
WOMEN'S VOICE AND LEADERSHIP
NIGERIA PROJECT

BRANDING AND MARKING GUIDELINES

1.0 THE PROJECT

The Women's Voice and Leadership Nigeria (WVL-N) Project is a five-year Global Affairs Canada (GAC) development assistance programme in Nigeria. The goal is to support the capacity and activities of Local Women's Rights Organizations (LWROs) and movements seeking to empower women and girls; advance the protection of women's and girls' rights; and achieve gender equality in the country through capacity building and multi-year funding for effective delivery of interventions. This project aligns with the GAC's International Feminist Assistance Policy that commits Canada to advancing gender equality and the empowerment of women and girls by supporting local women's organizations and movements in selected countries across the world.





1.1 PROJECT BRANDING

The Women's Voice and Leadership Project Branding and Marking Guidelines is designed to ensure that beyond achieving measurable objectives, project activities meet the secondary goal of effectively serving as a mechanism for promoting ActionAid Nigeria (AAN) , Global Affairs Canada (GAC) and partners to all relevant audience. When the need arises, these guidelines will be updated to incorporate changing or new branding requirements in the course of project implementation. In the application of these guidelines, WVL Nigeria Project Partners shall seek input and work collaboratively with the WVL Nigeria Project Communications Officer and AAN Communications Hub to promote AAN and GAC's identity across all levels of project implementation.



1.1.1 DONOR ACKNOWLEDGEMENT

WVL Nigeria project partners shall acknowledge the donor by :

- Promoting awareness that project activities, products, services and events are powered by AAN and GAC;
- Mentioning the support of AAN and GAC at Public Events and Conferences;
- Visually acknowledging AAN and GAC on Project signage and printed materials
- Acknowledging AAN and GAC on websites and social media platforms when appropriate
- Proactively promoting project success stories to local media
- Ensuring that project activities at all levels feature AAN and GAC's Identity including the activities of their implementing partners;
- Ensuring that AAN and GAC are acknowledged first and most prominently as the first and original Donor, should Partners receive additional funding from other Donor sources in the course of project implementation;
- Partners may choose to include the logo or identity of their implementing partners on project materials and related communications.

1.1.2 SOCIAL MEDIA

- Partners shall regularly upload significant project activities on their social media handles for maximum project visibility
- Partners shall ensure that AAN and GAC are tagged in all relevant social media posts
- Partners shall ensure the use of the two project approved hashtags on all relevant social media posts
- AAN shall ensure that partners' social media posts are retweeted and shared on Her social media platforms
- AAN shall acknowledge partners when using their original content on Her social media platforms

HASHTAGS

#NigerianWomenMatter
#CanadaDevNG

SOCIAL MEDIA TAG HANDLES



@ActionAidNG
@CanHCNigeria



ActionAidNG



@ActionAidNigeria
@CanHCNigeria



@ActionAidNigeria

LinkedIn

ActionAid Nigeria

1.1.3 CORPORATE SIGNATURES (LOGOS)

The following applies to WVU, AAN and GAC's Logos:

- The Logos should not be altered in any way (avoid stretching or shrinking);
- The Logos should be displayed in generous open space, free from close association with any interfering element
- The Logos should not appear on any visually conflicting background
- The Logos may not form part of a headline, phrase or sentence



1.1.4 APPROVED LOGOS, PLACEMENTS, AND SPECIFICATIONS

Canada 



act!onaid

GLOBAL AFFAIRS CANADA

The Canada WordMark is GAC's Approved logo for the WVL Nigeria project



Should be clearly placed on the top-left of project Communication Materials



The flag in the Canada wordmark appears in red while the type is rendered in black



The Canada Wordmark may appear in either one or two colour versions. As a two colour version, the letters must be either all white or all black while the flag remains red; In single colour applications, all elements must be in the same single colour (word and flag)

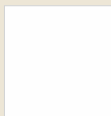
RGB



HEX: #FE000C
R: 254
G: 0
B: 12



HEX: #282829
R: 40
G: 40
B: 41



HEX: #FEFEFE
R: 254
G: 254
B: 254

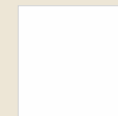
CMYK



HEX: #ED3237
C: 0
M: 100
Y: 100
K: 0



HEX: #282829
C: 75
M: 68
Y: 65
K: 90



HEX: #FEFEFE
C: 0
M: 0
Y: 0
K: 0

ACTIONAID NIGERIA

The Red Variant of the logo for ActionAid as a global entity is the approved logo for the WVL Nigeria Project



Should be clearly placed on the top-right of project Communication Materials



When used, “Nigeria” should not be added to the logo In text acknowledgement, “Nigeria” should be mentioned. For example, “powered by ActionAid Nigeria.



The logo has 3 Variants; Red, White, Black. Red Variant should be used on bright backgrounds (white, grey, light blue, etc.); White variant should be used on dark backgrounds (black, red, dark grey, etc.); the Black variant, though rarely used, appears on white and light grey backgrounds.

TYPEFACE/FONT: Helvetica/Arial/ American Typewriter, Verdana (for online)

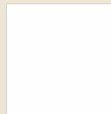
RGB



HEX: #FE000C
R: 254
G: 0
B: 12



HEX: #282829
R: 40
G: 40
B: 41



HEX: #FEFEFE
R: 254
G: 254
B: 254

CMYK



HEX: #ED3237
C: 0
M: 100
Y: 100
K: 0



HEX: #282829
C: 75
M: 68
Y: 65
K: 90



HEX: #FEFEFE
C: 0
M: 0
Y: 0
K: 0

WVL-NIGERIA

The WVL Nigeria project has a distinct logo approved for use on the project



Should be clearly placed next to AAN logo on project communication materials



When used, logo should not be distorted or shaded.



The logo has three variants: Full colour (original colours), white and black

TYPEFACE/FONT: Helvetica/Arial, Verdana (for online)

RGB



HEX: #723C8F
R:114
G:60
B:143



HEX: #4B4B4D
R:75
G:75
B:77



HEX: #DC9A6D
R:220
G:154
B:109

CMYK



HEX: #96488A
C:38
M:87
Y:2
K:13



HEX: #4B4B4D
C:0
M:0
Y:0
K:90



HEX: #DC9A6D
C:13
M:45
Y:65
K:0

DESCRIPTION	LABEL TYPE	LABEL PLACEMENT
PROGRAM ADMINISTRATION		
Letterhead/Print & Electronic	GAC Logo AAN Logo Partner Logo	Top-left Top-right Top-center
Envelopes	GAC Logo AAN Logo Partner Logo	Bottom-left Bottom-right Bottom-center
Power Point Template	GAC Logo AAN Logo Partner Logo	Top-left Top-right Top-center
Technical Project Reports for external distribution	GAC Logo AAN Logo Partner Logo	Bottom-left of cover page Bottom-right of cover page Top-left of cover page (The reports should also bear appropriate disclaimer for source of funding)
Signage	GAC Logo AAN Logo Partner Logo	Top-left Top-right Top-center
Certificates	GAC Logo AAN Logo Partner Logo	Top-left Top-right Top-center

PUBLIC RELATIONS EVENTS		
Press Releases	GAC Logo AAN Logo Partner Logo	Top -left Top -right Top -center
Handouts, Name Tags & Folders	GAC Logo AAN Logo Partner Logo	Top -left Top -right Top -center
Posters and Banners	GAC Logo AAN Logo Partner Logo	Top -left (large) Top -right (large) Top -center (large)
Events	Events sponsored with Donor funds shall prominently feature Donor identity including media activities, launch of new interventions, public educational fora, dissemination meetings, and ceremonial/cultural activities.	
CAMPAIGNS		
Fact Sheets, Brochures, and Other Handouts	GAC Logo AAN Logo Partner Logo	Top -left Top -right Top -center
Paid Advertisements (e.g. Open Calls for Proposals, Billboards)	GAC Logo AAN Logo Partner Logo	Top -left Top -right Top -center
TV Spots/Jingles /Video Documentaries	GAC Logo AAN Logo Partner Logo	Center -left Center -right Center -middle Logos should be displayed at the end of TV spots.

	Tagline	<p>Tagline should appear above the logos at the end of TV spots/jingles/documentaries.</p> <p>Tagline should read: “This message is brought to you by (name of partner organisation). It is fully supported by ActionAid Nigeria and funded by Global Affairs Canada.”</p>
Radio Spots/Jingles	Audio Tagline	<p>At the end of Spot/jingle, GAC and AAN should be verbally acknowledged as funders</p> <p>Tagline should read: “This message is brought to you by (name of partner organisation). It is fully supported by ActionAid Nigeria and funded by Global Affairs Canada.”</p>
CD and DVD Labels	GAC Logo Partner Logo AAN Logo	Printed at left side of label Printed at center of label Printed at right side of label

EQUIPMENT		
Large Office Equipment (e.g, printers, photocopiers, fax machines, scanners)	WVL Nigeria Project Sticker	On surface of equipment, all large office equipment (including program partners and sub recipients)
Computers	WVL Nigeria Project Sticker	On surface of computers (1 sticker each), all project computers (including project sub recipients)
Large Office Supplies (e.g. desks, chairs, bookshelves, filing cabinets)	WVL Nigeria Project Sticker	On surface of supplies, all large office supplies (including project sub recipients)
COMMODITIES		
Commodities	WVL Nigeria Project Sticker	Prominently on all containers, cartons, and boxes

Women's Voice and Leadership-Nigeria
(WVL) Project is funded by

Canada

act:onaïd



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Tel: +234 9015720490



Borno Office
Old G.R.A. Beside
Lodge 7, Maiduguri.



www.nigeria.actionaid.org



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