



RENEWED WOMEN VOICE and
LEADERSHIP NIGERIA PROJECT

BRANDING AND MARKING GUIDELINES



THE PROJECT

The Renewed Women's Voices and Leadership Nigeria Project (RWVL) builds on the success of the first Women's Voice and Leadership Project, and is designed to empower women and girls, strengthen protection of their rights, and advance gender equality nationwide.

With funding from Global Affairs Canada and leadership from ActionAid Nigeria, the five Years project will run from April 2025 to March 2030, reaching over 375,000 direct participants (including 260,000 women and girls, and 18,750 persons with disabilities) and more than 2.2 million indirect beneficiaries.

The project will target 188 women's rights organisations across eight states: **Bauchi, Enugu, Lagos, Cross River, Kebbi, and Kwara and the Federal Capital Territory** (from the first WVL project, where progress will now be scaled up), as well as two conflict-affected states, **Benue and Imo**, to reach women and girls most affected by crises.

RWVL Nigeria directly addresses the barriers faced by women's rights organisations, including lack of funding, limited organisational capacity, isolation from networks, and challenges engaging with policymakers. By providing resources, mentorship, and platforms for collaboration, RWVL ensures these organisations are equipped to advocate effectively, influence policy, and drive systemic change in Nigeria.

From global to local, Nigeria's RWVL Project is part of a worldwide network of 20 renewed projects, connecting struggles and solutions across Africa, Europe, Latin America, Asia, and beyond.



PROJECT BRANDING

The Renewed Women's Voice and Leadership (RWVL) Nigeria 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, RWVL Nigeria Project Partners shall seek input and work collaboratively with the RWVL Nigeria Project Communications Team and AAN Communications Hub to promote AAN and GAC's identity across all levels of project implementation.



DONOR ACKNOWLEDGEMENT

The RWVL-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.



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.

HASHTAGS

#AllNigerianWomenMatter
#CanadaDevNG

SOCIAL MEDIA TAG HANDLES



@ActionAidNG
@CanHCNigeria



ActionAidNG



@ActionAidNigeria
@CanadaDevelopment



@ActionAidNigeria
@Canada_nigeria

LinkedIn

@ActionAid Nigeria
@High Commission of Canada in Nigeria |
Haut-commissariat du Canada au Nigéria



APPROVED LOGOS, PLACEMENTS, AND SPECIFICATIONS



CORPORATE SIGNATURES (LOGOS)

The following applies to RWVL, AAN and GAC's Logo:

- ▶ 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



GLOBAL AFFAIRS CANADA (GAC)

GRAPHIC ELEMENTS FOR PARTNERS

FOR PARTNERS

This version of the visual identity for Canada's international assistance has been developed especially for our partners. It features the Canada Wordmark, the stylised maple leaf, and a standard credit line that acknowledges Canada's partnership.

These graphic elements work together to create consistency across all communications materials, yet also acknowledges a clear distinction between the work of the Government of Canada, and the work of civil society and multilateral organisations.



Clear Space

Make sure that you observe the clear space around the signature to maximise visual effectiveness.



Minimum Size

To ensure legibility of the descriptor do not use the Canada Wordmark smaller than 2.54 cm (1") wide.



ACTIONAID NIGERIA

USING OUR LOGO

Our logo is the most important element when branding products. When producing anything under the ActionAid brand or project, always ensure to discretely include our logo.

When using our logo, always refer to the exclusion zone illustrated below which prevents other elements from interfering with the integrity of the logo. The exclusion zone is the height of the exclamation mark, relative to the size of the logo being used, as shown below:



Whilst all precedence should remain with using the ActionAid Red variation of our logo, in some instances alternate variations will need to be used, whether this is due to busy backgrounds or part of a co-branded project with another organisation. The only other variations used should be in ActionAid White and ActionAid Charcoal. When using either of the alternate variations, ensure that all other brand elements within the product are also the same colour, for consistency:

act!onaaid

act!onaaid

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OUR LOGO

The RWVL Nigeria project has a distinct logo and approved graphic element for use on the project.

THE LOGO



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THE LOGO IN BLACK AND WHITE



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OTHER LOGO VARIATIONS

The RWVL icon can take the colour of the background only if it is this 2 colours.



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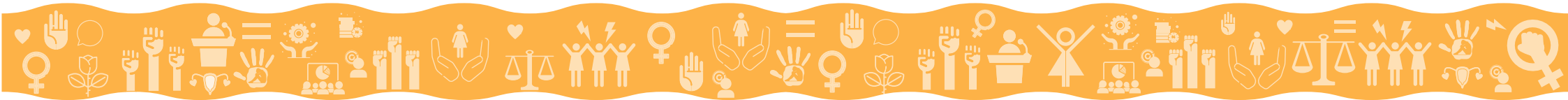
OUR COLOUR PALETTE

The visual identity for the RWVL Nigeria project uses 3 central colours as a foundational palette that works universally across all platforms. This colours can be used with black and the monochromatic palette.



Importance of White

The use of white sets the stage for the visual identity's colours to pop. Balanced ratios of white space can accentuate the vibrancy of bold colours, or elevate the sophistication of the monochromatic palette.



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TYPOGRAPHY

The visual identity for the RWVL Nigeria project uses Poppins as the primary font.

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POPPINS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In the absence of Poppins, similar fonts like Aral/Helvetica/Monteserrat can be used in placed.



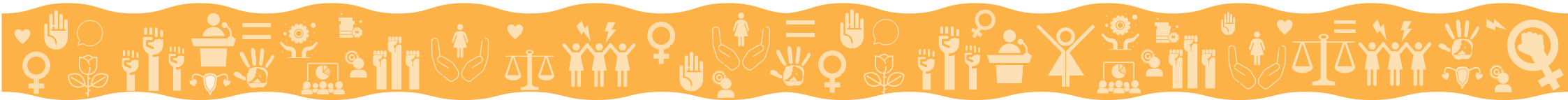
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GRAPHIC ELEMENTS

The visual identity for the RWVL Nigeria project uses the unique wavy banner in either purple or awka colour to give a unique identity to the projects visual products.



Example Here >>



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TAGLINE

The visual identity for the RWVL Nigeria project uses the TAGLINE below as a signoff for social media posts and at the end of videos.

“This project is funded by Global Affairs Canada and implemented by ActionAid Nigeria through (name of your organisation here)”



CO-BRANDING

The visual identity for the RWVL Nigeria project will often appear alongside the logos of our donor, implementer and partners.

In co-branding instances, the visual identity for all must receive the same prominence and proportion. For example, the GAC logo must be placed first (top/bottom left), the RWVL logo sits in the middle and the AAN must be placed (top/bottom right). The partners logo or co-funders can be placed anywhere else but in same proportion.



WHERE TO APPLY THE VISUAL IDENTITY

The visual identity is available in several formats to provide partners with the ability to acknowledge Canada's contributions on a variety of communications products and program materials.

Examples of where partners must use the visual identity include, but are not limited to:

- ~ Newsletters
- ~ Press releases
- ~ Reports
- ~ Videos
- ~ Websites and mobile applications related to funded activities



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- ~ Electronic presentations and presentation materials
- ~ Print products such as brochures and posters
- ~ Event or conference materials, such as invitations, banners, backdrops, roll-ups or virtual event backgrounds
- ~ Signs or plaques
- ~ Infrastructure, such as wells, pumps, buildings, and bridges
- ~ Shipping materials
- ~ Goods, such as tents, blankets, and jerry cans if appropriate
- ~ Packaging for small products, such as mosquito nets, grain sacs, hygiene kits, and school supplies
- ~ Staff clothing, but only where relevant to successful project delivery, such as uniforms for community outreach staff





WHERE THE VISUAL IDENTITY SHOULD NOT BE USED

While consistent use of the visual identity on communications products is encouraged, it does not belong on everything. The visual identity should never be used on the following materials:

- ~ Stationery used by implementing partners
- ~ Business cards of staff not directly employed by Global Affairs Canada
- ~ An organisation's own office signage and office equipment, including computers
- ~ Vehicles not exclusively used for delivering Canada-funded projects
- ~ Small, personal goods such as toothbrushes or razors



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- ~ School books or bags
- ~ Clothing for beneficiaries
- ~ Program assets for which the final delivery organisation is a partner government (for example, with multilateral development banks)
- ~ Protest materials against the government.



**THANK
YOU**

