HOW TO APPLY THE AFLATOUN BRAND

VISUAL GUIDELINES
This is the umbrella brand identity for all Aflatoun curriculums and programmes worldwide.
This is the main Aflatoun International logo and it is the first option to use in all materials and assets.

When full colour print is not available, these positive or negative black & white versions should be applied.
**LOGO CLEAR SPACE & MINIMUM SIZE**

**Clear space**
Below is the minimum clear space required around the main logo. No element should be placed within the clear space area. The space is the same height as the “A” in AFLA.

**Minimum size**
In reproducing the Aflatoun International logo, please consider legibility. The recommendation is to not go smaller than the sizes shown below.

- **35 mm or 100 px**

- **30 mm or 85 px**
  When the logo is this small, we remove ‘international’.
LOGO VERSIONS

Three different options
Option one is the first option to use in all materials and assets.

Option two is an alternative to be used when a composition requires a more vertical layout.
(e.g. vertical banners or mobile)

Option three is to be used in cases where legibility of the main logo may be difficult.
(e.g. on top of photography)
This is the entire colour range available. There are no primary and secondary colours, they can be chosen according to theme, content, etc. Only these colours can be used.
LOGO MISUSAGE

**DO NOT**
- use the logo below its recommended minimum size
- distort the logo proportions
- remove ‘International’ (except for super reduced versions, see page 5)
- alter the colours

Aflatoun International visual guide
EXAMPLE OF A MAIN TITLE
OR HEADLINE.

Intro text. Necae abor abre dent quid quis es asitatquis el earcid ut quatectiis es inulles molectae cum sam facerum dem nesseniscit, ant quas remporerspe volup.

Base text. Itiatur, nonsectem. Tatem aut quatem remquis eliqvi remoluptaqui se sam isip aut laut erfere sum ut expellam audaeprem vel mil eos dolecteni sapic tentur sequam la dolum num restru mquat volupta tibusam ipsaepr ataq am, tes eossimusam hitatur alia porro bero cus, et, sinvelignis auda di re volum explatur, iur vidus, sum faccati onessit emolorerum id quo que eos aspersp itemqui ulliando. Udis molupta tendus mosae. Aximillessim fugias essint estiorae. Aborumquas maxime prepro omnis endaerro velis et volorecus re se aut quist, soluptur repud.

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“Important quotation. Mim diae lit eati reni comnis suntibus mi, corepro tem am fugae. Sei idi te liquos.”

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Yanone Bold
All in caps.
Leading (space between lines) should be reduced manually.
Tracking (space between letters) +50.

Franklin Gothic Book
Size is 1.5 times the size of body copy. (e.g. if body copy is 10pt, this must be 15pt)

Franklin Gothic Book / Demi
Main body copy is Book.
Demi style should be used to highlight any important words or terms.

Franklin Gothic Demi Italics
If there is a part of text that should be highlighted above all others, such as a quote, the size must be the same as the intro (1.5 times body copy).

Aflatoun International visual guide
Aflatoun International is aimed at adults and a mainly corporate audience, therefore most imagery should be photography supported by infographics, maps and charts. Photography can be colour and black and white.
Children and youth all over the world want pretty much the same things. When they grow up, they really want to be somebody: a teacher, a farmer, a dancer, a doctor or a football player. They want to be happy and be a good parent. They don’t want to live in poverty or to be weighed down by debt. And they all share the dream of making the world a better place!

Aflatoun is not a typical NGO. It employs the social franchise model whereby partners have ownership of the programme. The Aflatoun Secretariat, headquartered in Amsterdam, develops curricula in collaboration with its partners and provides them with technical assistance, network support, advocacy and training materials to implement the Aflatoun methodology.

Aflatoun lessons are fun and the holistic, experiential teaching method makes learning stick. Children and youth are inspired to discover their talents and put them to use, to stand up for their rights and those of their communities, to play games, and to solve problems. They learn how to save, how to budget and how to set up Social and Financial Enterprises that benefit themselves, their families and their neighbourhoods.

The Aflatoun social and financial education curriculum is based on five core components:

1. **Personal Understanding and Exploration**
   Aflatoun increases a child’s confidence and understanding by helping the child to explore his or her own identity and talents.

2. **Rights and Responsibilities**
   Aflatoun’s child-centred methodology is based upon the articles of the United Nations Convention on the Rights of the Child. It helps children to identify and stand for their rights and responsibilities.

3. **Saving and Spending**
   Aflatoun helps children to discover the value of money, objects and the environment, and equips them to wisely manage their monetary and non-monetary resources.

4. **Planning and Budgeting**
   Aflatoun empowers children to take concrete steps towards a goal they have set for themselves, and it teaches them how to think ahead, plan and budget.

5. **Social and Financial Enterprise**
   Aflatoun challenges children to work in teams on social and financial enterprises to change their communities and the world for the better.

**WHAT DO CHILDREN AND YOUTH LEARN FROM AFLATOUN?**

**ALL CHILDREN HAVE DREAMS**

Children and youth all over the world want pretty much the same things. When they grow up, they really want to be somebody: a teacher, a farmer, a dancer, a doctor or a football player. They want to be happy and be a good parent. They don’t want to live in poverty or to be weighed down by debt. And they all share the dream of making the world a better place!

**FRANCHISING THE FIREBALL**

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CONTACT

Aflatoun Secretariat
Overschiestraat 184
1064 XK Amsterdam The Netherlands
Email: info@aflatoun.org
Tel: +31 20 626 2025
Fax: +31 20 626 2118