Why 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. 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.

- **Enabel is a name, not an abbreviation.**
- **The name Enabel is written with a capital E at the beginning: Enabel.**
- **The name is never written with all caps ENABEL.**

Short standard description of Enabel

The short standard description of Enabel is a presentation text that you can use for different purposes and applications: introductions, project documents, presentations, brochures, flyers, colophons, press releases etc.

Enabel is the Belgian development agency. It implements Belgium’s governmental cooperation and works also for other national and international commissioners. With its partners in Belgium and abroad, Enabel offers solutions to address pressing global challenges - Climate Change, Economic and Social Inequality, Peace and Security, Urbanisation, Human Mobility - and to promote Global Citizenship.

With 2,000 staff, Enabel manages about 170 projects in twenty countries, in Belgium, Africa and the Middle East.

The most recent version of the standard description (figures may indeed change) is available on intranet > Support > Communication > All documents > Standard Enabel description.
Logo 4
Colours (palette) 5
Fonts 6
Stationery 7
Business card 8
Compliments card 9
Envelope 9
Folder 10
Stamp 10
E-mail signature 11
Layout 12
Hierarchy of logos 13
Report 14
Report 15
PowerPoint 16
Digitally or in paper format 17
Project flyer 18
Project flyer (continued) 19
Roll-up 20
Signboards 21
Sticker for a car 21
Building-site signboard 22
A logo for my project? 23
A website for my project? 23
Social media accounts for my project? 23
Logo

There is one and only one Enabel logo; it is the same in all languages.

Protection zone
Logo in dark grey
Logo in white

Symbol

The bird in Enabel’s logo is also our favicon, the ‘favorite icon’ of our identity. It is typically used to identify our website and some of our social media channels.
It’s a symbol that represents our brand, alongside our logo.
The favicon does not replace the logo; it is derived from it.

Not allowed

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

---

**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 7/98/96/1
Pantone 117

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

RGB 76/156/46
CMYK 7/10/98/0
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).

Download the Aller font here:
https://www.fontsquirrel.com/fonts/aller
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
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 2
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 2.1.
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 2.2.
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.

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

Intranet > Support > Communication > All documents > Office templates
Intranet > Stationery

Download the stationery template from
A business card identifies the employer of the person concerned. In our case the employer is Enabel. As a consequence, business cards are invariable. They carry one logo and one logo only: Enabel’s.

It is prohibited to add other logo’s on the business card (of other commissioners, partners etc.).

It is possible to add the project’s name. If it is financed by another commissioner than Belgium, you should add it in text. E.g.:

John Smith
Project manager
Access to quality vaccines, medicines, and health technologies in Rwanda (financed by the European Union)

For the office in Brussels:
There are 2 variants of cards:
• front FR and back NL
• front FR and back EN

In the partner countries:
• 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://www.camcard.com

Download the business card template: contact communication@enabel.be
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 Intranet.

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 facil it prat.

First name Family name
Job title
Project (field)

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

Support to Technical and Vocational Education
A report is a tool for Enabel. It is created according to the visual identity of our organisation. Therefore, it is invariable. It carries one logo and one logo only: Enabel's. It is prohibited to add other logo's on the report (of other commissioners, partners etc.).

If the project referred to in the report is funded by a commissioner other than Belgium, this should be added in the title. E.g.:

Access to quality vaccines, medicines, and health technologies in Rwanda (financed by the European Union)

Formulation report

You cannot insert a photograph.

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

There are 2 presentation formats:
- Format 4:3 for older screens and beamers
- Format 16:9

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 Intranet > Support > Communication > All documents > Office templates Intranet > PowerPoint
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...

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/m²
- Envelope 80-100 g/m²
- Business card 300 g/m²
- Compliments card 300 g/m²
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 Communication Officer or the Communication team to get support and the In-Design template.
Example and layout:

Données-clés

Financement:
- Royaume de Belgique, Grand-Duché du 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 Millénaire

Partenaire:
- Ministère de l’hydraulique et de l’assainissement

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

Durée du projet:
- 2015-2019

Budget:
- 11.850.000 €
- Royaume de Belgique : 9.500.000 €
- Grand-Duché du Luxembourg : 2.000.000 €
- République du Sénégal : 350.000 €

Route des Pères Maristes Hann
Cité Fort B Villa n°23
BP 47 316 - Dakar
T (+221) 33 859 05 48
pasepar@pepam.sn

Antenne Kaolack
Division régionale de l’hydraulique
BP 223 - Kaolack
T (+221) 33 941 64 28

Enabel
Agence belge de développement
121, Sotrac Mermoz
Route de Ouakam
BP 24474 Ouakam Dakar Sénégal
T (+221) 338 60 01 25
enabel.be

Zones d’intervention

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 (82 % en 2015) ; l’accès à l’assainissement progresse mais à un rythme insuffisant pour réaliser l’objectif fixé (59 % en 2015). 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.

Objectif
L’objectif du projet est d’améliorer quantitativement et qualitativement les services d’eau potable et d’assainissement des populations de la zone d’intervention, de manière durable et dans le respect de l’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.
- Hygiène et 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.
- Gestion intégrée 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’usagers.

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 (Thies, Diourbel, Fatick et Kaolack).

Zones d’intervention

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

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:

- Zone title project
- Insert a project title here
- Donors zone
- Partners zone
- Enabel zone
- Support to Technical and Vocational Education

Sticker for a car

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

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.
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**

Country shield

Name of the works

Project supervisor

Delegated project supervisor

Building contractor

Start of the works – Duration

Budget

**Partners**

Example of building-site signboard

Institutional support for the Health Sector (PAISS)
A logo for my project?

As a general rule, for institutional (corporate) communication, Enabel’s projects, programmes and activities do not need their own branding or visual identity.

It is therefore forbidden for projects, programmes or activities to create their own logo. Projects, programmes and activities must use the Enabel logo (and those of the donors, of course).

Exceptionally, in very specific cases, it may be necessary to create a specific logo. This is always done in consultation with the Communications Department.

A website for my project?

The creation of websites specific to a project, programme or activity is not authorised, except with the prior agreement of the Communications Department.

Social media accounts for my project?

The creation of social media accounts specific to a project or programme is not permitted, except with the prior agreement of the Communications Department.

Projects, programmes and activities must make full use of the existing communication tools: enabel.be, open.enabel.be, and the existing social networks. The Brussels office has a Facebook, Twitter, LinkedIn and Instagram account. Contact the Communications Department in Brussels.

Most Enabel offices in partner countries have a Facebook account, and some also have a Twitter account. Projects, programmes and activities should make use of these communication tools, in consultation with the person in charge there.

Projects and programmes financed by the EU should also contact the person in charge of communication at the EU (at the delegation or in Brussels) to propose joint communication activities on websites and social media in order to maximise the impact of the project.
Questions?
Contact your Communication Officer or the Communication team
communication@enabel.be