET** branding can be produced in the PANTONE and CMYK process for printed materials or by the RGB color formulas for online usage.

White background:

The primary color palette can be used in a lighter opacity for visual accenting, however the colors can only be used in the following percentages outlined here.

This will help to ensure that elements maintain the appropriate legibility and visual contrast, as well as branded consistency.

AFENET COLOR PALLETTE COMBINATIONS



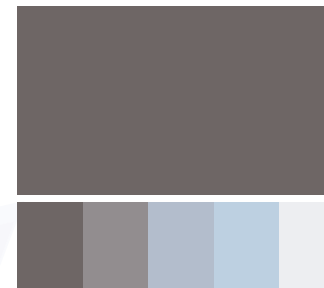
- AFENET BLUE
- LIGHT BLUE
- MEDIUM GRAY
- WHITE



- AFENET BLUE
- DARK RED
- 30 % LIGHT GRAY
- WHITE



- 20% MEDIUM BLUE
- MEDIUM BLUE
- MEDIUM GRAY
- WHITE



- AFENET WARM FRAY
- LIGHT BLUE
- 50 % AFENET BLUE
- WHITE

TYPOGRAPHY

Arial

VARIANTS OF ARIAL

Arial Italic

Arial Bold

Arial Narrow

Arial Black

Arial Narrow Bold

Arial Narrow Bold Italic

USAGE

Arial is an extremely versatile family of typefaces that can be used with equal success for text settings in reports, presentations, and other materials.

THE KNOWN VARIANTS OF ARIAL INCLUDE:

*Sample text of **Arial Black**, a variant of Arial*

Arial: Sometimes called Arial Regular to distinguish its width from Arial Narrow, it contains Arial (Roman text weight), *Arial Italic*, **Arial Bold**, *Arial Bold Italic*

Arial Unicode MS

Arial Black: Arial Black, Arial Black Italic. This weight is known for being particularly heavy. This is because the face was originally drawn as a bitmap, and to increase the weight, stroke widths for bold went from a single-pixel width to two pixels in width. It only supports Latin, Greek, and Cyrillic.

Arial Narrow: Arial Narrow Regular, **Arial Narrow Bold**, Arial Narrow Italic, *Arial Narrow Bold Italic*. This family is a condensed version.

PHOTOGRAPHY & IMAGERY

Our photos aim to capture real people in the real world of training and fieldwork. Our photography shows the scope of our program faculty, residents in training, and fieldwork across our network. Across sub-Saharan Africa, we document real-life training sessions and fieldwork in communities.

We espouse action photography featuring people working or engaged with others, unaware of the camera.



ICONIC ASSETS

AFENET's use of iconic assets and symbols is focused on being secondary to photography. To remain aligned with the branding, the treatment of icons/symbols must reflect the following guidelines:

- In order to place focus on the photographic elements, iconic assets must remain simplistic, clean, and minimal in detail
- Whenever icons are positioned on top of black+white images or against solid black backgrounds, they should remain flat, monotone, and at 100% opacity
- Avoid icons that appear too illustrative, detailed, heavily patterned or 3D



OUR VOICE

In our written and spoken word, we aim to make you feel at home and look at us as an organization that is a part of your life. We exude professionalism and courtesy towards our internal and external stakeholders. For example, by nature of our work, AFENET considers email as an important means of communication and recognizes the importance of proper email content and speedy replies in conveying a professional image and delivering good service to its partners.

We encourage well-structured emails using short, descriptive subjects. AFENET's email style is both formal and informal: 'Hi' (informal), or 'Dear' (formal), and the name of the person. Messages can be ended with 'Best Regards'. Email signatures must be included. This and more of this etiquette is well captured in our Email policy.

BRAND IMPLIMENTATION

Letterhead, memo, envelop

Memo

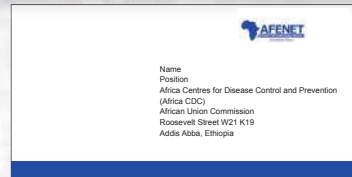


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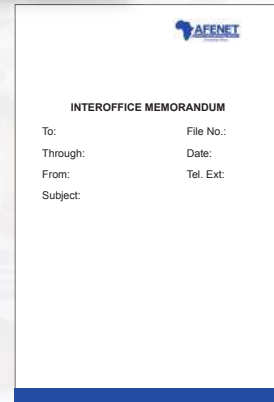
Envelope



Letterhead



Business card



Powerpoint & email



Powerpoint presentation



USE OF AFENET & JIEPH LOGOS

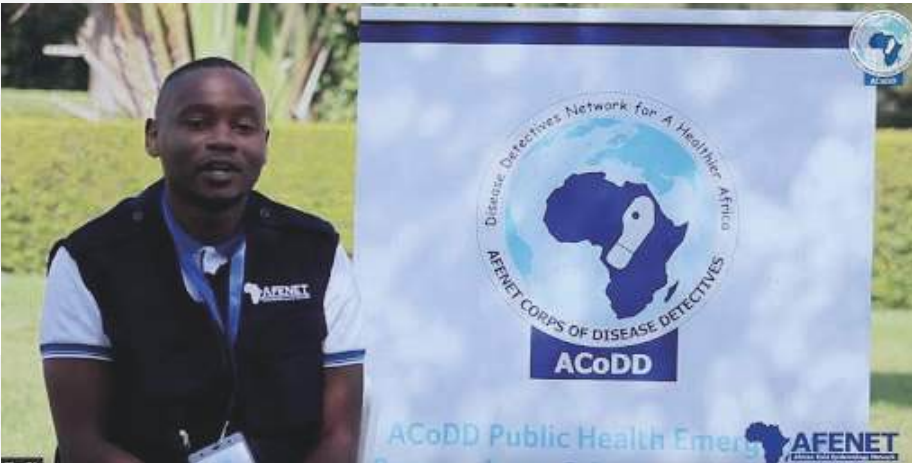


The **Journal of Interventional Epidemiology and Public Health (JIEPH)** is an open access, peer reviewed scientific journal published by the **African Field Epidemiology Network (AFENET)**. **JIEPH's** vision is to be a veritable platform which provides culturally and technically specific evidence that drives public health and field epidemiology practice and policy. <https://www.afenet-journal.net/#gsc.tab=0>

USE OF AFENET & ACoDD LOGOS

AFENET and ACoDD Brand Presence

1. Wall Banners
2. Pull ups
3. Teardrops
4. Backdrop bannerttv



USE OF AFENET & ACoDD LOGOS



PROMOTIONAL MATERIALS





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