



Agroecological Solutions for
Resilient Farming in West Africa

Visual Identity Guidelines

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Funded by
the European Union

Introduction

The CIRAWA visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers and social media.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the CIRAWA team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact the Communication leads.

Contents

| | |
|----------------------------------|----|
| Introduction | 02 |
| The Logo - Main..... | 04 |
| The Logo - Tagline | 05 |
| The Logo - Colour Versions | 06 |
| The Logo - Safe Area | 07 |
| Main Icon | 08 |
| Colours..... | 09 |
| Messages | 10 |
| Typography 1..... | 11 |
| Typography 2 | 12 |
| Iconography | 13 |
| EU Disclaimer..... | 14 |
| Contact | 15 |

The Logo - Main

The CIRAWA main logo is composed of an icon representing an inland Africa baobab and the project name.



The Logo - Tagline

The project's main logo with its tagline.



**Agroecological Solutions for
Resilient Farming in West Africa**

The Logo - Colour Versions

The logo of CIRAWA can be used, in positive or negative, and in the following colours, with maroon as its default lead colour.



Maroon
(Default)

Light Green

Blue

Black

The Logo - Safe Area

Minimum size and safe area.

Safe area



Keep all other graphic elements, other logos or margins at a minimum distance as defined by the safe area line.

The minimum space around the logo is equal to the height of the wordmark.

Minimum sizes

The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.



Minimum width:
35 mm / 100px

Main Icon



Inland Africa baobab (*Adansonia digitata*)



Main Icon - Usage

Do



Small over a photo



Used as watermark

Don't



DO NOT change proportions or distort the icon in any way.



DO NOT skew or rotate.



DO NOT use the icon and the word mark in any other way than the official logo as shown on page 04 of this guide.

Colours

The project has an extended colour palette to meet all communication needs.



Black

CMYK : 60, 40, 40, 100
RGB : 0, 0, 0
000000



Dark Red

CMYK : 27, 100, 100, 34
RGB : 139, 0, 0
8B0000



Maroon

CMYK : 16, 79, 85, 5
RGB : 199, 78, 47
C74E2F



Yellow

CMYK : 9, 35, 90, 0
RGB : 231, 171, 41
E7AB29



Soft Green

CMYK : 55, 4, 46, 0
RGB : 127, 190, 159
7FBE9F



Dark Green

CMYK : 83, 31, 78, 20
RGB : 42, 115, 76
2A734C



Blue

CMYK : 79, 55, 30, 15
RGB : 65, 96, 127
41607F



Beige

CMYK : 11, 7, 24, 0
RGB : 233, 230, 205
E9E6CD

Messages

Tagline and golden paragraph to describe the project

Tagline (Work in Progress)

Agroecological Solutions for Resilient Farming in West Africa

Golden paragraph

CIRAWA is working with small-holder farmers in West Africa to improve food nutrition, local livelihoods, and ecosystem health.

Bringing together 14 partners from 9 countries, CIRAWA is developing new agroecological-based practices that build on existing local and scientific knowledge to create more resilient food supply chains in 8 regions across Cape Verde, Ghana, Senegal, and The Gambia.

Typography 1

Use the font **Moniker Basic** on public communication materials.

Ferehent Antiasp Elestrum Qui

Moniker Basic - Bold

Ferehent antiasp elestrum qui ni id

Moniker Basic - Medium

Labor modiste mquiasp eratorerio. Nequi quam harcieni tem fugiat voloreheni coriandunt, *ut idero eum nis santi ut fuga*. Daerovi ttempore pa voluptinist, con ped earis vid quibus ut.

1234567890 #*\$€&@

Moniker Basic - Regular

Typography 2

When the recommended typeface is not available, CIRAWA communications should use the system font **Calibri**.

Ferehent antiasp elestrum qui ni id

Calibri - Bold

Ferehent antiasp elestrum qui ni id

Calibri - Light

Labor modiste mquiasp eratorerio. Nequi quam harcieni tem fugiat voloreheni coriandunt, ut idero eum nis santi ut fuga. *Daerovi tatempore pa voluptinist*, con ped earis vid quibus ut.

1234567890 #*\$€&@

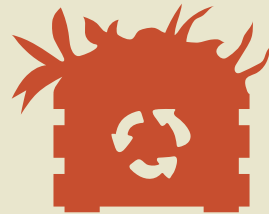
Calibri - Regular

Iconography

The following icons represent the main agroecological strategies of the CIRAWA project.



Phytoremediation



Agrowaste Valorisation



High Quality Seeds



Land Management

EU Disclaimer

All EU-funded project communication must display the simple disclaimer as below.
(You can use the English, Portuguese, or French versions of the disclaimer.)



Funded by
the European Union



Financiado pela
União Europeia



Financé par
l'Union européenne

Minimum height = 1cm



Funded by
the European Union

NOTE: In addition to the EU disclaimer, external project documents should include the following statement:

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Read all about the EU
emblem rules here

Contact

For any questions regarding these guidelines, please contact the communication partner:

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Thank you!

www.cirawa.eu

 @CIRAWAproject

 /cirawa

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