



# Brand Guidelines

# INTRODUCTION.

These guidelines ensure consistent and effective co-branding for the Africa Regional Education System Resilience Observatory (ARESRO), in partnership with the Global Partnership for Education Knowledge and Innovation Exchange (GPE KIX), and the International Development Research Centre (IDRC). Consistent co-branding enhances visibility, strengthens credibility, and clearly communicates the project's affiliations. In addition, with brand consistency, you can increase stakeholder trust and loyalty.

01

# OBJECTIVES.

- ⦿ Ensure consistent and accurate representation of the ARESRO brand in all materials.
- ⦿ Enhance brand recognition and visibility for all partners.
- ⦿ Maintain the integrity of each partner's brand identity while showcasing collaboration.
- ⦿ Provide clear guidelines for the appropriate use of logos, colors, tone of voice, taglines, typography, and messaging in co-branded materials.

02

# TARGET AUDIENCE.

ARESRO operates within two main hubs, Africa 19 and Africa 21, which serve as communities of practice for policymakers in the education sector across 42 GPE countries. Africa 19 primarily oversees activities in East, South, and West Africa. The primary target audience within these regions includes:

Policy makers and  
implementers  
in Africa

Education researchers  
and academics

Development experts  
and practitioners

Civil society  
organizations

Media and journalists

The general public

03

# BRAND IDENTITY.

04

PROJECT NAME

# Africa Regional Education System Resilience Observatory (ARESRO)

## MISSION



To empower GPE partner countries in Africa with the knowledge and tools necessary to build resilient education systems.

## VISION



An education ecosystem in GPE partner countries that is optimally aware of shocks, stressors, vulnerability factors, and critical capacities affecting their resilience as well as strengthening adaptation to current and future risks.

# LOGO AND VISUAL IDENTITY.

05

# LOGO.

The ARESRO logo reflects resilience, education, and Africa.

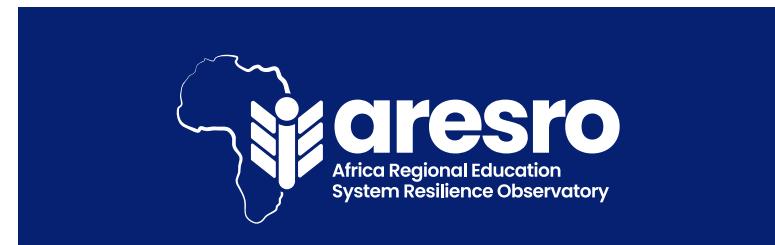
Primary Lockup



Secondary Lockup



Color Variations



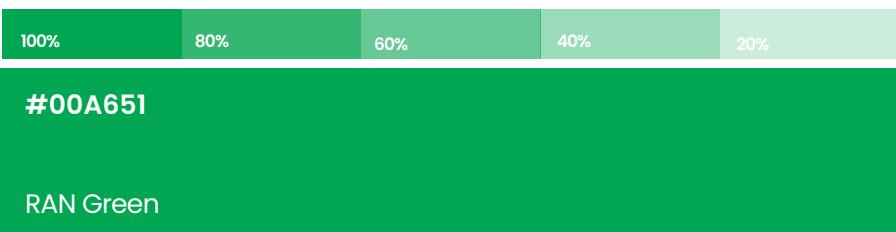
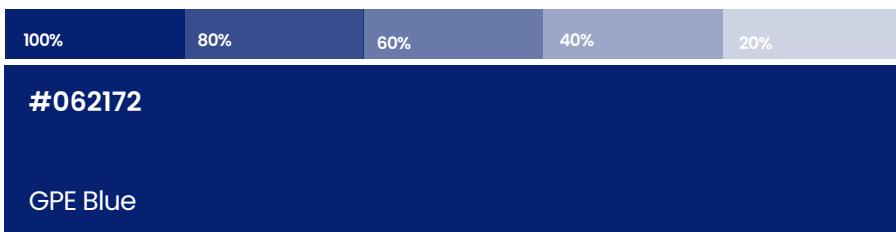
# COLOR PALETTE.

ARESRO will co-brand using a balanced mix of colors from GPE KIX and IDRC, ensuring a cohesive visual identity.

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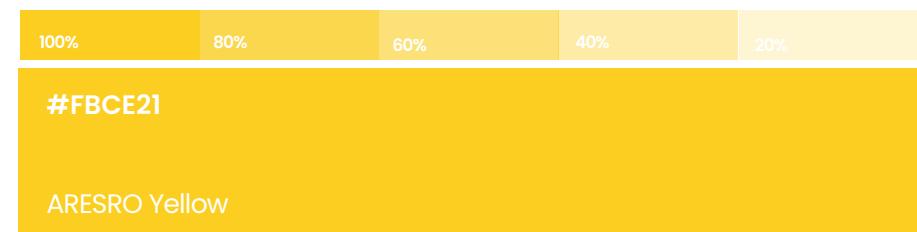
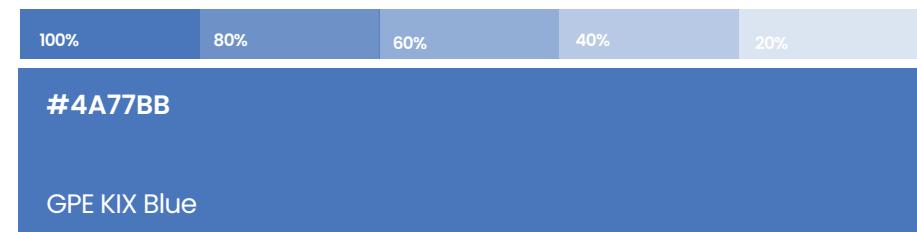
## Primary Colors

Our primary color palette is essential for all project materials, requiring the use of at least two main colors—blue and green—to maintain brand consistency.



## Secondary Colors

Secondary colors are used in charts, infographics, some report covers and to highlight important words or phrases within publications. These should be used less frequently than the primary colors to ensure proper visual hierarchy.



# TYPOGRAPHY.

We believe typography should strike a balance between legibility and interest. Our typefaces are Bebas Nue and Poppins. Use Bebas Nue for headings and poppins for body text. These fonts should be used consistently across all project materials.

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## BEBAS NEUE - HEADLINE TYPEFACE

BEBAS NUE REGULAR

**LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUER  
ADIPISCING CONSEQUAT.**

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## POPPINS

Poppins – SEMI BOLD & REGULAR used for SUBTITLES and BODY TEXT

**POPPINS** Regular

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**POPPINS** Semibold/Bold

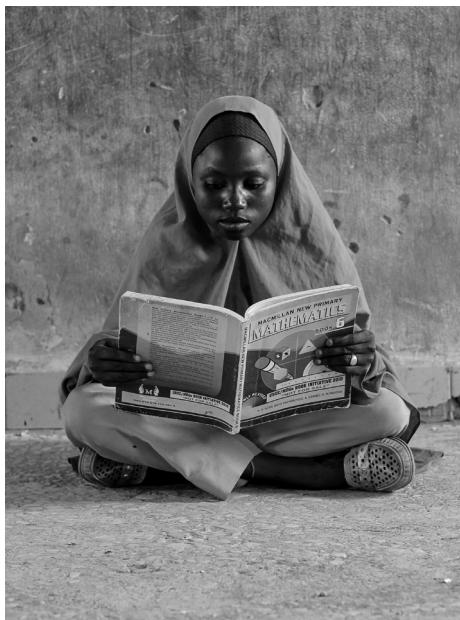
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# IMAGERY.

Use high-quality, relevant images that depict education in Africa, resilience, and collaboration. Ensure images are culturally sensitive and representative. Use of original (project activity communicative images) as opposed to AI generated images is encouraged.

- All colored photos will use the “soft matte” secondary photographic treatment.
- Black and white is our preferred photographic treatment. You can apply color effects to accentuate the black and white images.

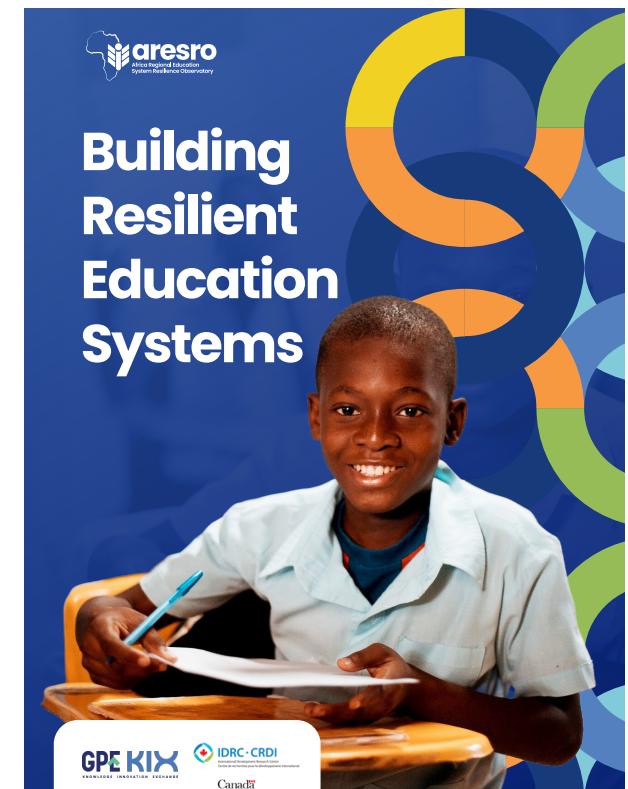


# PATTERNS.

Use these circular symbols to create visual patterns.



## Example



# GPE KIX AND IDRC BRANDING.

Adhere strictly to the GPE KIX and IDRC branding guidelines regarding logo usage, color palettes, and typography. The logos (sub-brands) must be typographic; the color blue will be the common thread between all brands, and fonts will be the same. These guidelines should be obtained from the GPE KIX and IDRC websites.

06

# CO-BRANDING.

All ARESRO materials must be co-branded with the GPE KIX and IDRC logos.

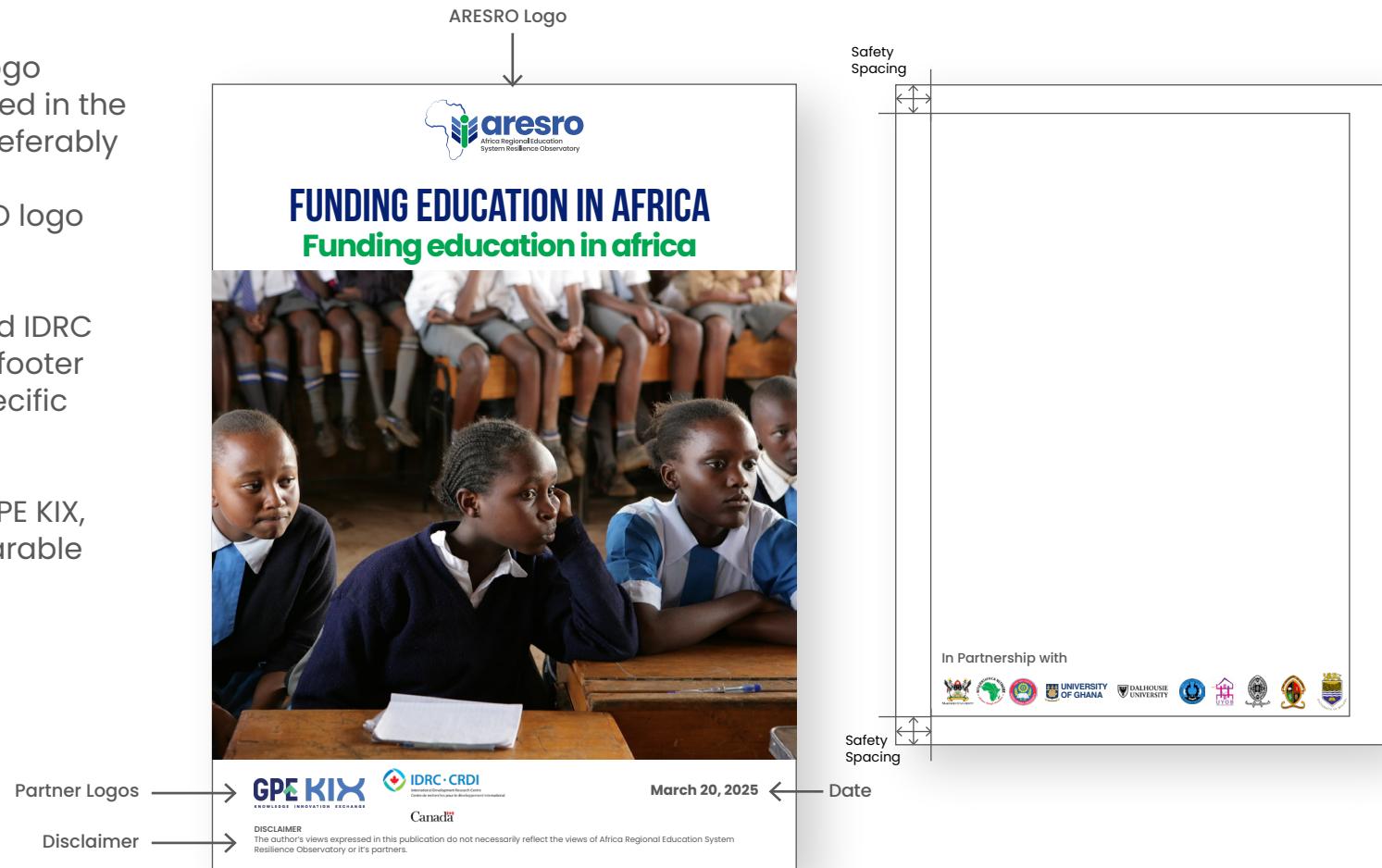


# PLACEMENT.

**Header Section:** The ARESRO logo should be prominently displayed in the header section of the page, preferably centered. If design and layout constraints require, the ARESRO logo may be left-aligned.

**Footer Section:** The GPE KIX and IDRC logos must be included in the footer section of the page, in that specific order (GPE KIX first, then IDRC).

**Size Note:** All logos (ARESRO, GPE KIX, and IDRC) should be of comparable and equal size.



# Acknowledgement.

Include acknowledgement of GPE KIX and IDRC funding in all relevant materials. See statement below:

*"This work was supported by the Global Partnership for Education Knowledge and Innovation Exchange, a joint endeavour with the International Development Research Centre, Canada."* **Note:** This can be shortened to "GPE KIX" once the full acknowledgement has been used already or for social media content.

# Disclaimer.

Please also include the required disclaimer in relevant documents (reports, briefs, videos, slide decks etc.).  
See example below:

*"The views expressed herein do not necessarily represent those of IDRC or its Board of Governors."*

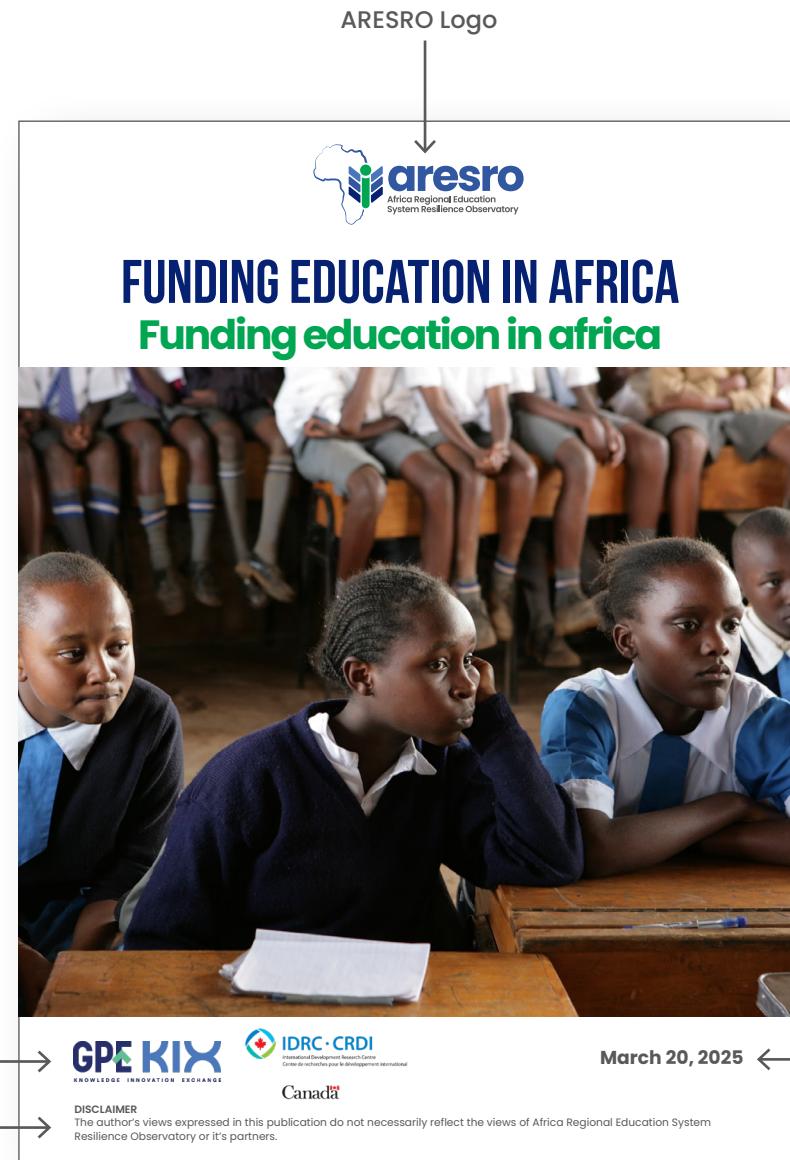
# MARKING OF MATERIALS.

07

# MAIN PUBLICATIONS:

Annual reports, brochures, factsheets, impact stories, knowledge sheets case studies, technical briefs, newsletters/bulletins

- Refer to the guidance under the Logo Placement section above for consistency.
- Include a clear title and date of publication.
- Include a disclaimer on the cover page as shown.
- Use consistent formatting and typography throughout.



# WEBPAGE.

- Display the ARESRO logo prominently on the homepage.
- Include GPE KIX and IDRC logos in the footer.
- Use the established color palette and typography.
- Ensure the website is user-friendly and accessible.
- To enhance interactivity, other partner institutional websites can be linked to the ARESRO website and ARESRO Website linked to the partner institutional websites.

ARESRO

Africa Regional Education System Resilience Observatory

HOME ABOUT TEAM CONTACT DONATE

**Africa Regional Education System Resilience Observatory**

**+1200**

**+800**

**+600**

AFRICA REGIONAL EDUCATION SYSTEM RESILIENCE OBSERVATORY

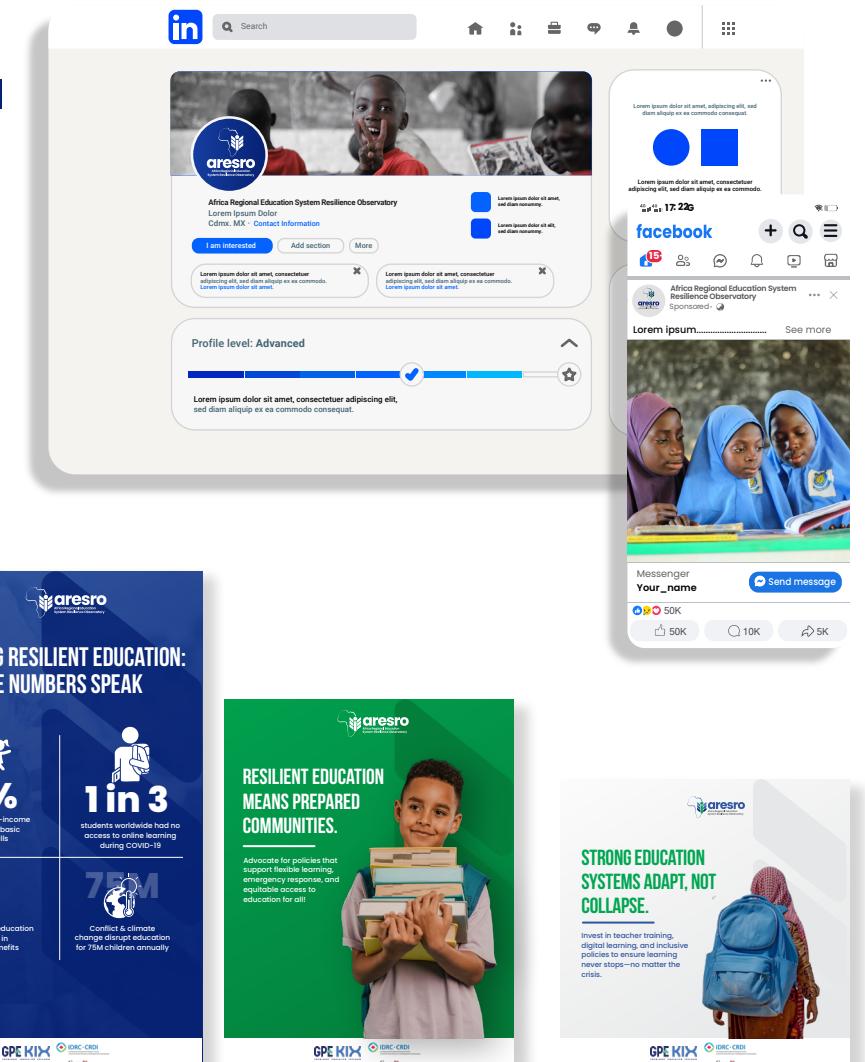
GPE KIX

IDRC - CRDI

Canada

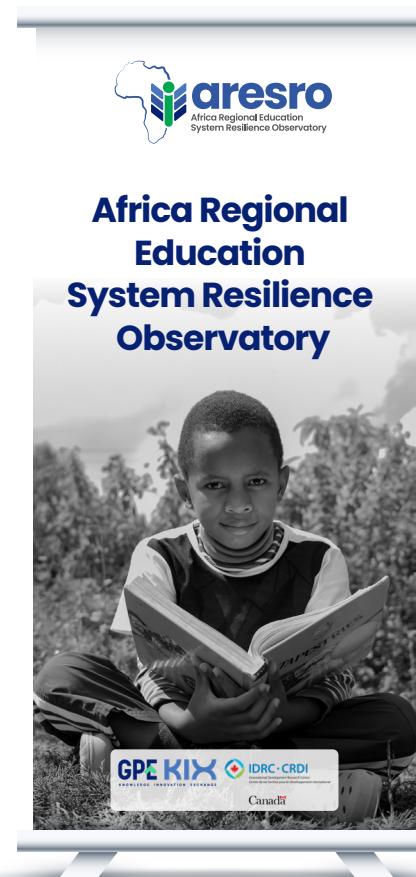
# SOCIAL MEDIA.

- Use the ARESRO logo as the profile picture.
- For all project social media accounts, their names should be pre-fixed with ARESRO\_
- Use consistent branding in all posts and graphics.
- Include relevant hashtags (e.g., #ARESRO #GPEKIX, #Educationresilience, #AfricaEducationSystems)
- Other accounts that you have to consider tagging in your posts include:
  - **RAN's social media platforms:** LinkedIn - ResilientAfrica Network (RAN), X - @AfricaResilient, Facebook - Resilient Africa Network
  - **IDRC:** X - @IDRC\_CRF, Facebook - IDRC/CRDI
  - Your Institution's social media platforms.



# EVENTS AND PRESENTATIONS.

- Use ARESRO, GPE KIX, and IDRC logos on all banners, posters, and presentations.
- Ensure consistent branding in all visual materials.



# COMMUNICATION MATERIALS.

08

# COMMUNICATION MATERIALS.

## WEBSITE

Develop a comprehensive, robust and dynamic website to serve as the primary source of information about ARESRO.

## REPORTS AND PUBLICATIONS

Produce high-quality reports, knowledge briefs, policy briefs, infographics, and research papers. Where and when necessary, Images, pictures, graphs, infographics etc must be captioned for effective and efficient communication.

## NEWSLETTERS

Distribute regular newsletters to update stakeholders on ARESRO's activities.

## SOCIAL MEDIA

Maintain an active and interactive presence on relevant social media platforms. The different country specific social media platforms should speak to each other for example by adoption and usage of relevant hashtags, taglines etc.

## PRESS RELEASES

Issue press releases to announce key project milestones and findings.

## PROMOTIONAL MATERIALS

Develop and widely share brochures, flyers, and other promotional materials as needed.

# DISSEMINATION AND KNOWLEDGE MANAGEMENT.

09

# DISSEMINATION AND KNOWLEDGE MANAGEMENT.



- Support the project team to plan and execute project outputs dissemination activities.
- Ensure all dissemination activities adhere to the branding guidelines.
- Support the Knowledge Management/documentation arm of the project.
- Use consistent messaging and visual identity in all knowledge management efforts.
- Target specific audiences with tailored messages and materials.

# MONITORING AND EVALUATION.

10

# MONITORING AND EVALUATION.

- Regularly review and update the branding and marking plan as needed.
- Monitor the use of ARESRO branding across all materials and activities.
- Monitor the performance of the branding and marking guide.
- Gather feedback from stakeholders on the effectiveness of the branding.

**By implementing this Branding and Marking Plan, ARESRO can establish a strong and recognizable brand identity, effectively communicate its mission, and enhance its visibility and impact.**

