

EEP AFRICA brand identity manual

Branding Guidelines

EEP Africa

NDF

Brand Management

The EEP Africa brand is owned by the Nordic Development Fund (NDF).

Any changes to the brand or use of the brand identity by entities not related to EEP Africa must be approved by NDF.

Any questions or requests should be sent to the EEP Africa communications team:

Jutta Martens, Fund Management Officer
jutta.martens@ndf.int

Miguel Oliveira, Visual Designer and Brand Custodian
miguelslasholiveira@gmail.com

EEP Africa Logo



Logo Proportions

Scaling the EEP Africa logo
EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements of 5mm are met. The logo can be maximised to any size required.



EEP Africa 5 mm (minimum)

Logo Colours

Preferred logo
CMYK is the preferred logo colours when printing.

RGB is the preferred logo colour when used online or on-screen.

Both versions are available as scalable vector artwork (EPS).

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. These files can be used in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the size required.

On-screen logos
These versions are used for all desktop and on-screen applications.

RGB logo files are available in JPG and PNG file formats.

Use JPG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. You may use JPG files for printing on low-resolution printers such as laser or ink-jet printers. JPG format logos are never used for high- resolution printing, and they are never scaled to larger sizes.



Monochrome Logo

Alternate logo
The all black or white logo can be used when colour printing is not possible or when a simpler format is preferred (e.g. busy background imagery, small sizes, background colours fighting with logo colours).

The white logo can also be used on a solid colour background.

As an alternative, any of the main EEP Africa colours can be used as a monochrome logo.

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

Black
C0, M0, Y0, K100
R0, G0, B0



EEP Africa

Nordic Development Fund

eepafrica.org