EEP AFRICA branding guidelines
For Project Developers
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:

**Jussi Viding**, Fund Manager  
jussi.viding@ndf.int

**Maggie Knorr**, Program Officer  
maggie.knorr@ndf.int

**Miguel Oliveira**, Visual Designer and Brand Custodian  
miguel@eepafrika.org
Brand Identity Components

Mark:

The mark colours suggest connections to renewable energy, climate change and sustainable development. The mark shape elicits a sense of Africa and partnership opportunities.

Name:

The Fund name is shortened to be instantly readable and recognizable. The font type is clean, modern and strong. The verbal pronunciation is E-E-P Africa (not eep).

Tagline:

The logo does not include a tagline but the phrase “It is Possible” is used in many products and is part of the identity.
Project Marking

All project-related print or electronic materials prepared by the Project Developer and its partners for promotional, informational or other purposes, including websites, must display the EEP Africa logo and include the legend “Project financed by EEP Africa.”

When appropriate in terms of spacing and purpose, the legend can continue with “EEP Africa is hosted and managed by the Nordic Development Fund (NDF) with financing from Austria, Finland, NDF and Switzerland.”

A sign or plaque identifying the project as one financed by EEP Africa must be installed at the project site. The design of the sign must be coordinated with the EEP Africa team.

The EEP Africa logo must be displayed in equal size and prominence to other funders of the project.

The logo is available to download from the EEP Africa website. Additional formats of the logo may be available upon request.
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.
Logo Formats and 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.

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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.
Swatch Palette

The EEP Africa colour palette is made up of black, blue, green and yellow – solid, rich, warm and natural colours that can be seen in the world around us.

The colour palette is based on the shades of blue, green and yellow found in the logo. These can be used as an indicator to catch the eye and signify important information.

A tertiary set of colours that complement the main colours can be used to vary publications and materials.

Steer clear of oversaturating a page with too many loud colours as this will distract the reader and detract from EEP Africa’s sophisticated tone and minimalist design.
Photography

EEP Africa photography features visual documentation of portfolio projects and events. Photography is used to support the projects and demonstrate impact, as well as for promotional material.

In each Milestone Report, the Project Developer should submit at least 5 photos that can be freely used by EEP Africa, NDF or other fund donors without further approval. Photos are also captured by the EEP Africa team during site visits, events and business development support.

Preferred photos are those that reflect professionalism, technological innovation and community impact through clear subjects, human elements, and local context.

Photos that will be used in publications or large-scale presentations should be high resolution files - minimum 3 MB or 300dpi.

Examples of site and event photos are presented on the following page.
Illustration

The **EEP Africa** brand includes a diverse set of icons and graphical elements that identify particular aspects of the portfolio.

These illustrations are primarily used by the EEP Africa team for publications and promotional materials at the portfolio or fund level.

If a Project Developer would like to use these icons in project-level materials, the graphic files and permission to use them can be requested.

Examples of EEP Africa icons and graphics are presented on the following pages.
A set of icons inspired by the EEP Africa logo has been designed to represent the different technologies in the portfolio.

There are two options: a colour icon on a white background or a white icon on a coloured square. The choice of which to use depends on the background and need for legibility.
Output and Activity Icons
Icons should be simple and clear, used to communicate one task or theme. Flat in structure and universal in application, icons need to be easy for the reader to understand. The function of the icon is to reinforce the accompanying fact or data and this should always be at the forefront of the design elements.

**Icon Style**

- 13 different clean energy technologies
- 75% applicants were for-profit companies
- 200-300 expected job creation per project in hydropower, biomass, cookstoves and solar PV
- 50% share of women in project value chains (as employees, leaders or entrepreneurs) reported by 1/3 of applicants
- 16% growing interest in hybrid systems, which utilize more than one technology
- 40% applicants were start-up companies
EEP AFRICA Branding Guidelines / Illustration

Sample Use of Icons

EEP AFRICA

The Energy and Environment Partnership Trust Fund (EEP Africa) provides early stage grant and catalytic financing to innovative clean energy projects, technologies and business models in 15 countries across Southern and East Africa.

EEP Africa focuses on three core activities with the goal of contributing to achievement of the Paris Climate Agreement and Sustainable Development Goals (SDGs).

**Investment Facilitation**

EEP Africa supports early stage projects that are developing innovative solutions in the clean cooking sector. Some of these projects are establishing local African production facilities for improved cookstoves and sustainable produced fuels. Others are focusing on distribution and payment solutions to identify efficient methods for bringing clean cooking products to market, increasing consumer demand and reaching the poorest households.

**Knowledge, Policy & Partnerships**

EEP Africa is hosted and managed by the Nordic Development Fund (NDF) with funding from Austria, Finland and NDF.

EEP AFRICA ADVANCES CLEAN COOKING SOLUTIONS

Projects that increase the uptake of clean cooking methods have an important impact in terms of improved health, household savings and reduction of greenhouse gas emissions. The use of improved clean cooking solutions in developing regions can provide up to 90% in cost savings, local production of affordable, sustainable fuels provides further cost savings and additional benefits to health and productivity. In many cases, the product or distribution network offers additional services such as lighting and access to electricity.

EEP AFRICA Key Results in Clean Cooking

- Projects in the EEP Africa portfolio (cookstoves, biomass, biogas, waste-to-energy) through 2018:
  - €13M EEP Africa financing committed
  - €93M Cumulative tonnes of CO₂ emission reductions potentially achieved
  - 779,248 Number of rural and urban households with improved access
  - 304,020 Number of direct jobs created for women (1,696) or youth (901)
  - 77% 3,384

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Presentation Slide

Subtitle