



ALIVE & THRIVE | Branding Guidelines

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009 –2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The A&T initiative, managed by FHI Solutions, is currently funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

This guide describes elements of the A&T brand and provides guidance on using logos, colors, fonts, and photos. The A&T brand was designed to embody the initiative's mission and values. The guidelines will help all of us comply with donor branding requirements and produce consistent, effective, and appealing documents in both print and electronic form. The brand guidelines should be applied consistently across print and online materials, presentations, social media, signage, and other products.



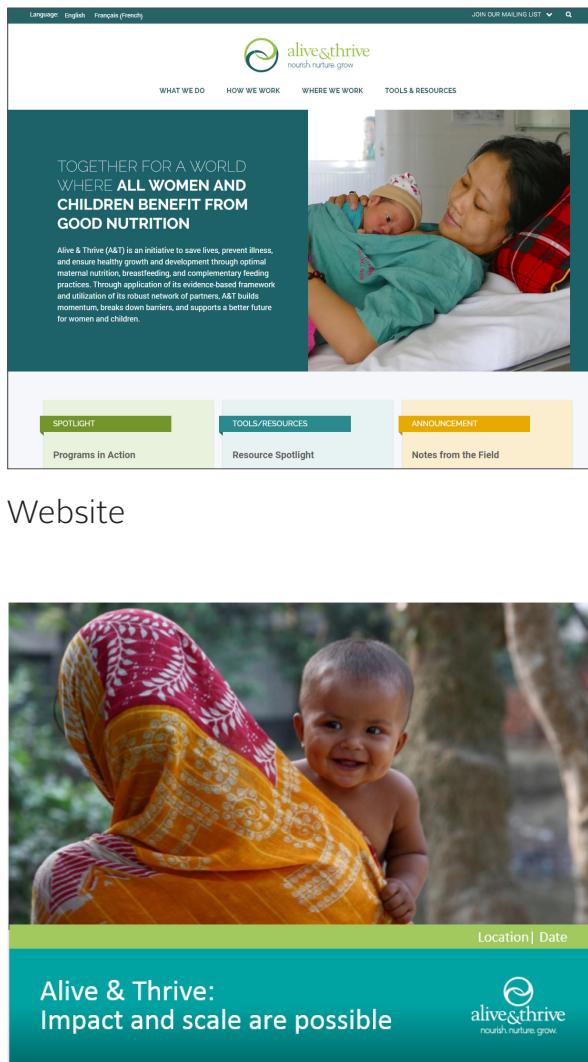
DESTA KEBEDE | ALIVE & THRIVE

BRAND EXAMPLES

A&T has a unique look and feel that should be applied across all materials. The following examples can be referenced for guidance and inspiration when developing new A&T products.

ALIVE & THRIVE LOGO

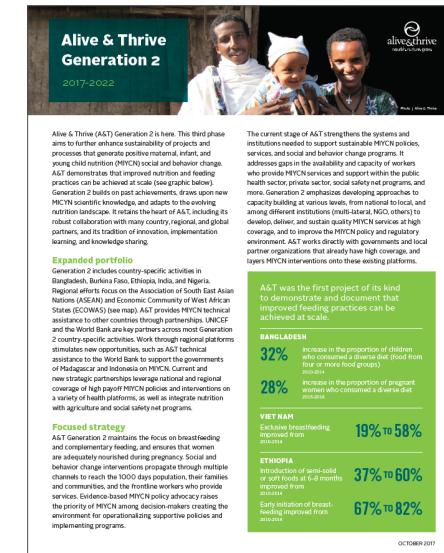
The A&T logo should be prominently displayed on all products including technical reports, program materials, presentations, promotional materials, and event signage. Please consult with the A&T communications team about any exceptions to using the logo.



Website



PowerPoint presentation



Program brief cover

DONOR AND PARTNER ACKNOWLEDGMENTS AND LOGOS

The A&T initiative, managed by FHI Solutions, is funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

The Bill & Melinda Gates Foundation logo should not be used on any materials or publications. Exceptions need to be approved by the Foundation. Please contact the A&T communications team for assistance.

Irish Aid requires that logos and donor acknowledgments be included in project materials.

For radio spots, the donor acknowledgement should be recorded as an audio clip at the beginning or end of the spot.

Include our standard donor acknowledgment in all materials

The Alive & Thrive initiative, managed by FHI Solutions, is funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

Alive & Thrive and donor logo placement

Refer to the examples for each country on page 3. The A&T logo should be included on the front or back cover of print and digital materials along with relevant donor logos and the standard donor acknowledgment.

The A&T logo must be placed either to the left of or above all other logos and should be either the same size or larger than the other logos. Consult the A&T communications team to ensure compliance with donor requirements.

Co-branding

In limited cases, the logo of a partner may be used in addition to the A&T logo. When appropriate, co-branding with government ministries and collaborating partners such as UNICEF is encouraged. Multi-donor support builds partnership and cooperation and contributes to message credibility.

For materials co-produced with the government, include the government logo first, and the A&T logo next to it on the right. Ideally, the logos will be the same size. Regarding materials co-produced with partners: if A&T is developing the material, place A&T's logo first, and any additional partner logos to the right of A&T. The logos should be the same size (or A&T's slightly larger). All logos are typically included on the front or back cover (first or last page) of a document, at the bottom of the page.

Irish Aid logo

Branding guidelines

"As a general principle, the Irish Aid logo (together with an acknowledgment of Irish Aid support) should be used on all documentation (both hard copy and electronic) and signage produced in respect of programs and projects funded, in whole or in part, by Irish Aid."

UNICEF logo

Branding guidelines

"As a general principle, the UNICEF logo should be used on all documentation (both hard-copy and electronic) and signage produced in respect of programs and projects funded (or supported), in whole or in part, by UNICEF."

ALIVE & THRIVE AND DONOR LOGO PLACEMENT EXAMPLES

GLOBAL



The Alive & Thrive initiative, managed by FHI Solutions, is currently funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

ALIVEANDTHRIVE.ORG

ETHIOPIA and SOUTHEAST ASIA



The Alive & Thrive initiative, managed by FHI Solutions, is currently funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

ALIVEANDTHRIVE.ORG

When UNICEF and/or Irish Aid funding/support applies



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ALIVEANDTHRIVE.ORG

INTRODUCTORY DESCRIPTION

A&T's introductory description for use on contracts, job descriptions, briefs, and other information products as needed:

[Include]

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009 –2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The A&T initiative, managed by FHI Solutions, is funded by the Bill & Melinda Gates Foundation, Irish Aid and other donors.

[Include in French for Burkina Faso and West Africia]

Alive & Thrive (A&T) est une initiative mondiale de nutrition visant à sauver des vies, à prévenir les maladies et à assurer une croissance saine des mères et des enfants. De 2009 à 2014, A&T a démontré que des améliorations rapides de l'alimentation du nourrisson et du jeune enfant (ANJE) sont possibles dans des contextes aussi divers que l'Ethiopie, le Bangladesh et le Viet Nam. En 2014, A&T a commencé à travailler au Burkina Faso, en Inde, au Nigéria et dans toute la région de l'Asie du Sud-Est, en élargissant son champ d'action pour inclure la nutrition maternelle et des adolescentes, et en utilisant l'agriculture et les programmes de protection sociale comme mécanismes de prestation pour la nutrition des mères, des nourrissons et des jeunes enfants (NMNJE). Actuellement, A&T met à profit son solide réseau et sa base de connaissances pour renforcer les systèmes et les capacités dans ces pays et dans d'autres pays d'Afrique et d'Asie, et pour diffuser ses innovations, ses outils et ses leçons apprises dans le monde entier. L'initiative Alive & Thrive, gérée par FHI Solutions, est actuellement financée par la Bill & Melinda Gates Foundation, Irish Aid, et autres donateurs.

PHOTOGRAPHY

Photos and videos are an important part of telling the A&T story. Upbeat, cheerful, and natural images help convey optimism and success and are recommended. Photos should show children under two years of age, pregnant women, and families. They should feature women breastfeeding and providing complementary foods, and show other target populations as appropriate—such as adolescents, fathers, health and agriculture workers, and others.

Consent

Please ask permission before taking photos and videos. Ensure that any recognizable individuals in photos have consented to having their picture taken and have completed a photo release form. Inform subjects that their images will be used for A&T publicity, website, or publications. If a group picture is taken in a public space, it is not necessary to get written permission.

A&T photo release forms should be translated into local languages. For low-literacy groups, the form must be read

aloud to subjects. A parent or guardian must sign the form when children or minors are photographed. Please scan and send the release form along with photos to Joe Lamport (jlamport@fhi360.org).

Credit information

- Published photos from a stock agency should be credited to either or both the photographer and stock agency.
- Individual photographers also require photo credits.
- Use the following format for credits: Author | Organization. For example, Jane Smith | Alive & Thrive. It is OK to credit A&T for project photos, if information about the individual photographer is not available.
- Prior to publication, record information about the photograph for a caption.

Quality originals

For digital or offset printing, the following specifications are required for acceptable reproduction:

- Original digital photography is preferred.
- Do not use black and white photography.

- Digital images must be 300 dpi (dots per inch) at 100% of the publication size.



ALIVE & THRIVE



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ALIVE & THRIVE

LOGO BASICS

The A&T logo (both in the **horizontal** and **stacked** versions) is composed of three elements: the symbol, the logotype, and the tagline. These three parts are always kept in a fixed relationship with each other. Never manipulate the logotype or tagline to change the font, or separate the symbol from the logotype and tagline. Always reproduce the logo from the artwork or digital graphics.

For print materials, use the logo in an eps format. When posting to the web, creating a PowerPoint or Word file, use a jpg or a png (if you need a transparent background). Contact the communications team to request logo files.

The logo may only be reproduced in the following approved color combinations:

Horizontal



Stacked



LOGO BASICS (*continued*)

The following translations in the **horizontal** version of the A&T logo are also approved for use in the following color combinations:



LOGO BASICS (*continued*)

The following translations in the **stacked** version of the A&T logo are also approved for use in the following color combinations:



AREA OF ISOLATION

The A&T logo should always have a predetermined area of breathing space, referred to as an “area of isolation.” This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the “X” height of the symbol. The “X” height is the height of the circular symbol at the top of the logo.

The size of X depends on the size of the logo. If you increase the size of the logo, then you must also increase the size of the area of isolation.

Horizontal



Stacked



MINIMUM SIZE REPRODUCTION

The **horizontal** A&T logo must always be reproduced so that the height of the logo measures a minimum of .325" (825 cm) high to ensure that all elements of the logo are legible.

The **stacked** A&T logo must always be reproduced so that the height of the logo measures a minimum of .5" (1.27 cm) high to ensure that all elements of the logo are legible.

Horizontal



.325"/.825 cm

Stacked



.5"/1.27 cm

LOGO MISUSES

These examples illustrate some common misuses of the A&T logo. To ensure correct reproduction, always use the approved electronic artwork and ensure that there is sufficient contrast when applied to colored or textured backgrounds.



Do not distort the artwork.



Do not place the logo over patterns or images that visually compete with the logo.



Do not change the logo colors.



Never manipulate the logotype or tagline to change the font.



Do not reduce the logo to smaller than .5" (1.27 cm).

PRIMARY COLOR *(for print, and PowerPoint)*

The A&T logo is designed for full-color use. The A&T teal and green are shown here. To accurately reproduce each logo color using various types of screen and printing processes, refer to the specifications under the A&T PMS 323 teal and PMS 376 green chips on this page.



PMS 323

PMS 376

CMYK : 100/10/36/48

CMYK : 53/0/96/0

RGB : 0/98/105

RGB : 153/195/82

SECONDARY COLOR PALETTE *(for print, and PowerPoint)*

The colors on this page are for design elements other than the A&T logo. The A&T color palette mirrors the range and variety of A&T countries, technical areas, and program components while maintaining consistency across the A&T brand. The palette helps ensure that our publications and materials have a recognizable group similarity, but one that is not overly restrictive.

If your color palette is limited to two-color printing, please use the A&T primary colors: teal and green.

Note that no particular color in the palette represents any single A&T country or program component.



CMYK : 13/82/65/1

RGB : 211/83/85



CMYK : 0/68/100/10

RGB : 221/83/85



CMYK : 1/50/98/0

RGB : 224/147/35



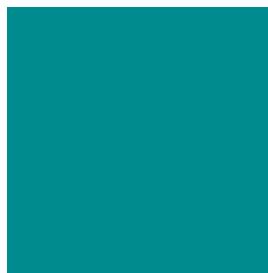
CMYK : 2/24/94/0

RGB : 249/194/40



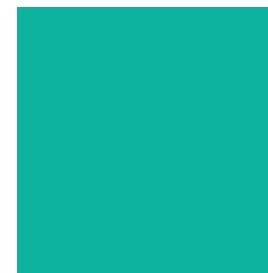
CMYK : 65/58/57/37

RGB : 77/78/77



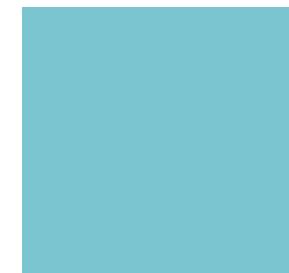
CMYK : 89/26/45/4

RGB : 0/138/141



CMYK : 76/4/47/0

RGB : 14/177/159



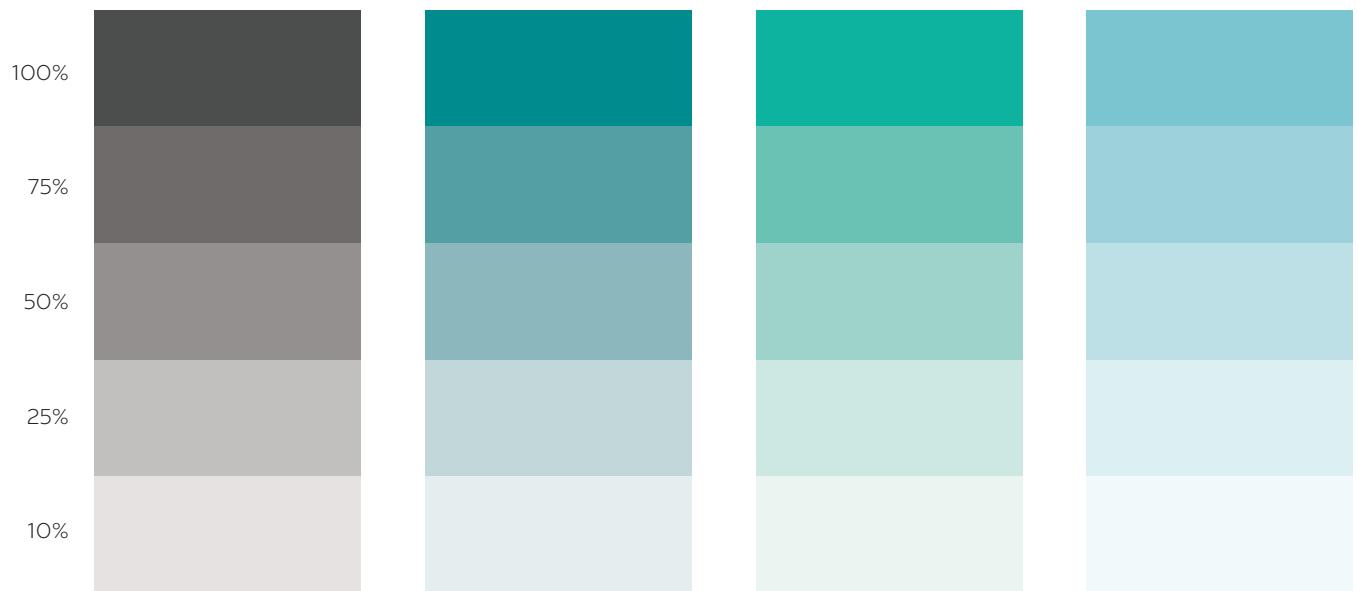
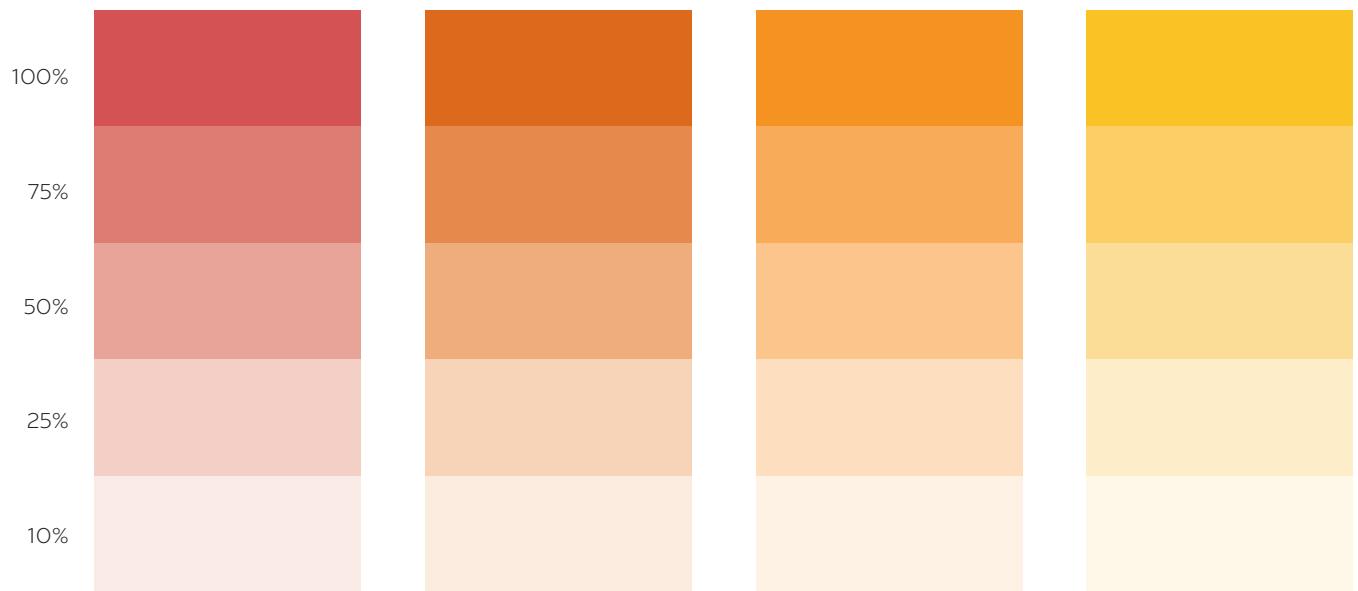
CMYK : 49/5/16/0

RGB : 125/197/210

COLOR PALETTE TINTS *(for print, and PowerPoint)*

To offer design flexibility, the colors in the A&T palette may be tinted from 100 percent to 10 percent in value.

Tints may also be applied to the A&T primary colors (teal and green).

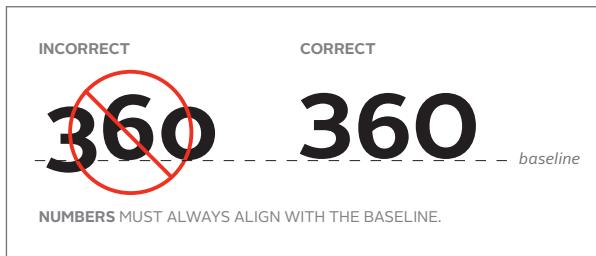


FONTS (for print, and PowerPoint)

Primary typeface

A&T uses the Alright Sans OT font family as the primary typeface. Preferred weights are Light, Regular, Medium, and Bold.

Please use the Open Type option for Proportional Lining for numbers used in addresses, telephone, and fax numbers.



Numbers should align with the baseline.

The Alright Sans fonts are available for purchase at the following Web sites:

- > www.myfonts.com
- > www.fontshop.com

Fonts for other uses

For word processing, presentations, and web pages, primary typefaces may not be available. In these cases, you may substitute Calibri or Arial for Alright Sans. Calibri is the preferred font for PowerPoint presentations.

Use Times New Roman when a serif font is needed for long documents with extensive amounts of text.

Primary typeface

Alright Sans Thin
Alright Sans Thin Italic
Alright Sans Light
Alright Sans Light Italic
Alright Sans Regular
Alright Sans Regular Italic
Alright Sans Medium
Alright Sans Medium Italic
Alright Sans Bold
Alright Sans Bold Italic
Alright Sans Black
Alright Sans Black Italic

Primary presentation typefaces

Calibri Regular

Calibri Regular Italic

Calibri Bold

Calibri Bold Italic

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

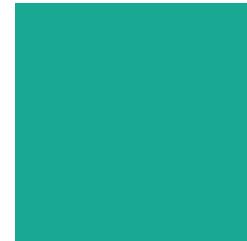
Times New Roman

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

PRIMARY COLOR USE *(for web)*

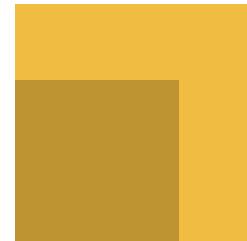
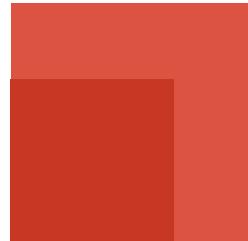
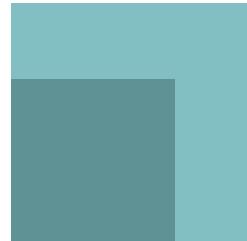


HEX : 1A6268

HEX : 89BD55
508C - HEX : 5B8135

HEX : 19A891

SECONDARY COLOR USE *(for web)*

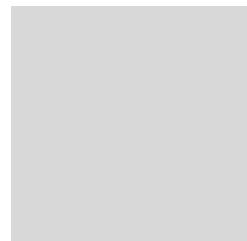


HEX : 81BFC3
508C - HEX : 5E9295

HEX : DC5342
508C - HEX : C83724

HEX : FOBC41
508C - HEX : BD9431

DIVIDER LINES AND STROKES *(for web)*



HEX : D8D8D8

PAGE BODY BACKGROUND COLOR *(for web)*



HEX : F5F8FA

TEXT (for web)

Text Heading One

(Raleway Black: Size 24pt / Line 32pt)

Text Heading One

(Roboto Bold: Size 16pt / Line 21pt)

Body Text Roboto Regular #5E5E5E
equatet inientio dolore quidelenis
eosa volupta tiatus essequas
dolupic iatatumquos vereria spicil
doluptatus ini repre.

(Roboto Regular: Size 14pt / Line 21pt)

- › Body Bullets Text Roboto Regular #5E5E5E equatet inientio dolore quidelenis eosa volupta tiatus essequas dolupic
- › latatumquos vereria spicil maio eaque dolupta turendunt doluptatus ini repre.

(Roboto Regular: Size 14pt / Line 21pt)

Arrows (font awesome chevron right

{unicode: f054} / color- #89BD55)

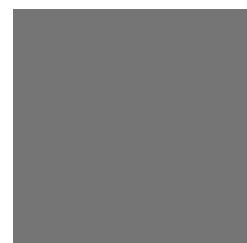
The fonts are available for purchase at the following Web sites:

> www.myfonts.com
> www.fontshop.com

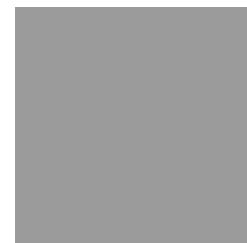
TEXT COLORS (for web)



HEX : 5E5E5E

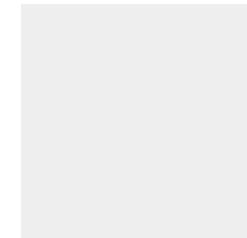


HEX : 757575



HEX : 9B9B9B
(Inactive Tab Text)

TABLE/TAB BACKGROUND COLOR (for web)



HEX : EEEEEE

AVAILABLE RESOURCES

The following resources are available for A&T team members.

- Communications guidelines
- Style guide
- PowerPoint template
- A&T and donor logo files
- Photo release form
- Letterhead template

QUESTIONS?

Please contact the A&T communications team for assistance.

Joe Lampert

jlampert@fhi360.org