



Graphic charter

Version 1 - 04/04/2018

Enabel ?

Enabel is a Belgian variant of the English verb enable, but with '-bel' at the end – a clear reference to Belgium. Enabel is a name, a word, not an abbreviation. Through its link with English all the meanings of the English word are transferred to the name of the agency. These meanings fully correspond to the activities of the renewed Belgian development agency.

Enabel means making things possible, facilitating and empowering, which is exactly what the Belgian development agency does: We enable our partners to do what is required to achieve sustainable development in their country. We help create circumstances enabling development; we support, we motivate, we encourage and we promote change; we bring partners and organisations together to put things in motion and foster change.

Vision

We build a sustainable world where women and men live under the rule of law and are free to pursue their aspirations.

We are a European player enhancing the impact of Belgium in international development.

As a knowledge centre we think and act in terms of strategy and policy influence to promote sustainable development.

We can quickly mobilise expertise through our networks to implement sustainable development initiatives which are in line with the priorities of Belgium and the objectives of our partners.

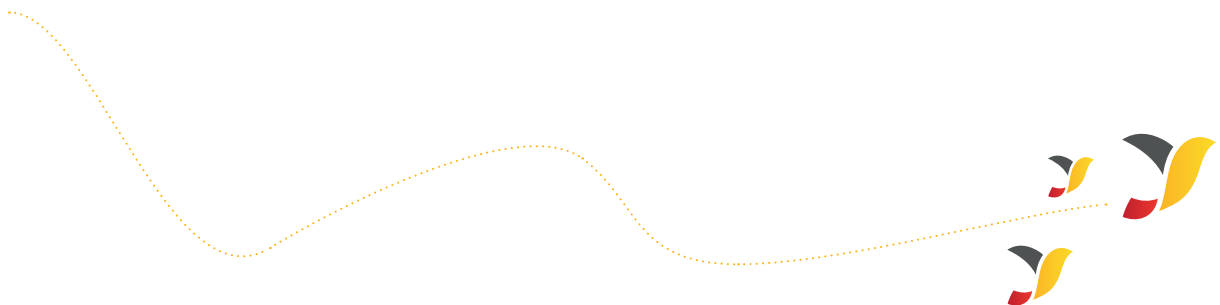
Mission

Enabel is the development agency of Belgium's federal government. We implement Belgium's international development policy.

Under the 2030 Agenda for Sustainable Development, we carry out public service assignments in Belgium and abroad.

We provide customised expertise, including Belgian public expertise, we promote the involvement of all and we pursue top-level partnerships.

Enabel enhances the impact of Belgium in international development by carrying out assignments for Belgian and international third-party donors.



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Logo

There is one and only one Enabel logo; it is the same in all languages.
Enabel is spelled in sentence case, with a capital E. Never write ~~ENABEL~~ in all caps.

Logo

Enabel 

Protection zone



Dark grey version



Negative version



The expression 'Belgian development agency' may never be a part of the logo as such.

Download the logo from GoFast >> Groups >>
Support >> Communication >> Visual_identity



Not allowed



Colours (palette)

Our institutional colours are dark grey (not black), yellow and red, as indicated below.

Institutional colours



RGB 88/87/86
CMYK 0/0/0/80
Pantone Cool Grey 11 C



RGB 249/181/0
CMYK 0/32/100/0
Pantone 1235 C



RGB 216/26/26
CMYK 7/98/96/1
Pantone 485 C

Secondary colours

Secondary colours may be used in the lay-out of publications.
Use no more than two colours per publication.



RGB 103/38/102
CMYK 68/96/22/12
Pantone 260



RGB 0/125/165
CMYK 100/30/25/1
Pantone 314



RGB 230/83/0
CMYK 1/78/100/0
Pantone 166



RGB 203/151/0
CMYK 24/40/100/2
Pantone 117



RGB 76/156/46
CMYK 74/10/98/0
Pantone 362

Neutral colours

We recommend to use shades of grey for tables, backgrounds etc.

Cold



RGB 217/216/214
CMYK 18/13/14/0
Pantone Cool Gray 1



RGB 208/207/205
CMYK 22/17/17/0
Pantone Cool Gray 2



RGB 200/200/200
CMYK 26/19/18/0
Pantone Cool Gray 3



RGB 187/187/187
CMYK 31/24/22/0
Pantone Cool Gray 4



RGB 177/177/177
CMYK 36/28/26/0
Pantone Cool Gray 5

Warm



RGB 214/209/202
CMYK 19/17/19/0
Pantone Warm Gray 1



RGB 203/195/187
CMYK 24/22/24/0
Pantone Warm Gray 2



RGB 191/183/176
CMYK 30/26/28/0
Pantone Warm Gray 3



RGB 181/173/165
CMYK 35/31/32/0
Pantone Warm Gray 4



RGB 172/161/153
CMYK 38/36/36/0
Pantone Warm Gray 5

Fonts

For PC

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

For publications

Aller

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Titles

Fonts to use for titles are: Calibri or Aller. Never justify a title.

Body text

Georgia is the font for body text in publications. However, in Powerpoint presentations the font to use is Calibri. Font size for body text is 9 pt., line spacing is 12 pt.

Alignment

We recommend to align the text to the left of the page. Justified text is allowed in certain cases (but never in a title).

Example of a title for
a publication

~~Example of a title
for a publication~~



Download the Aller font here:
<https://www.fontsquirrel.com/fonts/aller>

Stationery



Belgian development agency
enabel.be

Contact
 First name Surname
 Brussels, 01 January 2018
 RE: subject description

Our reference
 Number
 Annexe(s):

Your reference
 Number

First name Name
 Organisation
 Address 1
 Address 2
 Address 3
 Address 4

Dear Mr, Mrs,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Title 1

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Title 2

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Title 2.1

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Enabel • Belgian development agency • Public-law company with social purposes
Rue Haute 147 • 1000 Brussels • T +32 (0)2 505 37 00 • enabel.be

First page



Belgian development agency
enabel.be

Contact
 First name Surname
 Brussels, 01 January 2018
 RE: subject description

Our reference
 Number
 Annexe(s):

Your reference
 Number

First name Name
 Organisation
 Address 1
 Address 2
 Address 3
 Address 4

Dear Mr, Mrs,

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First page with a partner's logo



Belgian development agency
enabel.be

Contact
 First name Surname
 Brussels, 01 January 2018
 RE: subject description

Our reference
 Number
 Annexe(s):

Your reference
 Number

First name Name
 Organisation
 Address 1
 Address 2
 Address 3
 Address 4

Dear Mr, Mrs,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Title 1

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Title 2.2

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First page - EU financing



For a header of a letter with a partner's logo, that partner logo must be where the red and yellow blocks are in the right-hand top corner and aligned with the Enabel logo.

The height of the Enabel logo is the maximum height. Left-alignment is in relation to the Address field.

Download the stationery template from
GoFast >> Groups >> Support >> Communication



Business card

For the head office:

There are 2 variants of cards:

- front FR and back NL
- front FR and back EN

For the field:

- front = country language
- back = other useful language

A business card measures 85 mm by 55 mm.



Did you know that 80% of business cards handed out are lost or dumped?

So, why not use a business card manager on your smartphone instead? We recommend this one:

<https://camcard.com>

		Agence belge de développement enabel.be	
Prénom Nom			
Fonction 1			
Fonction 2			
Rue Haute 147 1000 Bruxelles Belgique		+32 (0)2 505 00 00 +32 (0)405 00 00 00 prénom.nom@enabel.be Skype nom	

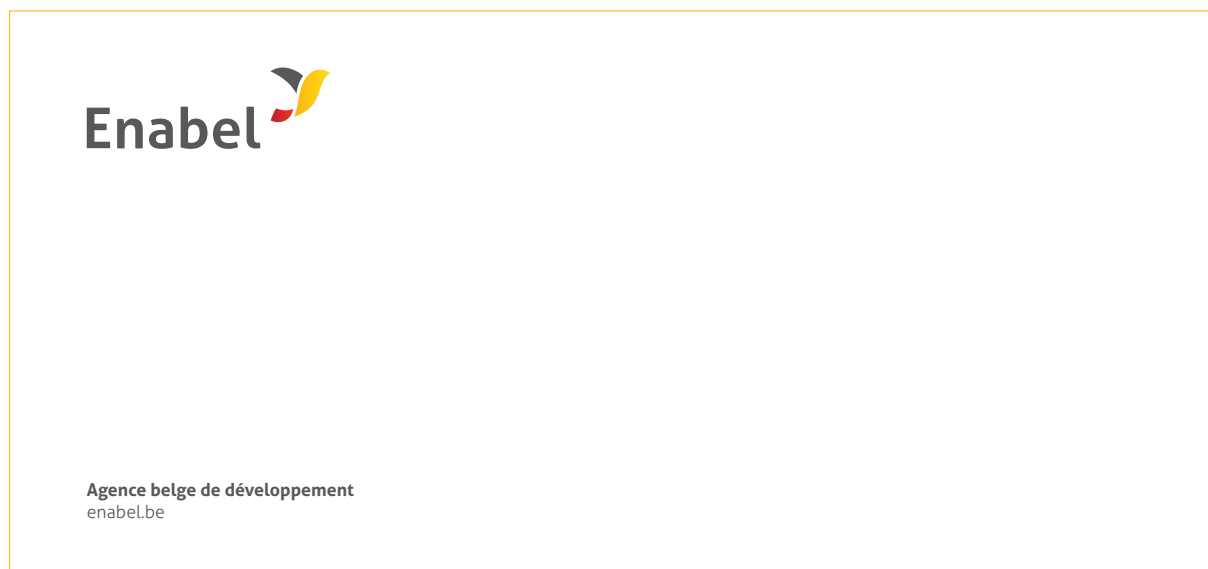
		Belgian development agency enabel.be	
Firstname Name			
Function 1			
Function 2			
Rue Haute 147 1000 Brussels Belgium		+32 (0)2 505 00 00 +32 (0)405 00 00 00 firstname.name@enabel.be Skype name	

		Belgisch ontwikkelingsagentschap enabel.be	
Voornaam Naam			
Functiebeschrijving 1			
Functiebeschrijving 2			
Hoogstraat 147 1000 Brussel België		+32 (0)2 505 00 00 +32 (0)405 00 00 00 voornaam.naam@enabel.be Skype naam	

Download the business card template from
GoFast >> Groups >> Support >> Communication



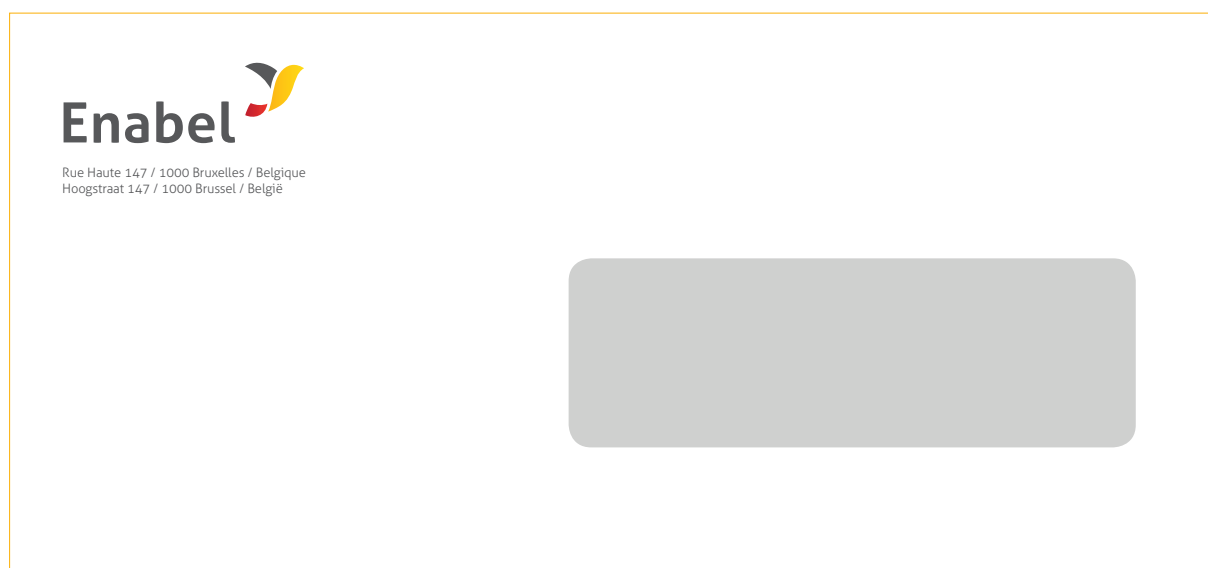
Compliments card



Format: 210 X 100 mm.

Printed on both sides: FR front and NL back

Envelope



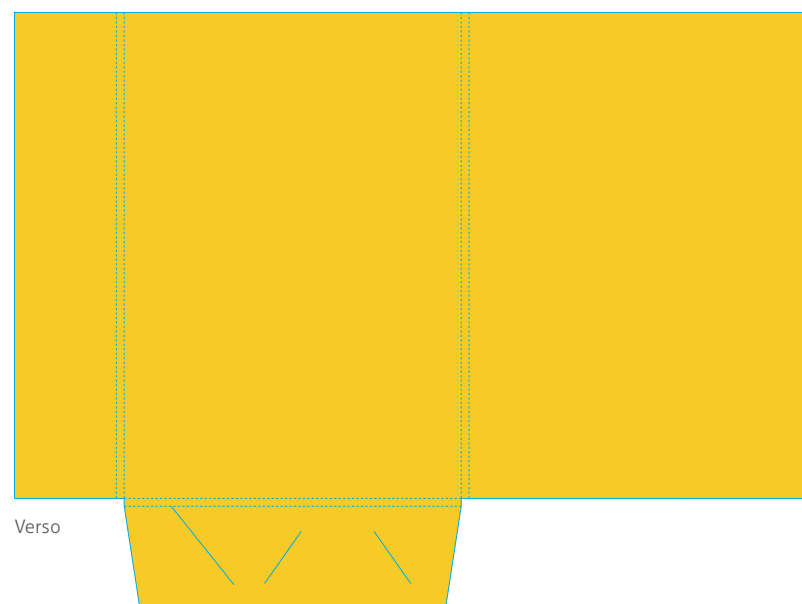
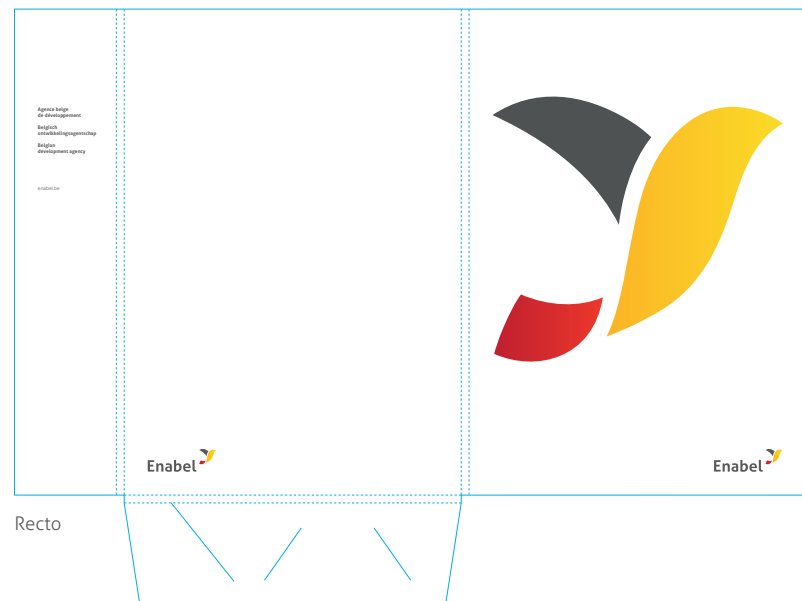
Example of an American format envelope (mandatory right-window). The position of the logo is always in the left corner of the envelopes.



To reduce envelope printing costs 34 X 65 mm format labels can be printed with the logo and address.

Folder

With a 5 mm back



Stamp

Example of a stamp - Use of symbol only + contact details



E-mail signature

All Enabel staff members have to use the e-mail signature as shown in the example below.

Instructions on how to insert an electronic signature in Outlook, a Word document with a pre-formatted signature and a logo specifically cropped for the e-mail signature are available on GoFast.



GoFast >> Groups >> Support >> Communication >> Visual_identity

Nouveau message

Envoyer Discussion Joindre Adresses Polices Couleurs Enr. brouillon Listes

Navigateur de photos Afficher les modèles

A :
Cc :
Cci :
Objet :

Signature : Base

Commolor incin,

Nos nis dolutat. Ut ad min henit nos nullandit lor at nonsed ercidunt velesse deliscipit at, quissit luptatin ercinim vercinibh er si tet ulputatueros ad tisit utpat lan vel ulput nis alit laore miniam zzrit, conulla mconullam del utpat. Ut ipit nos euguer se magna facilit prat.

First name Family name
Job title
Project (field)

Enabel 

Belgian development agency
Address
Address
T+32 (0)2 505 00 00
enabel.be

Body text

Calibri Regular
Size: 10pt

Dark grey

R : 88 G : 87 B : 86

Signature

First name / Family name

Calibri Bold
Size: 10pt

Job title / Project

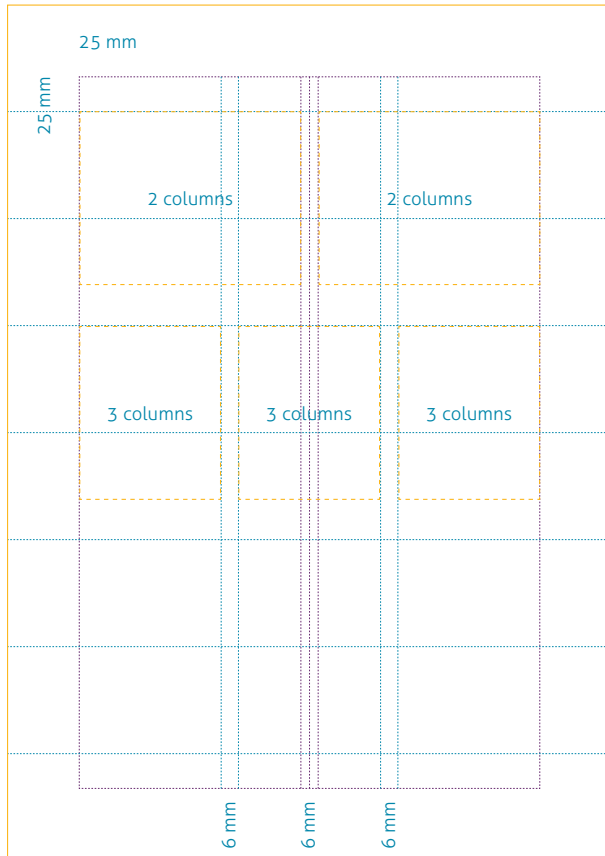
Calibri Regular
Size: 10pt

Address

Calibri Regular
Size: 8pt

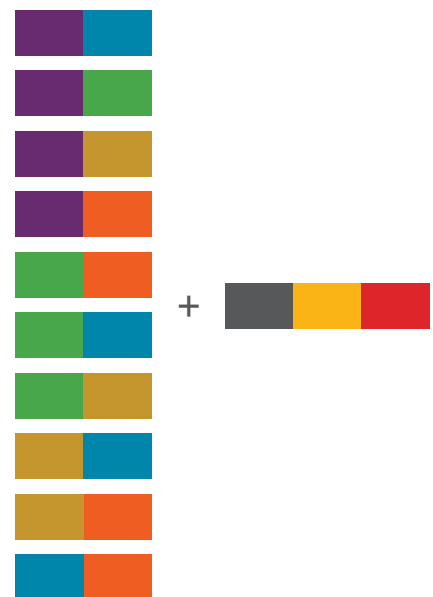
Layout

A4 format: The cover is divided in 8 horizontal rows and 2 or 3 vertical columns.

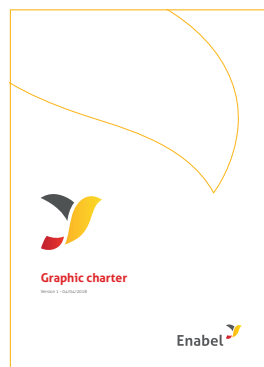


Use of colours

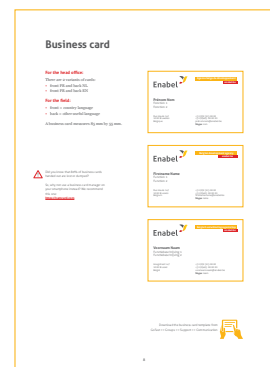
Limit of 2 colours per section, publication or project in addition to institutional colours, where needed. These are a few examples:



Example of a cover



Example of inside page



Hierarchy of logos

Cover

On a cover, the Enabel logo is placed in the bottom right corner.



On a cover with a partner logo, that logo must be placed to the left in the bottom row.

The height of the Enabel logo is the maximum height. Left-alignment is in relation to the margin's start.

Poster / Banner

If you have several logos, respect the following hierarchy:



Report Cover

You cannot insert a photograph.



In a report with a partner logo, that logo must be placed above the red block at the bottom to the left.

The height of the Enabel logo is the maximum height. Left-alignment is in relation to the beginning of the Title field.

Download the report template from
GoFast >> Groups >> Support >> Communication



Report

Inside pages

Table of contents

1	Title 1	3
1.1	Title 2	3
1.1.1	Title 3	3
1.1.1.1	Title 4	3
2	Title 1	4
2.1	Title 2	4
2.1.1	Title 3	4
2.1.1.1	Title 4	4

1 Title 1

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1.1 Title 2

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1.1.1 Title 3

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1.1.1.1 Title 4

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¹ Debit fuga et porpor mintibus

2 Title 1

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2.1 Title 2

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2.1.1 Title 3

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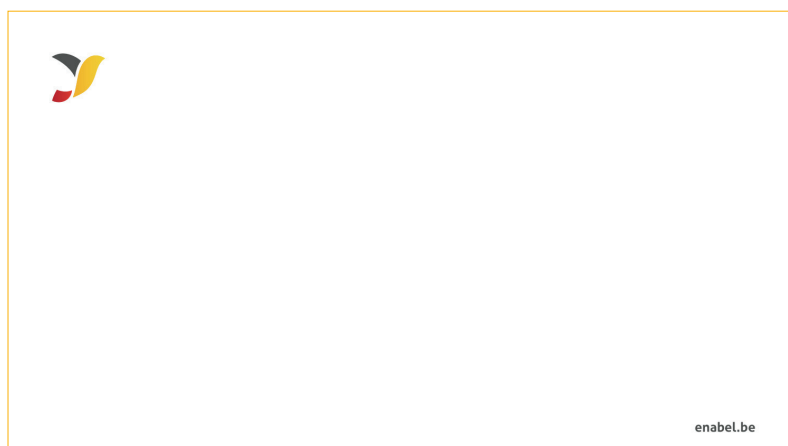
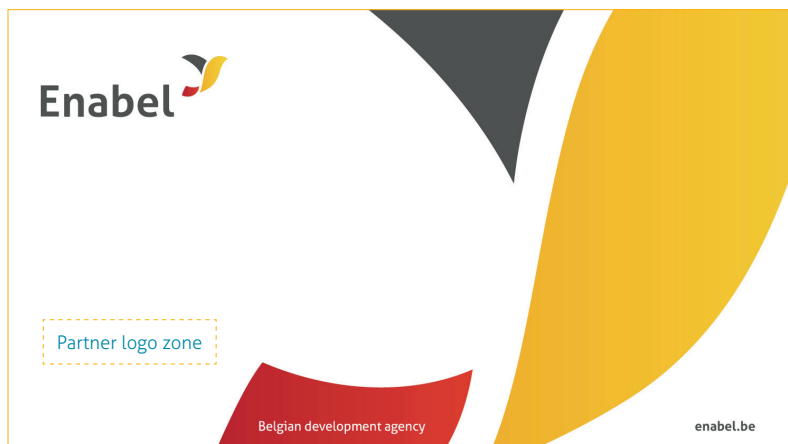
2.1.1.1 Title 4

Debit fuga. Et porpor mintibus velenimost aut molupitatur, officim endae. Anditat ibusae volest, temquid emporeic tet denist, as moditendi od mincipussant ea conse rempore et latquid magnis si quis sum nis dolora cusaniment. Everepeliqui te labore optiur molorerum et aut ilique ad quam eicaborio blacillent aut expe labo. Nem si commis modissum velecto min reprat. Consed ma nossi nos mi, volorum quae non endus, cumquam cum, totaquiandae corpe volent evelestrum aute pre soluptaes sa simo iunt laut fuga. Nam ut ulles volorum facerum recerum.

PowerPoint

There are 2 presentation formats:

- Format 4:3 for older screens and beamers
- Format 16:9



In a PowerPoint presentation with a partner logo, that logo must be placed at the bottom left under the title and subtitle.

The height of the Enabel logo is the maximum height. Left-alignment is in relation to the beginning of the Title field.

Download the PowerPoint presentation from
GoFast >> Groups >> Support >> Communication



Digitally or in paper format

Digitally by default

We recommend promoting digital tools (websites, social media...) in your communication strategy and plan.

People increasingly obtain information via mobile applications; make sure that your choice is digital and mobile-friendly!

Yet, print is not forbidden. But if you use printed materials, make sure it gets distributed (plan). You must therefore plan dissemination activities for your printed materials, such as mailings, distribution at events, meetings, workshops... Do not forget this!

Choice of paper

- FSC or PEFC paper (environmental certification);
- ideally minimum 50% recycled;
- matte paper or semi-matte paper; shiny paper is not recommended.

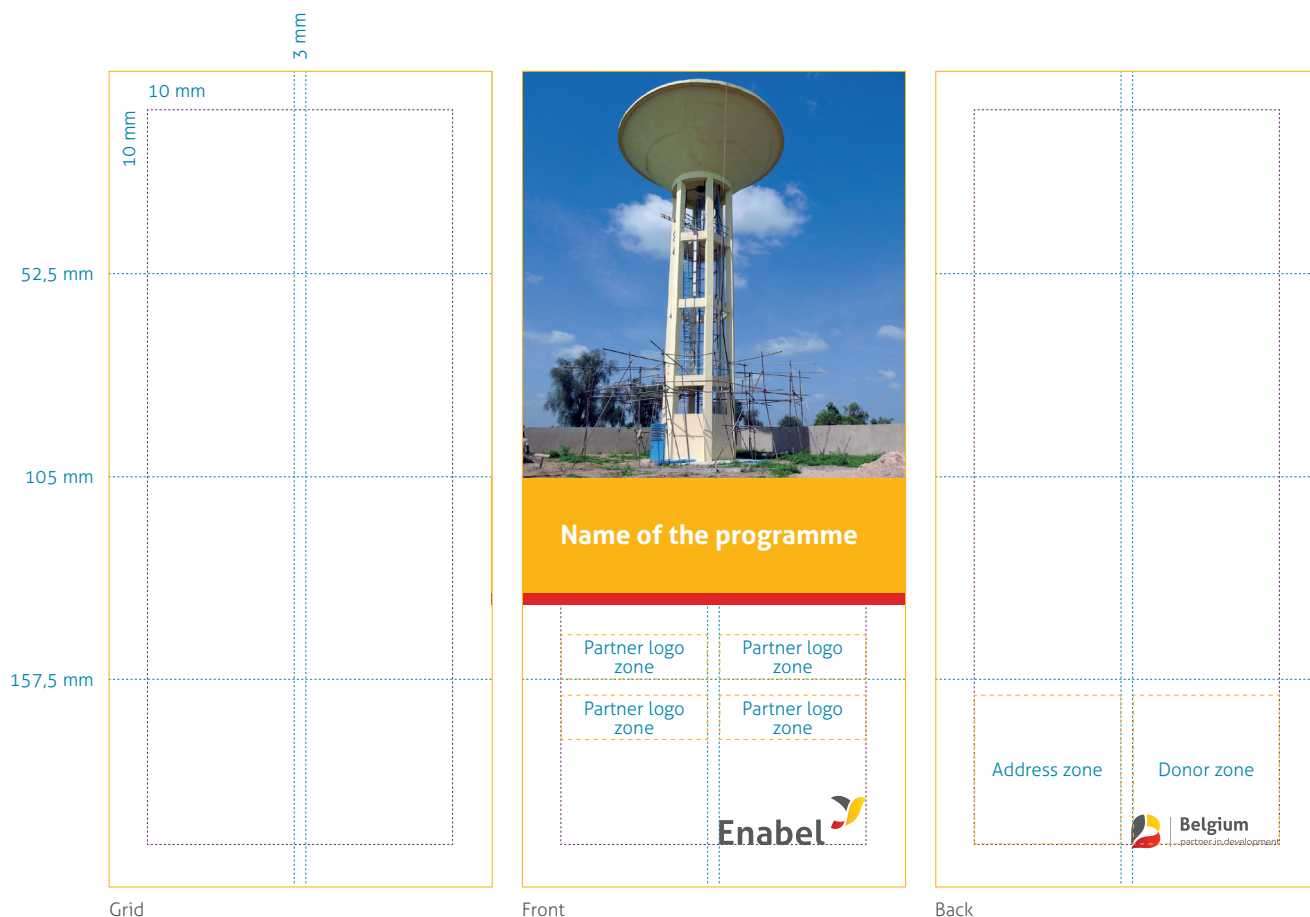
Weight

The weight recommended for the different elements in function of the choice of paper:

- | | |
|--------------------|-------------------------|
| • Stationery | 80-100 g/m ² |
| • Envelope | 80-100 g/m ² |
| • Business card | 300 g/m ² |
| • Compliments card | 300 g/m ² |

Project flyer

- American format
- Closed: 99 X 210 mm / Open: 297 X 210 mm
- Paper: 170 g/m² - coated matte FSC
- Printed on both sides: quadrichromy
- Processing: 2 parallel roll folds



2 colour versions



Check with your SPOC or the Communication team to get support and the In-Design template.



Project flyer (continued)

Example and layout:



Données-clés

Financement : Royaume de Belgique, Grand-Duché de Luxembourg, République du Sénégal

Mise en œuvre : Enabel - Agence belge de développement et CC PEPAM - Cellule de Coordination du Programme Eau Potable et Assainissement du Ministère

Partenaire : Ministère de l'Hydraulique et de l'Assainissement

Localisation : Régions de Diourbel, Fatick, Kaolack, Thiès et Louga

Durée du projet : 2015-2019

Budget : 1.850.000 €

Royaume de Belgique : 9.500.000 €

Grand-Duché de Luxembourg : 2.000.000 €

Republique du Sénégal : 320.000 €



Amélioration des services de l'eau potable et de l'assainissement en milieu rural

République du Sénégal
Ministère de l'Hydraulique et de l'Assainissement

PEPAM
Programme d'Appui à l'Évaluation et à l'Assainissement

Enabel
Agence belge de développement

Belgique
partenaire de développement

Key data

Title

Aller Bold - Size: 16pt

Text in yellow

Aller Bold - Size: 9pt

Texts

Georgia regular - Size: 8pt

Address

Enabel

Belgian development agency

Aller Bold - Size: 7pt

Texts

Aller light regular - Size: 7pt

Cover

Title

Aller Bold - Size: 16pt



Contexte

En décembre 2013, le Sénégal a atteint l'objectif du Millénaire pour le développement qu'il s'était fixé en matière d'accès à l'eau potable (86 % en 2013). L'accès à l'assainissement progresse mais à un rythme insuffisant pour réaliser l'objectif fixé (59 % en 2013). La coopération entre la Belgique et le Sénégal se doit de répondre à cette situation en orientant ses interventions sur la pérennisation du service de l'eau potable et de la gestion de la ressource tout en poursuivant les efforts pour le développement de l'accès à l'assainissement.

C'est dans ce contexte que s'inscrit le projet d'amélioration des services de l'eau potable et de l'assainissement en milieu rural (PASEPAR) qui est intégré dans la programmation nationale du secteur de l'eau et de l'assainissement du Sénégal.

Le PASEPAR prolonge plus de 30 ans d'intervention de la Coopération belge dans l'hydraulique et l'assainissement en milieu rural dans le bassin arachidier.

Objectif

L'objectif du projet est d'améliorer quantitativement et qualitativement les services d'eau potable et d'assainissement fournis aux populations rurales de la zone d'intervention, de manière durable et dans le respect d'une approche intégrée en matière de gestion des ressources en eau.



Résultats attendus

- Eau potable :** les populations rurales de la zone d'intervention ont accès de manière durable à un service public d'eau potable répondant aux normes de qualité en vigueur au Sénégal.
- Assainissement :** les populations rurales de la zone d'intervention ont accès de manière durable à un assainissement amélioré et les pratiques en matière d'hygiène sont améliorées.
- Exploitation durable des ressources en eau :** les ressources en eau sont mieux connues et gérées de manière rationnelle, dans le respect des intérêts des différents groupes d'utilisateurs.

Activités principales

- Réaliser 5 infrastructures d'Adduction d'Eau Potable (AEP) dans le département de Linguère.
- Appuyer la réforme de l'hydraulique rurale en soutenant l'Office des Forages Ruraux (OFOR) sur :
 - la communication au niveau local ;
 - la mise en place d'un fond de soutien pour les AEP ;
 - le suivi technique et financier et l'appui conseil aux différents acteurs de l'AEP rurale.
- Améliorer la qualité de l'eau produite au niveau du Bassin Arachidier en réalisant des mini-transferts d'eau, en installant des unités de potabilisation par osmose inverse et des dispositifs de chloration de l'eau en sortie de forage.
- Financer des projets d'assainissement innovants mis en œuvre par des ONG dans 4 régions (Thiès, Diourbel, Fatick et Kaolack).



Zones d'intervention

Legende
Zones d'intervention
Régions arachidières
Eau potable et ODF
Eau potable

Inside

Title

Aller Bold - Size: 16pt

Texts

Georgia regular - Size: 8pt

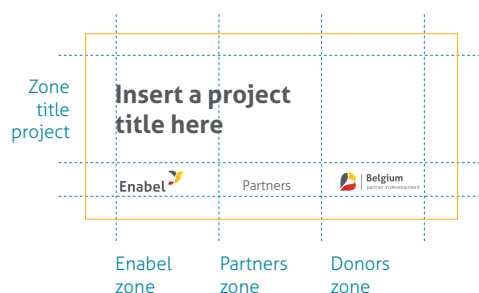
Roll-up

Example of a basic roll-up,
80 X 199 cm format.



Signboards

The signboard is in the country's language.
Format to be defined in function of the building.
The basic grid is built up according to the following grid:



Font
Aller or Calibri Bold

Dark grey colour
R : 88 G : 87 B : 86



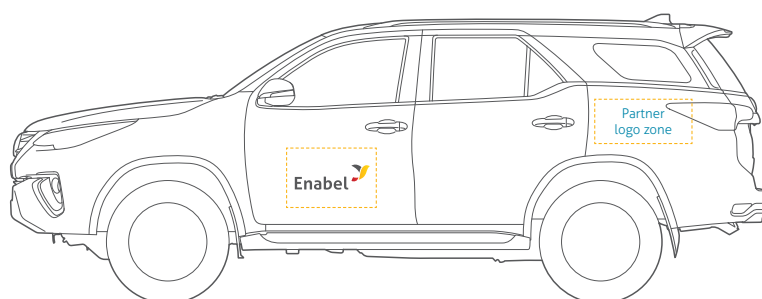
Example of project signboard



Example of Country office signboard

Sticker for a car

360 X 240 mm format sticker to be placed on each of the front doors of the vehicle.



Example of a wheel cover



For a car with a partner logo, that logo must be placed above the back wheels.

The height of the Enabel logo is the maximum height.

Building-site signboard

The signboard is in the country's language.

Format to be defined in function of the information to be disseminated.

The basic grid of the building-site signboard is built up according to the following grid:

Project title		Project title zone
Partners	Enabel 	Execution partners zone + Enabel
Name of the works		10 cm
Project supervisor		20 cm
Delegated project supervisor		
Building contractor		
Start of the works – Duration		
Budget		
Country shield	 Belgium partner in development	Donors zone

Font
Aller or Calibri Bold

Dark grey colour
R : 88 G : 87 B : 86

Institutional support for the Health Sector (PAISS)	
Partners	Enabel 
... works	
Project owner: Ministry...	
Delegated project owner: Enabel	
Building contractor	
Start of the works – Duration	
Budget	
Country shield	 Belgium partner in development

Example of building-site signboard

Social media

Social media are user-friendly and often free communication tools. Some of the most popular platforms include Facebook, Twitter and Instagram. They can be an important asset to communicate about project or country achievements.

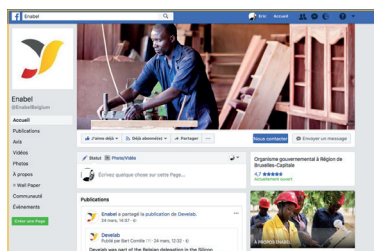
But before setting out, there are a few things to keep in mind:

- First of all, ask yourself this question: Where do these social media accounts fit into the communication plan and what are we trying to achieve with them?
- The decision to use a social media tool must always be validated by your hierarchical supervisor and, at the country office, by the Resident Representative. The communication unit in Brussels must also be consulted beforehand.
- The communication unit in Brussels must be informed about the login and the password of the social media account(s). For Facebook, the communication unit should be included as an administrator of the page. Please contact communication@enabel.be.

Enabel visual identity on social media

Profile picture: use the Enabel symbol (the bird)

Header/Cover picture: The header or cover picture of your social media account is an excellent opportunity to showcase the work of projects. Find the best pictures you have and change your header or cover picture every month.



Social media toolkits

The Facebook and Twitter toolkits provide more information on how to set up the account, which specific username to choose and what to write in the 'about' section of social media platforms. Always consult the toolkits before creating your account.

All the toolkits are available on
Gofast >> Groups >> Support >> Communication >> Toolkits





Questions?

Please contact your SPOC in the country office or the communications team in Brussels through communication@enabel.be



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info@enabel.be
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