
HTYF ABRIDGED BRAND AND COMMUNICATION POLICY MANUAL

Key Definitions

Branding – The practice of creating and promoting a name, symbol, design that identifies and differentiates our organization.

Communication — All steps taken to broadcast ideas, concepts and information about our organization and the issues it deals with. An ongoing, core activity that is key to sustaining an organization.

Promotion — Any type of tactic other than advertising (for example, special events, posters, T-shirts, flyers) used by our organization to increase the awareness of a product, service or idea among specific target audiences.

PART 1
BRANDING BASICS

1.1. *Our Legacy*

As an organization, our mission is to enable a better life for the most vulnerable groups in Nigeria.

1.2. *Our Message*

Our interventions are set to break the ecosystem of Poverty, Reduce Hunger, Improve Healthy Living, Increase Economic Growth, and Support Quality Education with Equity while building sustainable structures that transform the lives of Orphans and Vulnerable Children (OVC), Young People and Women within their immediate environment.

1.4. *Our Logo*

1.5. *Our Colours*

1.6. *Our Font Types*

1.7. *Our Photography*

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1.1. OUR LEGACY

HTYF standard graphical symbol (hereinafter referred to as “HTYF logo”) builds upon the recognition and brand-equity developed over more than 17 years of our existence. The type mark Having Empowerment for Actual Living (HEAL) (2003 – 2005) metamorphosed to Heal The Youth Foundation (HTYF, 2005 till date).

Today, the HTYF green and tan colour of the logo signify lively growth and stability respectively while the image at the centre represents an ‘empowered people’.

HAVING EMPOWERMENT
FOR ACTUAL LIVING
(HEAL)

HTYF LOGO (2003 – 2013)



HTYF LOGO (2013 – 2017)



HTYF LOGO (2017 – 2019)



HTYF PRESENT LOGO (2020 -)

1.2. OUR MESSAGE

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The main goal of HTYF communications is to inspire rather than manipulate in order to motivate our audience. Therefore, all communications must follow the concept of the “golden circle” which has at its core the “why”, followed by the “how” and then the “what” of HTYF’s work. This framework is designed to help us tell a clear and cogent story for impact and to inspire the people around us.

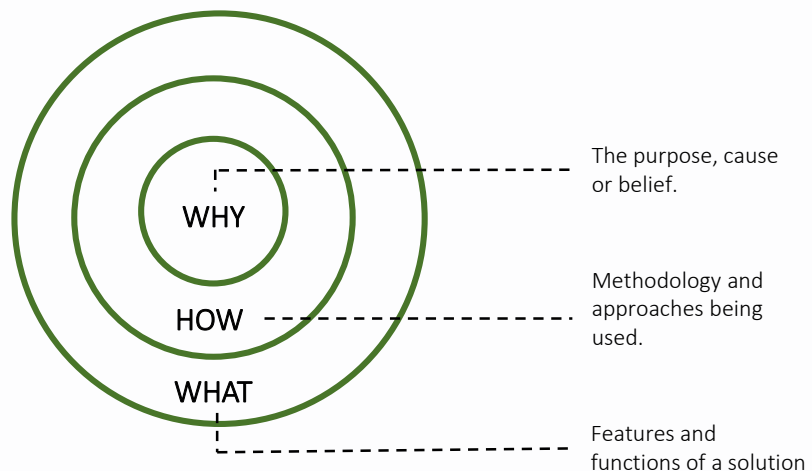
The Golden Circle

This alternative perspective allows HTYF to offer insight into how as an organization we intend to achieve our mission through the innovations and tools we create and use for our work.

WHAT: This is the description of solution or benefit we intend to provide. It clearly states the function or feature of the solution being carried out by HTYF.

HOW: “How” is described in our ability to explain the methodology and approaches we use to provide the benefit or a solution through the work we do.

WHY: This explains why HTYF (or the HTYF intervention) exists or was created. It shares what the purpose, cause or belief is and why the audience should care.



HTYF Message Framework culled from Simon Sinek Start With Why.

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1.3. OUR LOGO

The HTYF logo is the visual representation and property of Heal The Youth Foundation. The logo and wordmark, including sizing, colour, and placement in the templates, may not be altered without official permission.



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1.3. OUR LOGO

Logo Usage

The HTYF dynamic logo is a core aspect of our brand representation and makes us instantly recognizable among our partners. Available are four modified versions of our logo to be used for specific instances however, it’s important to remember that some basic elements are always present regardless.

Presented below are the four (4) variants of the HTYF logo:



LEFT ALIGNED LOGO

Used for Web pages, publication, signs, stationery and when co-branding with other horizontal logos. This is the most widely used version of the logo.



CENTRALIZED LOGO

Used for formal invitation, certificates and when co-branding with other centralized logos.



WORD MARK LOGO

Used for merchandise, lapel pins, pens, social media graphics and other products where the full logo would not fit or would not be legible.



GRAPHIC LOGO

Used for Podium signs, and corporate plaques.

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1.3. OUR LOGO

Colour Options

The HTYF logo has three approved colour options – coloured, white-only and black-only. These variations are created to ensure that the HTYF logo is represented in print documents as well as screen. Note that the coloured variation has the motto – “empowering lives positively” in the HTYF green and should always be used wherever possible. White-only logo should be used only in presentations and photos only.



COLOURED LOGO



WHITE-ONLY LOGO



BLACK-ONLY

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1.3. OUR LOGO

Logo Usage

A clear area within and surrounding the logo, wordmark and graphic symbol must be kept. Elements including illustrations, thematic images, patterns, and other typography are not allowed. The minimum clear space is 1cm above, below, left and right the HTYF logo. See examples below:



MINIMUM CLEAR SPACE
FOR LEFT ALIGNED LOGO



MINIMUM CLEAR SPACE
FOR CENTRALIZED LOGO



MINIMUM CLEAR SPACE
FOR WORD MARK LOGO



MINIMUM CLEAR SPACE
FOR GRAPHIC LOGO

Additional clear space is required when co-branding materials with partner logos. Rules for co-branding can be found in PART 2.

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1.3. OUR LOGO

Minimum Print Size

To ensure the HTYF logo is legible on all print materials, a minimum print size is given. Print sizes bigger are highly encouraged. See below:



W = 5.5 CM

MINIMUM PRINT SIZE FOR
LEFT ALIGNED LOGO



W = 1.41 CM

MINIMUM PRINT SIZE FOR
GRAPHIC LOGO



W = 4.31 CM

MINIMUM PRINT SIZE FOR
CENTRALIZED LOGO



W = 4.41 CM

MINIMUM PRINT SIZE FOR
WORDMARK LOGO

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1.3. OUR LOGO

Minimum On-Screen Size

To ensure the HTYF logo is legible on all on-screen materials, a minimum on-screen size is given below:



W = 100 PIXELS

MINIMUM ON-SCREEN SIZE
FOR LEFT ALIGNED LOGO



W = 70 PIXELS

MINIMUM ON-SCREEN SIZE
FOR CENTRALIZED LOGO



W = 66 PIXELS

MINIMUM ON-SCREEN SIZE
FOR WORDMARK LOGO



W = 66 PIXELS

MINIMUM ON-SCREEN SIZE
FOR GRAPHIC LOGO

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1.4. OUR COLOURS

HTYF’s colour palettes ensure consistent colour schemes for all communications. The primary colours, HTYF green and HTYF tan further emphasizes our desire to empower lives positively. Find below the only official colours approved by HTYF.

Primary Colours

They are chiefly used for the logo, text, colour fields and accent colours. HTYF tan should be used on dark backgrounds. Tints of both primary colours are permitted.



HTYF GREEN
C 29 M 0 Y 49 K 25
#77C043
R 119 G 192 B 67



HTYF TAN
C 0 M 7 Y 22 K 3
#F8E6BF
R 248 G 230 B 191

Secondary Colors

Used for text, colour fields and accent colours. Off-white, light green and light brown may be used for text if on a dark background. All secondary colours, may be used as tints.



LIGHT GREEN
C 9 M 0 Y 18 K 7
#D5ECBF
R 213 G 236 B 191



MEDIUM GREEN
C 18 M 0 Y 30 K 54
#487529
R 72 G 117 B 41



DARK GREEN
C 11 M 0 Y 18 K 72
#2C4719
R 44 G 71 B 25



ORANGE-BROWN
C 0 M 31 Y 42 K 45
#8D3F23
R 141 G 63 B 35



LIGHT BROWN
C 0 M 6 Y 20 K 49
#82724E
R 130 G 114 B 78



OFF WHITE
C 0 M 0 Y 0 K 0
#FDFDFE
R 253 G 253 B 254



PURE BLACK
C 0 M 0 Y 0 K 100
#000000
R 0 G 0 B 0

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1.5. OUR FONT TYPES

Primary Font Type: Calibri Family

Typography is very important to the HTYF brand for it establishes strong visual hierarchy and graphic balance. The use of unapproved fonts is prohibited.

The approved HTYF primary font is the Calibri Family.

CALIBRI (BOLD) INCLUDING ITALIC

Used for titles, subtitles and highlighted text.

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$\$%^&*()_{}:”<>?

CALIBRI LIGHT (BOLD) INCLUDING ITALIC

Used for body text and to differentiate sections of information as headlines, text or captions.

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$\$%^&*()_{}:”<>?

CALIBRI LIGHT INCLUDING ITALIC

Used for body text.

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$\$%^&*()_{}:”<>?

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1.5. OUR FONT TYPES

Web Font Type: Montserrat Family

Montserrat is an open-source font type that shall be used for web designs, user interfaces and web products.

MONTERRAT (BOLD)

Used for titles, subtitles and highlighted text.

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#%&^*()_{}:"'<>?

MONTERRAT (MEDIUM) INCLUDING ITALIC

Used for body text and to differentiate sections of information as headlines, text or captions.

Aa abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#%&^*()_{}:"'<>?

MONTERRAT (LIGHT) INCLUDING ITALIC

Used for body text.

Aa abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#%&^*()_{}:"'<>?

MONTERRAT (THIN) INCLUDING ITALIC

Used for headlines and body text.

Aa abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#%&^*()_{}:"'<>?

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1.5. OUR FONT TYPES

Alternative Font Type: *Gidole Family*

The Gidole family is a special font that should be used especially for publications with the exceptions of Proposal and other external documents that require specific font type and fonts.

GIDOLE REGULAR (BOLD) INCLUDING ITALIC
Used for titles, subtitles and highlighted text.

Aa

Abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$\$%^&*()_{}:"'<>?

GIDOLE REGULAR INCLUDING ITALIC
Used for body text and to differentiate sections of information as headlines, text or captions.

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$\$%^&*()_{}:"'<>?

1.6. OUR PHOTOGRAPHY

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Photography provides HTYF with a strong visual component to showcase what we do. They are objective veritable indicators that indeed we do what we say we do. Action photos are always effective in the story they tell – they are photos shot during the activities carried out. Photos taken in landscape format are best but sometimes photographs in portrait are great.

It is important to be wary of having light behind the subject of the photo, as that can take a photo or video over exposed. Also note that when filming a video, it is essential that the voice of the person being filmed is clear and that music is not put over people talking. This action severely alters the quality of the content.

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HTYF is cautious about media use (images, videos, and audio). Using googled images is a recipe for a copyright lawsuit and using client images on marketing materials and online without permission can have major repercussions. It is critical that all staff obtain at least a verbal consent and where possible a written consent from individuals whose images may be published at some point by HTYF.

To the extent possible, photos or videotapes made at all levels should be sent to the Communications Manager, who maintains a HTYF stock photo library which is found on www.htyfworldwide.org/resources. For use of images not available in the stock library, kindly seek approval from the Communications Manager.



EXAMPLE OF A BRANDED AND CREDITED PHOTO

