TRADE MARK AFRICA
Growing Prosperity Through Trade

CORPORATE BRANDING MANUAL

www.trademarkafrica.com

VISION

Africa pioneering in sustainable and inclusive growth as a pathway to prosperity for all Africans.

MISSION

To increase sustainable and inclusive intra-African trade and exports to the rest of the world.

TRADE
MARK
AFRICA
Growing Prosperity Through Trade

 TradeMark Africa

 @TradeMarkA

 TradeMark Africa

 trademark_africa

 TradeMarkAfrica

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About Us

The first two strategic periods of TMA (2010-2023) have contributed to substantial gains for trade and regional integration in East Africa and the Horn of Africa in terms of decreased cargo transit times (reduction of 16.5% on the Northern Corridor from Mombasa to Bujumbura), improved border efficiency (the time to cross targeted one stop border posts has been reduced by an average of 70%), and reduced barriers to trade. The continental-wide shift and rebrand to TMA was officially launched in West Africa in January 2023, with Ghana being the first country of operations in the region.

While continuing to leverage our core expertise in trade facilitation, we will evolve our focus to harness the potential of digitalisation, support African exporters to pioneer low carbon trade, address the core trade factors behind food security and promote inclusive trade. By increasing trade volumes, and enhancing the sustainability and inclusiveness of trade, we aim to deliver large-scale job creation, poverty reduction and enhanced economic growth.

In 2022, TMA set up a catalytic finance fund, Trade Catalyst Africa (TCA), that will pilot commercially viable projects for creating trade infrastructure (both physical and digital) as well as increasing access to Trade Finance for Small and Medium Enterprises (SMEs).

TradeMark Africa (TMA), formerly TradeMark East Africa, is an Aid-for-Trade organisation that was established in 2010, with the aim of growing prosperity through increased trade. TMA operates on a not-for-profit basis and is funded by: Belgium, the Bill & Melinda Gates Foundation, Canada, Denmark, the European Union, Finland, France, Ireland, the Netherlands, Norway, the United Kingdom and the United States of America. TMA works closely with regional intergovernmental organisations, including the African Union (AU), the African Continental Free Trade Area (AfCFTA) Secretariat, the East African Community (EAC), the Intergovernmental Authority on Development (IGAD), the Common Market for Eastern and Southern Africa (COMESA), the Southern African Customs Union (SACU), national Governments, the private sector and civil society organisations.

TMA's headquarters are in Nairobi, Kenya. Operations and offices are in: EAC Secretariat - Arusha, Burundi, the Democratic Republic of Congo, Djibouti, Ethiopia, Ghana, Malawi, Mozambique, Rwanda, Somaliland, South Sudan, Tanzania, Uganda and Zambia.

For more information, please visit www.trademarkafrica.com

Core Values

Our values are integral to TMA's corporate culture, and work.

They are brought to life by our employees in everything we do.

COLLABORATION
We are partner-centric, flexible and responsive to our stakeholder needs.

INCLUSIVENESS
We embody diversity, maintain respectful relationships with our employees and partners and promote equal opportunity for all.

INNOVATION
We empower our employees and partners to create sustainable solutions.

INTEGRITY
We are transparent, honest and ethical at all times.

PROFESSIONALISM
We are enthusiastic in delivering excellence in everything we do.

RESULTS DRIVEN
We focus on improving the livelihoods of Eastern Africans by implementing effective efficient interventions.

Personality

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon.

We favour results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse person new to it. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology.

We are serious but not stodgy, we don't tell jokes, but we are fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable.

We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.

Trade and Markets Africa (TradeMark Africa) Corporate Branding Manual

Every successful brand needs to keep its visual identity current and contemporary, keep pace with the market, stay in touch with and understand the dynamics and stay ahead of marketing trends.

This manual offers guidelines that will help us maintain a premium brand image and consistent look and feel across board.

The first section deals with our visual identity and demonstrates with examples, what sort of image we need to project at all times.

The second section extends into advertising executions and applications, promotions and sponsorship support materials.

It sets the standard for the design of all TradeMark Africa public communications.

The guidelines in this manual are compulsory for all employees, contractors, grantees and partners implementing programmes funded by TradeMark Africa (TMA).

Our Tagline
Growing Prosperity Through Trade.

BRAND ARCHITECTURE

Building a regional brand

The first step in building a regional brand is developing a visual identity that is used consistently on all communications: the TMA Identity.

The Corporate Branding Manual provides guidelines and templates for design and visual presentation of marketing and communication materials such as publications, country profiles, success stories, stationery, letter heads, business cards and other collateral. It will help TMA to project a unified and easily recognised image.

Universal standards

TMA works in multiple countries, facilitating various fields of work where most activities are more or less decentralised. To create a regional brand, this Corporate Branding Manual sets the official universal standards for design of the TMA family of communications.

External communication

TMA's work is highly technical and unfamiliar to those not acquainted with trade facilitation work. It is critical to unify and simplify our message.

TMA works with partners to facilitate trade in the region. Here are some pointers to keep in mind when communicating our work:

- Stress that we are working in partnership with the grantee organisation.
- Don't develop programme logos that compete with the TMA Identity.
- Do promote our core areas of expertise.
- Avoid jargon and acronyms.
- Showcase results and impact.

Speaking with one voice

Country Programmes may not create individual logos or separate identities. This diminishes our recognition as a regional organisation. TMA is one: One identity. One brand.

COMMUNICATION TONE AND VOICE

Use the most direct way of conveying the idea you are trying to communicate - avoid jargon. Think about your audience and talk to them in their terms.

Use British English rather than American English as in 'labour' not 'labor'. Spell the acronym 'TMA' in full as TradeMark Africa (TMA) at least the first time it is used in a document, but we recommend you spell it out in full at all mentions. The 'M' in 'TradeMark' must always be in uppercase. (N.B.: TradeMark is short form for 'Trade & Markets').

Spell out numbers one to ten and use numeric for numbers greater than ten. For instance, one country vs 15 countries. Italicise names of books, magazines, newspapers and other publications.
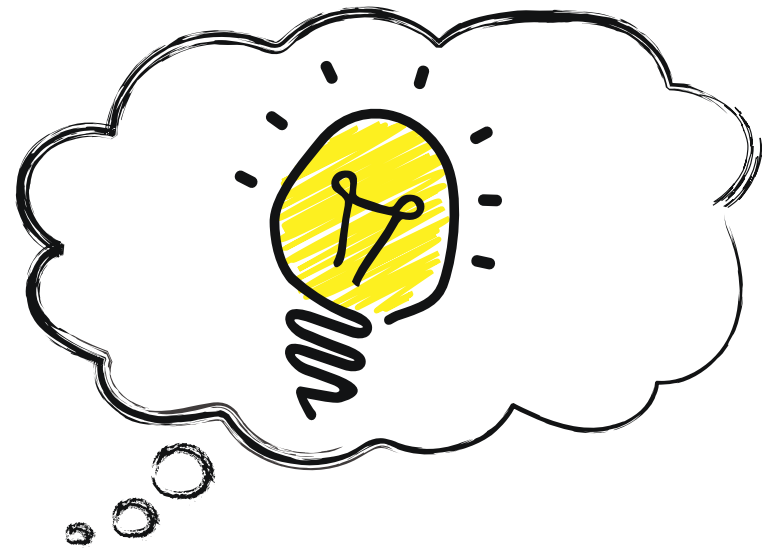
Primary Logo

THE VISUAL IDENTITY AND STRAP LINE

The TradeMark Africa logo ensures an individual and consistent image of the company on the market. The graphic in the logo is very clean, circular, linear, essential, strong and emphasises the values of the brand. The logo is a graphic comprised of the Africa map combined with an adopted figure. The lettering is created using the Calibri bold and light typeface, and the stylised tagline is inseperable. The logo should always be produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

Logo Objective:
The logo uses bold strokes to indicate stability and the colours indicate vibrancy and dynamism embodied in TMA.

Logo Concept:
The logo adopts a contemporary and refreshing style. The circle depicts the unity of Africa as its nations collectively work to attain prosperity. The coloured criss crossed lines within the map symbolise the various trade corridors within Africa, and the dynamic Problem Driven Iterative Adaptive (PDIA) approach TMA has taken to support growth of intra African trade, deeper integration, and building ability of Africa to trade with the rest of the world.

The bright colours represent the vibrancy of the African continent, embedded within a Pan African organisation, TMA, which is progressive, autonomous, responsive, inclusive, ethical and results oriented in delivery of services across the continent.

TMA's many varied programmes are embraced into its single purpose: Growing Prosperity Through Trade.
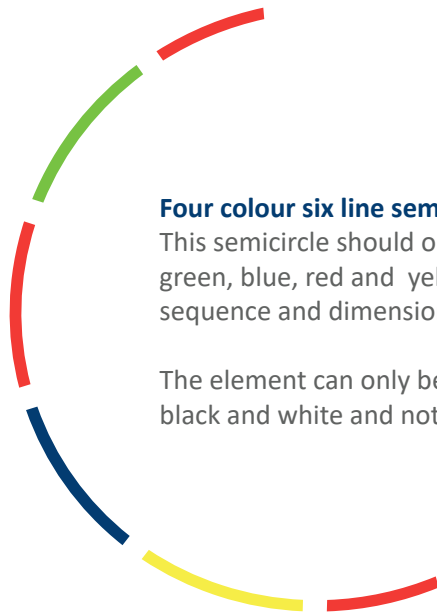
The font family used; Logo name - Calibri Bold No.20
Tagline - Calibri, Bold.
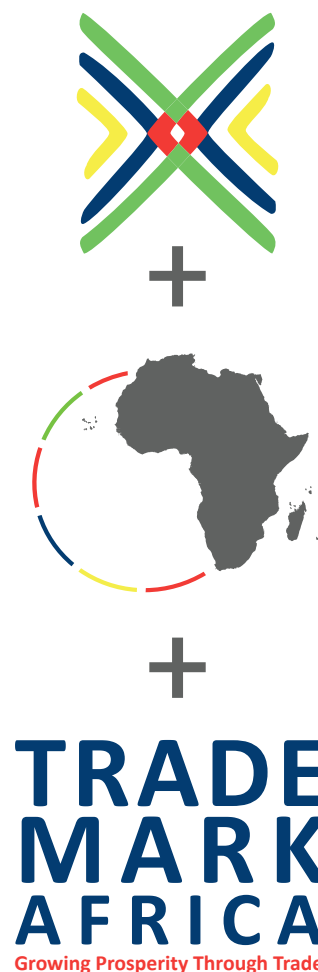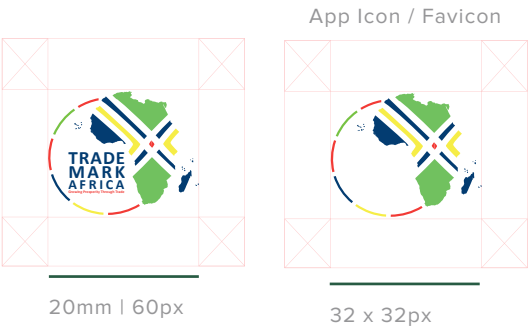
Important Brand Elements

Four colour six line semicircle
This semicircle should only be created using green, blue, red and yellow in a specified sequence and dimensions as shown.

The element can only be used in full colour, black and white and not any other colour.

Logo Measurements/Safe Area

70mm | A2

45mm | A3

30mm | A4/A5

App Icon / Favicon

20mm | 60px

32 x 32px

To ensure no distortion of the graphic elements occur, the entire logo should be re-sized as one unit diagonally (from the part marked x) so as to retain proportion.

Colour Variation

LOGO APPLICATION ON VARIOUS COLOUR SURFACES

The colour application of the graphic identity may vary depending on the colour of the surface it is applied on. We use coloured backgrounds based on the TradeMark Africa brand colour family.

Use the original logo on a white background and the white logo on any coloured backgrounds the black logo can only be used on light background and as directed.

Common Errors to Avoid

DO NOT change the logo's
orientation or rotation

DO NOT disproportionately
scale the logo

DO NOT change the logo's
colours

DO NOT display the logo in a
different configuration

DO NOT attempt to recreate
the logo

DO NOT add special effects
to the logo

DO NOT display the
logo as an outline

DO NOT display the logo
with limited legibility

Note: This is not a comprehensive list of
errors. These are simply the most
common or egregious errors.

Brand Colours

Pantone 109-16C (blue) is the main colour of the TradeMark Africa identity so it has the strongest presence on our brand.

Pantone 154-7C (green) complements the African map, creating balance and making it more distinctive and sophisticated.

Pantone 48-14C, 4-8C (red) balances the other colors and gives space to the elements.

Pantone 2181 C (yellow) encourages communication and promotes activity and interaction on our brand.

Pantone 2225 C (grey) which represent innovation can be used as a secondary color.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.
The TradeMark Africa logotype can be produced only from these colours.

Please select the most appropriate colour for your communication and over time try to use them equally so we don't become associated with just one colour.

CMYK
100, 78, 32, 22
RGB
0, 59, 113
HEX
003b71

CMYK
0, 87, 74, 0
RGB
239, 72, 70
HEX
ef4846

CMYK
60, 1, 86, 0
RGB
112 190, 92
HEX
70be5c

CMYK
9, 0, 85, 0
RGB
239, 233, 69
HEX
f0ea46

Secondary and Tertiary

CMYK	CMYK	CMYK	CMYK	CMYK
100, 78, 32, 22	0, 87, 74, 0	60, 1, 86, 0	9, 0, 85, 0	62, 53, 52, 22
RGB	RGB	RGB	RGB	RGB
0, 59, 113	239, 72, 70	112 190, 92	239, 233, 69	96, 97, 97
HEX	HEX	HEX	HEX	HEX
003b71	ef4846	70be5c	f0ea46	666666

80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%
PANTONE 109-16 C Blue Opacity	**PANTONE 48-14 C** Red Opacity	**PANTONE 154-7 C** Green Opacity	**PANTONE 2181 C** Yellow Opacity	**PANTONE 2225 C** Grey Opacity
CALM	**PRECIOUS**	**PROFESSIONAL**	**ELEGANT**	**TECHNOLOGIC**
PEACEFUL	**EXCLUSIVE**	**CONFIDENT**	**PURITY**	**INNOVATIVE**
RELAXING	**DYNAMISM**	**CORPORATE**	**NEUTRAL**	**FUTURISTIC**

Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Only THREE font styles are to be used for TradeMark Africa identity design, and they are: **Calibri, Catamaran and Montserrat.** They can be downloaded from: fonts.google.com or https://www.fontsquirrel.com
Do not use any unapproved fonts.

Our simple type ramp
To help users understand content easily and to create consistency, follow the heading (H) and body (B) pairings shown here. These size and weight relationships create a clear hierarchy for the audience. Occasionally, other font weights can be used when extra hierarchy or emphasis is needed.

Size and scale
Our method for calculating type sizes is simple, dynamic, and flexible. We use a mathematical method to generate a sequence, in which each number is the sum of the two proceeding numbers. The initial scale value is calculated by multiplying the body copy number by 1.6180 (Golden ratio).
We've chosen 20pt and 16pt body copy examples here, but you can always create
your own sequence:
1. Select the appropriate size of your body copy.
2. Calculate the next number up by multiplying the size of your body copy by 1.6180. (Use rounding.)
3. Add the two numbers together to calculate the third number.
4. Try to use sizes from one sequence. If you need to interlace another sequence, that's okay.
Tip: For dynamic contrasts, skip a number in the sequence.

H1 Calibri Bold

H2 Calibri Bold

B1 Calibri Regular

H3 Calibri Bold

B2 Calibri Regular

H4 Calibri Bold
B3 Calibri Regular

| 8 | 12 | B2 20 | H2 32 | H1 52 | 84 |

Sequence A: Generated from 20 body copy

| 10 | 16 | B2 16 | H2 26 | H1 42 | 68 | 110 |

Sequence B: Generated from 16 body copy

Typography

The primary font family for TMA is Calibri.
Calibri font family contains 10 fonts: 5 weights and 5 italics.
Calibri regular or light can be used for body text but the huge variety of font weights and widths will ensure immense flexibility, and can be used for all other forms of standard body text.
Its typical use is emails, publications such as annual reports, research reports, newsletters.

Aa
Calibri

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

Alternate font
Catamaran is used as an alternate to Calibri, and only when Calibri is unavailable. However, it should be used on headings when stronger emphasis is needed, in documents such as: stationery, brochures general correspondance. It can be used on pull-out quotes, or testimonials.

Aa
Catamaran

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

Web font
Montserrat achieves high legibility in small sizes. Its high readability and ease of scaling make it a suitable typeface for websites, digital products and online media. Typical uses: TMA website, TMA PowerPoint templates.

Aa
Montserrat

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

Images Have Impact

- Focus on positive aspects of TMA efforts.
- Demonstrate "trade facilitation in action".
- Use one strong image on a cover.
- Select images that are in focus, and that are colourful and bright.
- The selected images should have a human element.
- Include photo credits and captions (Photo captions must include the Who, What, Why, When, Where)

Logo Application On Images

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of colour should always feel complementary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient visibility. The following pages show some examples and common mistakes to avoid.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

Correct Application on Images

Wrong Application on Images

Logo Application

The following section brings all of the identity elements together to show the TradeMark Africa (TMA) logo in application: we would like as many people and organisations as possible to use the identity elements of the TMA Brand. Please use these sample applications as a visual guides to help you create your communications.

These branding guidelines aim at ensuring that the logo stands out in any application it is used, thus setting parameters on the minimum size the logo will be applied on various media.

Note: This is not a comprehensive list
of all Brand Identity deliverables.

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Reception

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Letterheads

Envelopes

10mm

10mm

10mm

10mm

10mm

10mm

110mm

220mm

T: +254 20 423 5000,+254 724 315 425,
E: info@trademarkafrica.com
W: www.trademarkafrica.com

MR. JOHN DOE
P.O. Box 27002
Fidelity Insurance Centre Waiyaki Way, Westlands

15mm

60mm

15mm

15mm

15mm

15mm

297mm

210mm

REF: 001/08/2021/EAC 26th August 2021

Fidelity Insurance Centre,
2nd Floor, Off Waiyaki Way,
Westlands
P O Box 313 - 00606
Nairobi, Kenya
Tel: +254 20 423 5000
www.trademarkafrica.com

Hon. Dr. John Doe,
Secretary General, EAC Secretariat
P.O Box 0010,
Arusha, Tanzania.

Dear Secretary General,

RE: PARTICIPATION AT TRADEMARK AFRICA'S SESSION AT THE WTO PUBLIC FORUM ON DIGITISING TRADE IN EASTERN AFRICA FOR RESILIENCE

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Pient plia voluptatem quiaspel incipsa ecatiusam, quaepro commo endiatum lauda simusda simus accatem quatate voluptur sequae nullitium aruntis maximil lorpos solore, sequaest, te perupicto exero ius verion con restium es nonsequi tempeli taquam alitatibus ipidunt, quatesciae et explaborem am rem eumquo consequis alique et re perum sum is sa niendigenit vendesci. Rum non num lam idisseque la nusciis alitiaectum dolent plabor reribuscim inullique modi nim eiureic itisquaest quam corem dem invelen ihiliqu aeperitatus eum est eturem rerum voluptiis aut estiat mos et exeritconemol orruptiorios sequi ratusci undictati tem.

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Sincerely yours,

John Doe
Digital Senior Manager

Notebook

When creating a business card always make sure to use font size not less than 8pt

95mm

55mm

TradeMark Africa
@TradeMarkA
TradeMark Africa
trademark_africa

trademarkafrica.com

95mm

55mm

John Doe
Head of Operations

+254 700 000 000

+254 20 423 5000

doe@trademarkafrica.com

2nd Flr, Fidelity Insurance Center. Off Waiyaki Way, Westlands

Business Cards

Staff ID Cards

Safety Vest

Corporate and Programme Roll Up Banners

trademarkafrica.com

Outdoor Signage

Horizontal

Vertical

Colour of the band may vary, as long as it is derived from the corporate colours indicated earlier in the document and exemplified here.

Repeating Backdrops (Multiple Donors)

Growing Prosperity Through Trade

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When creating a televised or heavily photographed event, a replicated backdrop may be used in conjunction with the podium sign.

A replicated backdrop will enable the Identity to be seen clearly from many different angles and distances.

Banners may be hang in other locations, to greet and inform guests.

NB: The donor's logo must be prominently shown

Repeating Backdrops (One Donor)

When creating a televised or heavily photographed event, a replicated backdrop may be used in conjunction with the podium sign.

A replicated backdrop will enable the Identity to be seen clearly from many different angles and distances.

Banners may be hang in other locations, to greet and inform guests.

NB: The donor's logo must be prominently shown

Digital Banners

Vertical 768x1024px

Horizontal 1200x627px

Improving Business Competitiveness

Our Projects are Transforming African Trade

LEARN MORE

Improving Business Competitiveness

Our Projects are Transforming African Trade

Caps

Umbrellas

T shirt

USB Stick

Key Holder

Pen

Templates

General note
The agency brief is a detailed explanation of work expected from a vendor. It is used when working with event planning, publication, production, market research and advertising agencies.

The brief should contain each of the 10 sections in bold: Prepared by, Contact, Date, Background, Objectives, Target Market, Themes, Details, Timeline and Budget. The Details sections of the agency brief will change depending on the vendor and job to be performed.

Agency brief
Here are step-by-step instructions on completing each element of an agency brief.

Top
• Name: Name of person preparing the agency brief and title;
• Contact: Include telephone and email contacts; and
• Date: This is the date the agency brief was sent.

Background
This is basic information about TradeMark Africa and what the agency needs to do.
Examples include: create a publication, create banners, put on an event or perform
market research. The first sentence of this section should introduce TradeMark Africa and
give a very brief description of the job to be performed.
Standard boiler plate language can be used to describe TradeMark Africa.

Objectives
This section outlines what is hoped to be accomplished by the job at hand. Objectives
can be outlined in bullet points.

Target
This is the target audience for the event or publication or the reason for the research.
Again, bullet points are acceptable.

Theme
This is where the broad theme of the job is outlined. It should answer the question: What
does the job have to communicate?

Details
The details section will change dramatically depending on the agency or the job.
Examples of details needed include:
• Event planning: Where, What, When, Who, Special needs such as equipment;
• Printing: Publication name, Specs, Elements, Timelines; and
• Market Research: Topic, Sample size, report specifications.
The above list is just an example of what is needed in the details section. Take the
opportunity to outline what the job requires to be done perfectly. Outline those needs in
the details section.

Timelines
Give exact times and dates of deadlines

Budget
The money. How much is available for the job.

Creative Brief Template

Business Letter

General note

A business letter is a formal mode of communication in which style and form can be as important for setting the tone as substance. A well-crafted business letter demonstrates the professionalism and credibility of the writer and the organisation.

Formatting note

In accordance with TMA style, the letter is written in Calibri 11pt type. It is single spaced with 0 pt before each paragraph and 6 pt after each paragraph. However, for the name and addresses, the paragraph spacing is 0 pt before and 0 pt after.

Use the stationary templates. They are available on the internal staff SharePoint system and/or can be availed upon request.

Cc: John Doe, Deputy Chief Executive Officer Corporate Services, TradeMark Africa

REF: 001/08/2021/EAC 26th August 2021

Hon. Dr. John Doe,
Secretary General, EAC Secretariat
P.O Box 0010,
Arusha, Tanzania.

Fidelity Insurance Centre,
2nd Floor, Off Waiyaki Way,
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Is reriorum none nist alibus minitis dolor sedicim suntenditae volorem quundanda qui oditas autecto reperumquis dolorum re, ut aut lautem accusandi repelles di rem iumquodit quata consequi omnis asped eati nate vel et et ratquib.

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Sincerely yours,

John Doe
Digital Senior Manager

15mm

Case Study

The goal of a long case study is to provide more details about a project. It however does not replace a full project report such as: the Programme Quarterly Progress Report.

The header part of the case study should include the full name of the project or the case study title; the words "Case Study" the TMA logo and a photo.

A long case study includes a text box on the front page which can be created by drawing a text box of about 18 by 7 centimeters. Please refer to the presented sample for content within the text box.

The case study includes nine sections: Context, Issues, Method, Results, Impact, Innovations, Challenges, Beneficiary testimony, Long-term Effects.

Context

Provides basic details of the context in which the project under study exists. This includes background about the country, essentials about organisations involved or information about people. In the presented example, the writer outlines basic information about the new revenue authority and some details about Burundi.

Issues

Outlines the problems that the project aims to fix. It should: Describe the problem statement, provide statistics or an anecdote that illustrates that there is a problem; Provide some context so readers understand why this is a problem and use tables or charts with data that illustrate the problem.

Method

Outlines which activities or interventions were undertaken to resolve the problem, where the activities or interventions took place and who benefited. Be specific.

Results

This section describes what has been achieved to date. Start with the money. Was there an impressive amount of money realised or saved through the project's efforts? List all the project's achievements and use charts and tables to demonstrate successes. Be specific about figures, dates and numbers of people impacted. Include any beneficiary quotes or media mentions.

Impact

How have the results of the project changed the context or affected the issues? The section should also focus on how and why the results mentioned in the previous section are sustainable, or not, beyond the implementation period. In this section, go back to the Context and Issues sections and refer to the items discussed in those sections.

Innovations

Did this project do something new? Was a new procedure or practice invented for this project? If a practice is common in another part of the world, but new to the area where the project is implemented, highlight it.

Challenges

Were there any unusual circumstances that made this case special? For example, were there language barriers that were overcome, or endangered species considered? Was the project impeded by corruption or bad weather? If the challenge was overcome, write about that success. If not, note that the challenge remains a factor.

Example: Case Study

Beneficiary testimony

Feature an anecdote about a beneficiary individual or situation positively affected by the project. The testimony can be presented in one or two paragraphs which encapsulate the long term effects of the project, results and success, impact on livelihood, incomes, environment, revenue collection, etc. This section can also capture the un-intended impacts of the project.

Use of photographs

Provide at least four photographs that represent the work being done. Each photo must have a caption that describes it, i.e., where it was taken, what was happening. Avoid using abbreviations in the captions. A credit to the photographer must be included. If the photo has people, identify them by name, title and organisation.

An example caption: Josephine B. Doe, an accountant in the new Burundais des Recettes (OBR), makes entries in her Bujumbura office. *Photo by Jane Smith.*

The header part of the case study should include the full name of the project or the case study title; the words "Case Study" the TMA logo and a photo.

Text box of about 18 by 7 cm
Colour fill is blue RGB RO;
G83; B155.

The typeface is Calibri
Regular 11pt white.

Use full names of the donors.
Do not use initials

Single spaced. Space after paragraphs is 6pt. No space before paragraphs. Do not double space between paragraphs.

Case Study - One Page

The one-page case study is a common communication tool that provides readers with details without overwhelming them. It can be used for multiple audiences.

Formatting note

The one page case study differs from the majority of TradeMark Africa communication documents. Instead of 11 pt, the text is in 10 pt. The headers are in 11 pt. The type is Calibri.

Sections

The one-page case study has five sections to it:
Name, Objective, Results, Description, and Contact.
The following are instructions on how to complete each section.

Name

Full Name of the Project (If there is a catchy acronym put it in parenthesis after the full name.) All section headers such as "Name:" should be in bold followed by a colon.

Objective

In this section, give a brief overview of the project.
Remember, this is a one-page case study.
The section should:
• Begin by restating the name of the project;
• Include a full reference to TradeMark Africa and its role;
• Name the implementing agency - names not in English such as Office Burundais des Recettes should be italicised;
• Offer a summary of the top project goals no more than two or three sentences;

• Note the amount of funding available for the project;
• Note the duration of the project;
• Note the name of the donor organisations; and
• End with two sentences about TradeMark Africa as it relates to the project.

Results

This may be the most important section of the case study. Choose one or two of the top achievements and highlight them here. If there is an impressive amount of money realised or saved through the project's efforts, start with that.

Description

This section explains what the project does. The emphasis is action, so use strong verbs such as works, achieves, improves, or creates. By explaining the actions of the people involved in the project, this section is also an opportunity to highlight more results.

In addition, it might be helpful to the reader if the context is explained. Does this project complement other TradeMark Africa projects or fit in with other regional integration efforts?

Contact

Provide names of project contacts and email addresses.

Example: One Page Case Study

Country Programme Fact Sheet

A Country Programme Fact Sheet provides general information on the country's demographics, economic status, programme objectives and expected outcomes. It should be updated quarterly and stored in electronic format ready for printing as need arises within the countries.

Elements
The fact sheet is a one-page document divided into four sections: Country Snapshot, Country Programme Objectives, Projects and Goals. The section should be no more than two paragraphs or eight to 10 sentences.

Country snapshot
Outlines basic facts about the country including the name of the country and a brief description of its essential characteristics such as population or geography. The next sentences describe the country in context of the key issues it faces and progress towards fixing them and achieving regional integration.

Programme objectives
This section is a bulleted list of the country programme objectives with each objective starting with a strong action verb in the simple present tense. The objectives should not take up more than one and a half lines and should be maintained at a maximum of four.

Projects
This section is a bulleted list of projects undertaken by the country programme. Use the full title of the project followed by a colon and a five-to-10-word description.

Goals
This is a bulleted list of 3-4 key goals of the country programme. Note that the spacing for the bulleted list is the same as above. Also note that there should be two paragraph spaces between Country Programme Objectives, Projects and Goals.

Contact
Provide the full name and email address of the country director.

Title: Name of the Country Programme
Number of pages: Equal or less to one page.

1.75 cm   1.75 cm

4cm

FACTSHEET

Rwanda
Country Programme Factsheet

Calibri 20 to 22 pt.

double space from the headline

2.5cm

Country Snapshot
Rwanda has made great strides in social and economic development over the past two decades. The country has climbed international rankings on governance, anti-corruption, gender, competitiveness and doing business. Over the past 5 years, GDP grew on average 7% per year and exports of goods and services increased their share of GDP from 11% to 17%

As a land locked country, however, Rwanda faces economic challenges including a high trade deficit, high cost of transport and energy and a large population dependent on subsistence agriculture. To address these challenges, the Government of Rwanda's vision 2020 sets out a strategy for inclusive growth by transforming Rwanda through increased trade, export diversification and deeper regional integration.

Programme Objectives
Calibri 14 pt.

- Kagitumba OSBP completed and operational. 25% reduction in border clearance time.
- Reduction in time taken to clear goods from 11 days in 2011 to less than 1 day 10 hours in 2015.
- 64% reduction in export release time from 2 days 19 hours to 1 day and 10 hours
- Lifting the Ban on Right Hand Drive Trucks

Calibri 11 pt.

Projects
NTBs reduce for Rwandan goods and services in the region:
Trade boost as elimination of 8 Non-Tariff Barriers.

Rwanda's capacity to supply high grade coffee raised 48-fold:
Automated sorting of high-grade coffee enhances ability to comply to standards.

Goals
- 2447 women supported to formalise into 64 Cooperatives.
- 29 Rwandan firms were provided with trade advisory/business advisory services
- Removal of import duty & VAT on imported Trucks
- Mutual Recognition Agreement signed for Engineers in the EAC.

Contact
Jane Doe, Country Director
Jane@trademarkafrica.com

2.4cm

Email and Footer

Dos

- Emails should be written in Calibri 11pt font.
- Think of the audience while relaying greetings. If it is a friend and colleague in the office, it is probably fine to start writing the email informally with Hello or the person's name. When writing to an out of-office business associate, start with a more formal greeting such as "Dear."
- Use the subject field to indicate content and purpose.
- Use full sentences and proper grammar in the body text. Proofread before sending.
- At the ending, think of the audience. If formal, end with "Sincerely" or "Yours sincerely" .
- Always use the email signature or e-signature outlined below.

Don'ts

- Never write anything that would embarrass you if it were read out loud in a crowded room.
- Steer clear of inappropriate language or jokes.
- Don't use e-mail as an excuse to avoid personal contact.
  Sensitive topics are handled best with a phone call or a face-to-face conversation.
- USING ALL CAPITAL LETTERS LOOKS AS IF YOU'RE SHOUTING. Use sentence case.i.e WORK ON THIS NOW!
- Do not use email to discuss confidential information.

Signature

Do not include personal mottos or inspirational sentences that have not been approved.

Dear Jane

Thank you so much for taking the time to speak with me on the phone today. As you requested, I am attaching my first draft of the quarterly report for your review.
Looking forward to your feedback.

Best Regards,

Jane Doe
Programme Officer, TradeMark Africa

Office: +254-20-4235217
Cell: +254-721-873019

jane@trademarkafrica.com
www.trademarkafrica.com

Equatorial Fidelity Centre, 2nd Floor, Waiyaki Way, Westlands
P.O Box 313,00606 Nairobi,Kenya.

TRADE MARK AFRICA
Growing Prosperity Through Trade

External Job Posting

General Notes

The external job posting is a format determined by the human resources department (HR). It alerts the public about career opportunities at TradeMark Africa. The information required for the posting must be delivered to the HR staff.

Information required includes:
• The name of the position including a very short tagline that denotes the department or subject matter of the advertised post;
• The deadline by which applications must be received; conducted;
• The expected deadline for the position to be filled;
• The completed job description form; and

Instructions on the job description form are handled under the Job Description section.

Formatting

The information must be delivered to HR on the TradeMark Africa stationery. The templates are available on the internal staff SharePoint system and/or can be availed upon request.

As always, the type is Calibri 11pt. A bullet point list is an acceptable way to present the information.

EXCITING JOB OPPORTUNITIES IN AN AID FOR TRADE ORGANISATION IN AFRICA

TradeMark Africa (TMA) is an aid-for-trade organisation that was established with the aim of growing prosperity in Africa through increased trade. TMA, which is funded by a range of development agencies, operates on a not for-profit basis. TMA is funded by the development agencies of the following countries: French Development Agency (AFD), Belgium, Canada, Denmark, Finland, Irish Aid, the Netherlands, Norway, United Kingdom, United States of America and the European Union. We work closely with East African Community (EAC) institutions, national governments, the private sector, and civil society organisations to increase trade by unlocking economic potential through increased physical access to markets, enhanced trade environment and improved business competitiveness.

We believe that enhanced trade contributes to economic growth, a reduction in poverty and subsequently increased prosperity. TMA has its headquarters in Nairobi, Kenya with branches and operations in Arusha (at the East African Community), Burundi, Democratic Republic of Congo, Ethiopia, Hargeisa, Rwanda, South Sudan, Tanzania, and Uganda. TMA is now expanding its trade facilitation programme and launching operations in Djibouti and Malawi.

We are looking for high calibre, results-oriented and experienced professionals to join our team in the positions below
To find out more, please visit our website www.trademarkafrica.com

Vacant posts

Position	Job Grade	No. of posts	Duty Station
Programme Manager, Market Systems	JG5	1	Nairobi, Kenya
Programme Manager, Djibouti	JG6	1	Djibouti, Djibouti
Results Manager	JG6	1	Any of TMA offices

Application details

The detailed job profiles for these posts can be accessed on our website www.trademarkafrica.com
These positions are available on contract to 30 June 2025 with the possibility of renewal. Please apply online through http://www.trademarkaf-rica.com/work-with-us/ by Friday, 16 September 2022. Attach your cover letter and detailed CV as one document, including details of your qualifications, experience, and present position. Your application should also include a working e-mail address, daytime telephone contacts, and names and contact details of three referees.
Interviews will be conducted in October 2022.

Please note that we will only consider applications received on-line through the link provided above. Applications received after the deadline will not be accepted. We reserve the right to accept or reject any application. Only shortlisted candidates will be contacted.

TMA is an equal opportunity employer and is committed to open and transparent recruitment processes. Qualified women and persons living with disabilities are particularly encouraged to apply.

Press Releases

General Note
Press releases are an established way of attracting attention, especially the attention of the news media. Increasingly, though, it is a form of news delivery itself.
A good press release is confined to one page.

Elements
Press releases include for immediate release or embargoed, contacts, a headline, a dateline, a first paragraph, the body, the end, and a note to editors. The following is a discussion of each of the elements.

For immediate release
This appears at the top of the page in all capital letters if the information can be used immediately. If not write EMBARGOED
UNTIL .... (Add the date that the information can be released.)

Contacts
Add name of principle contact
Provide contact's full title at TradeMark Africa - spell out the full name.
Provide contact's phone numbers, office and mobile.
Provide contact's email address.

Headline
A press release headline must be catchy enough to grab attention of busy reporters and editors. If the news of the press release involves a large sum of money awarded, generated or saved, make sure the amount is in the headline.

Dateline
Dateline is the name given for a line that includes the date and the place where the news is occurring. It should read, for example: Dar es Salaam, 15 September 2011. TradeMark Africa style calls for UK English, thus the date is written as above. If the press release is going to news organisations in other countries, add the country, in this case Tanzania, after the city. The dateline is in bold.

First paragraph
The first paragraph of a press release must summarise all the basic details of the press release. It must include the Who, What, When, Where, Why and How. Do not put it in bold type. Place it after the dateline. If the news involves a large amount of money being awarded, generated or saved, put the figure in the first paragraph.

Body
The body of the press release should include the essential details needed for a news story. Include quotes from newsworthy figures including politicians, public officials, public figures and celebrities.
Avoid acronyms.

Sample: Press Releases

End
Clearly demarcate the end of the press release with - End -or II##.

Notes to editors
On the second page of the press release, include basic information about TradeMark Africa. This can feature standard boilerplate language commonly used to describe the organisation. It can also include more standard information about the country programme or regional programme involved in the news.

Interviews
End the note to editors with a way to schedule interviews. This can be a reminder of how to contact TradeMark Africa or point the reader to another source of information.

PRESS RELEASE

Export and import licensing of key cash-crops in Kenya to be done online

Nairobi, 11th March 2021: Today, the Ministry of Agriculture, Livestock, Fisheries and Cooperatives, launched a system that automates issuance of import and export services provided by the Agriculture and Food Authority of Kenya (AFA), the government regulatory agency. The system was developed by AFA and TradeMark Africa (TMA), automating agricultural business processes in Kenya including issuance of permits and licensing.

Named the AFA-Integrated Management Information System (AFA-IMIS); this is an 8-in-1 Single Window Information for Trade (SWIFT) system covering the certification and licensing of trade in cash crops including tea, coffee, nuts, oils, sugar, horticulture, flowers, cotton, sisal, pyrethrum, food crops and other industrial crops. It will provide an efficient platform for delivery of technical and advisory services, market research, product development, regulations and compliance functions for export and import of the cash crops.

Denmark funded the development of the system with a contribution of US$1.37 million.

The event was graced by Royal Danish Embassy Counsellor Morgen Strunge Larsen, AFA Director General Mr. Kello Harsama, TMA Senior Director for Trade Environment Mr. Alban Odhiambo and TMA Country Director Mr. Ahmed Farah HSC.

Speaking at the event, Director General of AFA Kello Harsama acknowledged the support and reiterated AFAs' commitment to ensure safe food is marketed within and out of Kenya. *"This system will help us serve the agriculture sector well. As AFA we are not only concerned with food that is coming into Kenya, but also food that is being produced in Kenya. Soon we will start surveillance on food grown in Kenya like tomatoes, to enforce regulations on pesticide use and ensure food supplied to markets from our farms is fit for human consumption."*

On his part **Denmark's Counsellor Morgen** reiterated Denmark's commitment to support Kenyas' green trade efforts and the continued fight against COVID-19. He remarked *"COVID-19 has challenged the capacity of the society to work remotely. Kenya is well positioned to so, and this new system is money well spent.*

The automation will reduce the time and costs related to regulation and compliance of import and export of agricultural plant products, by almost half. Stakeholders will no longer need to visit the directorate for services related to application and processing of licensing, as this can now be done online. AFA also predicts to significantly reduce incidences of loss and duplication of records and reduce lack of accountability of crop production by stakeholders. The data collected via the system will inform better decision making in the regulation and administration of agricultural commodities.

The portal will provide important information necessary in the export and import as related to production, processing, and trading in agricultural commodities regulated by AFA directorates. This will eliminate a key barrier to trade – access and availability of information.

AFA IMIS has integrated payment platforms which provides guarantee of services through end-to-end processing of applications. 4500 permits/licenses and certificates have been issued through the system since its operationalization started in January 2020. The system has been integrated to the Kenya Electronic Single Window. **/ Ends**

NOTES FOR EDITORS
Enquiries:
Director General
Agriculture and Food Authrity
Email: dg@afa.go.ke
             info@afa.go.ke

For TradeMark Africa
Ann Mbiruru
Communication Director
Email: Ann.Mbiruru@trademarkafrica.com

About TradeMark Africa

1. **TradeMark (Trade and Markets) Africa** is an aid-for-trade organisation that was established in 2010, with the aim of growing prosperity in East Africa through increased trade. TMA operates on a not-for-profit basis and is funded by the development agencies of the following countries: Belgium, Canada, Denmark, Finland, Ireland, Netherlands, Norway, United Kingdom, United States of America as well as the European Union. TMA has it s headquarters in Nairobi, Kenya, with successful operations and offices in EAC-Arusha, Burundi (Bujumbura), Tanzania (Dar es Salaam), Democratic Republic of Congo (Bukavu), Ethiopia (Addis-Ababa), Malawi, Zambia, South Sudan, Uganda (Kampala) and Rwanda (Kigali). **To find out more, please visit our website www.trademarkafrica.com**

2. **Agriculture and Food Authority (AFA)** is a State Corporation in the ministry of Agriculture, Livestock, Fisheries and Cooperatives established by the Agriculture and Food Authority Act No

End

PowerPoint Presentations

Template

PowerPoint presentations must be delivered using the established TradeMark Africa template. The template is available on TradeMark Africa Intranet.

General tips

• Use the template provided by TradeMark Africa.
• Have an outline. The slides illustrate a presentation.
  So have the presentation ready, perhaps in an outline, before opening PowerPoint.
• Don't put your entire presentation in PowerPoint and read it. The slides offer visual cues to assist your listeners as they process the information you are presenting.
• Present only one idea at a time.
• Do not overload slides. Put no more than two or three items on the screen at once.
• Do not write paragraphs. Use bullet points, photographs, graphs or charts.
• Keep special effects simple; refrain from using flashing graphics or cheesy illustrations.
• Use the PowerPoint transitions sparingly. They can be distracting.

Formatting

• Use Montserrat font. Do not mix and match fonts.
• Make headlines at least 40 pt.
• Make text at least 32 pt.
• Do not centre text; it looks amateurish.

Social Media

Facebook

It has nearly three billion daily active users, making it the most active social media platform around. That means you have to work hard to attract an audience and keep it engaged—and photos go a long way in doing that.

It's crucial to use Facebook's optimised social media sizes. An image might look fine on your device, but it could appear pixelated for other users.

Instagram

With its roughly one billion daily active users, is an almost entirely visual platform—you simply must get your image sizes right or your photo posts, videos, and stories will sink.

Twitter

The most chatty social media platform by far, Twitter has more than 200 million active daily users sharing up-to-date news, social commentary, and memes.

Twitter's visual component is often overlooked, but photos and videos are often the most shared content on the platform. Likewise, your profile should be optimised with the right dimensions for the profile photo and header image.

LinkedIn

It serves as a first impression for many job applicants and recruiters, as well as for potential business clients or customers. It's important to format your images to the correct dimensions, lest you seem unprofessional.

Disclaimer: Staff post in their personal capacity on social media and do not represent or speak for TMA! This could perhaps, be with the exception of authorised spokespersons.
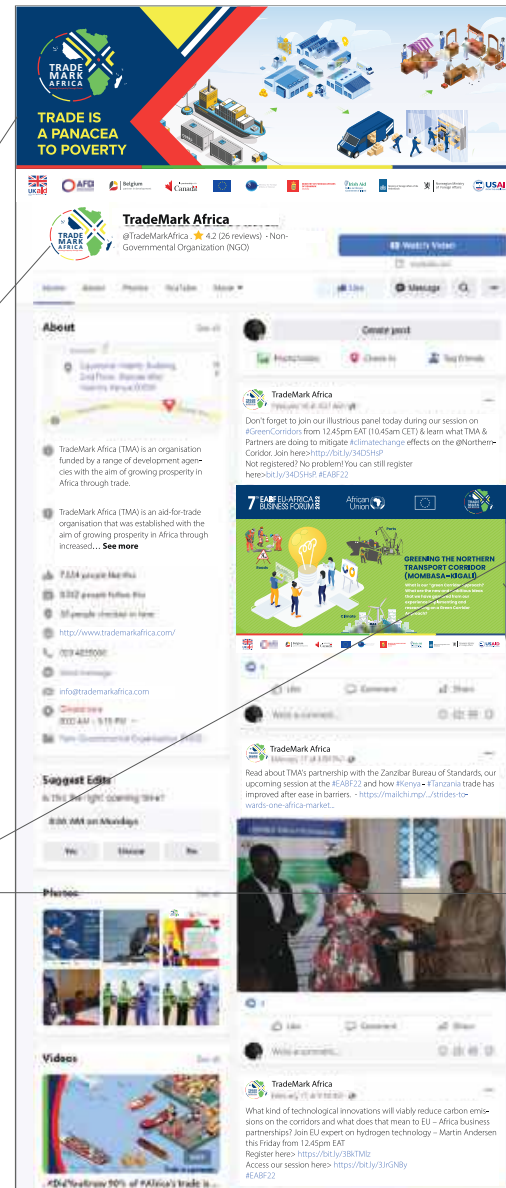
Facebook Graphics Sizes

Cover Photo: 1640 x 924

Profile Photo: 360 x 360

N.B. when creating any artwork for TradeMark Africa social pages TMA Logo should be placed at the top right corner of the graphic. Always make sure that all the donor's logos appear at the bottom of the graphic unless advised otherwise. The partner's logos should be placed at the top left of the graphic.

Shared Image (any image you post to your Timeline) 1200 x 1200

Facebook Stories: 1080 x 1920

trademarkafrica.com

Instagram Graphics Sizes

Recommended social media image sizes for Instagram:
Square Photos: 1080 x 1080 pixels
Landscape Photos: 1080 x 566 pixels
Portrait Photos: 1080 x 1350 pixels
Instagram Stories: 1080 x 1920 pixels

N.B. when creating any artwork for TradeMark Africa social pages TMA Logo should be placed at the top right corner of the graphic. Always make sure that all the donors logos appear at the bottom of the graphic unless advised otherwise. The partners logos should be placed at the top left of the graphic.
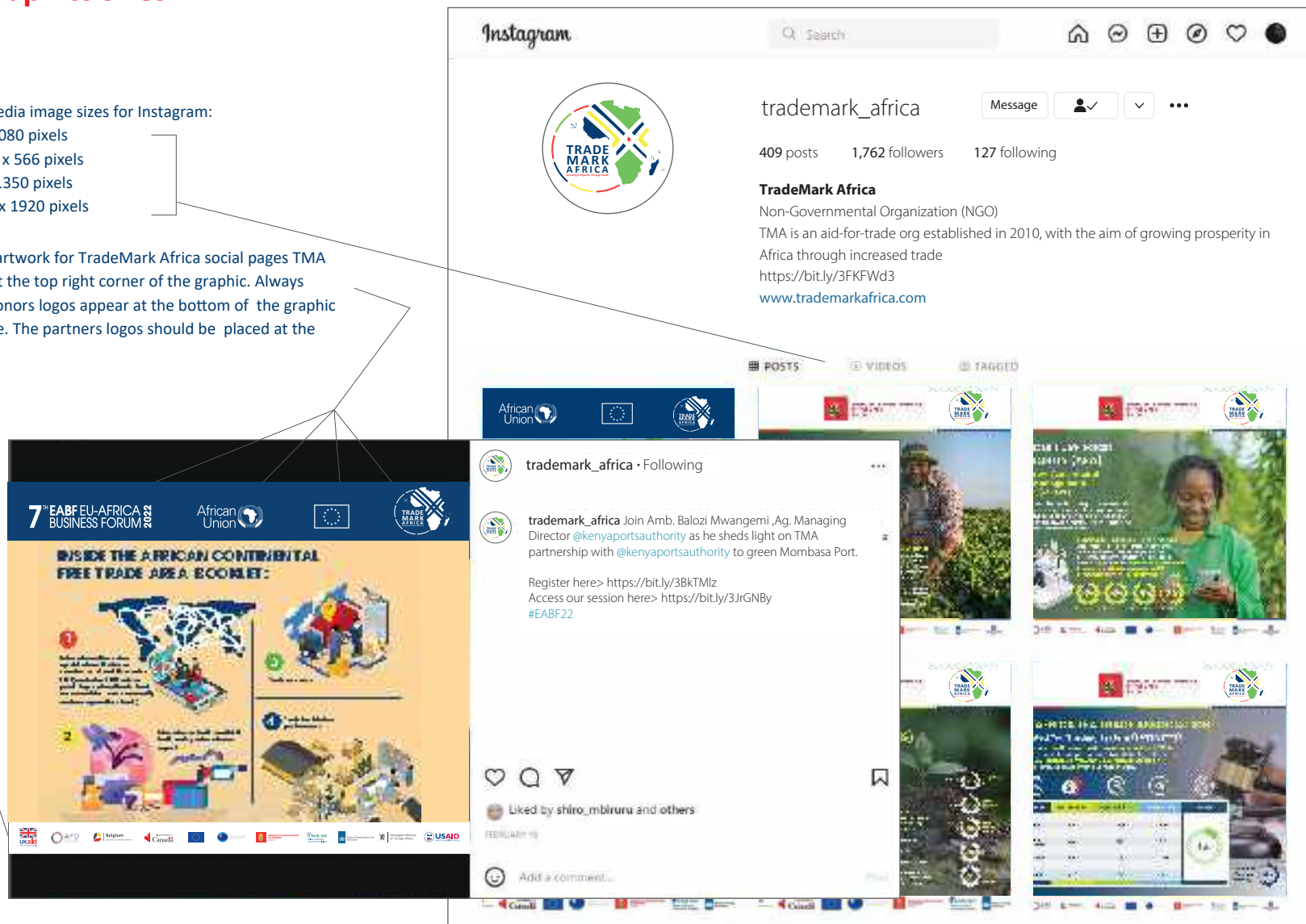
Twitter Graphics Sizes

Header Photo: 1500 x 500

Profile Photo: 400 x 400

N.B. when creating any artwork for TradeMark Africa social pages TMA Logo should be placed at the top right corner of the graphic. Always make sure that all the donors logos appear at the bottom of the graphic unless advised otherwise. The partners logos should be placed at the top left of the graphic.

image post 1024 x 512

LinkedIn Graphics Sizes

Cover Image/Background: 1584 x 396

Personal Profile Image: 400 x 400

N.B. when creating any artwork for TradeMark Africa social pages TMA Logo should be placed at the top right corner of the graphic. Always make sure that all the donors logos appear at the bottom of the graphic unless advised otherwise. The partners logos should be placed at the top left of the graphic.

Post Images: 1400 x 800
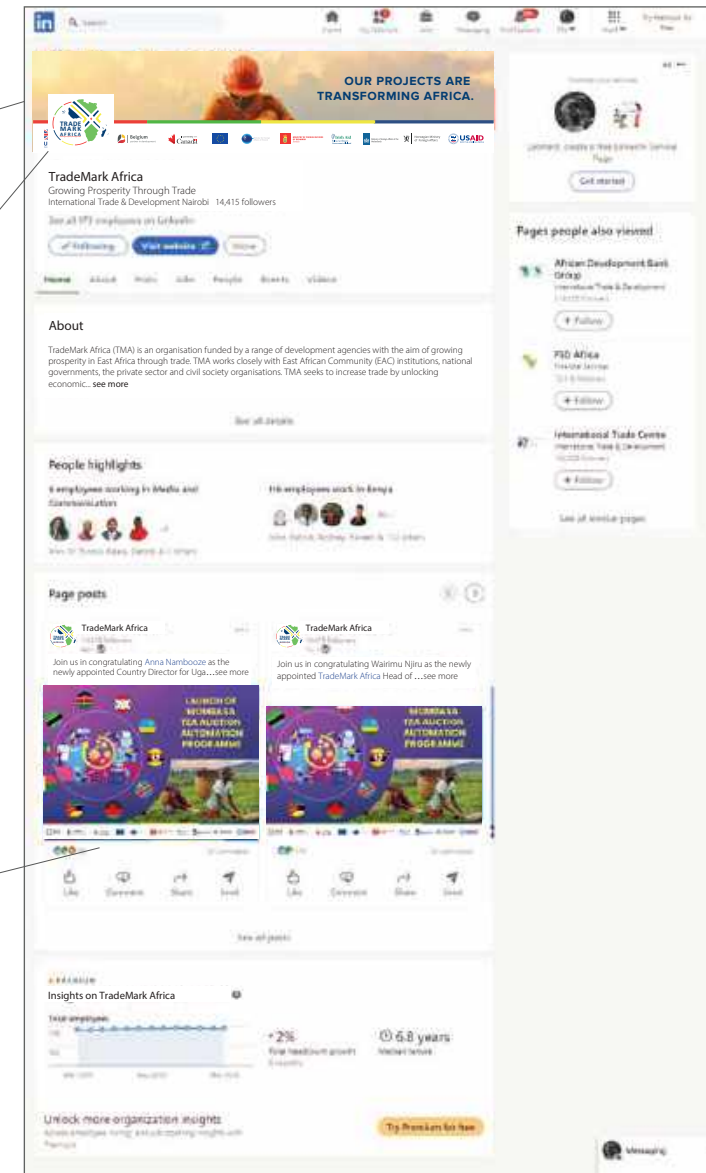
Acknowledging Partners

Donor Logos Strip

INTRODUCTION

The purpose of the Donor's and Partner's Branding Policy is to improve and standardise the visual "presentation of TradeMark Africa's donors, respective country Governments Coat of Arms and implementing partners in all communication,both internal and external.

Decisions regarding the branding of a programme depend on how it is funded.

The logo strip should never be redrawn, rearranged or distorted.
It should be used only in the color variants available in this document.

TMA DONORS

Horizontal logo - wide spaces

TMA DONORS

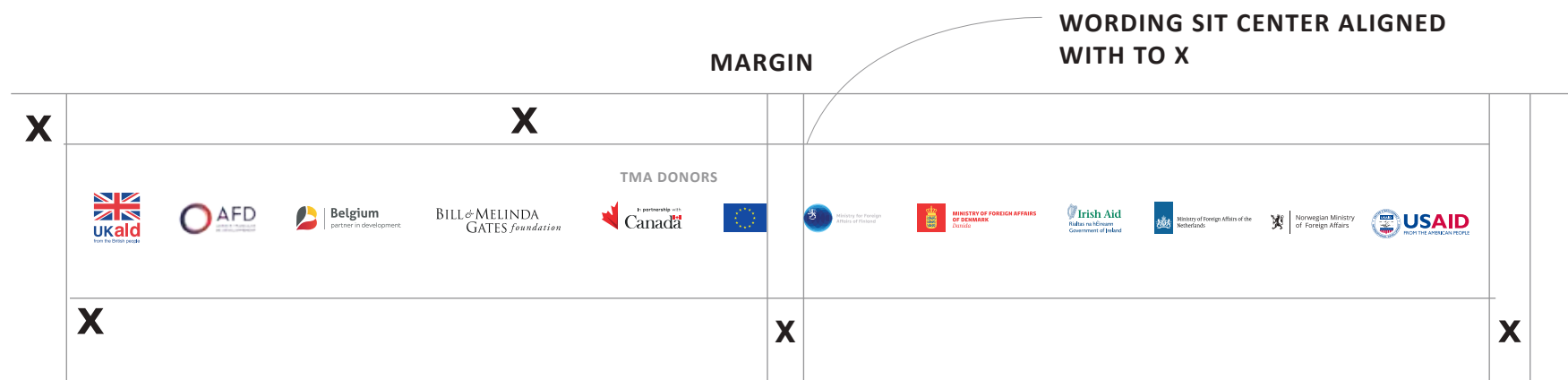Vertical logo - Preferred orientation

Donor Logo Strip Construction and Spacing

Always surround the donor logo strip with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible.

The clear space defines the minimum distance between the logo and the edge of a printed item or any other graphics. The clear space around the logo strip is equal to 1 cm. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.
Note that this distance may sometimes be adjusted for select online or exterior signage applications
where space is limited.

The clear space area shown is the minimum clear space recommended. Wherever possible, it is advised that this space should be bigger.

WORDING SIT CENTER ALIGNED WITH TO X

MARGIN

X   X

TMA DONORS

X   X   X

X = 1 CM

NOTE

1. The spacing between the donor logos is 1 cm.
2. The spacing between the logos to the grey strip is 1 cm.
3. The measurement applied is for both the Horizontal logo (wide spaces) and Vertical logo (preferred orientation)

Donor Logos Strip Background Control

The donor logo strip should only be placed on grey and white backgrounds that provide good tonal contrast and legibility to ensure that it is easily recognisable and clear.

TMA DONORS

**C:5 M:3 Y:2 K:O
R:242 G:242 B:242**

**F2F2F2**

TMA DONORS

**C:0 M:0 Y:0 K:O
R:255 G:255 B:255**

FFFFFF

THE STROKE IS FOR ILLUSTRATION ONLY AND IT
SHOULD NEVER BE APPLIED ON THE STRIP

Donor Logo Strip Don'ts

In order to maintain consistency it is essential that the donor logo strip is never altered in any way.
Here are a few examples of what not to do. Always ensure that the donor logo strip is clearly recognisable by using it properly.
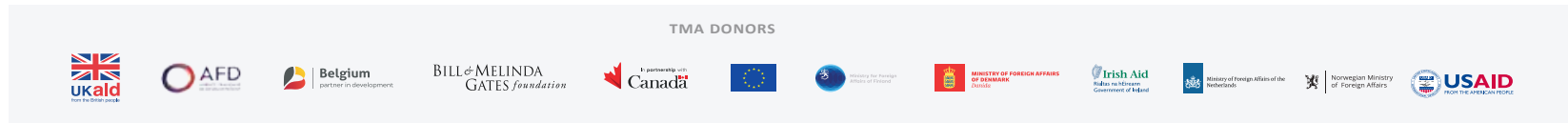
Don't stretch partnership logos sideways

Don't stretch partnership logos vertically

Don't interchange the logos

Don't add special effects

Don't introduce other backgrounds

Microsite Application

The following illustration should be used as a standard for Facebook, Twitter and LinkedIn cover photos

Cover photo
with TMA logo

HEADER

• Social Media Platforms
• Impact Stories

FOOTER

• Website and microsite
• Publications ·Articles, Newsletters,
Annual Reports, Letterheads,
Posters and banners, Project
Reports and presentations.

Subtitle goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vitae est a nulla ornare dictum. Sed purus urna, sagittis sit amet augue ac, aliquet auctor turpis. In rutrum in libero ac suscipit. Integer imperdiet ornare nunc. Duis sed tortor vel nibh accumsan rutrum id id neque. Pellentesque tempus sed erat quis mollis.

DONOR BRAND STRIP

MARGINS GUIDE (1cm)

Donor Visual Identity Application On Corporate Publications

Visual Identity Application On Corporate Publications

TEXT MENTIONING ALL DONORS

TradeMark Africa (TMA) is an aid-for-trade organisation that was established in 2010, with the aim of growing prosperity in Africa through increased trade. TMA operates on a not-for-profit basis and is funded by the development agencies of the following countries: Belgium, Canada, Denmark, European Union, Finland, France, Ireland, Netherlands, Norway, United Kingdom and United States of America. TMA works closely with regional intergovernmental organisations, including the African Union (AU), national governments, the private sector and civil society organisations.

Annual Report

Disclaimer
"Views within this report are of TradeMark Africa and not necessarily those of our donors.

"

TradeMark Africa (TMA) is an aid-for-trade organisation that was established in 2010, with the aim of growing prosperity in Africa through increased trade. TMA operates on a not-for-profit basis and is funded by the development agencies of the following countries: Belgium, Canada, Denmark, European Union, Finland, France, Ireland, Netherlands, Norway, United Kingdom and United States of America. TMA works closely with regional intergovernmental organisations, including the African Union (AU), national governments, the private sector and civil society organisations.

Donor Visual Identity Application on Video

01
INTRODUCTION SLIDE
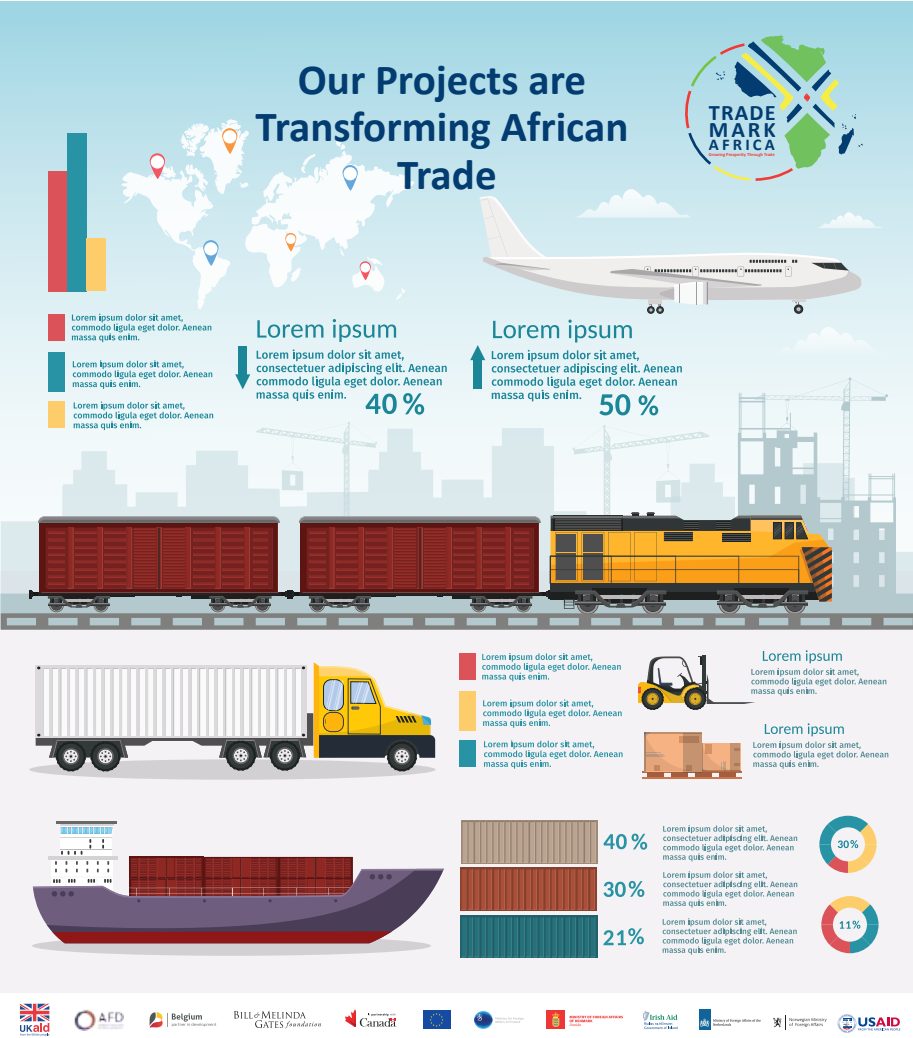0-3 secs

02
outro SLIDE
0-3 secs

MAIN
DONOR

OR

03
outro SLIDES
0-3 secs

- Coat Of Arms
- TMA Closing Slide

Donor Visual Identity On Corporate Poster

Implementing Partners

Logo application and priority for project based communication - East African Community, Governments, Ministries, Departments & Agencies of Government

Project based communication is classified into two categories;

1. Visual communication for projects where TMA is working in partnership with regional bodies such as the East Africa Community, Governments, Ministry Departments & Agencies of Government.

2. Visual communication for projects where TMA is working in partnership with Private Sector Organisations & Civil Society Organisations.

Logo application will follow this order;

1. Respective National Governments coat of arms or East African Community (EAC).
2. Implementing partners - Departments and agencies, e.g., Kenya Revenue Authority, Uganda Revenue Authority, Kenya Ports Authority
3. TMA & main project donor.
4. Donors-Visual representation priority in size of funding.

Branding Follows Funding
Decisions regarding the branding of a programme depend on how it is funded.

Implementing Partners' Visual Identity & Logo Application

Rollup Banner Application

NATIONAL GOVERNMENT COAT OF ARMS

E-COMMERCE BOOSTER PROGRAMME

TITLE GOES HERE

PARTNERS

Funded By:

DONOR

Outdoor Signage Application

NATIONAL GOVERNMENT COAT OF ARMS

MOMBASA PORT ROADS PROGRAMME

TITLE GOES HERE

PARTNERS

Funded By:

UKaid
from the British people

DONOR

DISCLAIMER

Application on Banners

Single Donor Funding

VS

Multiple Donor Funding

**Women In
Trade Programme**

**Women In
Trade Programme**

Funded By: *Through:*

Funded By: *Through:*

IMPORTANT TIP
TMA Logo should
always appear on
the extreme right.

Outdoor Signage Application

Glossary

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organisation (a logotype or wordmark).

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family).

Set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicisation, ornamentation, or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK colour model (process colour, four colour) is a subtractive colour model, used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some colour printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-colour

printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB colour model is an additive colour model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. The name of the model comes from the initials of the three additive primary colours, red, green, and blue.

PRIMARY COLOURS

The core selection of identifying colours that are used in a logo.

PALETTE

A given, finite set of colours for the management of digital images, weight, style,

condensation, width, slant, italicisation, ornamentation, or foundry.

Contacts

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