

Aflatoun

Branding Guidelines

AFLATOUN

Social & Financial Education

Why a new brand strategy?

We are introducing the new Aflatoun Branding Book - a practical guide for implementing our updated brand strategy.

As identified in the Aflatoun Network Strategic Plan 2022-2026, strengthening our brand is now a top organisational priority. This is because it is critical to positioning Aflatoun as an innovator in empowering children worldwide, and winning support for our cause of providing essential social and financial skills to children from governments, civil society organisations, international organisations, funders, parents, youth and the wider public.

This comprehensive guide is intended for use by the entire Aflatoun network. It provides in-depth guidance on how to adapt our brand strategy in every country where we work, ensuring a consistent approach worldwide. By following these guidelines, we aim to contribute to our goal of putting gender- and climate crisis-responsive Social and Financial Education (SFE) that is inclusive of the most vulnerable on the global and regional post-2030 international development agenda.

This Brand Book is an essential resource for all Aflatoun Network & Project Partners and must be used in compliance with the existing agreements. It can also be used by suppliers and contractors to produce materials for Aflatoun, in conjunction with contractual terms and agreements.

At Aflatoun, we value feedback and welcome any questions or suggestions for improving our brand-related guidance and assets. Please don't hesitate to contact the Aflatoun Brand Help Desk at communications@aflatoun.org for assistance.

Together, let's work towards a brighter future for children around the world through our innovative and impactful brand strategy.

Our New Logo



Our New Logo

AFLATOUN

Social & Financial Education

How to use the logo

On white background, use
colourful logo



On any blue (and any shade
of blue) background, use
the white logo



Do's and Dont's for the Logo



Do not distort the logo's proportions



Do not use the colourful logo on any blue background



On a picture, always choose the most visible logo



What logo should I use?

This is the main logo!
If you have multiple pages,
slides, etc. ALWAYS use this
on the first



You can use this one from
the second page onwards



Same goes for the white
logos

A logo for the network

AFLATOUN

Social & Financial Education Network

AFLATOUN

Social & Financial Education Network

The Aflatoun Partners have expressed their joint aim to implement high-quality programmes, participate actively in the global network by attending events, sharing experiences and learning, co-creating initiatives, and joining in national/(sub)regional advocacy.

An additional tagline has been designed to the logo which refers to the Aflatoun network. There is flexibility in use of the two logos.

The Colour Palette

Sky Blue

RGB: 34, 43,
117

#222B75

Lapis

RGB: 0, 90,
165

#005AA5

Bright Blue

RGB: 0, 126,
196

#007EC4

Comet

RGB: 228,
189, 37

#E4BD25

White

How to Get the Colour Palette

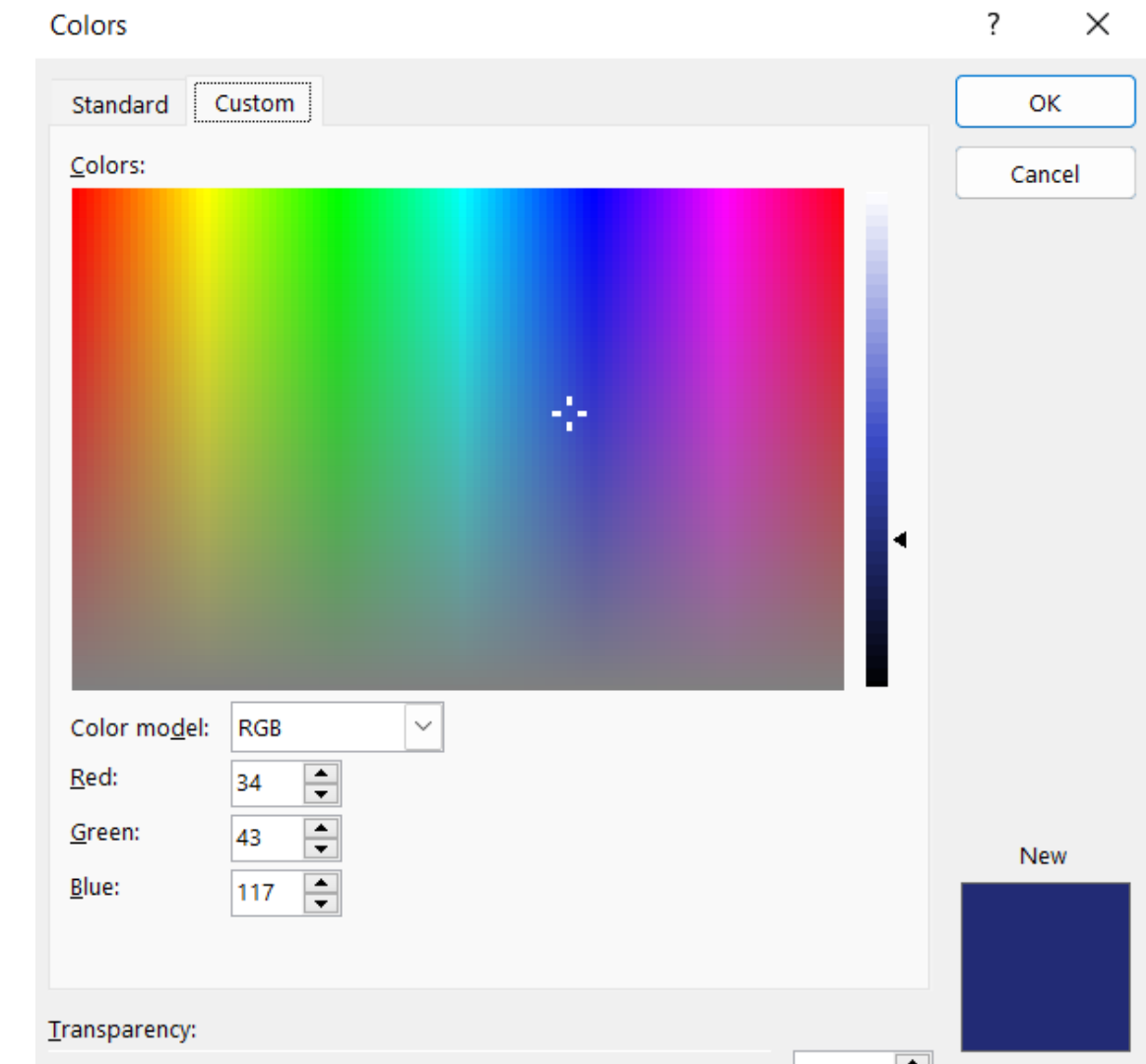
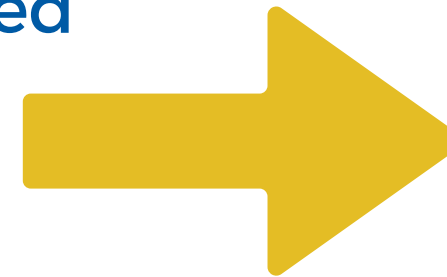
Sky Blue

Lapis

Bright Blue

Comet

In order to change the colour
on ppt, word docs, etc. - use
the RGB codes as listed

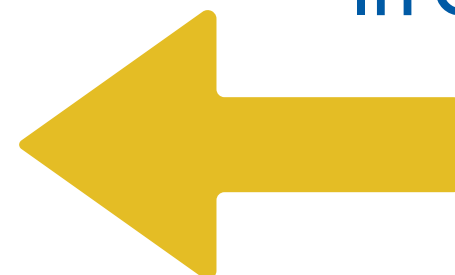


Q Try "blue" or "#00c4cc"

Document colours



In Canva, use the code #



Typography

Montserrat ExtraBold
for titles

Aflatoun!

Montserrat Regular **for**
titles

Energising the Global
Movement for Social
and Financial Education

Flexibility!

**We visualize how we operate,
tailor made, adaptable
(contextualised).**

Our Photos

Images show what the impact of our mission is: **RESULT.**
Optimistic, energetic, young people.

Our photography reflects the mindset of people who benefitted from our energy.

Each picture should feel like an invitation to draw you into the story.

We use natural light, with a clear focus on the people.



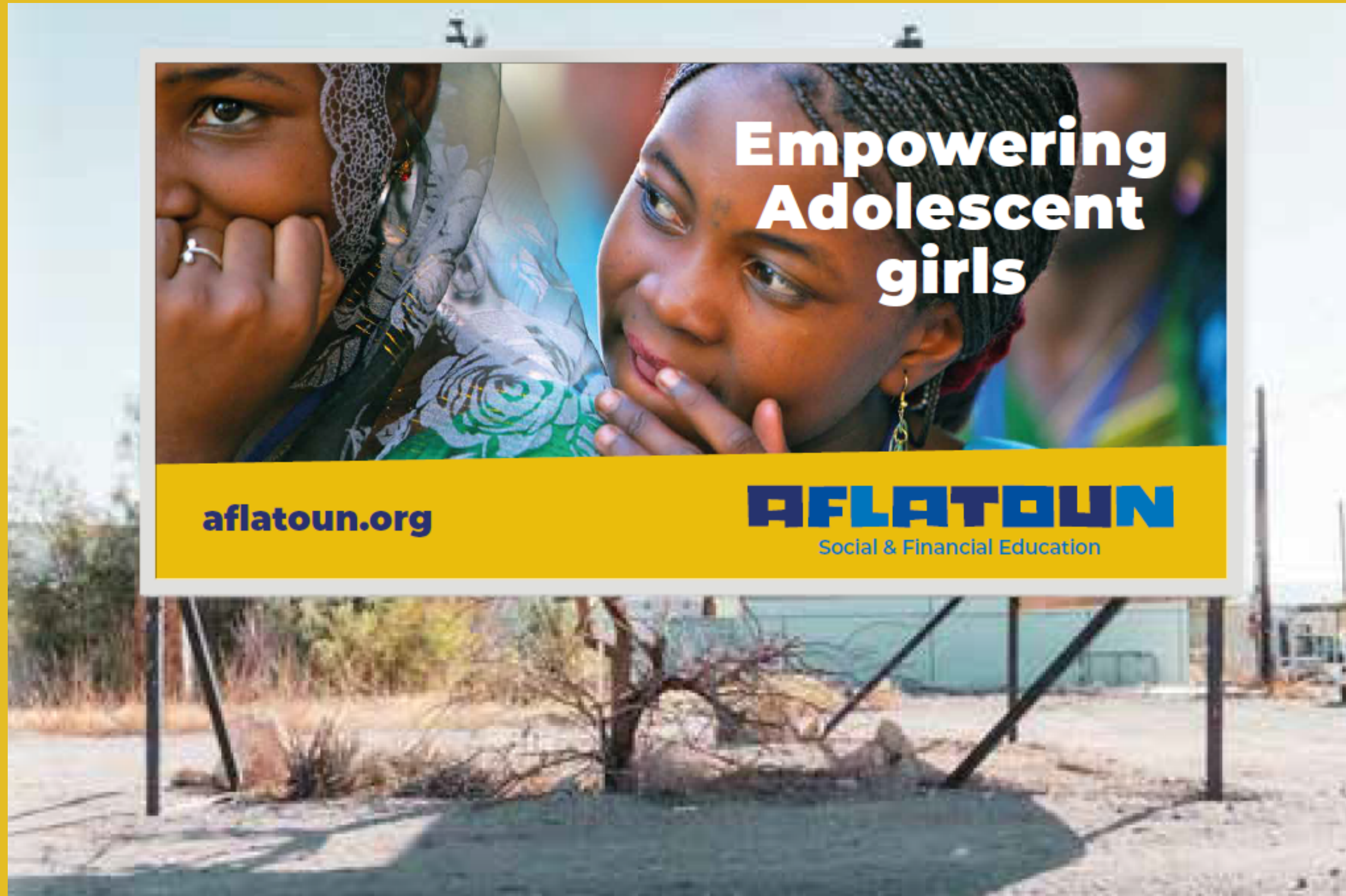
Our Photos - Guidance

When creating Aflatoun-related materials that include images of children, it is essential to ensure that they are portrayed in a manner that aligns with the organisation's core values. This involves embracing diversity and avoiding stereotypes by featuring children from different backgrounds, including those with disabilities, while maintaining a balance of gender and cultural identifications. Additionally, it is crucial to protect the identities of vulnerable children, including victims of sexual exploitation or those charged with or convicted of a crime, as well as those who could be at risk of reprisal if identified.

To evaluate whether the use of photographs in Aflatoun materials respects children's rights to accurate representation, privacy, and protection, it is important to ask questions such as: "What if the child depicted were your child?" and "What if you were the child depicted?" This approach encourages reviewers to consider the images from different perspectives and ensure that the child's best interests are upheld. Other questions that should be considered include whether the child has been asked to give their consent for their image to be used and if safeguards are in place to prevent any unintended harm from the use of the image.



How will it look on: Posters



How will it look on: Letterheads

PO Box

Name addressee
Department
Street + number
Postal code City

Date 31-12-2016
Subject Subject
Enclosure Enclosure

Dear Madam/Sir,

Otatectiundit ut faccus impero gmnimetur sitaspero voluntas si torporu ptasperum dolupient ut lam aci rem quostrunt, consedit ea venibeat quiamust, sedictibus quam quo cor as expedic tendebit atum audae explacum et id untecto consed mo maximint qui rectat arum endit, corit hillut qui deri tem quaeet, quatem est.

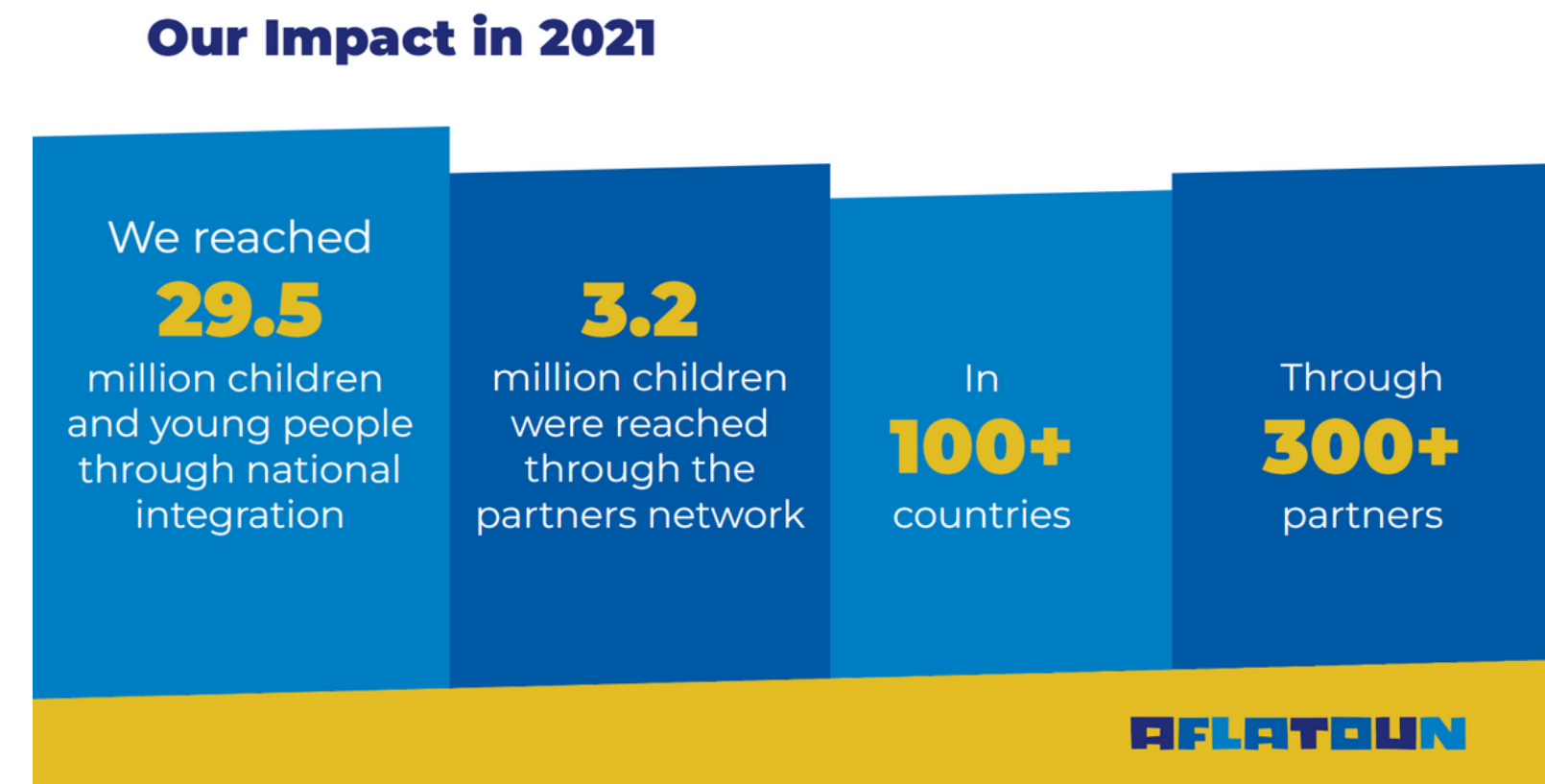
Ectibus molorep recit aute nihil ipsam volorit, tes nobis gasta cumque re, tenimil, am quiatut ad ut ut giur, quate pligent rendi rerum veleccariame ipsa sin raepe iliqui ute dolendit que porum fugia nosam inctis aut et lautem latibus, ut deniscia volorem porrum isim quias estist re preprestrum quam et est, aut plabo. Ent re andit reium harum quis minulparum facias magnit quo et aut laborpos est, natur? Quis dolum entiunt idendae doluptatios conse pore voluptibus as aut optam re sam, sit eaue dit libusant uta qui odisit, te as rem nusam lam re idebistia serspero quodipis magnation culpa venda vit vende de cornihic tem volo quia sequasi destiberum faccabo.

Tibus, exero consecu lleceptatum, cus re del moloribus net eum quam nonsenim aut litas evol int aspel ipsae ento mo elendam quam faccum experiberit reictate eos quia nume venti ium, et ium ipsus simolupis ium eumqui quibus dolupta aut unt am, ullenienem autem ea illab iuntiores sequam ad et voluptam

Yours sincerely,

prof. dr. A.B.C. Name
function

How will it look on: Pitch and Presentation



How will it look on: Communications Outputs



How will it look on:

Merch



Resources

**To download our Logos,
fonts, letterhead and
presentation templates,
[click here!](#)**

Thank you!

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