

# Aflatoun International Imagery and Graphics

## Overview

Visual content is essential to communicating Aflatoun's mission and impact. Our imagery should reflect the empowerment, diversity, and transformation at the heart of our social and financial education programmes. This manual provides guidelines for selecting and using photography, graphics, and visual elements that align with our brand identity.

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## 1. PHOTOGRAPHY GUIDELINES

### Audience & Purpose

Aflatoun International's imagery targets adults and corporate audiences, including:

- Partners and implementing organisations
- Funders and donors
- Government stakeholders
- Educational institutions
- Media and communications professionals

### Photography Style

#### PREFERRED STYLES:

- **Authentic documentary:** Real moments from Aflatoun programmes
- **Action-oriented:** Children and youth are actively engaged in learning
- **Empowering:** Subjects showing confidence, agency, and capability
- **Diverse:** Representing our global reach across 100+ countries

#### COLOR OPTIONS:

- Full-colour photography (preferred for digital and print)
- Black and white for emphasis, documentary feel, or when colour printing is unavailable

- Can mix both styles within the same document when purposeful

## Subject Matter Priorities

### PRIMARY SUBJECTS:

1. **Children and youth (ages 6-24)** engaged in:
  - Group learning and collaboration
  - Saving and financial activities
  - Social enterprise projects
  - Rights awareness activities
  - Personal exploration exercises
2. **Educators and facilitators** implementing the Aflatoun methodology
3. **Community impact** showing transformation and outcomes
4. **Program materials** in use (workbooks, savings boxes, visual aids)

### SECONDARY SUBJECTS:

- Partner organisation staff and volunteers
  - Training sessions and workshops
  - Regional and global events
  - Parent and community engagement
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## 2. PHOTOGRAPHY DOS AND DON'TS

### ✓ DO:

- Show children as active agents of change
- Capture genuine moments of learning, discussion, and problem-solving
- Represent geographic and cultural diversity authentically
- Show mixed-gender groups and inclusive environments
- Include close-ups that show emotion and engagement
- Show hands-on activities (counting, writing, creating)
- Capture peer-to-peer interaction and collaboration
- Use natural lighting when possible
- Show Aflatoun materials and branding when relevant

### ✗ DON'T:

- Depict children as helpless, passive, or victims
- Use overly staged or posed images that feel inauthentic
- Show only adults without programme participants
- Use imagery that reinforces stereotypes or poverty porn
- Include branding from other organisations prominently

- Use blurry, poor-quality, or poorly lit images
  - Crop images in ways that lose context or meaning
  - Forget to obtain proper photo release permissions/consents
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## 3. SUPPORTING GRAPHICS

### Infographics

**PURPOSE:** To visualise complex data, program concepts, and impact metrics

**GUIDELINES:**

- Use the Aflatoun color palette exclusively
- Keep designs clean and uncluttered
- Ensure data accuracy and cite sources
- Make information hierarchies clear
- Design for both print and digital use
- Test readability at different sizes

**COMMON USES:**

- Programme impact statistics (children reached, savings generated)
- The five core components explanation
- Geographic reach and partner maps
- Annual report data
- Curriculum structure overview
- Theory of change visualisations

**DESIGN STANDARDS:**

- Primary data in brand colors
- Comparison data in secondary colors
- Clear axis labels and titles
- Include data sources
- Maintain consistency across all materials

### Icons and Illustrations

**WHEN TO USE:**

- To represent the five core components
- For section headers or chapter markers
- To simplify complex concepts
- As visual breaks in text-heavy documents

## STYLE:

- Simple, line-based or solid icons
  - Consistent stroke weight
  - Use brand colors or monochrome
  - Scalable and clear at any size
  - Avoid overly decorative or childish styles
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## 4. IMAGE TREATMENT AND COMPOSITION

### Logo Placement on Photography

- Use **Logo with the tagline** when placing the logo on photographs
- Ensure sufficient contrast for legibility
- Maintain the required clear space around the logo
- Position consistently (typically top-left or bottom-right)

### Text Overlays on Images

#### WHEN NEEDED:

- Cover pages and report headers
- Social media graphics
- Presentation slides
- Banner images

#### BEST PRACTICES:

- Add semi-transparent colour blocks from the brand palette behind the text
- Ensure text contrast ratio meets accessibility standards (4.5:1 minimum)
- Keep text concise and readable
- Test legibility at intended viewing size

### Image Cropping and Framing

- Maintain key subjects in focus
- Preserve context when possible
- Follow the rule of thirds for dynamic composition
- Ensure faces are not awkwardly cropped
- Consider both landscape and portrait orientations

### Colour Blocking with Photography

Photography can be combined with solid blocks using the brand colour palette:

- Use to create visual hierarchy
  - Separate sections in multi-page documents
  - Frame photographs in layouts
  - Create contrast for text readability
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## 6. TECHNICAL SPECIFICATIONS

### File Requirements

#### PHOTOGRAPHY:

- **Minimum resolution:** 300 DPI for print, 72 DPI for web
- **Preferred formats:** JPG for photos, PNG for images with transparency
- **Color mode:** CMYK for print, RGB for digital
- **Minimum file size:** 2MB for high-quality use
- **Metadata:** Include caption, location, date, photographer credit

#### GRAPHICS:

- **Formats:** Vector files (AI, EPS, SVG) for infographics and icons
- **Export:** PNG or PDF for placement in documents
- **Resolution:** Size appropriately for intended use
- **Editable:** Keep source files for future modifications

### Accessibility Considerations

- Include alt text descriptions for all images (digital)
  - Ensure color-blind friendly palettes in data visualization
  - Provide text alternatives for infographics
  - Test contrast ratios for readability
  - Caption videos and provide transcripts
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## 7. IMAGE SOURCING AND RIGHTS

### Priority Sources

1. **In-house photography:** From programme visits and events

2. **Partner submissions:** Quality images from implementing organisations
3. **Professional photoshoots:** Commissioned for key materials
4. **Stock photography:** Only when necessary and clearly aligned with brand

## Rights and Permissions

### REQUIRED FOR ALL IMAGERY:

- Written photo consent forms from children's parents/guardians
- Consent for use in print, digital, and social media
- Agreement on name use and personal information
- Respect for requests to withdraw consent

### PHOTOGRAPHER CREDITS:

- Credit professional photographers in publications
- Maintain internal database with photo metadata
- Respect copyright and licensing agreements

## Storage and Organisation

- Maintain an organised digital asset library
- Tag images by: location, programme, theme, year, subjects
- Store high-resolution originals
- Keep track of release forms and permissions
- Regular backup of all visual assets

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# 8. APPLICATION EXAMPLES

## Annual Reports

- Opening hero image: Diverse group of children engaged in activity
- Section dividers: Colour blocks with relevant icons
- Data pages: Charts and infographics in brand colours
- Impact stories: Portrait + quote + context imagery

## Social Media

- Square format (1:1): Close-up of children in activities
- Story format (9:16): Vertical composition with text overlay
- Cover images: Landscape with logo placement
- Consistent filter/treatment across all posts

## Presentations

- Title slides: Strong photography with Logo
- Content slides: Mix of photos, icons, and data visualisation
- Section breaks: Full-bleed photography with colour overlay
- Closing slide: Group photo or impact imagery

## Website

- Hero banners: Wide landscape photography
- Feature sections: Photography + colour block layouts
- About pages: Staff and partner photography
- Program pages: Activity images representing each component

## Print Materials (Brochures, Flyers)

- Cover: Bold photography with minimal text
  - Interior: Balance of white space, text, and imagery
  - Back cover: Partner logos, contact, small group photo
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## 9. QUALITY CHECKLIST

Before using any image, verify:

- ☐ Image is high-enough resolution for intended use
  - ☐ Photo releases obtained and filed
  - ☐ Subjects are recognizable and in focus
  - ☐ Lighting is adequate and flattering
  - ☐ Image aligns with brand values and messaging
  - ☐ Cultural sensitivity reviewed
  - ☐ Logo placement follows guidelines (if applicable)
  - ☐ Alt text/captions prepared (digital use)
  - ☐ Photographer credited appropriately
  - ☐ File properly named and archived
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## 10. COMMON MISTAKES TO AVOID

- ✗ Using imagery that contradicts empowerment messaging
- ✗ Poor image quality that reflects badly on the brand
- ✗ Inconsistent style across materials
- ✗ Forgetting to obtain permissions
- ✗ Over-editing photos to look artificial

- ✗ Using stock photos that don't reflect real programs
  - ✗ Placing logos where they obscure important subjects
  - ✗ Creating graphics that aren't accessible
  - ✗ Mixing too many visual styles in one piece
  - ✗ Ignoring the established color palette
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## CONTACT FOR IMAGE SUPPORT

For questions about imagery selection, permissions, or accessing the photo library:

**Communications Team**

Email: [communications@aflatoun.org](mailto:communications@aflatoun.org)