



POSTIVE ACTION
FOR DEVELOPMENT
SPREAD LOVE AND HUMANITY



Branding and Visual Identity Guidelines

August 21, 2023 Addis Ababa Ethiopia

OUR LOGO

Our logo is the most visible element of our identity – a universal signature across all PAD communications.

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

Table of Contents

Introduction	2
How to use This Guide	2
PAD brand.....	2
LOGOS, Typography & Color	2
PAD LOGO.....	2
Logo elements.....	3
PAD LOGO COLORS.....	4
Colour options.....	5
PAD Logo Usage options	6
INCORRECT logo and seal USAGE.....	6
Minimum print size	7
Minimum on-screen size.....	8
Clear space.....	9
Primary font	10
BRAND APPLICATION	10
Translated logo.....	10
Email Signatures.....	11
ADMINISTRATIVE MATERIALS	12
TEMPLATES.....	12
DONOR LOGO.....	14
ANNEX	16
PAD logos with high resolutions.....	16
Fact sheets, country profiles, etc	16
PowerPoint presentation	16
Country letterhead.....	16

INTRODUCTION

The PAD logo is the graphic representation of the Positive Action for Development. It was developed to ensure that PAD is visibly acknowledged for their contributions.

The logo is an official symbol and cannot be used without official permission. Any alterations, distortion, re-creation, translation (other than the tagline) or misuse are strictly prohibited. It is to be used on all programs, projects, activities and public communications that require acknowledgment of PAD.

HOW TO USE THIS GUIDE

The following pages provide an overview of the PAD visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as your present PAD material internally or externally. No logos or brand identities that carry the name of the PAD or its partners may be created without adhering to the system outlined in this guide.

PAD BRAND

PAD brand represented first and foremost by our logo; PAD branding system has been in full effect since June 2011.

LOGOS, TYPOGRAPHY & COLOR

PAD branding system uses a distinct visual identity comprising official logos, colors, and typography. Together, they represent the dynamism and energy of our brand

PAD LOGO

PAD Logo demonstrates three pillars of the PAD's core organizational characteristics: i.e. Humane, Optimist and Excellency.

The logo symbolizes

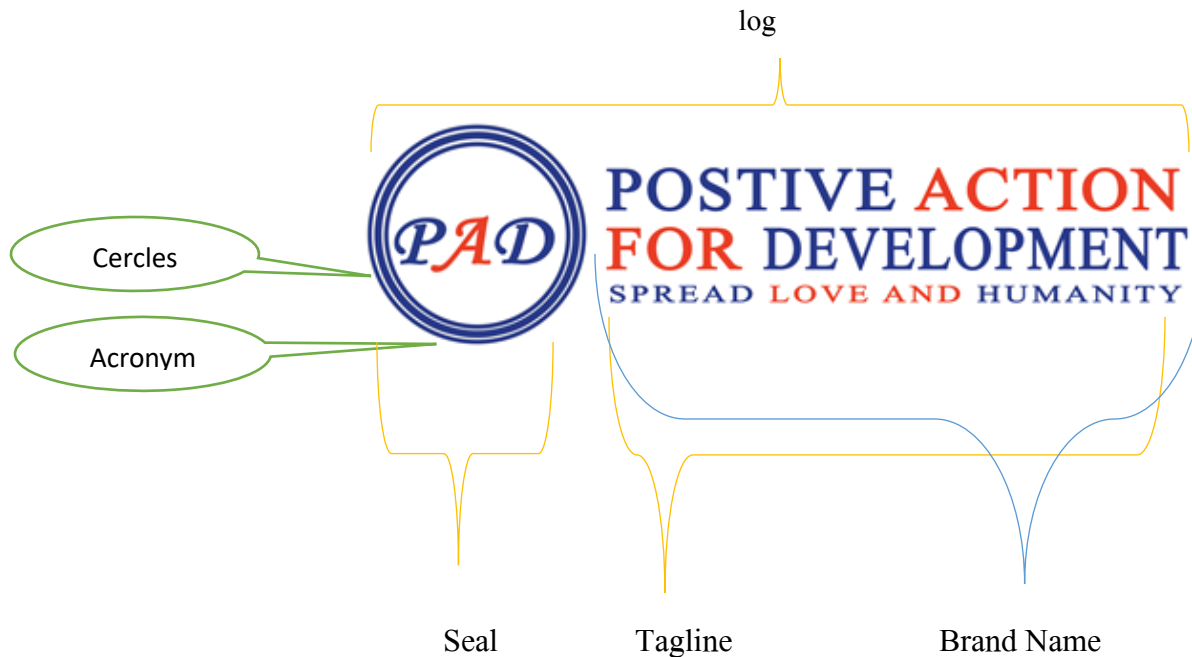
- **Humane (the inner cercle of the logo):** We are an organization committed to high standards, high achievement, exceeding quality, and trust.
- **Optimist (the medium cercle of the logo):** We are an organization with a positive mindset. We always see the positive side of things. We always work hard and expect things to turn out well. We believe we have the skill and ability to make good things happen.
- **Excellency (the outer cercle of the logo):** We are an organization of high standards, high achievement, exceeding quality, and trust. We are dependable.



These are essential core organizational characteristics of the PAD that underline our commitment to save lives, promote hope, defeat poverty, and achieve social justice.

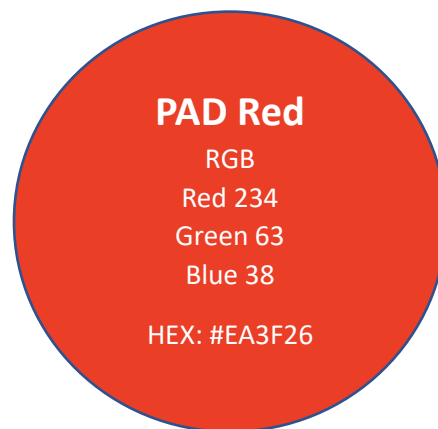
LOGO ELEMENTS

PAD logo consists of three core elements which are fixed in size and proportion — three rings graphic (Seal), tagline (Spread Love and Humanity) and the brand name (Positive Action for Development)



PAD LOGO COLORS

The colour palette for PAD when consistently applied in combination with photography, graphics and fonts helps to define, communicate and reinforce the PAD brand.



Primary Colour Palette

PAD's primary colours are blue, and red. It is important that these colours are positioned at the heart of its identity.

COLOUR OPTIONS

The PAD logo has three approved color options. They are: **two-color**, **black-only** and **white**. This is to ensure that the logo properly appears in print documents and on-screen presentations.

- ✓ The two-color logo should be used whenever possible.
- ✓ The white or black logo should only be used on photos, printed materials, in small size social media graphics and in PowerPoint presentations. Digital file formats are available for download at <https://padethiopia.org/resources/> Each of the files available is optimized for a variety of applications for both print and digital communications. Use only the official files provided. Do not re-create the logo or change the colors under any circumstances. See color specification in section. Our logo may be placed on photos and color backgrounds, provided: the logo is clearly legible and the background is a PAD color.



PAD LOGO USAGE OPTIONS

1. Main (Horizontal Logo) Version

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



2. Alternative (Vertical Logo) Version

Typical uses: Formal invitation, certificates and when co-branding with other vertical logos



3. Seal

Typical uses: printing on materials, social media graphics, stamp, podium signs, corporate plaques and challenge coins and other products where the full logo would not fit or would not be legible



INCORRECT LOGO AND SEAL USAGE

To maintain a strong, distinctive brand it is important to use the logo in a consistent way. Always use the provided PAD logo and do not alter it in any way. The only correct uses of the logo, and seal are as shown on the previous pages. A few typical incorrect examples are shown below

✓ Fonts

Do not substitute fonts or reset the logo type.

✓ Color



Do not change the logo colors. The logo must always be in the PAD colors

✓ **Exclusion Zone**



Do not encroach on the minimum clear space. Here the 'In association with' text is too close.

✓ **Orientation**



Do not rotate the logo or the graphic.

✓ **Relationship of Elements**

Do not adapt or change the layout or positioning of the logo type and graphic.

✓ **Effects**



Do not add embellishments like drop-shadows, embossing, etc. to the logo

MINIMUM PRINT SIZE

A minimum print size has been established to ensure legibility. See examples below.



W=34 mm

Minimum Print Size Horizontal Logo



POSTIVE ACTION
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SPREAD **LOVE AND HUMANITY**

W=34 mm

Minimum Print Size Vertical Logo



W=12 mm

Minimum Print Size Seal Logo

MINIMUM ON-SCREEN SIZE

A minimum on-screen size has been established to ensure legibility. See examples below



W=100 Pixels

Minimum on Screen Size Horizontal Logo



POSITIVE ACTION
FOR DEVELOPMENT
SPREAD **LOVE AND** HUMANITY

W=66 Pixels

Minimum on Screen Size Vertical Logo



W=47 Pixels

Minimum on Screen Size Seal Logo

CLEAR SPACE

A minimum area within and surrounding the logo, and must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge

of a printed piece. More than the minimum clear space is encouraged. Additional clear space is required when co-branding materials with partner logos.



PRIMARY FONT

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts. The primary font family for PAD is Mongolian Baiti. The clean, Mongolian Baiti font was selected for its clarity and readability.

Aa abcdefghijklmnopqrstuvwxyz/ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRAND APPLICATION

PAD’s corporate communications — those that are communicated on behalf of PAD as a whole— include all materials on and offline that are created as part of PAD’s efforts to provide information to the public. This includes www.padethiopia.org and PAD social media channels. These products are solely owned and exclusively branded by PAD. It is critical that all corporate communications ensure the integrity of our brand. Creating unapproved sub-brands or logos diminishes the effectiveness of our branding, particularly overseas. Corporate products must follow PAD’s graphic standards — including PAD’s typefaces and colors — to communicate PAD’s authority and project ’s brand.

TRANSLATED LOGO

PAD (symbol part) must remain in English at all times. The logo type (Positive Action for Development) may be written into local language as it is. The tagline may be translated into local

languages. Do not produce such files unless the Senior Management for Brand Management authorizes it, as may be required for non-Latin fonts.

examples of logo with translated taglines



EMAIL SIGNATURES

Email signature templates can be obtained by asking your PAD person of contact for branding. Content should follow guidance for the Email signature templates. You should include PAD logo in email signature. For example:

“Spread Love and Humanity !!!”

Mulugeta Gizew
Finance & Administration Head
Positive Action for Development (PAD)
Yeka Sub-City Woreda 11 House No 2392 |Around Wesen Area|Tel: +251-116 166261, P.O.Box
26867/1000, Addis Ababa, Ethiopia
Mobile: +251-931 509536
e-mail: mulugeta.gizew@padethiopia.org, mugizew@gmail.com
Web: www.padethiopia.org



"This email and any attachments to it may be confidential and are intended solely for the use of the individual to whom it is addressed. Any views or opinions expressed are solely those of the author and do not necessarily represent those of PAD. If you are not the intended recipient of this email, you must neither take any action based upon its contents, nor copy or show it to anyone. Please contact the sender if you believe you have received this email in error"

ADMINISTRATIVE MATERIALS

In order to maintain brand consistency, a series of mandatory communications templates have been developed for commonly used items. Country and regional business cards and letterhead can be found in the annex section of this manual.

Business cards

Business cards should be professionally offset printed on 80# cover, uncoated, bright white, smooth finish stock and printed two colors, Blue and Red.

Letterhead

Templates are available in Microsoft Word and pdf and can be obtained in the annexed section. Letterhead should be offset printed on bright white, smooth finish stock and printed in two colors, Blue and Red.

TEMPLATES

Fact sheets, country profiles, etc

Downloadable templates of commonly used documents are available in Microsoft Word at <https://padethiopia.org/resources/> and annexed in this manual. These templates are approved for desktop publishing and creating Adobe Acrobat PDF files

PRESENTATIONS

PowerPoint templates

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint template can be found at <https://padethiopia.org/resources/> and annexed in this manual

VIDEO

Film and video have the ability to immerse viewers by using personal stories, strong visuals and inspirational narratives to create an emotional connection. To ensure a consistent PAD produced videos use the official PAD logo and should be placed.

E-NEWSLETTER

An e-newsletter connects PAD to our audience. It can help communicate updates on developing issues and ongoing projects. An external e-newsletter should be easily recognized as a PAD publication, employing common elements that brand PAD e-newsletters as official and authoritative sources of information.

SOCIAL MEDIA

Social media is a critical and growing communication channel for PAD around the globe. All (official PAD) social media channels adhere to the following guidance.

The main PAD social media channels including Facebook/Twitter/Youtube/telegram etc

The Social media profile picture should always be the PAD vertical logo on a white background (180x180 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (851x315 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.

SOCIAL MEDIA FOR COORDINATION OFFICES

Coordination offices is not allowed to open social media pages (Facebook, Twitter, Instagram, YouTube telegram etc) but may have information sharing platform (group) within the organization. Establishing such information sharing platform is the mandate of HO.

MANAGERS OFFICE

All offices of PAD managers should display both the PAD flag and the Ethiopian government flag on the left and right sides of the manager's seat, respectively. And also the Executive Director's photo should be fixed on the back wall of the manager's office in the middle part of the two flags.

WEBSITE

PAD's website www.padethiopia.org provides updated and important information to a global audience. All content on www.padethiopia.org 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.

PROMOTIONAL ITEMS & EVENTS

The logo or type mark may be placed on promotional items. Size, shape, space and visibility will dictate which to use. Color and clear space specifications must be followed at all times.

- ✓ **Shirt:** A light-colored shirt should be used to ensure the logo or type mark is visible. Use the two-color type mark on light-colored shirts. Bureau and office names are not allowed on shirts. Country names are acceptable. The one exception to this is material branded with DART used during humanitarian responses. Additional information, such as DART, may be placed opposite of the logo.
- ✓ **Cap:** A light-colored cap should be used to ensure the type mark is visible. Use the two-color type mark on light-colored caps.

Podium sign

Presentation podiums should be adorned with the PAD logo or seal. The sign should be created to fit your podium in a scale that is similar to that shown in the annexed.

Repeating backdrop

When creating a televised or heavily photographed event, a repeating backdrop of the logo can be used in conjunction with a podium sign

DONOR LOGO

Working in cooperation/ partnership with our partners, we determine the best branding strategy to acknowledge our joint work/ donor. PAD's logo together with donor logo should be displayed at visually equal size and prominence as each of the other partner's logos. The size and positing of

PAD logo may be determined in line with the donor/partner agreement. To show partnership with the host government, where applicable, a host government office symbol or logo may be added.

ANNEX

PAD logos with high resolutions

Please refer <https://padethiopia.org/resources/>

Fact sheets, country profiles, etc

Please refer <https://padethiopia.org/resources/>

PowerPoint presentation

Please refer <https://padethiopia.org/resources/>

Country letterhead

<https://padethiopia.org/resources/>