

ActionAid International Brand Guidelines:

A Complete Guide
to Branding Assets

Branding Quick Tips

When producing anything under the ActionAid name, please ensure you use the guide below to create consistency and an instantly recognisable brand:

Font:

Our primary font is [Auxilia](#). Bodies of text should stick to the 'Regular' variation, but when titling or highlighting, 'Bold' or 'Light' can be used. Where Auxilia isn't possible or there is need for an alternate font, Helvetica is an acceptable alternative. To help text stand out against busy images, solid text backgrounds or a slight shadow gradient can be used. When producing any written assets, always abide by our [style guide](#).

Primary Colours:

The three primary colours below are the foundation of our brand and should be consistently used together, with **ActionAid Red** utilised for highlighting and impact:

ActionAid Charcoal

#1C1C1C

ActionAid Red

#FB171C

White

#FFFFFF

Our Logo:

Try to discretely include [our logo](#) in everything you produce. It is preferable to place it near either corner so focus isn't taken away from the subject of the product. If this isn't possible, attempt to use our [exclamation icon](#) instead.



Use of Colour

ActionAid Red is our most important colour and should be used strategically. We use this red to denote action because it is the most urgent and attention-grabbing colour in our palette. It is also used for core branding collateral, like the ActionAid logo, our ‘frontline’ borders and our exclamation mark, in order to associate our brand with action and change. Try to avoid using this colour for any other purpose.

ActionAid Charcoal and White can be effectively used to enhance one another. When using text on a solid white background or slight gradient, use ActionAid Charcoal to colour your text, and vice versa.

Primary Colours:

The three primary colours below are the foundation of our brand and should be consistently used together:

ActionAid Charcoal #1C1C1C	ActionAid Red #FB171C	White #FFFFFF
-------------------------------	--------------------------	------------------

Secondary Colours:

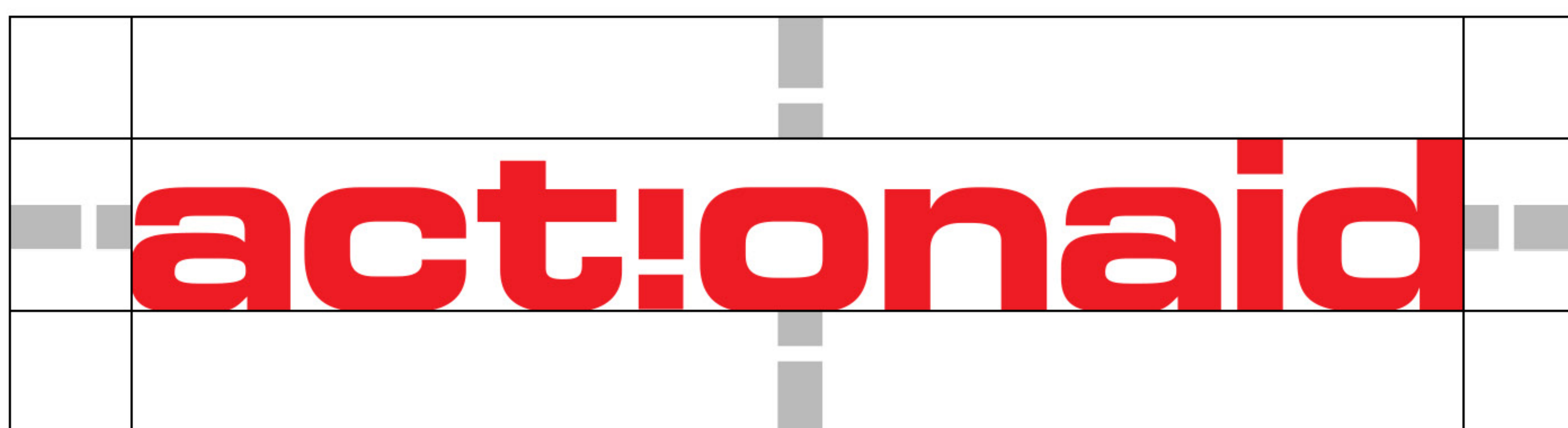
Our secondary palette has been selected to complement, not compete with, our primary colours. When used for title cards, webpages or publications, pick one colour and use it consistently. When used for infographics and animations, multiple colours can be used together. Do not use these colours for core branding.

ActionAid Aqua #92CCBE	ActionAid Blue #2F7DA7	ActionAid Coral #FF7D69
ActionAid Pink #ECC4C5	ActionAid Purple #774C68	ActionAid Sage #677C5F
ActionAid Steel #8FB4BE	ActionAid Stone #C6BDAE	ActionAid Yellow #F4BC03

Using Our Logo

[Our logo](#) is the most important element when branding products. When producing anything under the ActionAid brand, always ensure to discretely include our logo. It is preferable to place it near either corner so focus isn't taken away from the subject of the product. If this isn't possible, attempt to use our [exclamation icon](#) instead.

When using our logo, always refer to the exclusion zone illustrated below which prevents other elements from interfering with the integrity of the logo. The exclusion zone is the height of the **exclamation mark**, relative to the size of the logo being used, as shown below:



Alternate Variations:

Whilst all precedence should remain with using the **ActionAid Red** variation of our logo, in some instances alternate variations will need to be used, whether this is due to busy backgrounds or part of a co-branded project with another organisation. The only other variations used should be in [ActionAid White](#) and [ActionAid Charcoal](#). When using either of the alternate variations, ensure that all other brand elements within the product are also the same colour, for consistency:

act:onaid

act:onaid



Creating Graphics

Info-graphics and photo-graphics are an essential tool for showcasing stories and information in an easily accessible, digestible, and shareable way. As is the case with anything created under the ActionAid name, our brand must remain at the heart of these products. For convenience, [a Photoshop template has been made](#), but always ensure to follow the guide below:

Image Selection:

Any image used should be of the highest possible quality. If the image contains a subject, they should draw all attention and be in focus. Avoid using images with busy backgrounds that may draw away focus from the intended subject. Any images used should abide by [ActionAid's Image Guidelines](#).

Border:

Our 'frontline' border has become a key component of our brand and an increasingly recognisable trait. This **ActionAid Red** border should be used to add emphasis to the main focus of an image, giving the illusion that it runs behind the subject, seemingly lifting it/them from the background of the image.

Logo:

Our logo should be discretely placed in a corner that best compliments the design, inside of the border so focus isn't taken away from the subject of the product. For consistency, use the same sized logo in all graphics you create.

Text:

Text should only be used to compliment an image. This can be in the form of a striking quote or eye-catching statistic. Aim to keep text less than 25% of the total design for photo-graphics. To help text stand out, solid text backgrounds should be used. When producing any written assets, always abide by our [style guide](#).



Branding Videos

Video is the most effective tool we have for emotive storytelling and documenting our responses across the world. When [produced and used well](#), video has the potential to reach hundreds-of-thousands, if not millions, of people on social media.

Over-branding videos can cause more harm than good to engagement, even on basic videos, so it's vital to strike a balance that allows for a subtle, but strong, presence:

Content Selection:

Any video used should be of the highest possible quality, with clear sound if interviewing a subject. Subjects should always be in focus and ideally against a background relevant to their story. Any video used should also abide by [ActionAid's Image Guidelines](#).

Exclamation Mark:

To keep a consistent, subtle brand element throughout a video, include our **exclamation mark** in the top right corner for its entirety. For ease, simply [drop this file](#) on your timeline for ideal position and sizing (if editing at 1920x1080 resolution).

Lower Third:

Used to introduce each subject once per video, lower thirds should only consist of a subject's name (**bold**) and title (regular), separated by an **ActionAid Red** line. Titles should be relevant to the video's narrative, often an occupation or family relation.

Subtitling:

Displayed at the bottom of the video against a subtle shadow, accurate subtitles should be included in each video you create for accessibility purposes. Always keep to 1-2 lines of subtitles on the screen at any one time to avoid overloading the viewer.

