

Brand Guidelines 2024



Petua with some of her spinach plants in Omurania Village, Uganda.



Semi-nomadic pastoralists produce Gum Arabic from Acacia trees in Samburu, Kenya

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Vision

Sustainable livelihoods and healthy lives for all in a changing climate.

Mission

We aim to alleviate hunger, poverty, social inequality and the impact of climate change through community-led, market-based and enterprise-focused approaches, so that people have access to nutritious food, clean water and decent employment and incomes, while sustaining natural resources.

Values

IMPACT

We are accountable, ambitious and committed to systemic change.

COMMUNITY

We are inclusive, honest, and have integrity in our relationships.

INNOVATION

We are agile, creative and enterprising in an ever changing world.

02. Our Brand

Self Help Africa (SHA) is a leading international development organisation headquartered in Ireland, and with operations in ten countries in sub-Saharan Africa, and offices in the UK and in the US*.

*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 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 demonstrating a unity of purpose.

Our brand reflects the personality of our organisation. We can communicate the vision, mission and values of our organisation through the stylistic 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 even 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 communication is vitally important, so too is how we say it. SHA's tone of 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 communication around one central tone of voice and a limited number of consistent messages.

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 helping rural communities to lift themselves out of poverty.

This optimistic realism is reflected in our key messages shown opposite.

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

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, claims the lives of millions each year, and causes 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 farmers groups and cooperatives to produce to the scale, and the quantity 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 a means to accumulate savings.

We support and encourage small enterprises as a means to earn a living.

We assist households to become more resilient to changing climate.

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 Writing Guide

Language is subjective and like all good communicators, we adapt how we speak depending on who we are talking to, for what reason and through which channel. That said, here are a few guiding principles which 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

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 are a child.

Don't Waffle

Why say something in four sentences that can be said in one?

Cut back on the waffle and break up long sentences into shorter ones. Every reader will thank you for that.

Be Confident

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

Acronyms and techspeak have a time and a place. They should remain there.

Unless specifically required, it is safe to assume 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.

Avoid acronyms, other than where they have been clearly explained (eg. Water and Sanitation (WASH)), and provide an opportunity to shorten your text.

Keep it Beautiful

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.

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

3.3 Grammar Guide

Despite what some pedants may say, grammar is also subjective and we are not about to proscribe 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.

Below are just a few suggestions to help you along with some areas of inconsistency we spot on a regular basis:

British v American English

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
behaviour, not behavior

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.

Currency

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

E.g. "Birkutan received a loan of 1,495 Ethiopian Birr (€70)"

Numbers

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.

Avoid Slang

Since the world is on the web, your audience will come 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.

Smallholder v Small-holder

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 people we work with - small-scale farmers.

Acronyms

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

E.g. Village Savings and Loans (VSL)

3.4 Our Name - Get it Right!

Once country office registrations in former United Purpose programmes have been completed, we will trade as Self Help Africa in all jurisdictions. Currently, we trade, in line with our country registrations, as United Purpose in Mozambique and Senegal.

When writing Self Help Africa, each word should be capitalised. In any written material, make sure our organisation's name is referred to in full (Self Help Africa) at least once before using the acronym SHA.

3.5 Legal Name

The legal name of our organisation is 'Gorta.' However, our trading name is Self Help Africa. Unless required by contracts or for other statutory purposes, you should refer to the organisation by its trading name.

When speaking about our subsidiaries - Partner Africa, CUMO Microfinance - describe them as 'our ethical auditing/our microfinance subsidiary.'

3.6 Acknowledging Funders

When referencing institutional funders of major projects please refer to visibility guidelines for the particular project, or liaise with colleagues in Programme Funding or at country programme level for guidance.

Certain institutional donors - EU, Irish Aid, World Food Organisation (WFO) have specific visibility requirements and expectations. It is important to be aware of these.

However, it is not always necessary, or desirable, to refer to an institutional funder of a specific project within certain public facing copy - and specifically for content that is being crafted for fundraising appeal purposes.

04. Visual Identity

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

Clean

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

We are an agriculturally focussed organisation and this is reflected across our visual identity through the widespread use of the SHA green. This reflects our core work, farming and associated agri-enterprise development.

People Focussed

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.

The same principle applies when representing other facets of our work - whether it is work with women agri-entrepreneurs, with communities who are benefitting from our WASH programmes, or other.



05. Our Logo

5.1 The Logo - Self Help Africa



In every country where we operate, and in the rest of the world, all communications should use the Self Help Africa Logo.

'Self Help Africa' must always be displayed left align 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 Gray.

Preferred



A white version of the logo is preferred when overlayed on a dark image or colour.

White



Monochrome Black (90%) version of the logo may also be used when colour printing is not available.

Monochrome (Black)

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.

5.2 The Logo - Misuse



NEVER Use an off-brand colour



NEVER Remove Symbol from logo

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

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

5.3 The Logo - Tagline

Country Programmes can use the version of the logo with the 'Beyond Aid' tagline. Ireland, the UK and the US use the logo without a tagline.



o6. Our colours

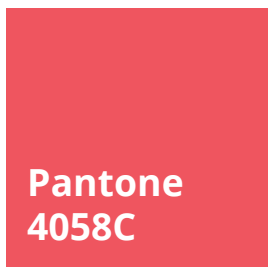
Below is a list of acceptable Self Help Africa brand colours for use in marketing materials in print or on the web.



SHA Green
CMYK: 60/0/100/0
RGB: 108/195/46
Hex: #6CC32E



SHA Gray
CMYK: 78/57/39/45
RGB: 51/63/72
Hex: #333F48



SHA Red
CMYK: 0/82/56/0
RGB: 228/75/85
Hex: #E44B55



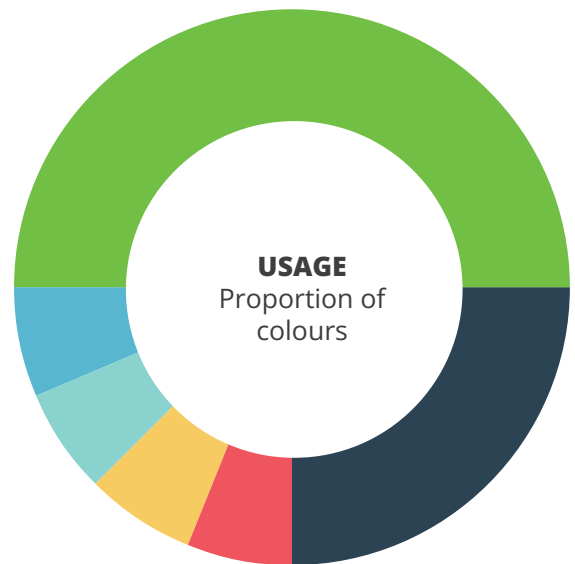
SHA Yellow
CMYK: 0/16/71/4
RGB: 245/207/71
Hex: #F5CE3E



SHA Blue
CMYK: 60/9/12/1
RGB: 101/174/192
Hex: #65AEC1



SHA Aquamarine
CMYK: 41/0/6/17
RGB: 109/205/184
Hex: #6DCDB8

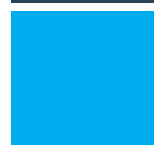


Development Education

SHA Green and secondary SHA
palette of grey, blue and yellow



SHA Green
CMYK: 60/0/100/0
RGB: 108/195/46
Hex: #6CC32E



07. Icons and Graphics

Below are examples of the extension of our logo to incorporate thematic icons:



SHA



Growth



Water



Project



Humanitarian



Aquaculture



Energy



Food



Gender



Trade

We also use various graphic elements to embellish our graphics and documents:



o8. Our fonts

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

8.1 Print Use: Headline Typeface

Macho

This is our primary font for headlines, pull-quotes, video etc. This can for used by designers and desktop publishers but is not needed for use by staff.

Aa

Macho Extra Bold

Macho Extra Bold is used for Headlines and tiltes.

Aa

Macho Extra Bold

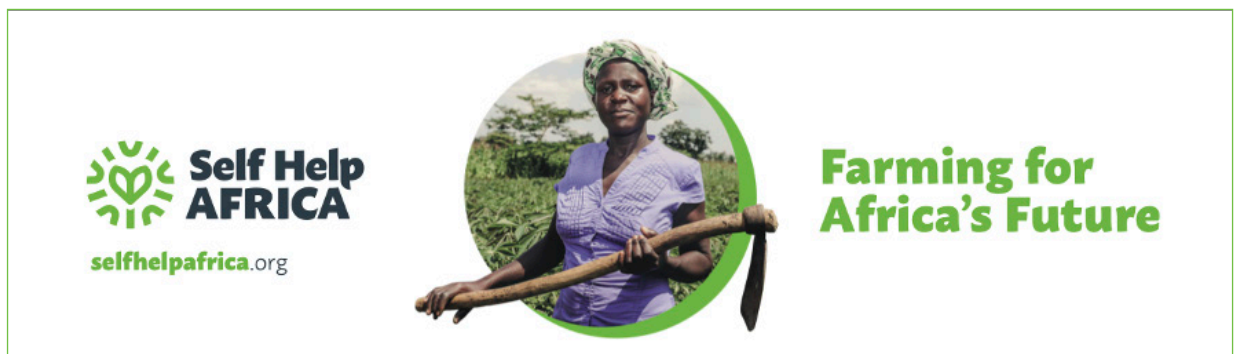
Macho Bold can be used for subtiltes and other graphic elements.

Aa

Macho Light

Macho Light is used for quotes and other highlighted blocks of text.

Headline Typeface Examples:



8.2 Print Use: Body Copy Typeface

Open Sans

This is our secondary font for body text, internal documents, online publishing etc. This can be downloaded and used by all staff.

Aa

Open Sans Bold

Open Sans Bold is used for sub heads and bold body text.

Aa

Open Sans Regular

Open Sans Regular can be used for body text.

Aa

Open Sans Condensed

Open Sans Condensed can be used where content doesn't fit - for example in small print or tables and graphs.

Body Copy Typeface Examples:

INTRODUCTION

NEW HORIZONS

Rising costs, economic pandemic challenges, conflict and extreme weather caused by climate change meant 2022 was another relentlessly hard year for the communities Self Help Africa work with in Africa and beyond.



by Feargal O'Connell
Chief Executive, Self Help Africa

In 2022, just as the world cautiously emerged from the grip of the COVID-19 pandemic, a global food crisis driven by climate change and fuelled by conflict rippled through the communities we work with.

Referred to by some as the year of the polycrisis, 2022 saw our teams grapple with the impact of multiple emergencies overlapping. The economic aftershocks of the pandemic, combined with the conflict in Ukraine, which pushed up fuel, food and fertiliser prices. Humanitarian needs rocketed and the number of people living in extreme poverty soared. Extreme climate-related weather events worsened disaster outbreaks and continued to put pressure on the lives and livelihoods of rural poor communities.

Self Help Africa embarked on an initiative in response to the conflict in Ukraine responding to refugee basic humanitarian needs in Slovakia.

In East Africa, the worst drought in a generation left more than 23 million people experiencing extreme hunger. Crops failed to grow and livestock died, leaving one person likely to die every 48 seconds and millions of children experiencing the most deadly form of malnutrition (severe acute malnutrition).

Our teams worked with local partners to help families on both a short and longer term basis, providing emergency supplies and vouchers to help families buy the essentials and ensuring farmers had access to drought tolerant seed and the resources they needed for the next planting season.

In Bangladesh and Malawi, cyclones hit vulnerable communities the hardest - taking lives, displacing families, damaging homes, and destroying crops and livelihoods. Our experience in disaster preparedness and early warning systems meant we could respond quickly.

We joined international agencies, local disaster management committees and community-based organisations to assist affected communities, supporting them to implement cyclone preparedness and early action plans to help save lives and protect families' valuable assets. Malawi also experienced the deadliest cholera outbreak in its history, leading the Government to declare a public health emergency in December 2022.

There is no denying the huge challenges facing the communities we work with in Africa and beyond. The number of people needing support remains staggering. But we know that the work we are doing in partnership with these communities, local and national Governments, civil society organisations, and other local and international organisations will enable disadvantaged and vulnerable communities to take greater control over their own lives in the longer term. It will help them earn more from their work and provide a better life for their families.



Feargal O'Connell,
Chief Executive, Self Help Africa



NIQVA Building,
61 Duncrain Gardens,
Belfast, BT15 2GB

Web: www.selfhelpafrica.org
Email: info.ni@selfhelpafrica.org

Reg. Charity Number: 298830

September 2024

Dear <Greeting_Formula>.

Today I'm delighted to share the latest 'Snapshots From The Field' with you, showcasing the incredible impact your support has made possible.

I hope you find inspiration in these heartwarming stories of transformation and success, from the amazing people we get to work with on a daily basis.

Women like Bridget who turned a traditional recipe into a thriving business supporting not just her family but the wider community; and great community leaders like Ousman who is training scores of young farmers to grow more resilient crops.



Bridget Beelombo, Kasey Mbaligh Women's Group, Nigeria, 2024

There is however no denying the harsh realities facing the families we work with in Africa. Poverty, climate change, food insecurity and inadequate healthcare are persistent challenges - where one in five people are facing hunger every day.



But it doesn't have to be this way. **We can work together to overcome these obstacles** and provide sustainable, long-lasting solutions for



Yes!

I want to help families rise out of extreme poverty and become more resilient

Here is my gift of: ☐ £25 ☐ £50 ☐ £100 ☐ £250

or ☐ my own amount of £ _____

giftaid it

☐ A Gift Aid declaration allows Self Help Africa to claim an extra 25p for every £1 you give.

By ticking this box, I confirm that I am a UK taxpayer and would like Self Help Africa to claim back the tax on this donation and any donations I make in future, or have made in the past four years. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

By Cheque ☐ I enclose a cheque made payable to Self Help Africa

By Card

Please debit my ☐ Visa ☐ Mastercard ☐ CAF

Card No.

Valid From Expiry Date Security

Signature Date

My Contact Details

<Addressee_Formula>
<Address Line 1>
<Address Line 2>
<Address Line 3>
<Town>
<Postcode>
<Reference> / <Segment>

We would like to keep you updated on the impact of your donations, our fundraising campaigns and events in your area. **Simply let us know if we may contact you:**

☐ by phone and my number is: _____

☐ by email and my email is: _____

Please **do not** contact me:
☐ by phone ☐ by email ☐ by post

Donate online at selfhelpafrica.org
or phone **01743 277170**



Self Help AFRICA

Reg Charity No. 298830

Please send this form back in the Freepost envelope enclosed, or to NIQVA Building, 61 Duncrain Gardens, Belfast, BT15 2GB

8.3 Print Use: Typesetting Guide

**Title at 36pt,
36pt leading,
Macho Extra Bold**

**Subtitle at 30pt, 30pt
leading, Macho Bold**

*“Pull quote at 18pt, leading 21pt, Macho
Light Italic. Pull quote at 18pt, leading
21pt, Macho Light Italic. Pull quote at
18pt, leading 21pt, Macho Light Italic.”*

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

**Subhead 18pt, leading 21pt,
Open Sans.**

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
Open Sans.

Photo Caption at 7pt, Open Sans

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 on titles and sub-titles

Please note: the example above is a guide only and each job will require its own consideration. It is advised that body copy never fall below 8.5pt.

8.4 Video Use

All videos produced inhouse should conform to our house style and be consistent in their treatment of font and colour.

Video Macho



**Title
Slides
at 80pt**

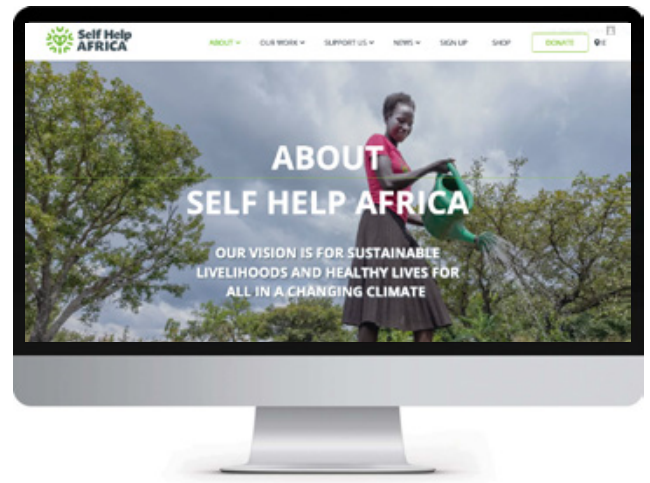
The title slide refers to the black slate containing text that we use inbetween clips to display information. The text used here should be Open Sans. The size and colour and weight may vary depending on the video content but typically will be Macho Bold at 80 pt with leading increased to 10 and the colour set to white. A key piece of information may be coloured SHA green and set in **Bold** or **Extra Bold** to make it stand out. Alignment should be either left or centre. If centred, make sure the length of each line is balanced.

**Subtitles
at 60pt**

The subtitles should be set in Macho Regular at 60pt in white on a 70% black rectangular box. Where possible, they should be kept to one line.

8.5 Web Use: Website

While Macho look good on paper, they are not the fonts we use on our site. Our Google web fonts have been chosen specifically because they don't pixelate or blur when displayed on monitors which can often happen with traditional print-friendly fonts.



Website

Open Sans

**HERO
TITLE
96 PT**

The hero title refers to the text which is overlaid over the featur/hero image on our web pages. This font colour is white are care must be applied to ensure the hero image allows enough contrast for the font to ledigible.

**HEADLINE AT
38 PT**

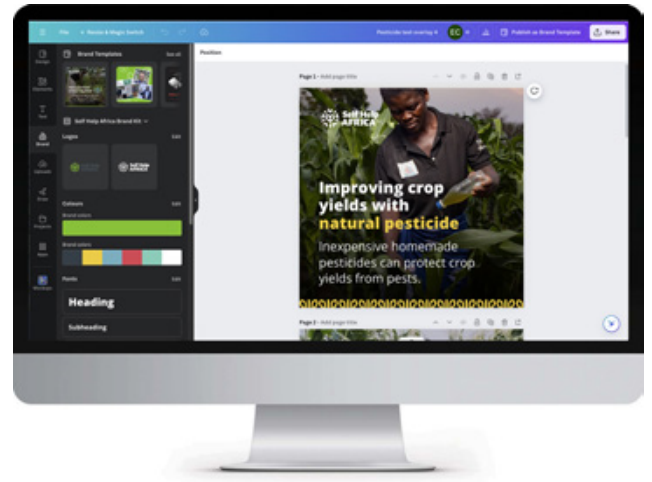
Body Copy
17 Pt

8.6 Web Use: Social Media

Our social media accounts used the same font as our website - Open Sans.

Canva - Online
graphics tool

Open Sans



**HEADINGS,
OPEN SANS
EXTRA BOLD
42 PT**

**Subhead, Open Sans Bold,
24 PT**

Body Copy, Open Sans,
16 PT

09. Social Media

Social media is an important way for us to communicate with a wide audience about our work.

Our social media channels are managed centrally by the Communications team. The brand guidelines as outlined through this document also apply to our social media activities.

We encourage input into social media content from across the organisation. However, please note that Self Help Africa-branded accounts for a particular country or project, must not be set up without prior consultation with the Communications team. In general, we encourage a central/global focus for our social media accounts - to reach a wider audience built up over a number of years, and with the resourcing of the Communications team to manage these.

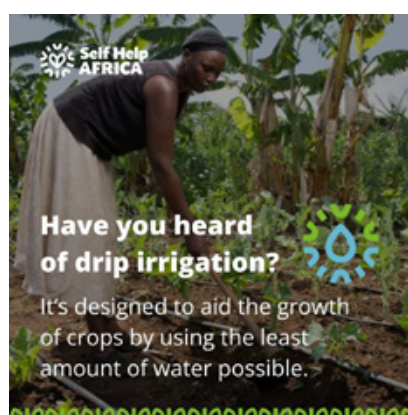
We understand that sometimes personal social media accounts - particularly LinkedIn - may be used for the purpose of promoting or highlighting the work of Self Help Africa. Please note that the same guidelines (in the following section) regarding informed consent also apply to your own social media channels, when communicating anything relating to the work of Self Help Africa. Please get in touch with the Communications team if you are unsure of anything here.

Social media and website graphics are created in Canva by our communications team.

In some circumstances we allow country office staff to create e-newsletters in Canva, on the condition that drafts are approved by a member of the communications team.



09.1 Social Media Graphic Examples



10. Ethical content gathering

As an NGO, we rely on the images and stories of the people we work with to communicate the importance and impact of our work, and to support our awareness-raising, campaigning and fundraising efforts.

These contributors generously share their time as well as their images, experiences and perspectives with us and make our communications powerful and effective. But all too often they do so without being clear of their rights during the process or clarity regarding how, where and why their images, films and stories will be used.

We must respect the contribution of the people and communities we work with by ensuring that our image making and story telling is ethical and supports contributors' rights to participation and protection. This is not just morally the right thing to do, it's also expected of us by our donors and is a legal, statutory obligation that we are bound to, with heavy fines and penalties if we fail to do so.

10.1 Informed consent

If you're content gathering within the communities we work with – whether that's capturing people's stories and experiences, taking pictures or filming – you must first be clear of our safeguarding approaches and secure informed consent from all appearing.

This is not just a form-filling exercise. Informed consent is about meaningful dialogue with contributors – listening to them, asking questions and answering theirs. Contributors need to know why we want to film/photograph/interview them, what the resulting communications will be (web story, emails to supporters etc), how and where it will be communicated, how long their image and other personal information will be kept by us, that they have a right to withdraw consent for further use at any time and how they can do so.

You can find out more about our safeguarding and ethical content gathering approaches in a presentation [here](#).

Our informed consent form is [available here](#).

Self Help Africa
SHARING YOUR STORY – CONSENT FORM
Please read this and then sign where indicated*

WHO WE ARE
Self Help Africa work across Africa, Bangladesh and Brazil to reduce hunger, poverty, social inequality and the impact of climate change.

WHAT WE ARE DOING
We would like to hear and capture your story using words, pictures, film, or sound. We will not pay you for this, you will not get favourable treatment from us, and you will not own the content gathered. While contributing your story, you may share information about yourself that is sensitive or private. If there is some information you do not want us to share, you must tell the person interviewing you. They will uphold and respect your wishes.

WHERE YOUR STORY MAY APPEAR
Your story could be shared in several countries, including your own. We might tell your story in a different language. We may use your picture, film, or story on the internet – websites and social media, on television, in newspapers, in our fundraising materials and in publications around the world. We might not tell your story or only tell parts of it.

HOW LONG WILL WE USE YOUR STORY FOR?
Self Help Africa will rarely use your story after 6 years, but with your permission will keep your information on file for situations where we might revisit your story, including:

- To talk about Self Help Africa's history
- To find out how your life has changed since we first met you (if we contact you/visit again).
- To help us explain the long term impact of our work.

WHY WE WANT TO SHARE YOUR STORY
We use stories, pictures and videos to tell people what life is like for the communities we work with. This can inspire them to support Self Help Africa by raising money or campaigning with us.

How we keep your data private?
The information we collect from you will be stored safely in a digital database managed by Self Help Africa in Ireland, Europe. We keep your information secure and accurate.

If you change your mind about sharing your story
If you change your mind about sharing your story in the future, or have any questions or complaints about how your story is being used, you can contact us at any time by emailing comms@selfhelpafrica.org or through your local Self Help Africa office.

If you let us know you have changed your mind, we will not use your story in future communications. However, we may not be able to withdraw images already published and cannot withdraw stories that have been published on channels that are not our own eg media/press.

You have the right to request access to and update your story. For more about how we collect, use and look after your details, please read our full privacy policy at <https://selfhelpafrica.org/privacy/>

Examples of how your image or story may be used:

Contact: comms@selfhelpafrica.org for any questions about this form or sharing your story



Self Help Africa staff members Jankey Bojang and Bacary Mane (L to R) in The Gambia



Alemnesh Tereda, 28, and Marsenesh Lenina, 29,
Injaffo Multi barley Coop, Gumer, Ethiopia

11. Our Imagery

11.1 Choice of Images

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 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, the images we use depict real people with real lives, because of this we have a responsibility to portray them truthfully and with the utmost respect.

11.2 Context & Agency

Each piece of communication is different and will have different intended audiences and outcomes. Despite this, it is necessary to remember the images we use are 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.



11.3 Image Selection

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

Hero Images

- Hero images are typically be 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 & faces to camera);
- Hero images are high quality images (properly exposed and in focus);
- Hero images feel positive and upbeat (Smiles);
- Hero images do not contain any montage or photo-manipulated elements;
- Hero images should always be accompanied with a caption which introduces the person in the photo and location.



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

11.4 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



11.5 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
- Name of the photographer
- Year photo was taken

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.

Where the image has been taken by an SHA staff member it is ok to simply state Self Help Africa as the name of the photographer. Where an external photographer has been used, it is important to state the individuals name.

11.6 Imagery of Children

While improving the lives of children is a vital motivation for the work we do we are not a child-centered organisation. Images of children are powerful and have a vital role in our communications but they must be treated sensitively. When not pictured with a parent or in a family setting, extended captions should be used to explain how the child is involved in a particular project and how they are benefiting from it.

11.7 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 communication 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 paramount principles of:

- 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.

11.8 If in Doubt

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

Selecting the correct image is not easy. If in doubt contact a member of the Communications Team for help and advice - comms@selfhelpafrica.org

12. Print Examples







Chikondi with her daughter Yankho in their back garden, Malawi



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