Africa CDC

Saving Lives and Livelihoods

in partnership with

Mastercard Foundation

Branding Guidelines
ABOUT
Saving Lives and Livelihoods (SLL) is a Mastercard Foundation (the Foundation) partnership with the Africa CDC to enable the purchase of COVID-19 vaccines for at least 65 million people and support the delivery to millions more across the continent. It will also lay the groundwork for vaccine manufacturing in Africa through a focus on human capital development, and strengthen the Africa CDC’s capacity.

BRANDING GUIDELINES
This document is an overview of how to apply the visual components in the branding of the Saving Lives and Livelihoods Initiative.

Images in this document can be extracted as vector images using a design vector-based software such as Adobe Illustrator.

For further information, please contact:
Africa Centres for Disease Control and Prevention (Africa CDC) Roosevelt Street W21 K19, Addis Ababa, Ethiopia

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www.africacdc.org
Developed by Division of Policy, Health Diplomacy and Communication, Africa CDC

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The masthead

Africa CDC
Saving Lives and Livelihoods

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The masthead can be in any plain colour selected from the Africa CDC primary colour palette. Where use of colour is limited or compromises contrast, 100% white of the masthead is used. (refer to page 3 for colour codes)
Colour

Strictly, Africa CDC brand colours shall be used.

Primary Colours

- **Green**
  - Process colour: C=80 M=20 Y=100 K=6
  - Pantone colour: 7740 C
  - RGB colour: R=62 G=143 B=65
  - Hex: #348E41

- **Gold**
  - Process colour: C=31 M=31 Y=69 K=2
  - Pantone colour: 4515 C
  - RGB colour: R=180 G=162 B=105
  - Hex: #B4A369

- **Red**
  - Process colour: C=33 M=87 Y=76 K=39
  - Pantone colour: 1807 C
  - RGB colour: R=130 G=44 B=45
  - Hex: #782C2D

- **Black**
  - Process colour: K=100
  - Pantone colour: Black C
  - RGB colour: R=0 G=0 B=0
  - Hex: #000000

Secondary Colours

- **Brown**
  - Process colour: C=43 M=81 Y=63 K=39
  - Pantone colour: 1498 C
  - RGB colour: R=107 G=76 B=36
  - Hex: #6B4C24

- **Yellow**
  - Process colour: C=11 M=60 Y=98 K=0
  - Pantone colour: 158 C
  - RGB colour: R=264 G=143 B=42
  - Hex: #F8F2A

- **Orange**
  - Process colour: C=19 M=78 Y=86 K=5
  - Pantone colour: 158 C
  - RGB colour: R=196 G=91 B=57
  - Hex: #C6B339

- **Dark Green**
  - Process colour: C=69 M=43 Y=56 K=37
  - Pantone colour: 304 C
  - RGB colour: R=76 G=84 B=48
  - Hex: #485439
The primary typeface: **Montraserrat font family**

Alternate: **Acumin Pro, Brandon Text, Calibri, Arial**

**Acumin Pro** and **Brandon Text** are official brand fonts for Africa CDC. Where need for alternate typeface arises, the two options can be used (such as need for variety in magazine design).

**Calibri** and **Arial** are available on nearly every computer. These fonts may be ideal for Office documents and presentations.

**Download link:**
https://fonts.google.com/specimen/Montserrat
Use of Logos

The **Africa CDC** logo will always be placed on the right hand side of the African Union logo following the specifications in the Africa CDC branding guidelines.

**Download Link:**

The **Mastercard Foundation** logo will always be placed on a contrasting light background with the text “in partnership with” on the right side of the logo. Refer to the Foundation logo guidelines for extra information.

**Download link:**
https://mastercardfdn.org/logo/
Primary layout

Notes:

- African Union and Africa CDC logos at the top.
- Stylized SLL masthead.
- Illustrative image in a distinct bottom curve.
- Text “in partnership with” and the Mastercard Foundation logo at the bottom. The logo must be on a plain background with at least 3 cm away from any other graphic. If no other partners are involved, it should be placed at the right bottom of the layout.

To be adopted for flyers, magazine cover layouts, posters, brochures, billboards, banners, etc.
Saving Lives and Livelihoods surpasses initial vaccine target

Addressing expiring vaccines

• Additional text will be accommodated within the image frame. The image frame may be expanded to accommodate more text.
Africa CDC invites you to an interactive virtual discussion forum as part of programs marking the celebration of its 5th Anniversary.

**SPEAKERS**

- Dr. John N. Nkengasong
  Director, Africa CDC
- Dr. Ahmed Ogwewi Ouma
  Deputy Director, Africa CDC
- Dr. Benjamin Djoudalbaye
  Head, Division of Policy, Health Diplomacy and Communication, Africa CDC

**MODERATOR**

- Dr. Benjamin Djoudalbaye
  Head, Division of Policy, Health Diplomacy and Communication, Africa CDC

- When AU/Africa CDC logos are placed in the same row with the Foundation logo, the AU/Africa CDC logos should always fall on the left hand side.
Co-branding with Member State

• The Member State logo will be placed in the footer, flashed right.
• The member state logo can as well be positioned at the top as per the options provided. The illustration/photograph must be repositioned to create a contrasting background for the African Union/Africa CDC logos at the bottom.
Co-branding with other partners

- All partners logos should be at the bottom of the layout. The Foundation logo and State logo (when applied) will be moved to the left side to create more space for other partners’ logos. The Foundation logo and State logo should be slightly bigger than other partners’ logos.
- Other partners' logos should be in one row and should be approximately of same visual weight. No logo should look distinct from another in terms of size and placement.
- Other partners' logos will appear in alphabetical order.
• AU/Africa CDC logos should always be placed as shown.
• The state logo should be on the right sleeve. Other partners’ logos should be on the left sleeve.
• SLL stylized text and the Foundation logo should be at the back.
• The colour of the shirt can vary but must be of a contrasting colour from the graphics.