GreenVETAfrica

The first Green Waste Management Vocational Training Programmein Nigeria and Ghana.

The Brand

WHY USE THESE GUIDELINES?

We are very proud of our brand GreenVETAfrica, and would like to see our brand expressed correctly throughout all styles of communication; electronic and printed visual media.

From time to time, we may use the brand in different executions but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

Our Mission

GreenVETAfrica mission is to offer an innovative capacity building programme on Green Waste Management in Nigeria and Ghana

The Logo

The main logo is provided in the variations depicted here below, to allow readability or for black and white printing purposes. The full colour logo should always be used as a preference.

GreenVETAfrica

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the European Union

The Colours

Our colours are simple, they represent the unity of Africa and the EU.

Our colours should never be replaced or substituted as its the pride of our brand.

cmyk : 79 / 11 / 45 / 0
pantone : 2465
rgb : R0 G167 B157
00a79d

cmyk : 50 / 0 / 100 / 0
pantone : 2285
rgb : R140 G199 B64
8cc740

cmyk : 90 / 15 / 100 / 0
pantone : 347
rgb : R0 G153 B75
00994b

cmyk : 100 / 72 / 0 / 0
pantone : Reflex Blue
rgb : R51 G51 B152
333398

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The Fonts

Oswald is GreenVETAfrica's core typeface, used for the GreenVETAfrica wordmark, headlines and throughout the designs. Oswald is a well balanced, bold sans serif typeface family, approachability in all weights.

Designed by Vernon Adams, Kalapi Gajjar, Cyreal

https://fonts.google.com/specimen/Oswald

Aa

Light
Medium
Semi Bold
Black

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwyxz
012345678910!@#$%&

GreenVETAfrica

The Fonts

Bb

Montserrat is GreenVETAfrica's secondary typeface, used inconjunction with the GreenVETAfrica primary font, it can be used as headlines and throughout the designs.

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

https://fonts.google.com/specimen/Montserrat

Light

Regular

Medium

Bold

Light Italic

Regular Italic

Medium Italic

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwyxz
012345678910!@#$%&

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The Fonts

Cc

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

Luc(as) de Groot (Standard Latin, Cyrillic, Greek, and Hebrew), Mamoun Sakkal (Arabic); Armenian and Georgian (Ruben Tarumian)

Light
Regular
Bold

Light Italic
Regular Italic
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwyxz
012345678910!@#$%&

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EU Recognition

All the EC co-funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, webiste, etc).

The EU logo and recognition may not be altered in any way and should follow the strict EU guidelines, which can be accessed here: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

Below there are some examples of the elements to show in different positions.

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GreenETAfrica

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All GreenVETAFrica graphic assets, including this Brand Guidelines and the Oswald and Montserrat open source fonts, can be downloaded on the GreenVETAfrica repository.