

EEP AFRICA branding guidelines

For Project Developers



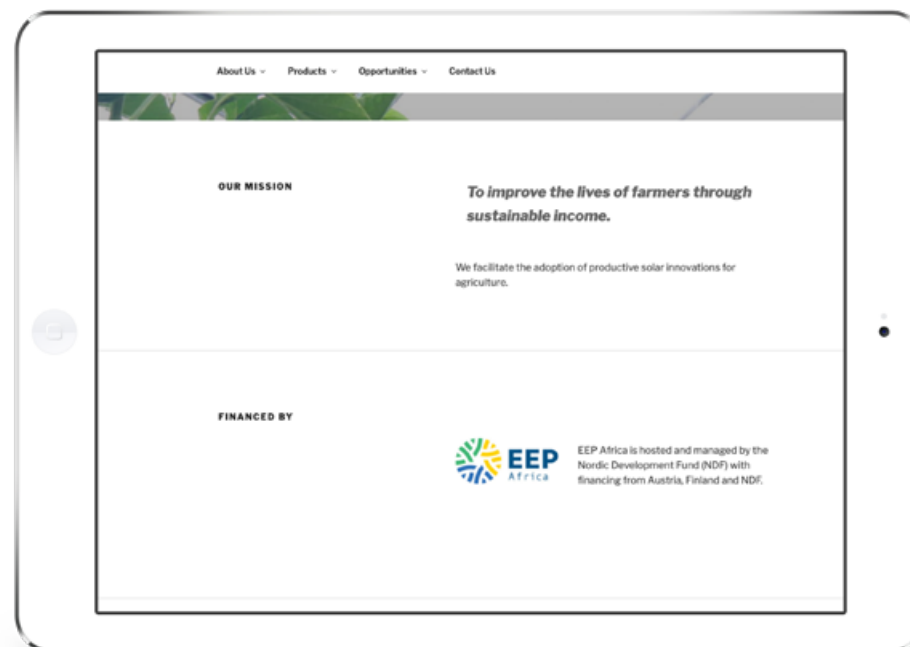
Project Marking

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."

A sign or plaque identifying the project as one financed by EEP Africa can 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.



Social Media

Make sure to follow EEP Africa on social media and feel free to tag us in posts about your project.



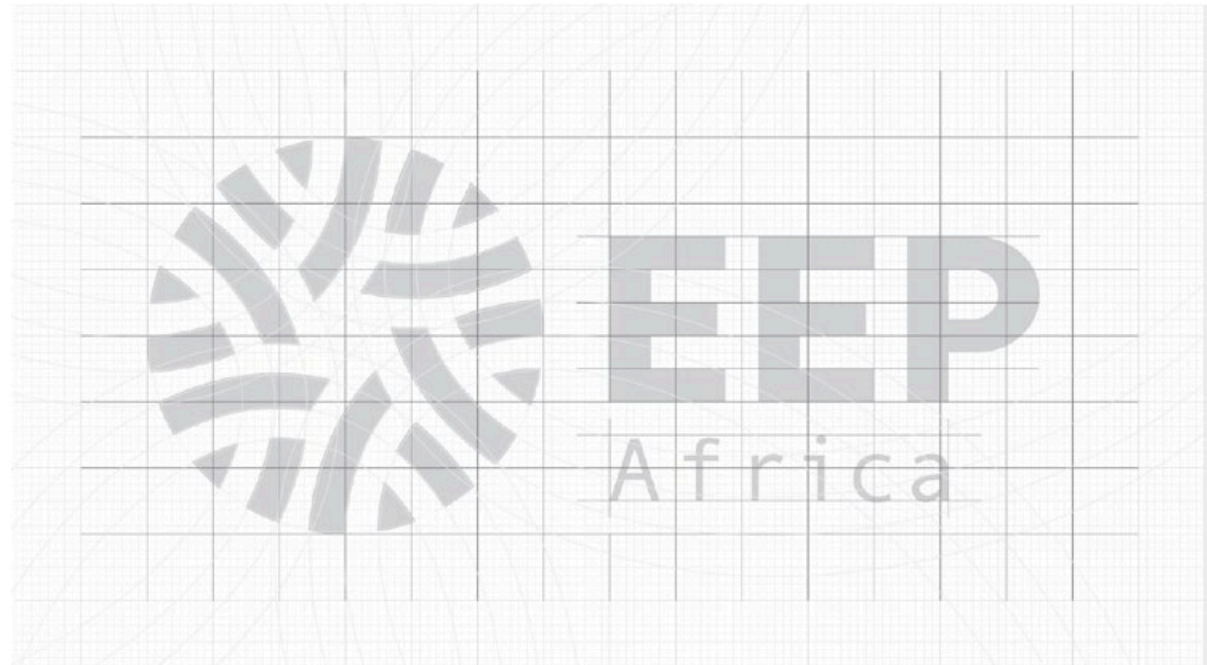
EEP Africa Logo



Logo Porportions

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 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



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.

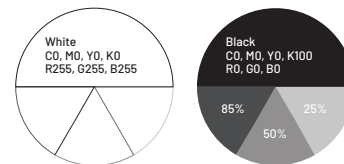
The colour palette is based on the shades of blue, green and yellow found in the logo. These can be used as an indicator to catch the eye and signify important information.

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

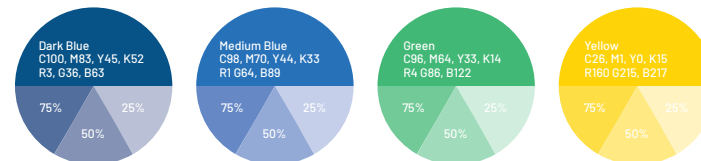
Steer clear of oversaturating a page with too many loud colours as this will distract the reader and detract from EEP Africa's sophisticated tone and minimalist design.

Quiet Palette

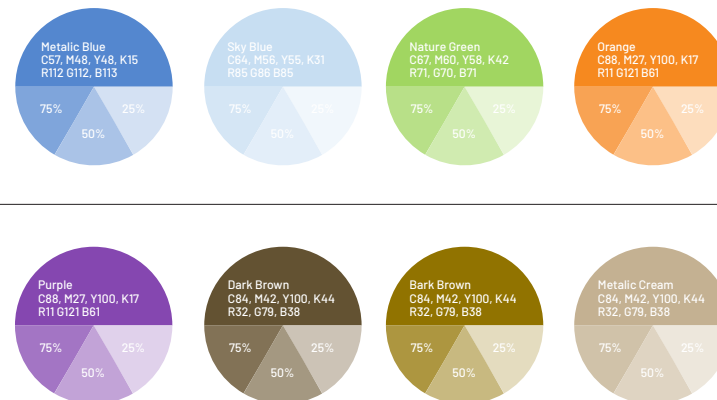
primary



secondary



tertiary



Samples



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.

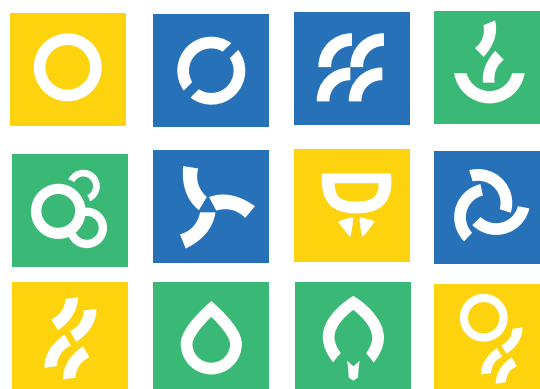
If a Project Developer would like to use these icons in project-level materials, the graphic files and permission to use them can be requested.

Examples of EEP Africa icons and graphics are presented on the following pages.

Technology Icons

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



Icon Style

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.



13

different
clean energy
technologies

growing interest in hybrid
systems, which utilize
more than one
technology



16%

75%

applicants were
for-profit companies



40%

applicants were
start-up 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

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).

Clean Energy Financing

Investment Facilitation & Business Development Support



Knowledge, Policy & Partnerships

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

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Subtitle Slide Comes Here






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 new generation of improved cookstoves are energy efficient, saving households up to 50% in fuel costs. Local production of affordable, sustainably sourced fuels provide further cost savings and benefits to health and productivity. In many cases, the product or distribution network offer additional services such as lighting and access to electricity.

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. In recent years, the development of financially viable business models has taken significant steps forward in Africa.



EEP AFRICA KEY RESULTS IN CLEAN COOKING

Projects in the EEP Africa portfolio (cookstoves, biomas, biogas, waste-to-energy) through 2019: **45**

EEP Africa financing committed: **€13M**

Cumulative tonnes of CO₂ emission reductions potentially achieved: **779,248**

Economic benefits achieved through household savings and income generation: **€93M**

Number of rural and urban households with improved access: **304,020**

Number of direct jobs created: **3,384**

Number of women (1,698) or youth (685): **77%**

COUNTRY	
Botswana	1
Burundi	2
Kenya	16
Lesotho	1
Mozambique	5
Namibia	2
Regional (multi-country)	3
Rwanda	1
South Africa	3
Swaziland	1
Tanzania	2
Uganda	3
Zambia	5



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