



**Self Help  
Africa**



# **Brand Identity** Guidelines 2016

[selfhelpafrica.org](http://selfhelpafrica.org)

Emma Keyela,  
Nsunda Village, Zambia.  
Photo Credit: Ken O'Halloran, 2015





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# Vision

An economically thriving and resilient rural Africa.

# Mission

To support sustainable livelihoods for Africa's smallholder farmers.

# Values

## Equality

We believe in equality. People are equal in rights and must be treated with respect and dignity.

## Accountability

Accountability and transparency are central to all our actions and use of resources.

## Innovation

We are conscious that finding effective solutions requires innovative thinking combined with a pragmatic approach.

## Learning

We strive for the highest quality standards in our work and encourage a culture of constant learning and improvement.

## 02. Our Brand

Self Help Africa (SHA) is a leading international development organisation headquartered in Ireland and the UK, with operations in nine countries across sub-Saharan Africa. The organisation currently trades as Gorta-Self Help Africa in Ireland. Self Help Africa Inc. is an affiliate organisation based in the US.

Despite these multiple geographic locations and the different means that are used to target audiences, it is important to ensure that a consistent visual identity is maintained throughout our communications. Only by ensuring a consistency in style, tone and visual identity can we hope to be successful in conveying a sense of professionalism and in demonstrating a unity of purpose.

Our brand reflects the personality of our organisation. We can communicate its vision, mission and values through the choices we make – our tone of voice and our visual identity, including our logo, colour palette fonts, and other key design elements such as use of imagery and embellishments.

This document is intended to act as a guide to ensure this clear and consistent brand identity can be obtained across all channels and all geographic locations. If followed, a poster in a shop window in Dublin will have the same recognisable identity as a leaflet produced for use in Kampala, or a report in Ouagadougou.

Consistency in both visual and written form is vital to help audiences, whether they are public, institutional, or peer, absorb our intended message. Ultimately, this attention to detail will increase our reputation and with it our impact on poverty.

### Why are Brand Guidelines important?

Think of a world where a can of Coca Cola is a different colour in every shop; you'd be very confused. What if McDonald's Golden Arches were just a different shade of yellow in each town? Brand style guides help to maintain a consistent look, so that consumers and employees understand the brand. These guides help create uniformity and take an organisation such as ours from being just a collection of offices around the world to becoming a brand and a global family.

## 03. Our Voice

Just as the content of our communications is vitally important, so too is how we say it. SHA's voice is essential to how our message is received and should be an important consideration to anyone creating any form of written material on behalf of the organisation.

The tone of copywriting will naturally vary depending on the intended audience. Fundraising copy will be more emotive, advocacy more persuasive and report writing more factual and dispassionate. Despite this, it is possible to orientate all our written communications around one central voice and a limited number of consistent messages.

Simply speaking, the tone can change but the voice should always stay the same.

What is our voice? In broad terms, as an organisation we communicate a message about Africa that is positive. While this is articulated within a context of poverty and need, the core message places emphasis on achievement, potential and the transformational impact that investment in agricultural and enterprise can have in enabling rural farming communities to lift themselves out of poverty.

This optimistic realism is reflected in our key messages.

## 3.1 Key Messages

Self Help Africa is an international development organisation that works through agriculture to support rural poor African households to grow more food and increase their incomes.

We assist farmers with knowledge, training and access to markets, so that they can move from subsistence farming to sustainability.

We work in regions where our support, and the support of our donors, is vital – because millions of people continue to live with the threat of hunger and extreme poverty.

Improvements in farming are critical to ending extreme hunger and poverty in sub-Saharan Africa. The vast majority of Africa's poor live in rural areas where extreme poverty is concentrated.

African farming has huge potential, and investment in agriculture offers the most immediate, cost-effective and sustainable solution to ending poverty for millions of people.

The quality, as well as the quantity, of food being produced is critical – as malnutrition is endemic in sub-Saharan Africa, claiming the lives of millions each year, and causing lifelong damage to health.

Support for African women farmers is vital as they are the engine of food production. It is an injustice that women currently do most of the work on small farms, yet receive just a fraction of the available support.

We support farmers to access markets – local, regional, national and international – and assist groups and cooperatives to produce to the scale, and the quality that is required for the marketplace.

Self Help Africa recognises that if farming families cannot produce a year-round supply of food then they need to have the earning potential to generate an income.

We support smallholder farming communities to access credit and to develop enterprises, as a means to earn a living.

We assist households to become more resilient to changing climates.

We believe that Africa has huge potential, and has huge unrealised possibilities.

We believe in the potential of African small-scale farmers to work their own way out of poverty with just a small amount of practical assistance – in simple terms a 'self help' approach to growth and development.

## 3.2 Our Name

This may seem an obvious one but considering the amount of variations that we have seen, it warrants a mention.

Three separate 'brands' apply to the organisation within the Irish and international markets. In Ireland, the primary company is 'Gorta-Self Help Africa', which reflects the merging of the two organisations in summer 2014. In all other jurisdictions – Africa, US, UK and Rest of the World – the organisation trades as 'Self Help Africa.'

So, even if a document is being produced in Ireland, if the intended audience is not the Irish market, only 'Self Help Africa' should be used.

When writing 'Gorta-Self Help Africa', each word should be capitalised and a hyphen inserted between 'Gorta' and 'Self'.

## 3.3 SHA and GSHA

There is no way around it; whether referring to Gorta-Self Help Africa or just Self Help Africa, we have a long name. It doesn't always lend itself to elegant sentence structure. As a result, most – if not all – of us will often fall back on the use of the acronyms SHA and GSHA. Depending on the audience this is often perfectly acceptable. However, the following three things should be remembered:

- Acronyms should only ever be used once the full name has been spelt out in full first.
- Always use capital letters and never use full stops or hyphens between each character.
- When using the acronym for GSHA, a hyphen should never be used.



## 3.4 Writing Guide

Language is subjective and like all good communicators, we adapt how we speak depending who we are talking to, for what reason, and through which channel. That said, here are a few guiding principles that we advise people to keep in mind, whether writing a report for an institutional donor, an article for a newspaper or a 'thank you' letter to a member of the public.

### Relax: Be Human

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INGOs have developed a reputation for taking themselves too seriously. The work we do is important but that doesn't mean we have to communicate in an overly portentous manner.

Where appropriate always communicate with a natural and human tone of voice. Nobody enjoys being lectured to or spoken to as if they were a child.

### Don't Waffle

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INGOs have also developed a reputation for being excessively wordy. Why say something in four sentences that can be said in one?

Never use a long word where a short one will do. If it is possible to cut out a word, always cut it out. Reduce the waffle and break up long sentences into shorter ones. Every reader will thank you for that.

### Be Confident

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We believe that agricultural development has the potential to transform lives in rural Africa. We know this from experience and we have the evidence to back it up.

When we speak about our work, we should do so with authority and confidence. Always reassure the reader that we have the experience and knowledge to succeed.

### Cut the Jargon

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Acronyms and tech speak have a time and a place. They should remain there.

Unless specifically required, it is safe to assume that most readers don't know or even care about the technical aspects of a project. So, if not specifically necessary for the audience, remove it.

### Keep it Beautiful

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Have pride in what you write, strive for carefully crafted copy and always review what you have written before allowing it to leave your pen or computer. Even if the intended audience is just one person.

Sloppy, rushed or confused writing reflects badly not just on the writer but on the organisation as a whole.

### Sharing is Caring

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No piece of communication should ever leave the building until it has been proofread by someone other than the author.

Pass your work onto a colleague and challenge them to find the mistake. There will be one. There always is.

Don't be embarrassed about this. Believe us, finding a mistake once something has been made public is 100 times worse.

## 3.5 Grammar Guide

Despite what some pedants may say, grammar is also subjective and we are not about to prescribe a strict house spelling and grammar guide. Whether you decide to hyphenate 'email' or use double instead of single quotation marks is up to you. Just ensure whatever choices you make are consistent within the same channel or piece of communication.

However, there are some repeat offenders that we spot on a regular basis, so here are just a few suggestions to help you.

### Capitalisation of Titles

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Quite often you'll be using sentence case – capitalising only the first letter of the first word.

In some cases, you'll be using title case for headlines. This means capitalising the first letter of every word except articles, prepositions and conjunctions.

e.g. Climate Adaptation through Beekeeping

Choose whichever fits your purpose and be consistent throughout.

### British v American English

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Outside of our US operations, throughout the rest of the organisation British English spelling conventions should be adhered to:

e.g. travelled, not traveled  
emphasise, not emphasize  
organisation, not organization

### Currency

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For UK, US and Irish audiences, when stating amounts of money, first state the in-country figure and then repeat with a local value in ellipsis.

e.g. "Birkutan received a loan of 1,495 Ethiopian Birr (\$71)"

### Capitalisation

---

Capitalisation is a tricky beast. In general, only capitalise titles when used directly before a name. This applies to government, religious and organisational positions (like president, pope and CEO) as well as to geographical depictions.

e.g. Here's how President Michael D. Higgins spoke to the president of the committee.

e.g. Our Dublin office is north of the River Liffey. It's a muddy river, not unlike the swamps of Southern California.

### Bullet Points

---

These are great for breaking important information into easily digestible chunks. Use them often and remember:

- When they form a full sentence, capitalise the first letter and include a full stop.
- When they consist of short phrases or words, use lower case and no full stop.

### Numbers

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Always spell out cardinal numbers (one, two, three) and ordinal numbers (first, second, third) below 10. Numbers higher than 10 should be written numerically.

e.g. Two farmers received 300 chickens.

## Double Spacing

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For the younger readers among us, double spacing is the habit of adding two spaces after a full stop and before the beginning of a sentence.

It is a hangover from the days of typewriters. One that should be laid to rest once and for all. Please use just one space after a full stop.

## Colons v Semicolons

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Often confused, colons are used to introduce a list or dialogue; semicolons are used to mark a pause longer than a comma and shorter than a full stop.

e.g. You can contact us in whatever way suits you: phone, email or letter.

e.g. We help farmers save money; whether it is for reinvesting in the farm or for purchasing food.

## Acronyms

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Spell out acronyms in the first instance, then use the shortened version thereafter. Full stops aren't necessary between each letter.

e.g. Village Savings and Loans (VSL)

## Smallholder v Small-holder

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As an organisation we use this one a lot. For consistency use the spelling smallholder (no hyphen).

Better still, find a more accessible way of describing the individuals we work with.

## Ampersands (&)

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The ampersand (&) is a symbol for 'and'. While useful in some situations they should never be used in body text unless part of a company or project's name.

e.g. Rural Savings & Credit Cooperatives

## Avoid Slang

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Since the world is on the web, our audience comes from different cultures and contexts. That's why it's important to use simple and straightforward language and to avoid colloquialisms or slang that could cause confusion.

So avoid saying for instance: "Our project is deadly/savage" because those terms are only seen as positive in Ireland.

## Email Addresses

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Emails and URLs should all be in lowercase, unless they are at the start of a sentence.

## Sub-Saharan Africa v sub-Saharan Africa

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Unless starting a sentence, the 'sub' in the term sub-Saharan Africa should not be capitalised.

# 04. Visual Identity

All our communications should have the same look and feel to them – an overall visual identity. We have several principles to describe this style:

## Clean

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Good design is about clarity. Our design choices should reflect this. The use of white space is encouraged and we keep our font choices and colour palette to a minimum. Avoid clutter.

## Green

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We are an agriculturally focussed organisation and this is reflected across our visual identity through the widespread use of the GSHA green. This reflects our core work, farming.

## People Focussed

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Farming is what we do but farming itself is not inherently visually interesting, people are. Our design choices reflect this, the farmers we work with should always be front and centre of all our design choices. It is their story we are telling.

# 05. Our Logo



Preferred



Acceptable Alternatives

Outside of the Republic of Ireland all communications should use the Self Help Africa Logo.

'Self Help Africa' must always be displayed left aligned and to the right of the SHA symbol. 'Africa' must appear below 'Self Help' rather than on the same line.

The preferred version of the Self Help Africa logo shows the SHA Symbol in SHA Green with text in SHA Grey.

Monochrome versions of the logo may also be used where more convenient, but must adhere to the colour palette outlined in this document.

Logos can be downloaded from the online Brand Identity page at [www.selfhelpafrica.org/uk/brand-identity](http://www.selfhelpafrica.org/uk/brand-identity)

## Exclusion Zone



To protect the clarity and integrity of the logo a minimum exclusion zone based on the uppercase 'A' from 'Africa' in the logo has been designated.

It is required that no other graphic elements intrude on this zone.



## 5.1 The Logo – Gorta-Self Help Africa

For use in the Republic of Ireland only.

**gorta**  
**Self Help Africa**

Preferred



Limited Use

**gorta**  
**Self Help Africa**

Partner Docs Only (if necessary)

The Gorta-Self Help Africa logo should only be used for communications in the Republic of Ireland.

The preferred version of the logo shows 'gorta' in SHA Green with 'Self Help Africa' in SHA Grey ranged below. It is strictly advised that this version be used in all print and digital publications unless it is not possible. For best legibility it is recommended that the logo appear on a white background.

In the case that it is not possible to use the preferred version of the Gorta-Self Help Africa logo, use a whited-out version of the logo like in the example shown.

For partner materials a monochrome solid black version of the logo may also be used.

### Exclusion Zone



To protect the clarity and integrity of the logo a minimum exclusion zone based on the lowercase 't' from 'gorta' in the logo has been designated.

It is required that no other graphic elements intrude on this zone.

## 5.2 The Logo – Misuse



**NEVER** Reverse the colours



**NEVER** Use a monochrome colour fill other than black or white

This logo has been specifically created and agreed upon for our use. **DO NOT** alter the logo in anyway. Logos must be reproduced from master artwork files.

Shown here are just a few examples of how **NOT** to use the Gorta-Self Help Africa logo.



**NEVER** Use gradients or image fills



**NEVER** Change the proportions of the logo



**NEVER** Remove any element



**NEVER** Rearrange or resize any element within the logo

## The Logo – Misuse Continued



**NEVER** Use an off-brand colour



**NEVER** Remove symbol from logo

Shown here are just a few examples of how **NOT** to use the Self Help Africa logo.



**NEVER** Change the position of any element



**NEVER** Use gradients or image fills



**NEVER** Change the proportions of the logo

# 06. Our Colours

Below is a list of acceptable Self Help Africa brand colours for use in marketing materials in print or on the web.



**SHA Green**

C/M/Y/K: 50/0/100/0  
R/G/B: 140/197/64  
Hex: #8CC540



**SHA Grey**

C/M/Y/K: 25/0/0/80  
R/G/B: 61/80/90  
Hex: #3D505A



**SHA Red**

C/M/Y/K: 15/100/100/0  
R/G/B: 210/35/42  
Hex: #D2232A



**SHA Terracotta**

C/M/Y/K: 15/75/100/0  
R/G/B: 213/98/42  
Hex: #D5622A



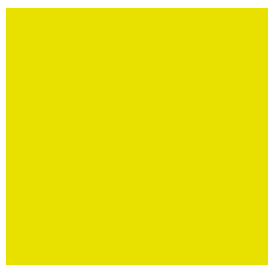
**SHA Orange**

C/M/Y/K: 15/50/100/0  
R/G/B: 213/139/41  
Hex: #D58B29



**SHA Light Orange**

C/M/Y/K: 15/25/100/0  
R/G/B: 218/181/37  
Hex: #DAB525



**SHA Lemon**

C/M/Y/K: 15/0/100/0  
R/G/B: 226/228/26  
Hex: #E2E41A

# 07. Our Fonts

Our typography has been chosen deliberately. It is clear, legible and professional.

## 7.1 Primary Typeface

# Helvetica Neue

Aa

Helvetica Neue Roman

Helvetica Neue Roman is used for body copy.

Aa

Helvetica Neue Heavy

Helvetica Neue Heavy is used for bolding and titles.

Aa

Helvetica Neue Medium

Helvetica Neue Medium is also used to highlight certain body copy such as the first paragraph of a new article or photo captions.



## 7.2 Secondary Typeface

# Univers Condensed

Aa

Univers Condensed Light

Univers Condensed Light can be used for titles and pull quotes.

Aa

Univers Condensed Bold

Univers Condensed Bold can be used for titles.

## 7.3 Typesetting Guide

# TITLE AT 30PT, 27PT LEADING

## Sub-head 18pt, leading 21pt.

Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned. Body copy at 10pt, leading 14pt, left aligned.

“Pull quote at 18pt, leading 21pt, Univers Condensed light. Pull quote at 18pt, leading 21pt, Univers Condensed light. Pull quote at 18pt, leading 21pt, Univers Condensed light.”

Point of interest 14pt, leading 14pt. Point of interest 14pt, leading 14pt. Point of interest 14pt, leading 14pt. Point of interest 14pt, leading 14pt.

Photo Caption at 7pt

When a variety of type sizes and weights are used, the differences between them should be recognisable.

It is recommended that in general, type should be aligned to the left.

Line spacing (leading) should always be between 120% and 140% of the point size used in body copy for legibility. Tighter line spacing may be used for titles and subtitles.

**Please note:** the example above is a guide only and each job will require its own consideration. It is advised that body copy never falls below 9pt.

## 08. Our Imagery

Selecting the right image for a job is hugely important. Nothing can ruin a carefully researched and crafted piece of copy quicker than a poorly selected image.

While it is vital as an organisation that we only use distinctive, high-quality photography in all communications, selecting the correct image is not just about what looks best – we don't use models and the images we use depict real people with real lives; because of this fact we have a responsibility to portray them truthfully and with the utmost respect.





Malidadi Chilongo,  
Kaphika Village, Malawi.  
Photo Credit: Ken O'Halloran, 2015



Bernard Kemei,  
Sonokwek Village, Kenya.  
Photo Credit: Ken O'Halloran, 2015

## 8.1 Context & Agency

Each piece of communication is different and will have different intended audiences and outcomes. Despite this, it is necessary to remember that the images we use are of real individuals and as such should be treated with respect and never deprived of agency or dignity.

The farmers we work with are not helpless and are not in receipt of handouts. As an organisation we believe in enabling individuals to improve their lives. As such their actions are central to this process, not ours. Farmers should never be depicted as helpless or passive, they should be shown actively solving their problems. Always remember, the farmers are the hero in this story, not us.





## 8.2 Image Selection

The key to the success of our visual communications lies in which images we select, and in how we use them. This can be broken down into two broad categories: Hero Images and Support Images.

### Hero Images

- Hero images are typically used on cover pages or as main images in posters and exhibition displays.
- Hero images generally show African farmers actively solving their problems.
- Hero images connect with the audience (eye contact and faces to camera).
- Hero images are high-quality images (properly exposed and in focus).
- Hero images feel positive and upbeat (smiles, proud stances).
- Hero images do not contain any montage or photo-manipulated elements.
- Hero images should always be accompanied with a caption that introduces the person in the photo and the location in which the photo was taken.

### Support Images

- Support images illustrate or support a point of information within our message.
- Support images may be combined with other support images to create a montage.
- Support images may contain close-up details of people, places or objects.
- Support images contain multiple focal points, with lots of activity taking place.





## 8.3 Image Library

We have built up a library of quality imagery from across all our project countries. To gain access to the image library please contact a member of the Communications team who will be able to advise you on how to best find what you are looking for: [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)

## 8.4 Captions

It is important to caption all images that depict identifiable individuals. At the very least captions should include the following information:

- The name of the subject(s)
- Where they live

If space allows, or if the context of the image is not immediately self-evident, then a more in-depth (extended) caption should be used, describing what is being depicted in the image or how the individual has benefited from our intervention.

## 8.5 Imagery of Children

While improving the lives of children is a vital motivation for the work we do we are not a child-centred organisation. Images of children are powerful and have a crucial role in our communications but they must be treated with extra sensitivity. When not pictured with a parent or in a family setting, extended captions should always be used to explain how the child is involved in a particular project and how they are benefiting from it. Images of children not involved in our projects should never be used.

## 8.6 Code of Conduct

Within Ireland we have signed the Dóchas Code of Conduct on Images and Messages.

The Code offers a set of guiding principles that can assist organisations in their decision-making about which images and messages to choose in their communications while maintaining full respect for human dignity.

As a signatory in Ireland we are committed to adhering to and promoting this code of conduct, which is based on the following principles:

- Choose images and related messages based on values of respect, equality, solidarity and justice.
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development.
- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places.
- Use images, messages and case studies with the full understanding, participation and permission of the subjects (or subjects' parents/guardian).
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves.
- Establish and record whether the subjects wish to be named or identifiable and always act accordingly.
- Conform to the highest standards in relation to human rights and protection of vulnerable people.

Whilst the Dóchas Code applies only to Ireland, the spirit of the code should be applied to our use of images and messages throughout all geographic locations.

## 8.7 When in Doubt

When in doubt as to whether the use of an image is appropriate, remind yourself that even in rural Africa access to the internet is increasingly available to all. Ask yourself would the individual represented recognise and be happy with how they have been portrayed should they see it? If not, then simply don't use the image.

Selecting the correct image is not easy. If, after reading these guidelines you are still unsure, then contact a member of the Communications team for help and advice.

Contact the Communications team on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)

# 09. Our Collateral

## 9.1 Presentations

Consistency is key. This is true in every aspect of communication, including presentations. To assist you with your preparations a Self Help Africa PowerPoint template is available to download from the Visual Identity page of our website: [www.selfhelpafrica.org/uk/brand-identity](http://www.selfhelpafrica.org/uk/brand-identity)

Again, this does not need to be strictly adhered to, but it is a starting point. When taken into account with the tips on the facing page it should give you a good basis for making a memorable presentation.



### Keep it simple

- No more than one paragraph a page.
- No more than 3 bullet points.
- Make slides that reinforce your words, not repeat them.

## 9.2 Presentation Tips

Like it or not, PowerPoint is here to stay. Many bemoan its limitations but its strength lies in its simplicity. Presentations are about the individual presenting, not the slides shown behind them. The slides should reinforce the points being made, not repeat them and definitely not detract attention from them.

Once more, we are not about to prescribe any rules, as every presentation is different. However, if the tips below can reduce the risk of any of us sitting through another 63-slide presentation, they have been worth it!

### Paragraphs

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Slides with multiple paragraphs of text have been shown to significantly decrease the attention of the audience, and thus the effectiveness of getting your message across.

Stick to one short paragraph a page or better still, use bullet points.

### Bullet Points

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Bullet points are great but only in moderation. Ten bullet points on a page will be as sleep-inducing as a block of text.

We recommend no more than three bullet points a slide.

### Images

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A well-selected image will say more than a thousand bullet points. Use them often, but only if they are relevant to the content of the presentation.

Images of individuals we work with should be treated with the same dignity in presentations as in publications. For proper use of images please refer again to Chapter 8.

### Transitions

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Nobody has been impressed by a PowerPoint transition since the mid-1990s. Don't use them. There is never any need for a dissolve, spin or starwipe. Unless for comic effect.

### Your Slides are not a Script

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People can't read and listen at the same time and if you are reading from your slides like a script, this basically tells your audience to stop listening to you and just read directly from the slides.

Make slides that reinforce your words, not repeat them.

### Infographics & Graphics

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Infographics and graphics are great in presentations. Well, they are when they are simple. A complicated pie chart or a complex graph is just as boring as a solid block of text.

Choose your infographics carefully and if in doubt, simplify.

### Font & Font Size

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Our company font is Helvetica Neue. It's clean, easy to read and perfect for PowerPoint.

Ever sat at the rear of a room and tried to squint at 10-point font? Not fun, is it?

Give your audience a break and use 30-point font or larger.

### It is all about You

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Nobody comes to a presentation simply to read from a screen, the audience is there to listen to you. You are the star. Think of PowerPoint as your backing singer.

## 9.3 Business Cards

It may seem old-fashioned in the era of email addresses and LinkedIn profiles, but the humble business card is still a great way to exchange information. The business cards we use should maintain the same consistency in branding, and where possible should follow the guidelines below. Just like with email signatures, personal embellishments are not recommended.

If in doubt, contact the Communications team on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)

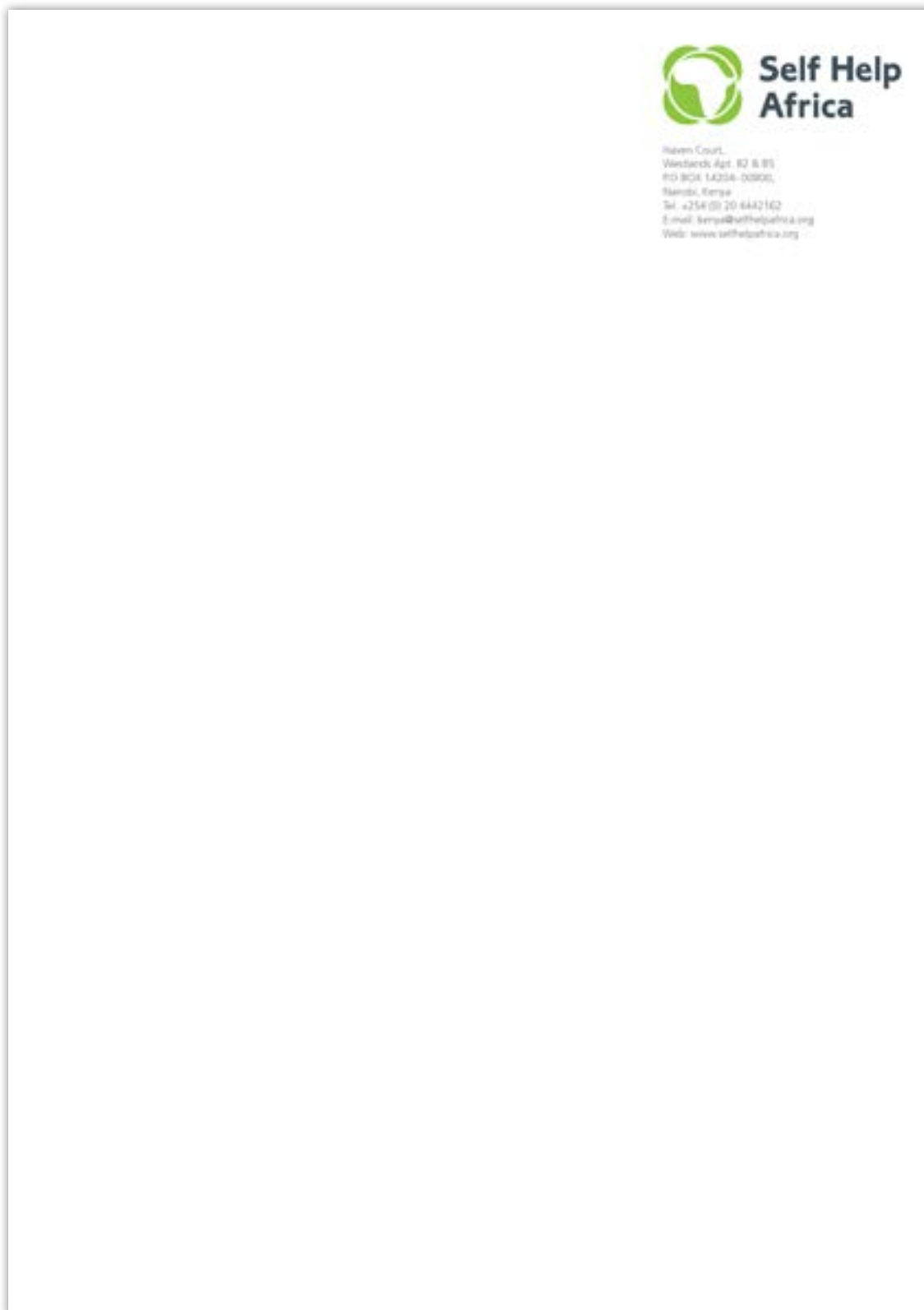




## 9.4 Headed Paper

Using headed paper is a simple, elegant and no-fuss way to extend our brand identity. So make sure to use it in any official printed or written communication.

Each country will have received a headed paper template file in their Comms Pack. If there are any issues regarding its use please contact the Communications team on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)



## 9.5 Email Signatures

A standard, consistent and clean personal email signature will present a more professional appearance for the organisation. The following are mandatory guidelines for all staff email accounts.

### Less is more

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Email signatures should be no longer than ten lines. Go wider rather than longer and use pipes to separate components.

e.g. PO Box 1234 | Lilongwe

### Quotes

---

Never include quotes, thoughts of the day, epigraphs, political or religious statements. It is important to avoid the potential confusion of external audiences assuming that a particular statement represents the official position of Self Help Africa.

### Font & formatting

---

Always use a standard font or your email client's default font. Avoid rich text formatting such as colours, bold and italics. Non-standard typefaces and HTML may not be compatible with all email clients.

### Images and logos

---

Never embed images or logos within your email signature. Organisational-wide email footers, which may include logos and images, are developed and applied centrally to all email accounts.

### Mobile numbers

---

If, as part of your role you hold an organisational mobile phone, you should always include that number as part of your email signature.

## Standard Email Signature Format:

Name

Job Title

Organisation Name

Office Address

Phone | Mobile Phone (optional) | Fax (optional)

[use hyphens to format numbers; include area codes]

Email Address | Web Address

An optional line to include your professional social network or Skype links is also acceptable on the last line.

## Sample Signature:

John Miller

Programme Manager

Self Help Africa

PO Box 1234 | Lilongwe

Malawi

+265-(0)1-5547599 | +265-(0)87-1234567 mobile

john.miller@selfhelpafrica.org

# 10.Examples

Below are examples of communications adhering to our visual identity guidelines and utilising the clean, green and people focussed design principles.








## 10.1 Gorta-Self Help Africa Example

Below is a Gorta-Self Help Africa example. Note the only difference with the Self Help Africa visual identity is the logo. All other aspects remain identical, no matter whether in the UK, US or Rest of the World.



**MAKE HUNGER HISTORY**

Sana Memata (right) with her daughter-in-law, Yougbane Bakissa, and grandson Pilibre Aisha, Linoulougou village, Togo.

Join us in **ending hunger** in Africa.  
By donating, or contributing to our shops, you are helping poor people **overcome extreme poverty** across Africa.

**gorta**  
Self Help Africa  
[selfhelpafrica.org](http://selfhelpafrica.org)

# 11. Useful Links & Resources

## Online Brand Identity Guidelines

A truncated version of this document is available on the Self Help Africa website. It contains a quick reference guide with a selection of downloadable resources, such as a PDF version of this document, logos and a PowerPoint presentation template.

If working with an external designer or copywriter, please either share a PDF copy of this document or a link to the online visual guidelines. It will provide a great starting point for their work and likely reduce the number of revisions needed later in the process.

Online Guidelines - [www.selfhelpafrica.org/uk/brand-identity](http://www.selfhelpafrica.org/uk/brand-identity)

## Document Library

Issuu is an electronic platform for publishing and sharing documents. Organisational publications such as annual reports and country profile documents are uploaded to it on a regular basis. It is a useful tool for sharing documents externally, removing the need to upload and embed in an email.

Issuu - [www.issuu.com/self\\_help\\_africa](http://www.issuu.com/self_help_africa)

## Image Library

Smugmug is our online photo repository. We have accumulated thousands of good-quality images for use in online and offline communications. They are accessible to all within the organisation, but always keep in mind that the photos are of individuals we work with, many of whom are children, and should be treated with respect.

Access to the library should not be shared with anyone outside of the organisation. If there is a requirement to do so, please contact the Communications team, who will be able to facilitate this in a secure manner.

If you would like access to Smugmug please contact a member of the Communications team on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org) for up-to-date login details.

Smugmug - [www.selfhelpafrica.smugmug.com/](http://www.selfhelpafrica.smugmug.com/)

## Video Library

Videos are produced for a wide range of reasons and audiences; when completed, all are uploaded to the Self Help Africa YouTube channel.

Youtube - [www.youtube.com/user/SelfHelpAfricaTV](http://www.youtube.com/user/SelfHelpAfricaTV)

## Social Media

Social media is an ever-evolving world. Self Help Africa maintains a presence on a variety of social media channels. The three main ones are as follows:

Facebook - [www.facebook.com/SelfHelpAfrica](http://www.facebook.com/SelfHelpAfrica)

Twitter - [www.twitter.com/selfhelpafrica](http://www.twitter.com/selfhelpafrica)

LinkedIn - [www.linkedin.com/company/self-help-africa](http://www.linkedin.com/company/self-help-africa)

All three are updated on a regular basis and are great places to keep track of developments within the wider Self Help Africa family.

## Online Grammar Guides

We have deliberately not been overly prescriptive with this document. We are aware that the Self Help Africa family is a melting pot of many nationalities and that with this comes many spelling and grammar conventions. None are better than others and nobody has all the answers.

What we are aiming for is a level of consistency. When in doubt, look it up. We do.

The following are illuminating guides and are worth a read, whether you're stuck or not.

BBC News Style Guide - [www.bbc.co.uk/academy/journalism/news-style-guide](http://www.bbc.co.uk/academy/journalism/news-style-guide)

The Guardian Style Guide - [www.theguardian.com/guardian-observer-style-guide-a](http://www.theguardian.com/guardian-observer-style-guide-a)

The Economist Style Guide - [www.economist.com/styleguide/introduction](http://www.economist.com/styleguide/introduction)

## The Communications Team

The Communications team acts as an in-house agency with design, copywriting, photography, video and web design capacities. It is based within the Dublin office but services the entire organisation's communications needs. You can get answers to any questions regarding our visual identity by giving them a quick phone call or email. They are a friendly bunch.

Anyone in the organisation can open a marketing case on Salesforce and request communications materials, and a member of the Communications team will respond to it promptly. Depending on the size and complexity of the task, most requests will be turned around within a working week.

Any questions drop the Communications team an email on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)



# FARMING FOR AFRICA'S FUTURE

If in doubt give Comms a shout on [comms@selfhelpafrica.org](mailto:comms@selfhelpafrica.org)

**Cover:** Medhanit Getachew Miko, Dirma Village, Oromia, Ethiopia. Photo Credit, Ken O'Halloran, 2015.  
**Back:** Sanwogou Lalle, member of women's enterprise group, Tonte Village, Togo. Photo Credit: Ken O'Halloran, 2015.