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Now that you are familiar with the basic elements of the ActionAid identity, following are some examples of how these can be brought to life. This section details and demonstrates other things you need to know to build on brand communications.

The aim for ActionAid internationally, is to deliver a consistent and integrated brand identity across all its communications, regardless of the media.

The identity elements used vary according to the type of communication. Elements such as the logotype, colour typeface and the strapline (including translated versions) should be considered as the constants and should always be used on our communications.

Elements such as the symbol, imagery, handprint, words as visual elements and the secondary colour palette are the flexibles. These elements don't have to be used. Their relevance varies according to the platform for communication. Remember, less is more – do not confuse the audience by using too many elements or elements that do not work together.

Within our basic elements are all the ingredients you may require to deliver the necessary levels of brand presence for any piece of communication.

The following items are available as digital templates: Letterhead, Fax, Compliment Slip, Envelopes, Business Card, Invoice, Memo, Report Cover Newsletter Cover and internal pages and Email sign off.

Letterhead 3.1.1

Letterhead

Contents



22	34.5	2	34.5	40	70	7
7	<p>ActionAid International PostNet Suite #248 Private Bag X31 Saxonwold 2132 Johannesburg South Africa</p> <p>Phone +27(0)11 731 4500 Fax +27(0)11 880 8082 Email mail@actionaid.org www.actionaid.org</p> <p>actionaid</p>					7
44.5	<p>Addressee name Company name Floor/building name Street name City/Postcode</p> <p>17/01/2007</p> <p>Salutation</p> <p>Subject of letter</p> <p>This guide is to show how your letter should be typed so that all letters look the same. The left margin is set at 10mm from the edge of the page. This letter is set in Arial 10 point with 12.5 point leading.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nislut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum doloreeu feugiat nulla facilisis at vero eros etsectetuer adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore accusan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consec tetuer adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq uam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing. Lorem ipsum dolor sit amet, mazim placerat facer possim assum. Ut wisi enim ad minim vulputate adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq uam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing. Lorem ipsum veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nislut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hend in vulputate velit esse molestie consequat, vel illum doloreeu feugiat nulla facilisis at vero eros etsect etuer adip iscing elit.</p> <p>Complimentary close</p> <p><i>A.N. Owen</i></p> <p>Name Position</p>					44.5
188	<p>Incorporated in The Hague, The Netherlands Registration number 27264198</p> <p>Incorporated in South Africa under Section 21A of the Companies Act 1973 Registration number 2004/007117/10</p> <p>End poverty. Together.</p>					188
10	<p>39</p>					7

Letterhead templates should be laser printed onto pre-printed headed paper (white stock). The stock for the letterhead should be 120gsm and recycled, where possible. Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure. The relevant country address and registered office details should be used.

Address details

9pt/11pt Helvetica Neue 45 Light
Prints Pantone Warm Grey 9.

ActionAid logotype

This has been specially drawn and is available form ActionAid. Prints Pantone 485.

Addressee details and body text

10/12.5pt Arial, Arial Bold for headings.

Registration details

6/7pt Helvetica Neue 45 Light (with half line spacing between paragraphs of 4pt leading). Prints Pantone Warm Grey 9.

ActionAid handprint

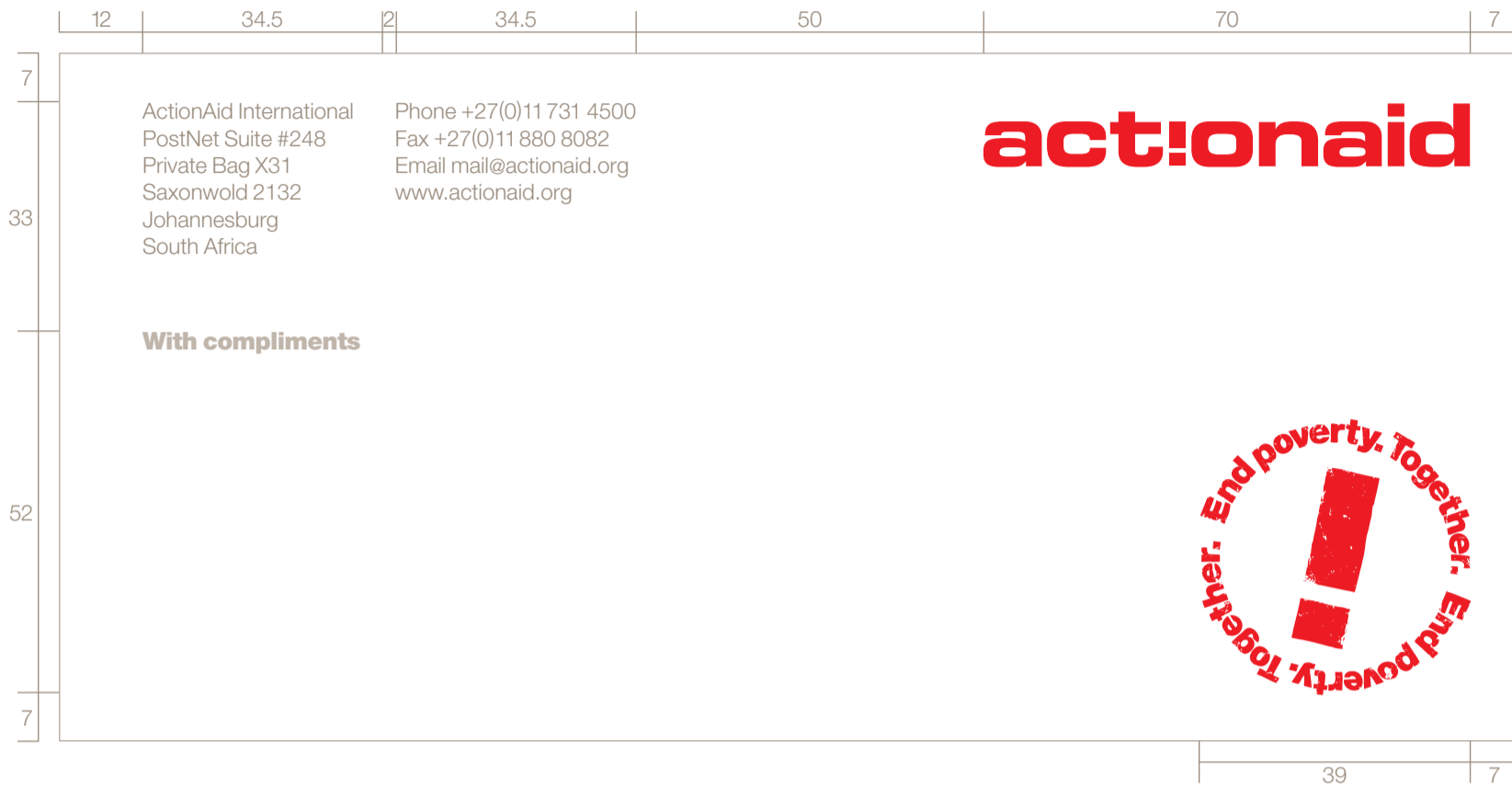
This has been specially drawn and is available form ActionAid. Prints Pantone 485.

Compliment Slip 3.1.2

ActionAid Brand Guidelines
2007

Compliment Slip

Contents



Compliment slips should not be used as a substitute for a letter. They should be produced on white paper stock. The stock for the compliment slip should be 120gsm and recycled, where possible. Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure. The relevant country address details should be used.

Address details

9pt/11pt Helvetica Neue 45 Light
Prints Pantone Warm Grey 9.

With compliments

10pt/14pt Helvetica Neue 45 Light
Prints Pantone Warm Grey 9.

ActionAid logotype

This has been specially drawn and is available from ActionAid. Prints Pantone 485.

ActionAid handprint

This has been specially drawn and is available from ActionAid. Prints Pantone 485.

Business Card 3.1.3



1



2



3



4

- 1 Front of ActionAid business card.
- 2 Reverse of ActionAid business card. This is the favoured design for the reverse of the business cards.
- 3 Front of ActionAid business card with a country office address.
- 4 Reverse of ActionAid business card with a red logo and white background. This should only be used when the budget dictates.

Business cards should be produced on white paper stock, which should be 350gsm and recycled, where possible. Example of front and reverse of business cards shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure.

Name and Job details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Warm Grey 9.

Address details

8pt/10pt Helvetica Neue 45 Light
Prints Pantone Warm Grey 9.

ActionAid logotype

This has been specially drawn and is available from ActionAid. Prints Pantone 485.

ActionAid handprint

This has been specially drawn and is available from ActionAid. Reverses white out of Pantone 485.



22	34.5	2	34.5	40	70	7
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ActionAid International
PostNet Suite #248
Private Bag X31
Saxonwold 2132
Johannesburg
South Africa


Phone +27(0)11 731 4500
Fax +27(0)11 880 8082
Email mail@actionaid.org
www.actionaid.org

act!onaid

Fax

Incorporated in The Hague,
The Netherlands
Registration number 27264198

Incorporated in South Africa
under Section 21A
of the Companies Act 1973
Registration number 2004/007117/10



39	7
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Fax templates should be laser printed onto pre-printed headed paper (white stock). Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure.

The fax templates will be supplied as a Word template. The relevant country address and registered office details should be used.

Address details

9pt/11pt Helvetica Neue 45 Light
Prints black.

ActionAid logotype

This has been specially drawn and is available from ActionAid.
Prints Pantone 485.

Registration details

6/7pt Helvetica Neue 45 Light
(with half line spacing between paragraphs of 4pt leading).
Prints black.

ActionAid handprint

This has been specially drawn and is available from ActionAid.
Prints black.

39.5

7

39

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7

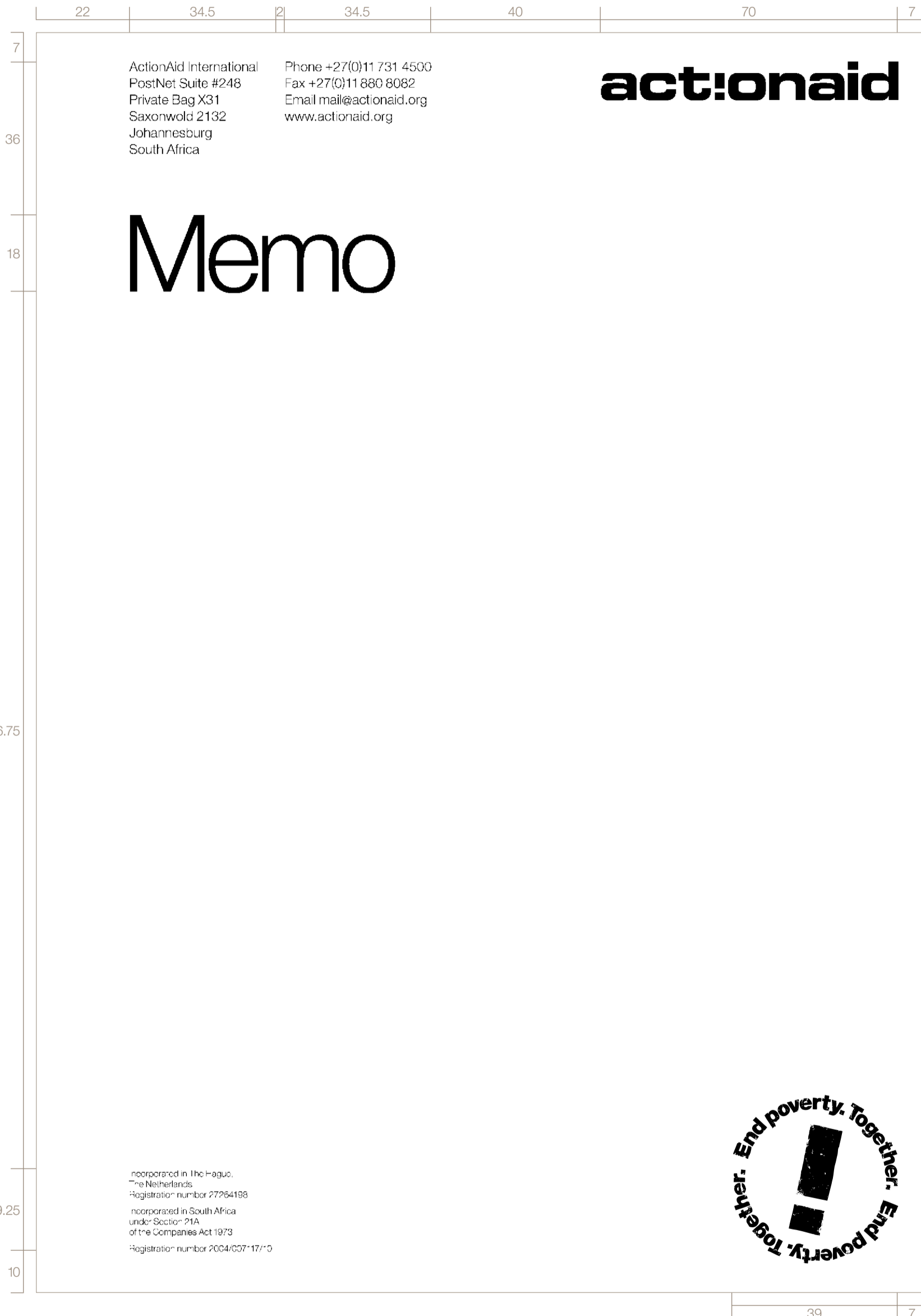
36

18

206.75

19.25

10



ActionAid International
PostNet Suite #248
Private Bag X31
Saxonwold 2132
Johannesburg
South Africa

Phone +27(0)11 731 4500
Fax +27(0)11 880 8082
Email mail@actionaid.org
www.actionaid.org

actionaid

Memo

incorporated in The Hague,
The Netherlands
Registration number 27264198

incorporated in South Africa
under Section 21A
of the Companies Act 1973
Registration number 2004/00717/10



Memo templates should be laser printed onto pre-printed headed paper (white stock). Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure.

The Memo templates will be supplied as a Word template. The relevant country address and registered office details should be used.

Address details

9pt/11pt Helvetica Neue 45 Light
Prints black.

ActionAid logotype

This has been specially drawn and is available from ActionAid. Prints Pantone 485.

Registration details

6/7pt Helvetica Neue 45 Light (with half line spacing between paragraphs of 4pt leading). Prints black.

ActionAid handprint

This has been specially drawn and is available from ActionAid. Prints black.

39.5

7

39

7

Envelopes 3.1.6

Envelopes

Contents



1



2



- 1 ActionAid DL Envelope (without window) 220mm x 110mm.
- 2 ActionAid DL Envelope (with window) 220mm x 110mm.
- 3 ActionAid C4 Envelope (without window) 324mm x 229mm.

The white stock for the envelopes should be 120gsm and recycled, where possible.



22	34.5	2	34.5	40	70	7
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ActionAid International
PostNet Suite #248
Private Bag X31
Saxonwold 2132
Johannesburg
South Africa


Phone +27(0)11 731 4500
Fax +27(0)11 880 8082
Email mail@actionaid.org
www.actionaid.org

act:onaid

Invoice

Incorporated in The Hague,
The Netherlands
Registration number 27264198

Incorporated in South Africa
under Section 21A
of the Companies Act 1973
Registration number 2004/007117/10



39	7
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Invoice templates should be laser printed onto pre-printed headed paper (white stock). Example shown here at 100% (when the Guidelines are printed at full size of A3). Measurements are shown in millimetres and start from the mark which precedes the figure.

The invoice templates will be supplied as a Word template. The relevant country address and registered office details should be used.

Address details

9pt/11pt Helvetica Neue 45 Light
Prints black.

ActionAid logotype

This has been specially drawn and is available from ActionAid. Prints Pantone 485.

Registration details

6/7pt Helvetica Neue 45 Light (with half line spacing between paragraphs of 4pt leading). Prints black.

ActionAid handprint

This has been specially drawn and is available from ActionAid. Prints black.

39.5

7

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36

18

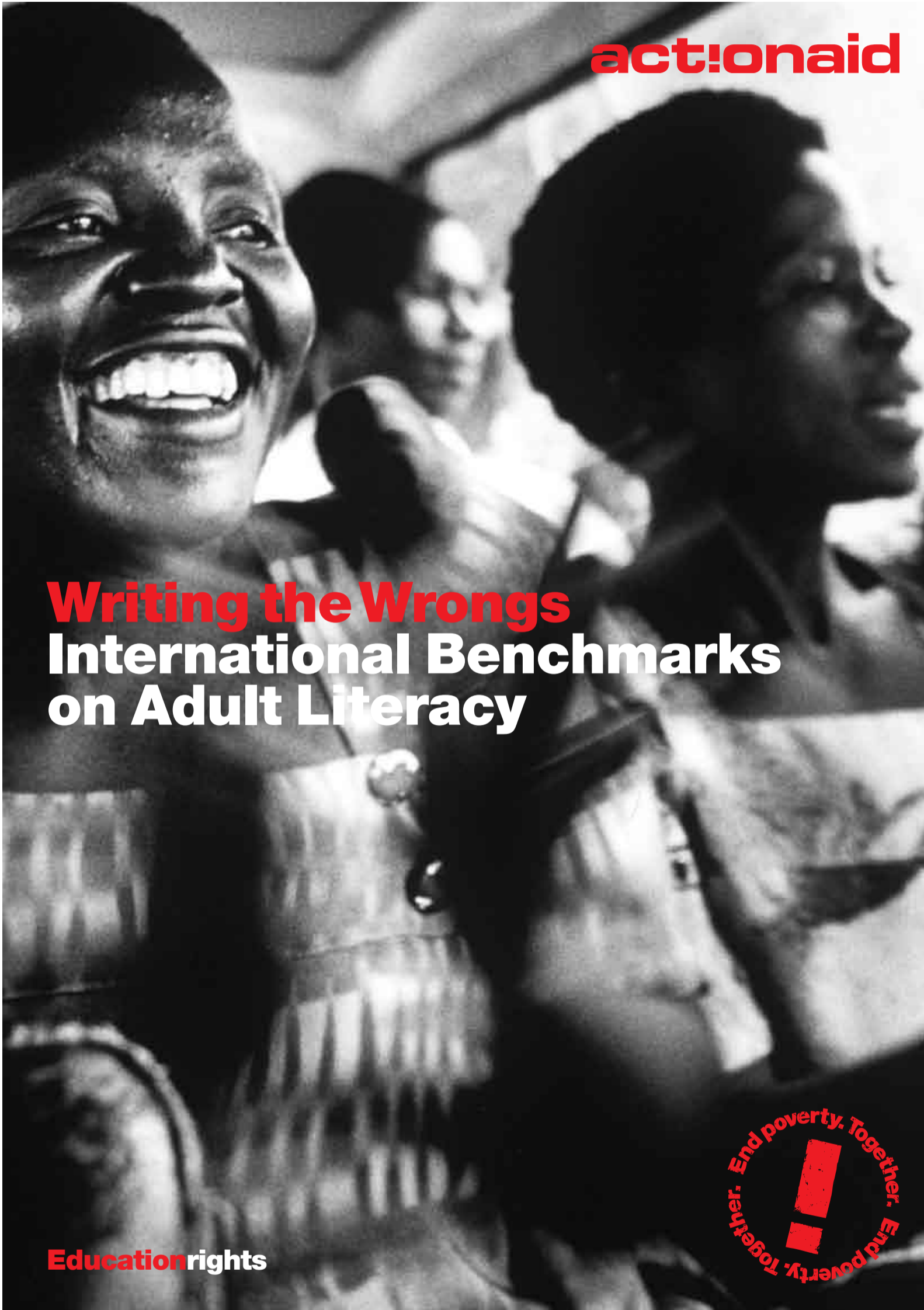
206.75

19.25

10



The stock for reports should be white, 300gsm for the cover and 170gsm for the text pages. The stock should be recycled, where possible.



act:onaid

Writing the Wrongs **International Benchmarks** **on Adult Literacy**

Educationrights





The stock for magazine should be white, 300gsm for the cover and 170gsm for the text pages. The stock should be recycled, where possible.

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act!onaid

action
today

Issue 01 Winter 2007



Protecting the vulnerable





The stock for reports should be white, and 170gsm. The stock should be recycled, where possible.

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actionaid

News



Ethiopia Issue 01 Winter 2007

Welcome

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

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Lorem ipsum dolor sit amet, consetr sadip sci ng elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipsing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sedam voluptua. Lorem ipsum dolor sit amet, consetr etu sadiperat, sed diam voluptua. At vero eos et acc sci ng elit, sed diam nonumy eirmod a tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At veolup tua dolor est salem. Lorem ipsum dolor ro nint rebueqim. Stet et voluptua dolor.

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Folder 3.1.11

Folder

Contents



- 1 Front cover of ActionAid folder
- 2 Inside of ActionAid folder with business card attached to pocket
- 3 Back cover of ActionAid folder



1



2



3



Example shown here at 100%
(when the Guidelines are printed
at full size of A3).

act!onaid

End poverty. Together.

Oppportunity

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

POSITION TITLE

**Contract type (term contract/open-ended)
terms and conditions of service
(£XXXXXX p.a. basic salary plus benefits)**

Applications should be sent with a CV, cover letter and contact names and details of at least two referees to mailboxaddress no later than two weeks from date of posting. All applicants should apply on AAI application forms, found on our website – www.actionaid.org. Click on About Us/Jobs/Application Form link. We will respond only to short listed candidates.

Whilst all applicants will be assessed strictly on their individual merits, qualified women are especially encouraged to apply. Actionaid International is an equal opportunities employer.

Extra copy

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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- 1 Half page ActionAid advert in full colour
- 2 Half page ActionAid advert in black and white

Example shown here at 100% (when the Guidelines are printed at full size of A3).

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

POSITION TITLE
Contract type (term contract/ open-ended) terms and conditions of service (£XXXXXX p.a. basic salary plus benefits)

Applications should be sent with a CV, cover letter and contact names and details of at least two referees to mailboxaddress no later than two weeks from date of posting. All applicants should apply on AAI application forms, found on our website – www.actionaid.org. Click on About Us/Jobs/Application Form link. We will respond only to short listed candidates.

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act!onaid
End poverty. Together.

Extra copy
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Opportunity

1

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

POSITION TITLE
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act!onaid
End poverty. Together.

Extra copy
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Opportunity

2

Recruitment Ad (Quarter Page Ad) 3.1.14



- 1 Quarter page ActionAid advert in full colour.
- 2 Quarter page ActionAid advert in black and white.

Example shown here at 100% (when the Guidelines are printed at full size of A3).

act!onaid
End poverty. Together.

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

POSITION TITLE
Contract type (term contract/ open-ended) terms and conditions of service (£XXXXX p.a. basic salary plus benefits)

Applications should be sent with a CV, cover letter and contact names and details of at least two referees to mailboxaddress no later than two weeks from date of posting. All applicants should apply on AAI application forms, found on our website – www.actionaid.org. Click on About Us/Jobs/Application Form link. We will respond only to short listed candidates. Whilst all applicants will be

assessed strictly on their individual merits, qualified women are especially encouraged to apply. Actionaid International is an equal opportunities employer.

Extra copy
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Opportunity

1

act!onaid

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.

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assessed strictly on their individual merits, qualified women are especially encouraged to apply. Actionaid International is an equal opportunities employer.

Extra copy
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Opportunity

2

Reception Branding 3.1.15

ActionAid Brand Guidelines
2007

Reception Branding

Contents



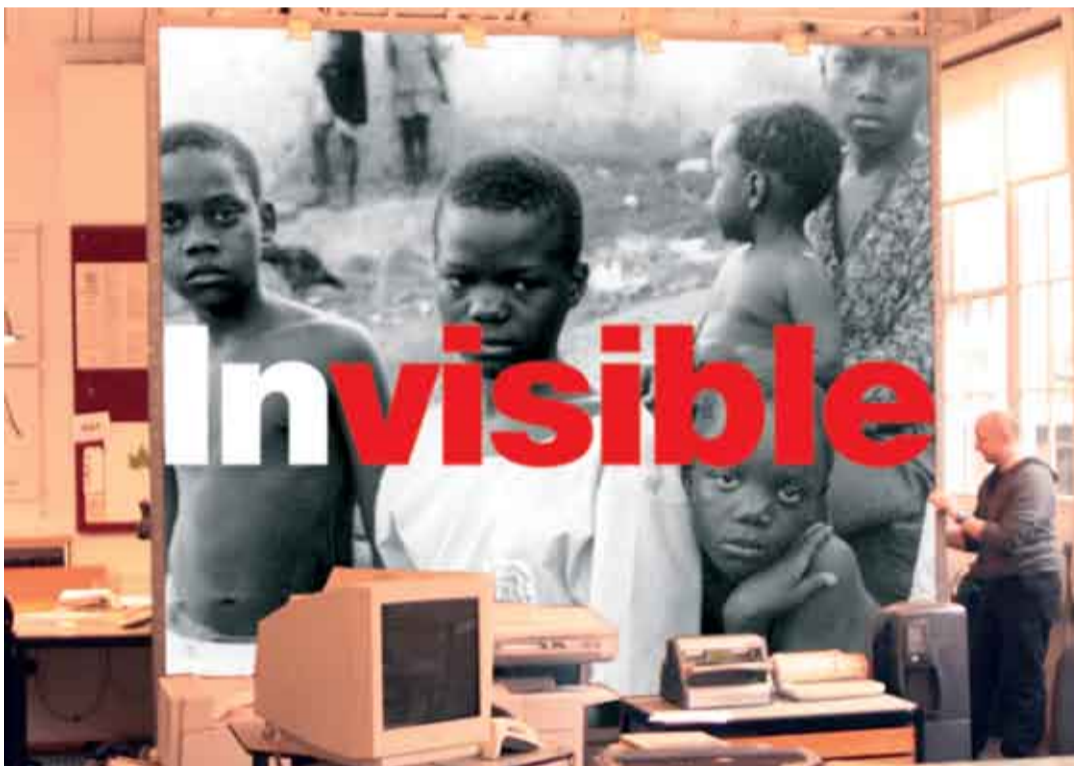
The 3 examples shown here are suggestions for the branding of ActionAid reception areas



Environment 3.1.16



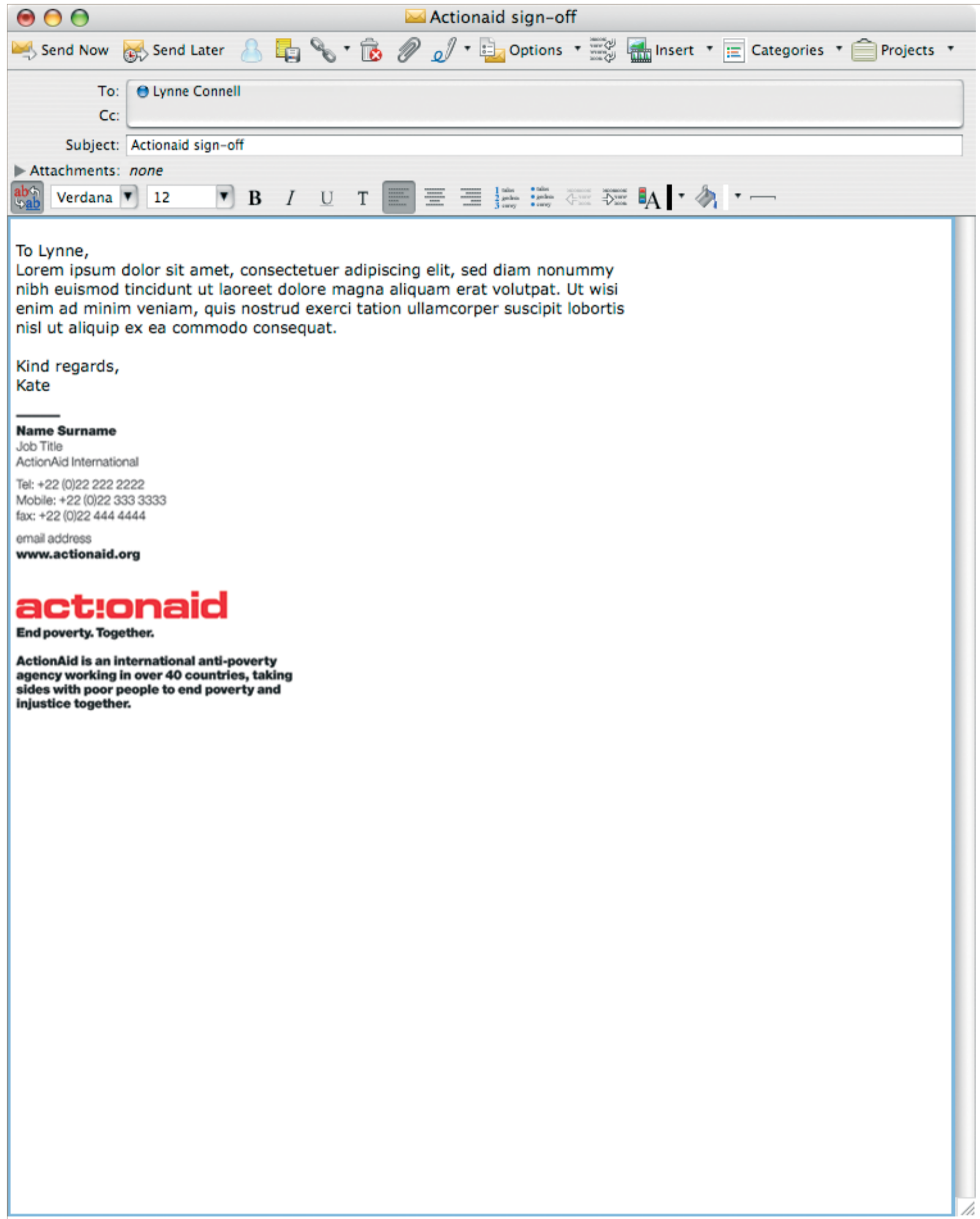
The 3 examples shown here are suggestions for the branding of the ActionAid environment.



Email Sign-off 3.2.1

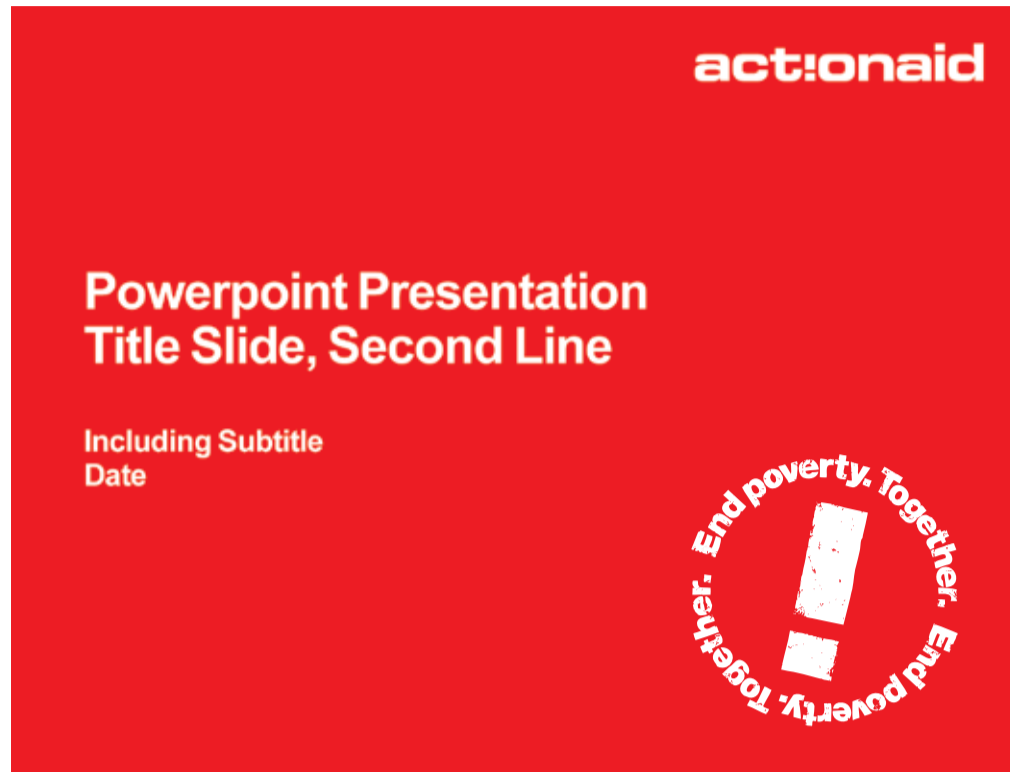
Email Sign-off

Contents

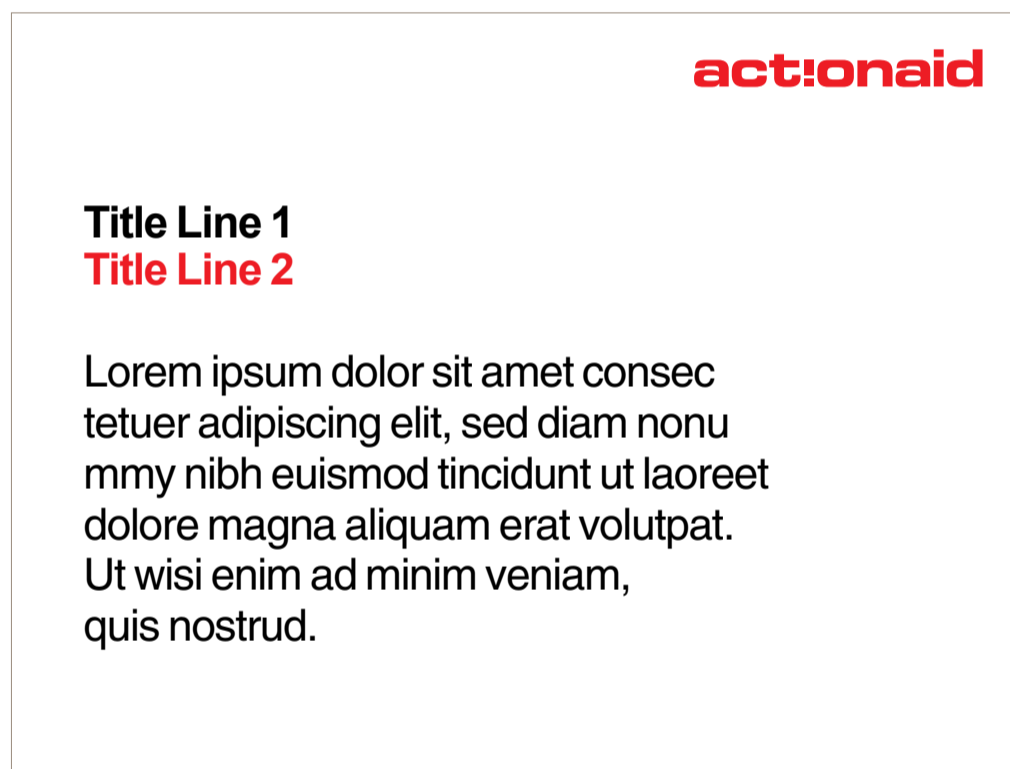


No personal phrases or quotes should be added to the sign-off.

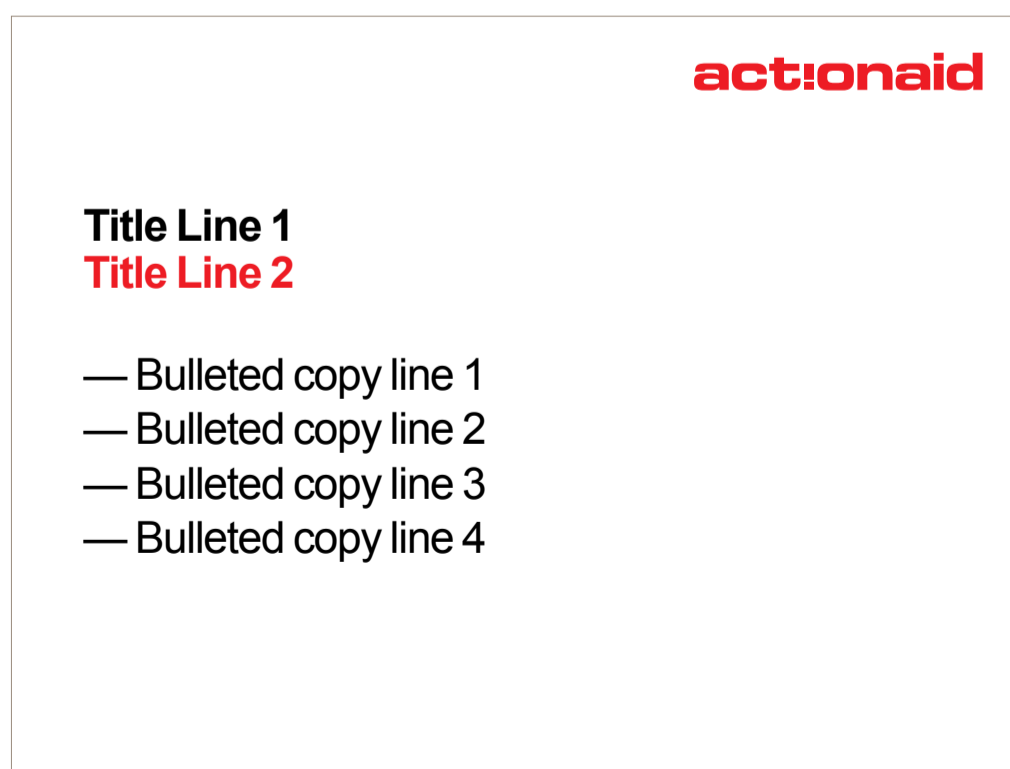
Powerpoint Presentations 3.2.2



1



2



3

- 1 Opening slide for ActionAid presentations.
 - 2 Title slide option for ActionAid presentations.
 - 3 Title slide alternative for ActionAid presentations.
- No more than 40 words should appear on each slide.



act:onaid

Title Line 1
Title Line 2

Chart 1 Chart 2

- Chart Information/1
- Chart Information/2
- Chart Information/3
- Chart Information/4
- Chart Information/5
- Chart Information/6
- Chart Information/7

4

- 4 Chart/figure slide for ActionAid presentations.
- 5 Photo slide option with caption for ActionAid presentations.
- 6 Photo slide option for ActionAid presentations.

act:onaid

Image caption line 1
Image caption line 2
Image caption line 3

Image credit

5

act:onaid

6

Powerpoint Presentations 3.2.2 (continued)

ActionAid Brand Guidelines
2007

Powerpoint Presentations

Contents



7

- 7 Full bleed photo slide option for ActionAid presentations.
- 8 Final slide with organisational descriptor for ActionAid presentations.



8

Website Banner 3.2.3

ActionAid Brand Guidelines
2007

Website Banner

Contents



 **End poverty.
Together.**

actionaid

www.actionaid.org