



Visual identity
Quick guide



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



Protection zone



Dark grey version



Negative version



Symbol



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

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

Neutral colours

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

Secondary colours

Secondary colours may be used in the lay-out of publications.

Use no more than two colours per publication.

A graphic chart including more details will be available later this year 2018.



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

Fonts

For PC

Calibri

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

For publications

Aller

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia

abcdefghijklmnopqrstuvwxy
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.

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).



Download the Aller font here:

<https://www.fontsquirrel.com/fonts/aller>

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.

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.

E-mail signature

Office 365 / Outlook

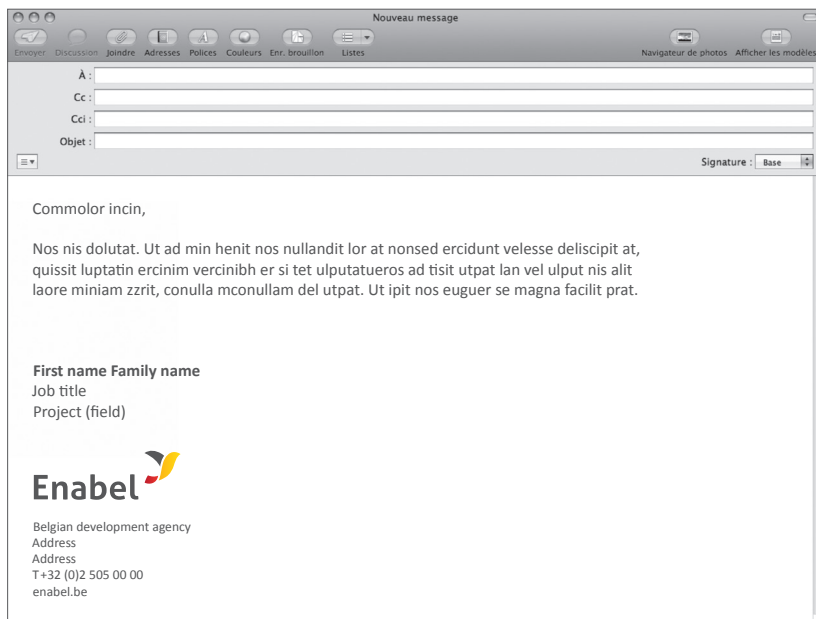
All Enabel staff members have to use the e-mail signature as shown in the example below.

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

>> Public >> Communication >> Enabel_Visual_Identity



https://documents.enabel.be/gofast/browser?path=/Sites/_Public/_COMMUNICATION/Enabel_Visual_Identity/



Body text

Calibri Regular
Size: 10pt

Signature

First name / Family name
Calibri Bold
Size: 10pt

Job title / Project
Calibri Regular
Size: 10pt

Address
Calibri Regular
Size: 8pt

Dark grey

R : 88 G : 87 B : 86

Applications



Business card



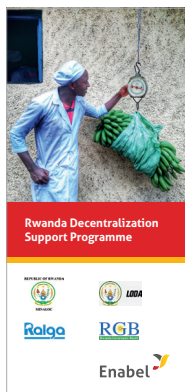
Badge



Stickers



Greetings card



Project flyer



Roll-up



Window



Questions?

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



Belgian development agency
Rue Haute 147 - 1000 Brussels
T +32 2 505 37 00
info@enabel.be
enabel.be

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