Aflatoun
Branding Guidelines
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

Social & Financial Education
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 Don't'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
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.
<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Blue</td>
<td>34, 43, 117</td>
<td>#222B75</td>
</tr>
<tr>
<td>Lapis</td>
<td>0, 90, 165</td>
<td>#005AA5</td>
</tr>
<tr>
<td>Bright Blue</td>
<td>0, 126, 196</td>
<td>#007EC4</td>
</tr>
<tr>
<td>Comet</td>
<td>228, 189, 37</td>
<td>#E4BD25</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

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.
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
How will it look on:
Pitch and Presentation

Aflatoun Curricula Thematic Supplements

Child Protection  Violence Prevention  Community Engagement  The Environment  RISL

Our Impact in 2021

We reached 29.5 million children and young people through national integration
3.2 million children were reached through the partners network
In 100+ countries
Through 300+ partners
How will it look on: Communications Outputs

Cross exchange visit in Mozambique

Reminder

Global social and financial Skills Conference
1-3 November 2023
Utrecht, The Netherlands
How will it look on: Merch
Resources

To download our Logos, fonts, letterhead and presentation templates, click here!
Thank you!