This brand guideline document serves as a critical resource for ensuring the consistent and accurate portrayal of FSD Africa’s brand across all communications and visual representations. By adhering to these guidelines, we maintain a cohesive brand identity that reinforces our mission, values, and impact on financial sector development in Africa.

These guidelines are intended for use by FSD Africa’s employees, partners, agencies, and any individuals involved in representing our organisation.
ABOUT US

FSD Africa is a specialist development agency established in 2012 by the UK Government geared towards making finance work for Africa’s future. We work on the ground in 30+ African countries to mobilise “green plus” finance that will power economic and social development while delivering environmental gains and building Africa’s resilience. We work on policy and regulatory reform, capacity strengthening and improving financial infrastructure and addressing systemic challenges in Africa’s financial markets to spark large-scale and long-term change.

Our work has contributed to tackling financial exclusion challenges within Africa, supporting over 10.2 million people to access financial services.
OUR PURPOSE

Our purpose is to make finance work for Africa’s future.

MAKE
We provide tools and resources to drive large-scale change in financial markets and support sustainable economic development.

FINANCE WORK
We address financial market failures to bring about growth and opportunity.

AFRICA’S FUTURE
Our business is to help create a sustainable future for Africa’s people and it’s natural environment.

MISSION & VISION

At FSD Africa, our programming is designed to address systemic challenges within Africa’s financial markets, with the aim of sparking large-scale and long-term change. Our interventions are designed from the ground up, to ensure that Africa’s financial markets better serve those most in need – today, and long after our programmes end.

FSD Africa’s vision is that Africa can unlock new pathways to prosperity and resilience while helping the world realise the promise of the Paris Agreement and tackle the dual crises of climate change and biodiversity loss.

We believe that Africa can leapfrog the environmentally damaging development models of the past, by instead establishing a resilient low-carbon economy and enabling its rich natural capital to thrive.
OUR VALUES

To mould sustainable financial systems, enabling them to work more inclusively.

CHANGE AGENT
Our initiatives are designed to change the way financial systems work. This will typically mean challenging conventional ways of doing things and we are comfortable with that.

COMMITTED TO A SUSTAINABLE FUTURE
We look for long term solutions that integrate environmental and socioeconomic outcomes. We know that true sustainability depends on being intelligent and honest in the way we reconcile environmental and economic goals that may sometimes conflict.

PARTNERSHIP-DRIVEN
We know we don’t always have all the answers. Working in a genuinely collaborative way, in which different points of view are respected and supported, will produce better outcomes for everyone.

PROFESSIONALISM
We hold ourselves and our service providers to high standards. We place great emphasis on technical excellence, responsiveness, rigorous analysis and generally on providing a great service to our partners.

OUR PEOPLE
We are committed to equality, diversity, and inclusion, and to giving the people who work for us the opportunities they need to become leaders in their field, professionally stronger and with a sense of fulfilment at being able to satisfy their passion for Africa’s development in a tangible way.
BRAND PERSONALITY

To mould sustainable financial systems, enabling them to work more inclusively.

PROFESSIONAL
We demonstrate expertise and competence in financial sector development.

IMPACTFUL
Our actions and initiatives drive meaningful, measurable change.

COLLABORATIVE
We value partnerships and thrive when working with others towards common goals.

TRUSTWORTHY
We operate with integrity, transparency, and a focus on long-term sustainability.

INNOVATIVE
We are forward-thinking, embracing new solutions to address financial challenges.

BRAND STORY

FSD Africa was founded upon the belief that robust and inclusive financial markets are essential for driving economic growth and reducing poverty across the African continent. Our work draws on expertise from around the world, combined with in-depth local knowledge and a strong network of partners. We envision a future where financial systems in Africa empower individuals, businesses, and entire economies to thrive.
OUR LOGO

The FSD Africa logo is a core element of our visual identity. It represents our purpose, values, and impact on the continent’s financial landscape. Consistent and correct use of the logo is crucial for maintaining a strong and recognisable brand.

The FSD Africa logo was updated in August 2019 to ensure consistent use of geometric shapes.
OUR LOGO

The FSD Africa logo is our primary asset. Used on all of our corporate collateral, it should not be altered or redrawn in any way.

Versions
Available in full colour and single colour versions, variants have been optimised for printing techniques or online use. Dark grey is reserved for one colour print restrictions only.

Minimum size and exclusion zone
The minimum size is set to ensure legibility at all times. The exclusion zone gives the logo the appropriate clearance from graphics or copy to ensure recognition.

CMYK
PANTONE
RBG

White

Dark Grey

Offline: 30mm wide
Online: 100px wide

The exclusion zone is the height of the ‘i’ on all sides.
LOGO BACKGROUND

On solid colour background
To ensure readability at all times, the white logo can’t be placed on solid colour equivalent to less than 20% black.

Always ensure there is enough contrast between the white logo and the background.

On image or gradient
Always place our logo over an appropriate image (where an area of contrasting tone accommodates clarity of the logo).

The green logo is only for use on a solid dark green or white background. No blue, light green or other colour.

You can reinforce the contrast in a specific area of a visual by overlaying a gradient, from dark to transparent. We recommend using the white logo wherever possible.

Limit as much as possible the use of the green logo on images. Where needed, you can lighten a specific area by overlaying a gradient, from white to transparent.
LOGO USE

Coloured Backgrounds
To ensure readability of the logo at all times, the white logo can’t be placed on solid colour equivalent of less than 20% black.

General Aspect
Please do not recolour the logo in anyway, alter the proportions of the logo, redraw, change the orientation or font of the logo.

- Do not place the white logo on a very light background.
- Don’t place the green logo on gradient colours other than the dark green.
- Do not place the logo on a multicoloured background image.
- Always ensure there is enough contrast between the logo and the image.
- Don’t recolour the logo, even with other colours from the FSD Africa palette.
- Don’t redraw or change the logo font.
- Don’t alter the proportions of the logo.
- Don’t rotate the logo.
FSD Africa Investments (FSDAi) is the investing arm of FSD Africa, a UK International Development funded regional programme operating in more than 30 countries from its Kenya base, to make finance work for Africa’s future. While FSD Africa supports market development through advocacy, thought leadership, and capacity support, FSDAi makes investments in support of these policy objectives in novel financial instruments, facilities and intermediaries that can accelerate the role of finance in Africa’s green economic growth.
FSDAi LOGO

The FSDAi Africa logo is not be altered or redrawn in any way.

Versions
Available in full colour and single colour versions, variants have been optimised for printing techniques or online use. Dark grey is reserved for one colour print restrictions only.

Minimum size and exclusion zone
The minimum size is set to ensure legibility at all times. The exclusion zone gives the logo the appropriate clearance from graphics or copy to ensure recognition.

CMYK
PANTONE
RBG

White

Dark Grey

Offline: 30mm wide
Online: 100px wide

The exclusion zone is the height of the ‘f’ on all sides.
LOGO BACKGROUND

On solid colour background
To ensure readability at all times, the white logo can’t be placed on solid colour equivalent to less than 20% black.

On image or gradient
Always place our logo over an appropriate image (where an area of contrasting tone accommodates clarity of the logo).

Always ensure there is enough contrast between the white logo and the background.
The blue logo is only for use on a solid dark blue or white background. No green, light blue or other colour.

You can reinforce the contrast in a specific area of a visual by overlaying a gradient, from dark to transparent. We recommend using the white logo wherever possible.

Limit as much as possible the use of the green logo on images. Where needed, you can lighten a specific area by overlaying a gradient, from white to transparent.
LOGO USE

**Coloured Backgrounds**
To ensure readability of the logo at all times, the white logo can't be placed on solid colour equivalent of less than 20% black.

**General Aspect**
Please do not recolour the logo in anyway, alter the proportions of the logo, redraw, change the orientation or font of the logo.

- Don’t place the white logo on a very light background
- Don’t place the green logo on gradient colours other than the dark green
- Don’t recolour the logo, even with other colours from the FSD Africa palette
- Don’t redraw or change the logo font
- Don’t alter the proportions of the logo
- Don’t rotate the logo

- Always ensure there is enough contrast between the logo and the image

- Do not place the logo on a multicoloured background image.
UK AID LOGO

Use of the logo as a UK aid funded programme, FSD Africa must consistently highlight that our programmes are funded by the UK tax payer, through use of the UK aid logo.

Typically we use the UK aid logo wherever we are utilising the FSD Africa logo on published materials.

The colours used are the officially recognised colours of the Union Flag. If we introduce a red or dark blue within any UK aid-branded documents, we explore opportunities to match them, or complement them to the logo.

Where to use the logo
- publications (eg annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (eg press releases, briefings, presentations, in interviews)
- websites (eg on home page or a page listing donors, social media stories)
- video content
- speeches and lectures
- on tenders for subcontractors

Sizing and Spacing
The UK aid logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'U'. Nothing, including the edge of a page, should fall within the exclusion zone.

Minimum size
The minimum width of the logo is 17mm, measured by the width of the flag.
UK AID LOGO

Colour Options
We use the colour logo wherever possible, against a white background. The black logo format should only be used when colour production is not possible, and where the background does not interfere with the legibility of the logo. If the background colour clashes with the logo, for example, because it is too dark, reverse the logo out in white. Please ensure that the colour or any image or pattern on the background does not interfere with the logo’s legibility.

CMYK
PANTONE
RBG

Black

White

UK International Development
Partnership | Progress | Prosperity

UK International Development
Partnership | Progress | Prosperity

UK International Development
Partnership | Progress | Prosperity
COLOUR PALETTE
The FSD Africa core colour (Main green) is supported by two supporting colours: (Shadow green and Light Green).
Everyone must be able to understand and enjoy our content, irrespective of their chosen channel or device.

Using high-contrast colour combinations for copy is a key factor in ensuring that standards for accessibility are met, meaning that our messages are as easy to read as possible for everyone.

Here are the approved colour combinations for copy that will be displayed on a digital screen (websites, apps, PowerPoint presentations).
This chart shows the comparative ratios of colour use for a piece of FSD Africa collateral.

White should be the most dominant colour on any FSD Africa content (e.g. annual report, brochure or website), to ensure a fresh, modern, professional aesthetic. Shadow green is mainly used for backgrounds and block fill colour.

Cyan is the accent colour; it should only be used for specific occasion, where required. The majority of body copy should be produced in dark grey.
TYPOGRAPHY
PRIMARY FONT

Museo Sans
Museo Sans is a contemporary, clean and accessible sans serif font.

Museo Sans is web and digital friendly, and is very well suited for any display and text use.

Only the Museo weightings and variants specified here should be used on all professionally designed marketing and communications assets.

Digital body copy typesetting
Font size: 22pt
Leading 30 pt

Digital subtitle typesetting
Font size: 36pt
Leading 43 pt

Print body copy typesetting
Font size: 9pt
Leading 13 pt

Subtitle typesetting
Font size: 14pt
Leading 18pt

Museo Sans 100 - Titles only (56pt and above)
Museo Sans 100 italic - Titles only (56pt and above)

Museo Sans 300
Museo Sans 300 italic

Museo Sans 500
Museo Sans 500 italic

Museo Sans 700
Museo Sans 700 italic
SECONDARY FONT

**Aptos**
When Museo Sans is not available, Aptos is used instead. It offers a good continuity between professionally designed pieces and internal documents.

Digital body copy typesetting
Font size: variable
Leading: +30%

- Aptos Light
- Aptos Light Italic
- Aptos Regular
- Aptos Italic
- Aptos Semibold
- Aptos Bold
- Aptos Extra Bold
- Aptos Extra Bold Italic
SUPPORTING ASSETS
‘The Connector’ line (the gradient-filled line featured here) is a key part of the FSD Africa brand. It is designed to communicate the, often invisible, role FSD Africa plays in driving change across sub-Saharan Africa; connecting businesses and people with the financial tools they need to thrive.

‘The connector’ line is an active tool, designed to help visually express the FSD Africa story throughout our assets. It can be used as an active story-telling tool for lead images (front covers, introductory slides etc) as well as within core pages of presentations and reports.
HOW TO CONSTRUCT THE CONNECTOR

Thickness
As a rule of thumb, the Connector thickness shouldn’t be more than one tenth of the image-size.

Position
In the layout, the Connector enters in the 2/3 bottom left corner and exists on the 2/3 top right corner. The exit point must always be to the right of the entry point.
HOW TO DRAW THE CONNECTOR

Angle
There are three possible angles for the construction of the Connector: 45°, 90° or 135°.

Corner
As a rule of thumb, the Connector corner radius should be 80% of the thickness (settings available in Adobe Illustrator CC).
PHOTOGRAPHY

Style
Our photography is designed to be grounded in reality: un-posed, relaxed, true-to-life and optimistic.

We never represent individuals as ‘beneficiaries’ but as agents of change in their own lives – we want to demonstrate growth, potential and thriving local economies.

Our colouring is intended to be real and authentic, not oversaturated.
PHOTOGRAPHY

Typographies
Like our beneficiaries, our programmes impact people in a range of settings – that we reflect in our photography.

Our images skew slightly towards urban and peri-urban settings; to demonstrate the role that finance plays in catalyzing economies; creating growth and opportunity. Most importantly, that means capturing market places, central business districts and busy roadside bandas.
PHOTOGRAPHY

Financial Focus
We’re a financial sector development agency – a significant portion of our images have an explicit financial link e.g.; capturing cash payments, mobile-money transactions, ATM transactions, individuals using feature and smart phones, landscape images featuring financial buildings.

Composition
For images used for front-covers of reports, presentations or brochures that will make use of the connector, please refer to the pages on ‘drawing the connector’ above. The majority of those photos prominently featuring individuals.
# EMAIL SIGNATURE & LETTERHEAD

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<td>Email: <a href="mailto:name@fsdafrica.org">name@fsdafrica.org</a></td>
<td>Tel: +254 711 234 567</td>
<td>FSD Africa</td>
<td>Riverside Green Suites, Riverside Drive, Nairobi</td>
<td>T: +254 20 402 4000</td>
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Our EDI Strategy
Overview
Our three-year EDI Strategy will run from 2022 to 2025. We want to achieve four main impacts:

- An organisation made up of diverse teams
- Increased employee engagement and an improved sense of belonging
- Full credibility as a pan-African organisation
- Status as an industry leader in EDI

Achievements in 2023
Each workstream contained a number of key achievements this year.

- **Strategy & Metrics**
  - Created and launched EDI Strategy
  - Designed comprehensive Measurement Plan and educated all employees and stakeholders
  - Worked with EDI Committee and Champions to begin implementation of measurement plan

- **Engagement & Networks**
  - Successfully launched Employee Resource Groups
  - Established the EDI Committee, which engaged with EDI Champions to begin implementing strategy
  - Updated employee orientation material to reflect our EDI values

- **Leadership Skills & Accountability**
  - Sponsored leadership training on cultural competency
  - Facilitated education for hiring managers on EDI
LOWER THIRDS STRAP

Mary Njuguna
Principal, Capital Markets
FSD Africa