

# FSD AFRICA BRAND MANUAL 2024



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## INTRODUCTION

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 its 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.

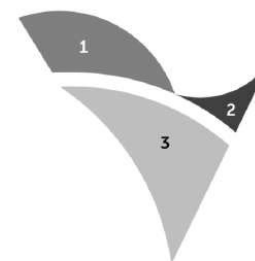
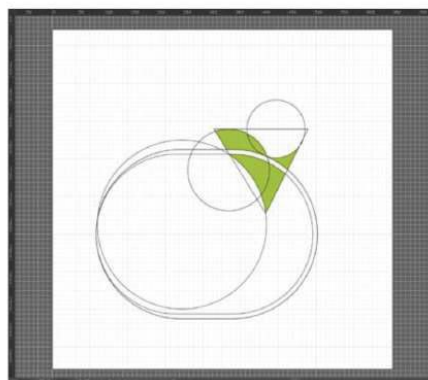
# FSD AFRICA LOGO



## 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  
RGB



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).

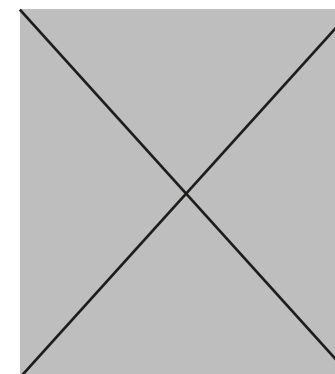
Always ensure there is enough contrast between the white logo and the background.



The 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.

Don't place the white logo on a very light background



## 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 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 alter the proportions of the logo



Don't redraw or change the logo font



Don't rotate the logo

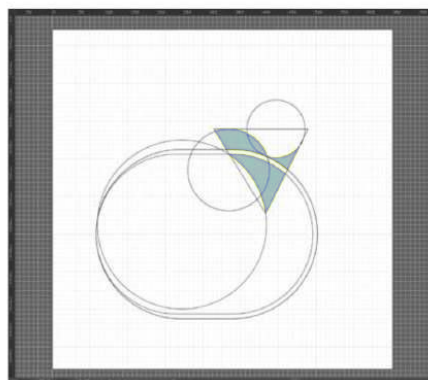




FSD AFRICA  
INVESTMENTS  
LOGO

## FSDAi 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.

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



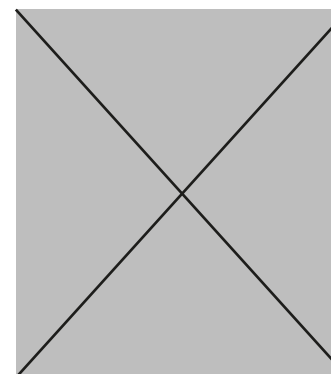
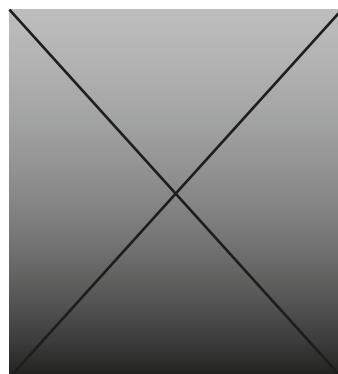
## On image or gradient

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

The 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.

Don't place the white logo on a very light background



## 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 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 alter the proportions of the logo



Don't redraw or change the logo font



Don't rotate the logo





UK AID  
LOGO



## 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



C: 100  
M: 72  
Y: 0  
K: 19

R: 0  
G: 91  
B: 125

HEX: #003399

C: 0  
M: 91  
Y: 76  
K: 6

R: 207  
G: 20  
B: 43

HEX: #CC0000

C: 6  
M: 4  
Y: 4  
K: 0

HEX: #f3f3f4

### 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  
RGB



Black



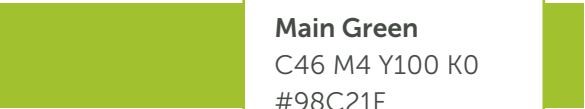
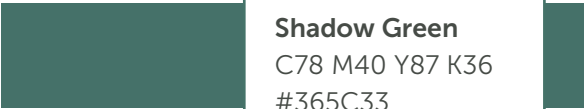
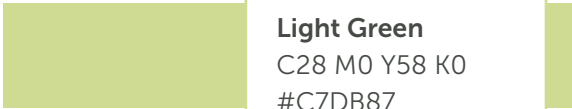
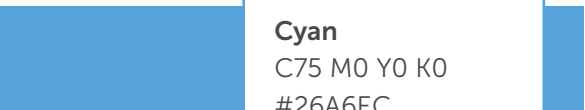
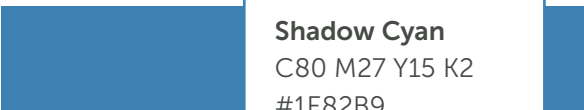
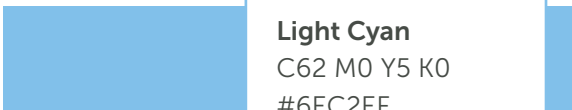
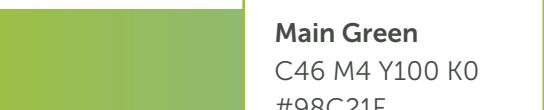

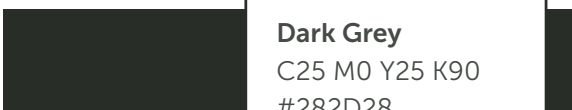
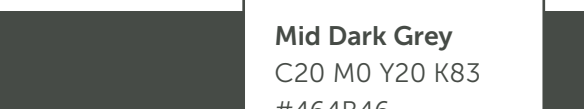
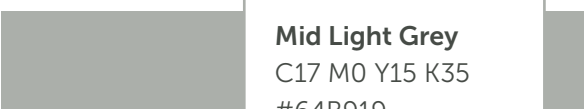
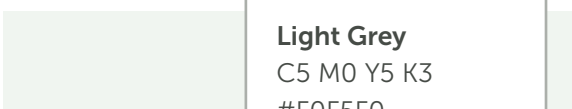
White



COLOUR  
PALETTE

# OUR COLOUR PALETTE

The FSD Africa core colour (Main green) is supported by two supporting colours: (Shadow green and Light Green).

 <p><b>Main Green</b> C46 M4 Y100 K0 #98C21F R152 G194 B31</p>	 <p><b>Shadow Green</b> C78 M40 Y87 K36 #365C33 R53 G92 B52</p>	 <p><b>Light Green</b> C28 M0 Y58 K0 #C7DB87 R200 G220 B135</p>
 <p><b>Cyan</b> C75 M0 Y0 K0 #26A6EC R38 G166 B236</p>	 <p><b>Shadow Cyan</b> C80 M27 Y15 K2 #1E82B9 R30 G130 B185</p>	 <p><b>Light Cyan</b> C62 M0 Y5 K0 #6EC2EF R110 G194 B239</p>
 <p><b>Main Green</b> C46 M4 Y100 K0 #98C21F R152 G194 B31</p>	 <p><b>Cyan</b> C75 M0 Y0 K0 #26A6EC R38 G166 B236</p>	 <p><b>Dark Grey</b> C25 M0 Y25 K90 #282D28 R40 G45 B40</p>
 <p><b>Mid Dark Grey</b> C20 M0 Y20 K83 #464B46 R70 G75 B70</p>	 <p><b>Mid Light Grey</b> C17 M0 Y15 K35 #64B919 R170 G175 B170</p>	 <p><b>Light Grey</b> C5 M0 Y5 K3 #F0F5F0 R240 G245 B240</p>

# FONT LEGIBILITY

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).

**On Main Green** white  
light grey  
dark grey

**On Shadow Green** white  
light grey  
dark grey

**On Light Green** mid dark grey  
dark grey

**On Cyan** white  
light grey  
dark grey

**On Shadow Cyan** white  
light grey  
dark grey

**On Light Cyan** mid dark grey  
dark grey

**On Gradient** white

**On White** main green shadow green mid dark grey  
dark grey light cyan cyan  
shadow cyan

**On Dark Grey** white light green main green  
light grey

**On Mid Dark Grey** white  
light grey

**On Mid Light Grey** white  
mid dark grey  
dark grey

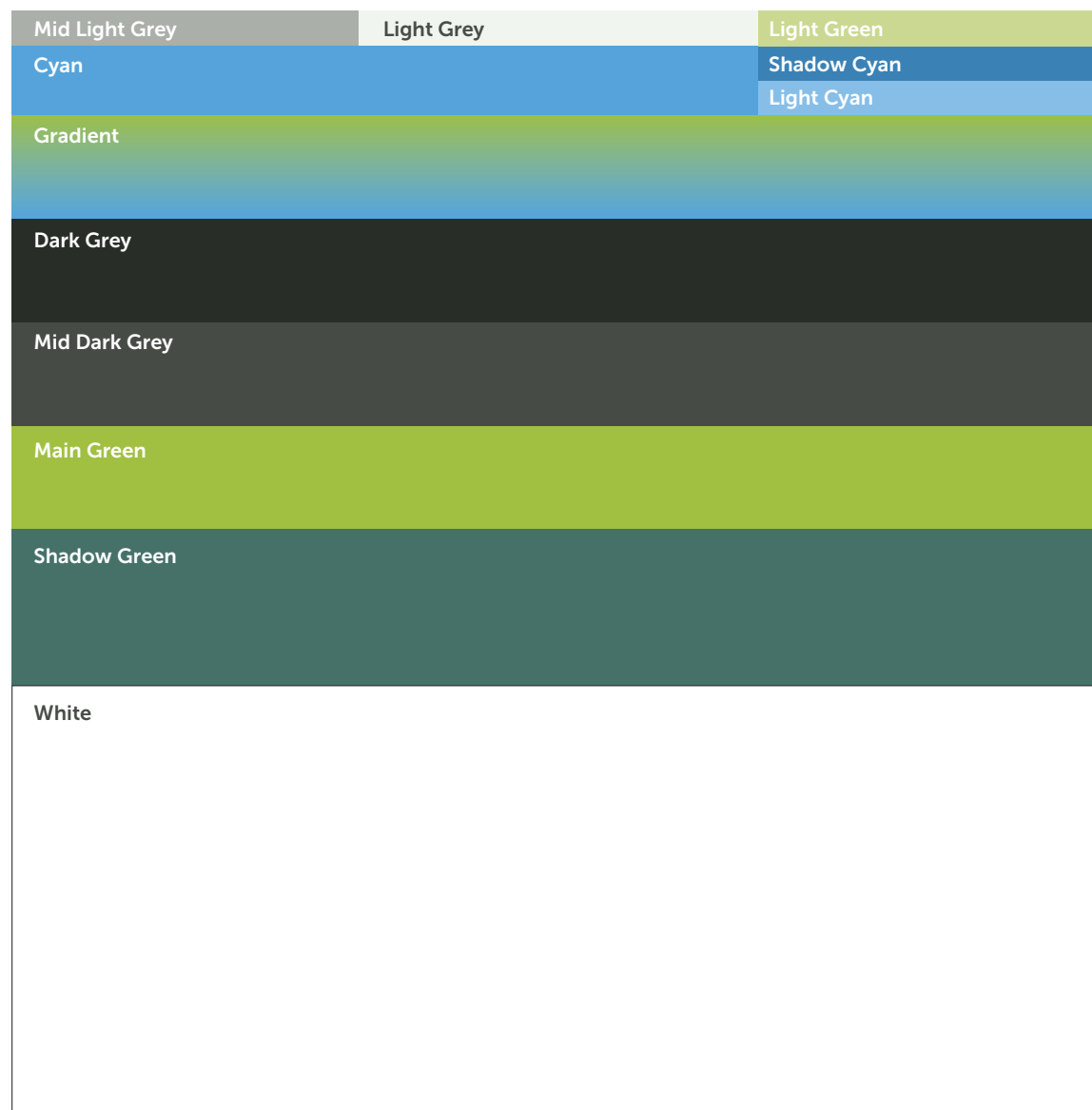
**On Light Grey** mid dark grey  
dark grey

## COLOUR DOMINANCE

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'

'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.



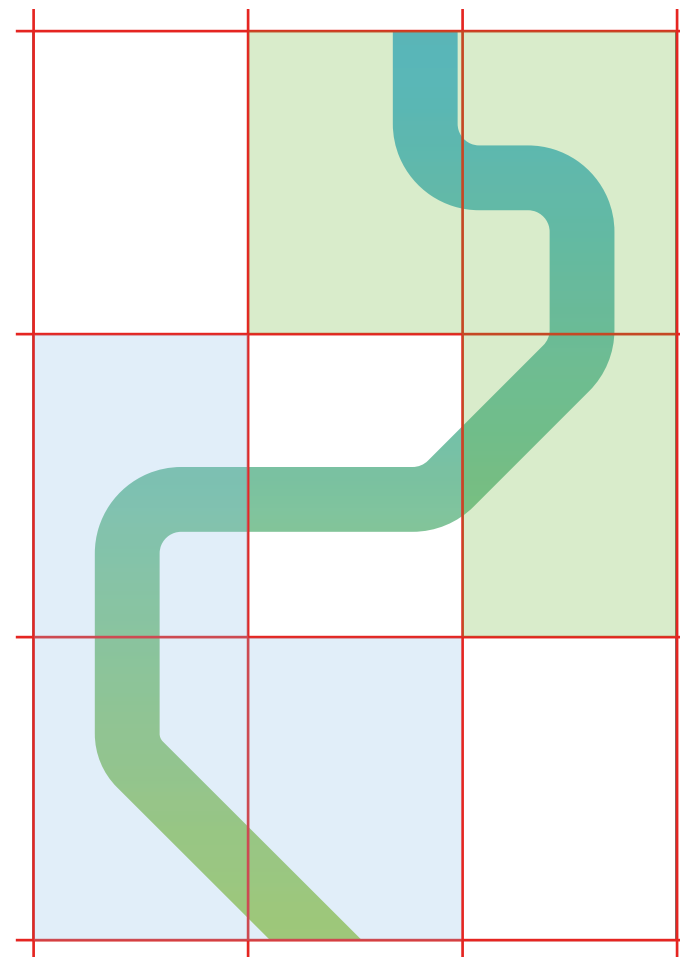
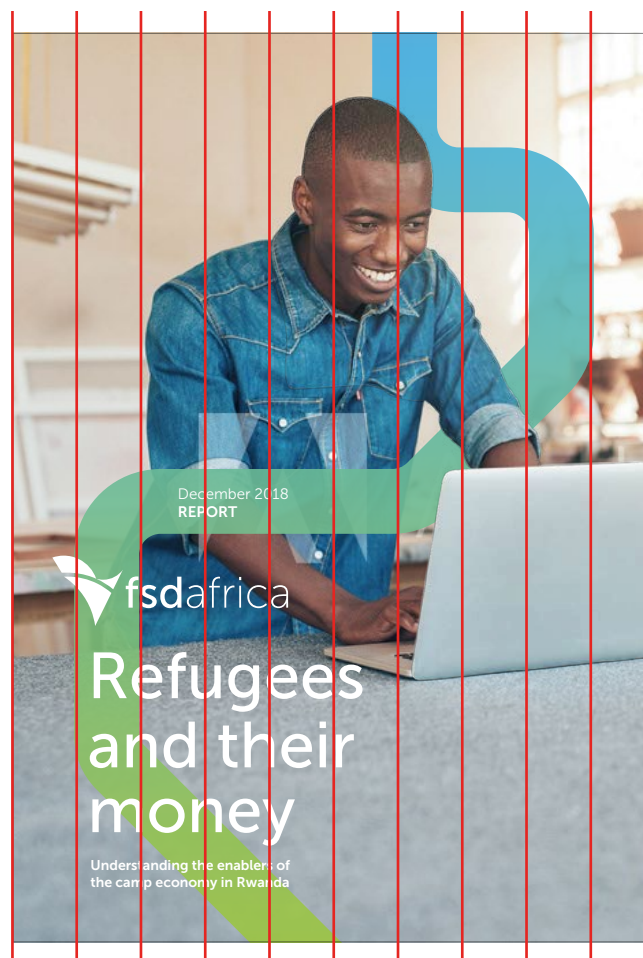
# HOW TO CONSTRUCT THE CONNECTOR

## 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  $\frac{2}{3}$  bottom left corner and exists on the  $\frac{2}{3}$  top right corner. The exit point must always be to the right of the entry point.



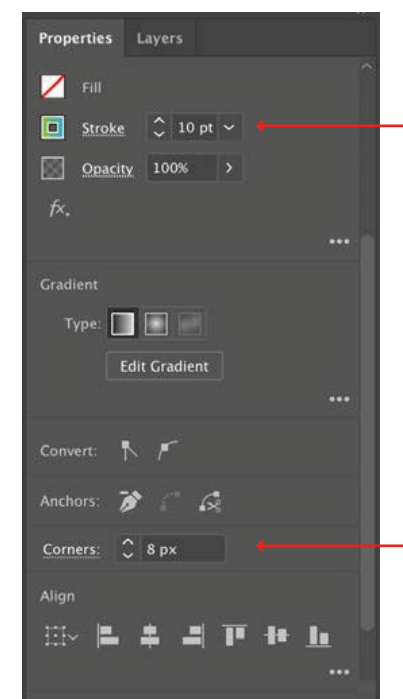
# HOW TO DRAW THE CONNECTOR

## 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.





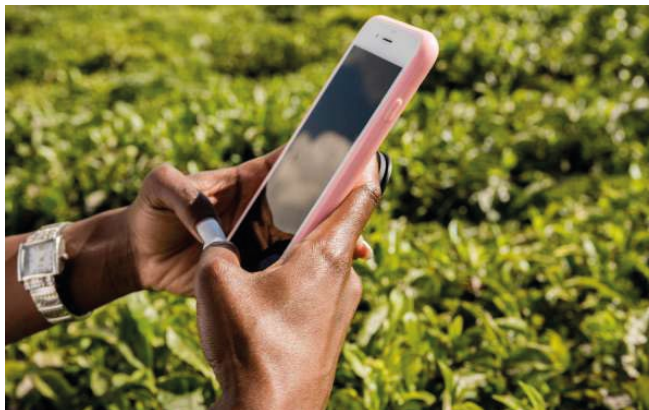
# PHOTOGRAPHY

## 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.





TEMPLATES


# EMAIL SIGNATURE & LETTERHEAD

<b>Name Surname</b>	<i>Font Size: 13 Bold</i>		
<b>Position</b>	<i>11 Bold</i>		
Email: name@fsdafrica.org	<i>10</i>		
Tel: +254 711 234 567	<i>10</i>		

<b>FSD Africa</b> Riverside Green Suites, Riverside Drive, Nairobi	T: +254 20 402 4000 +254 729/780 729111	P.O. Box 5980, 00100 Nairobi	E: info@fsdafrica.org W: www.fsdafrica.org
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P.O. Box 5980, 00100 Nairobi  
T: +254 20 402 4000 | +254 729/780 729111  
E: info@fsdafrica.org | W: www.fsdafrica.org



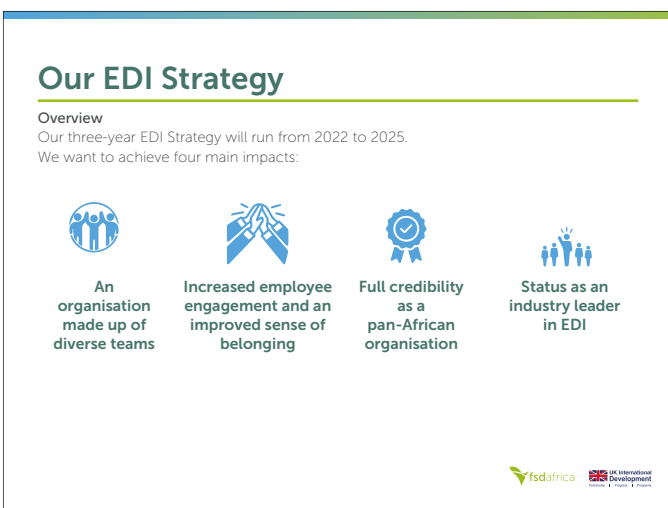
# POWERPOINT TEMPLATES



Cover page to be of an image with the connector as the visual style



Section cover page can either be of an image as a background or solid colour



Inside pages to be clean with the use of images and infographs to make the presentation visually appealing



## LOWER THIRDS STRAP



# FSD AFRICA BRAND MANUAL

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**Name Surname**

**Position**

Email: name@fsdafrica.org

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**FSD Africa**

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