



Graphic charter

Version 2 - 09/2023

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](#)
[Intranet > Standard Enabel description](#)

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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



Download the logo from
Intranet > Support > Communication > Logo
[Intranet > Logo](#)



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 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

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. 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>

Stationery



Belgian development agency
enabel.be

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

Contact
First name Surname

Brussels, 01 January 2018
RE: subject description

Our reference
Number

Annexe(s):

Your reference
Number

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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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

1 |

First page



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

Download the stationery template from
Intranet > Support > Communication > All documents > Office templates

[Intranet > Stationery](#)



Business card

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

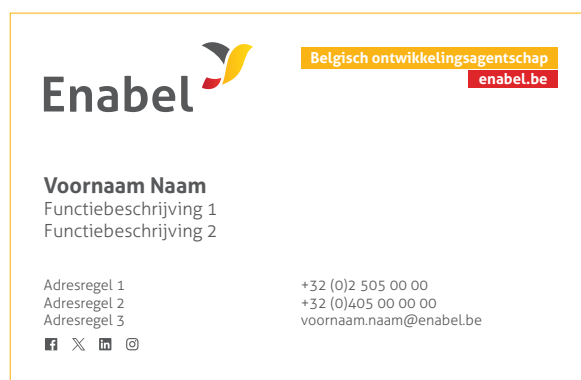
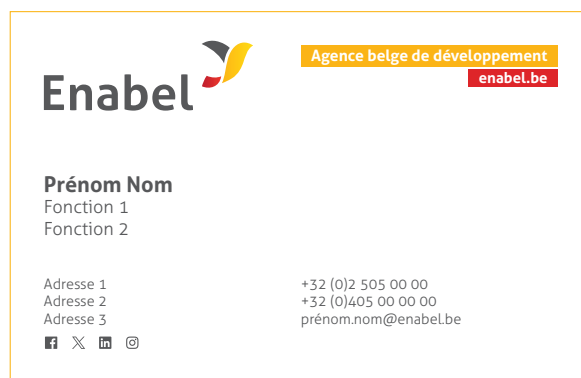
A business card measures 85 mm by 55 mm.



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:

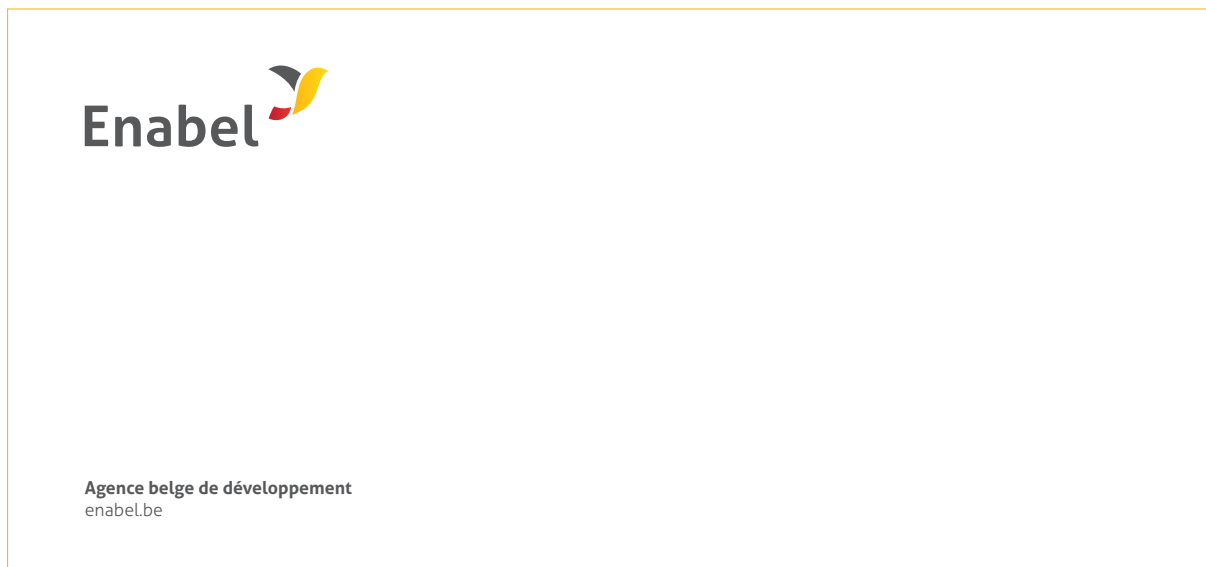
<https://www.camcard.com>



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



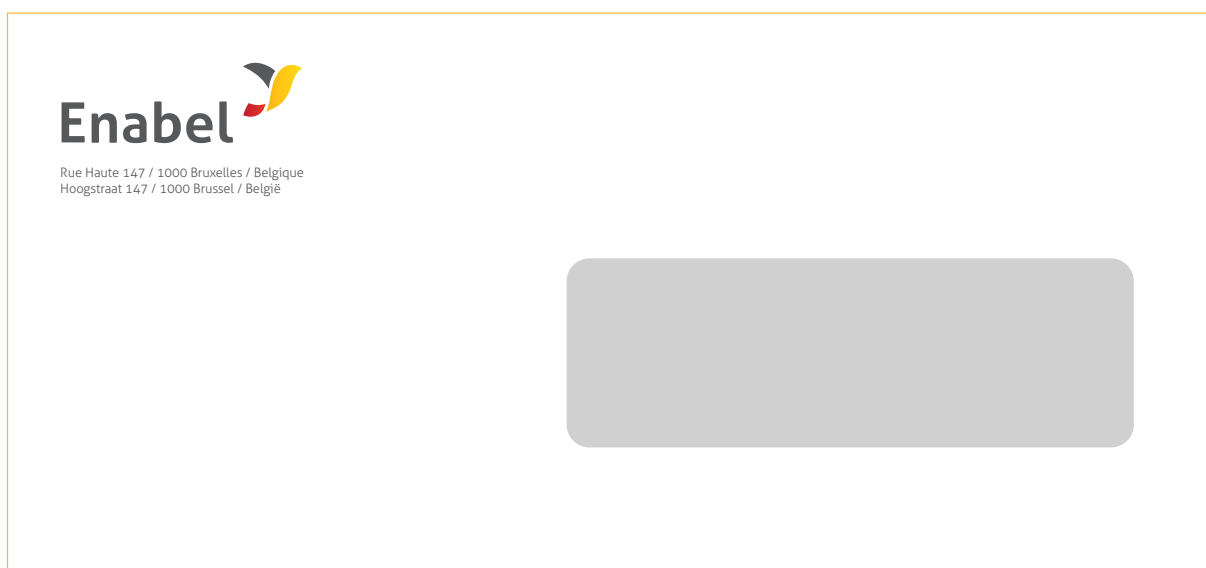
Compliments card



Format: 210 X 100 mm.

Printed on both sides: FR front and NL back

Envelope



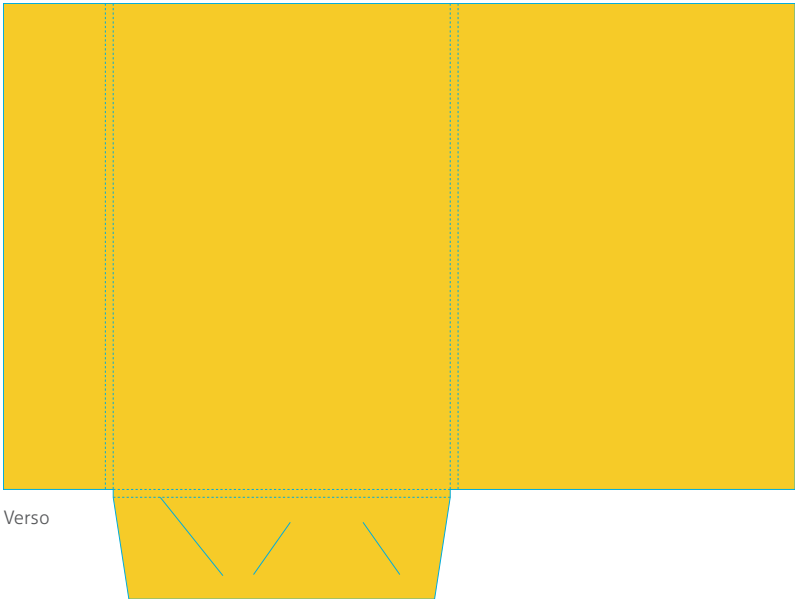
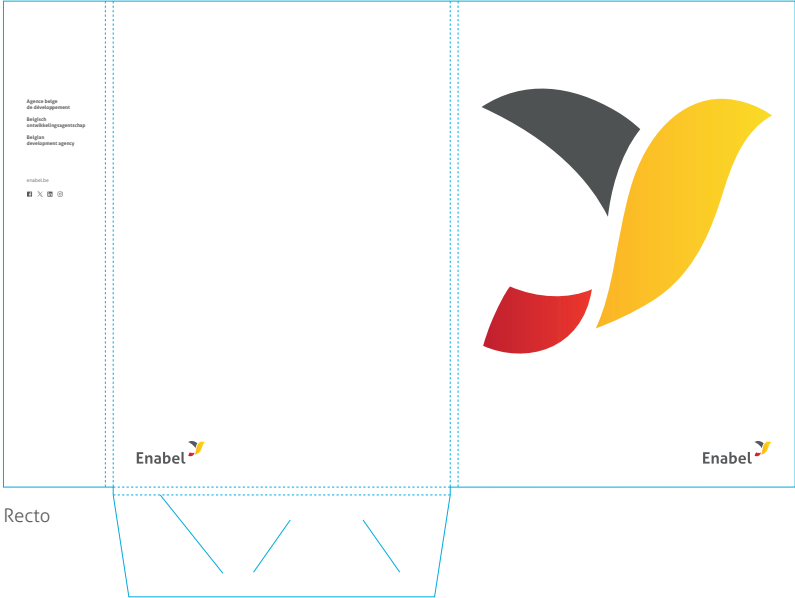
Example of an American format envelope (mandatory right-window). The position of the logo is always in the left corner of the envelopes.



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

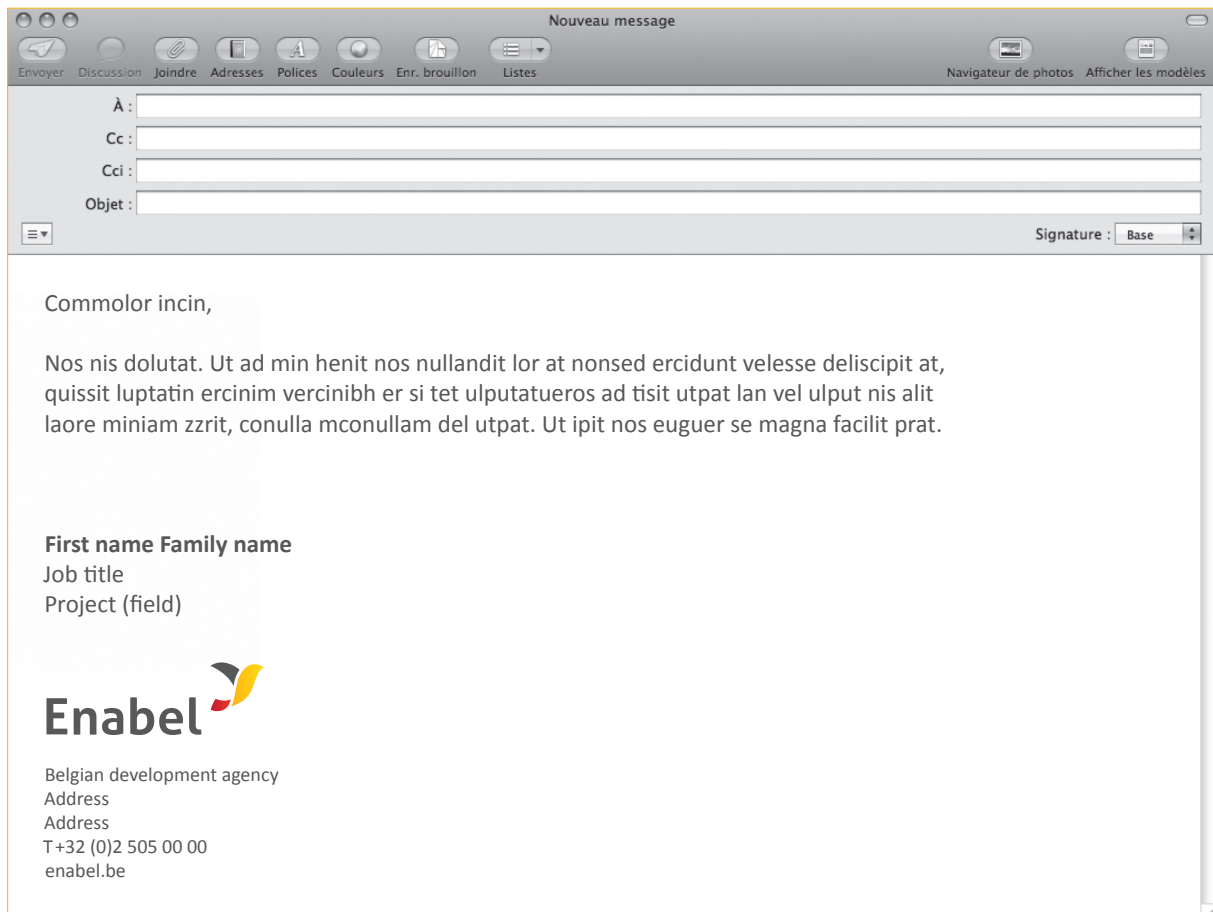
All Enabel staff members have to use the e-mail signature as shown in the example below.

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.



Intranet > Support > Communication > All documents > E-mail signature

[Intranet > E-mail signature](#)



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

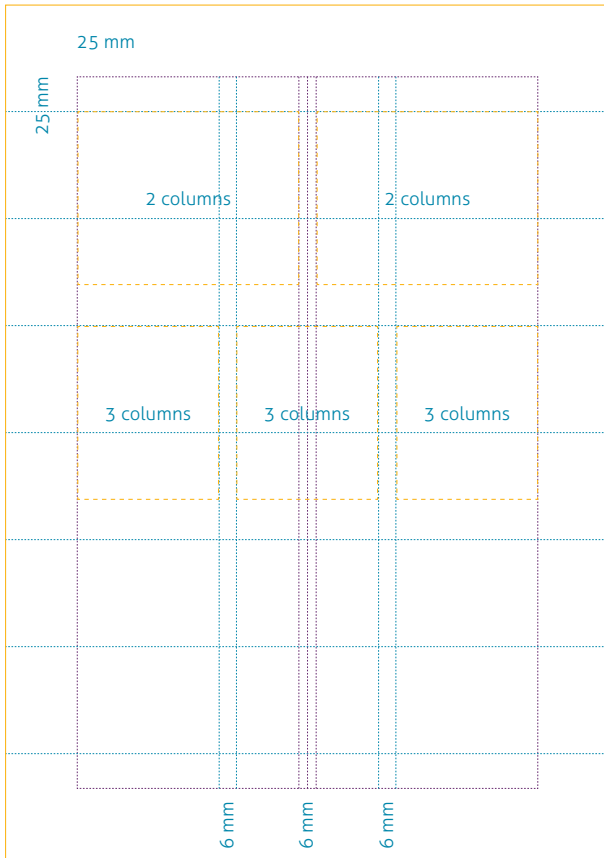
Calibri Regular
Size: 10pt

Address

Calibri Regular
Size: 8pt

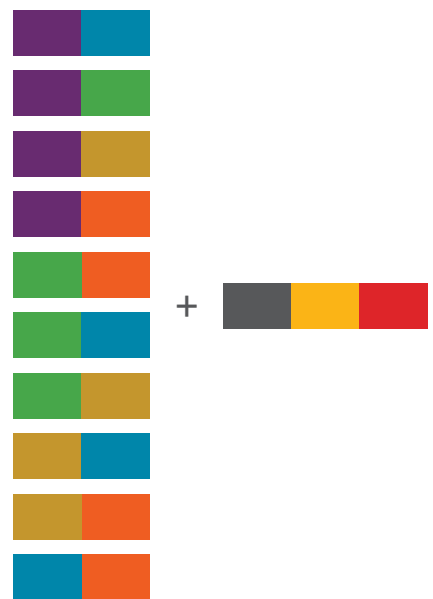
Layout

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



Use of colours

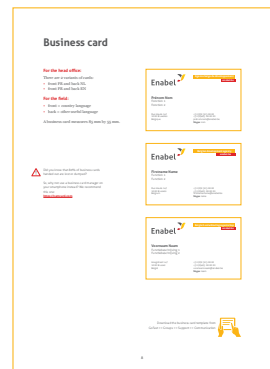
Limit of 2 colours per section, publication or project in addition to institutional colours, where needed. These are a few examples:



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.



Investir
dans le développement
de la main-d'œuvre

Partner logo zone

Enabel 



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:



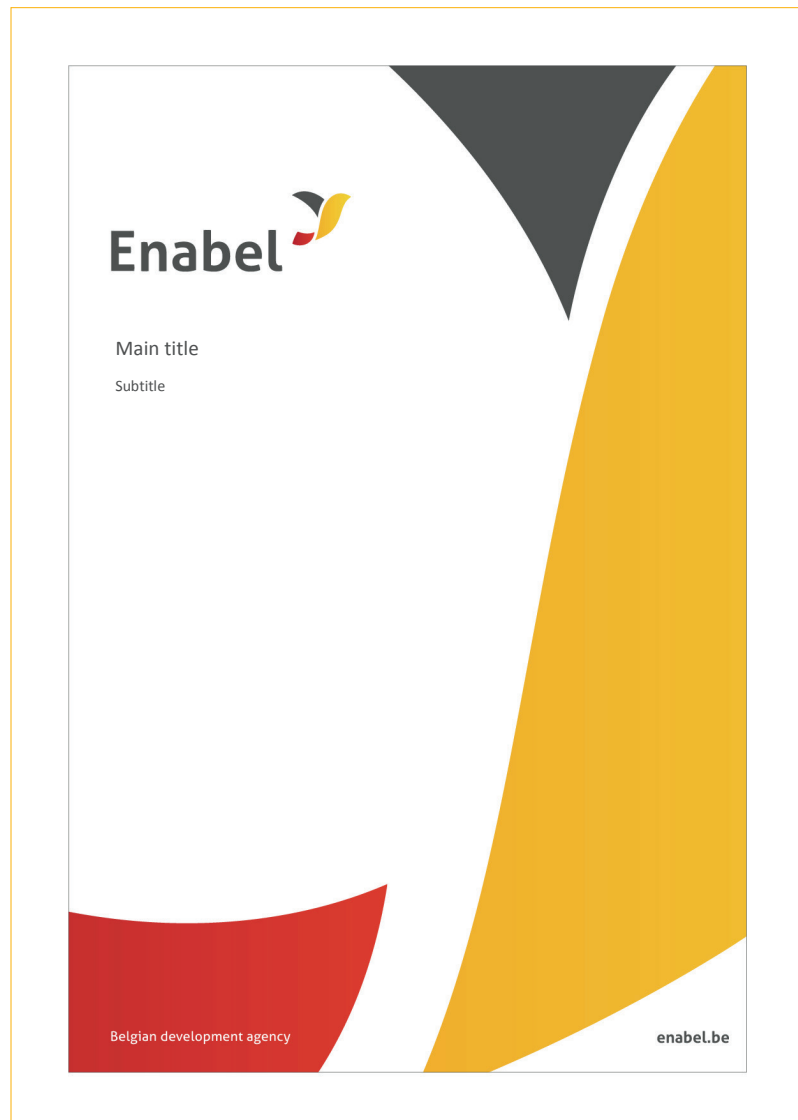
Report Cover

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.

Download the report template from
Intranet > Support > Communication > All documents > Office templates
[Intranet > Report](#)



Report

Inside pages

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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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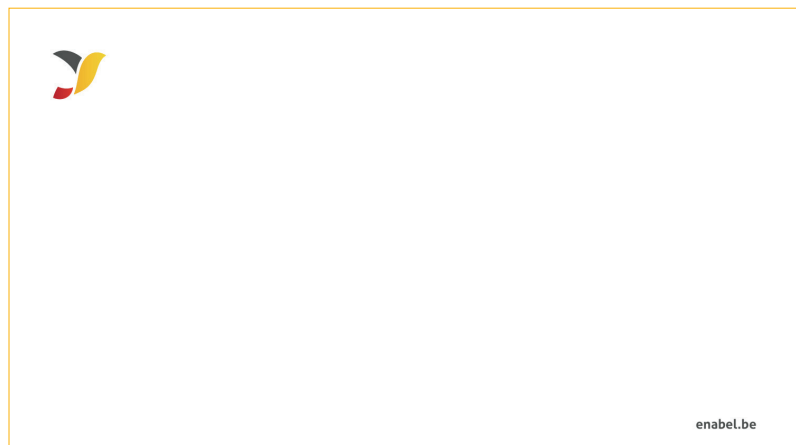
2.1.1.1 Title 4

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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

Grid

Front

Back

2 colour versions



Check with your Communication Officer 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 oeuvre : 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, Kaffrine, Kaolack, Thiès et Louga
Durée du projet : 2015-2019
Budget : 11.620.000 €
 Royaume de Belgique : 9.500.000 €
 Grand-Duché de Luxembourg : 2.000.000 €
 République du Sénégal : 1.120.000 €

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 enabel@enabel.be

Antenne Kaolack
 Division Régionale de l'Hydraulique
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 Route de Quaiem
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 Sénégal
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 enabel.be



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



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 (84 % 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

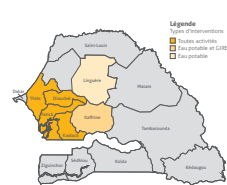
- Eau potable :** les populations rurales de la zone d'intervention ont accès de manière durable à un service public d'eau potable répondant aux normes de qualité en vigueur au Sénégal.
- Hygiène et assainissement :** les populations rurales de la zone d'intervention ont accès de manière durable à un assainissement amélioré et les pratiques en matière d'hygiène sont améliorées.
- Qualité 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'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-transects 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



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



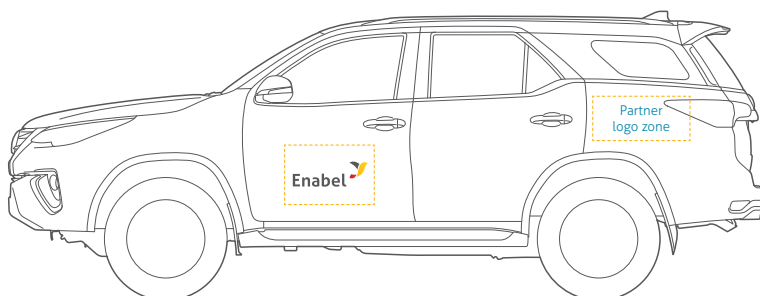
Example of project signboard



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.



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

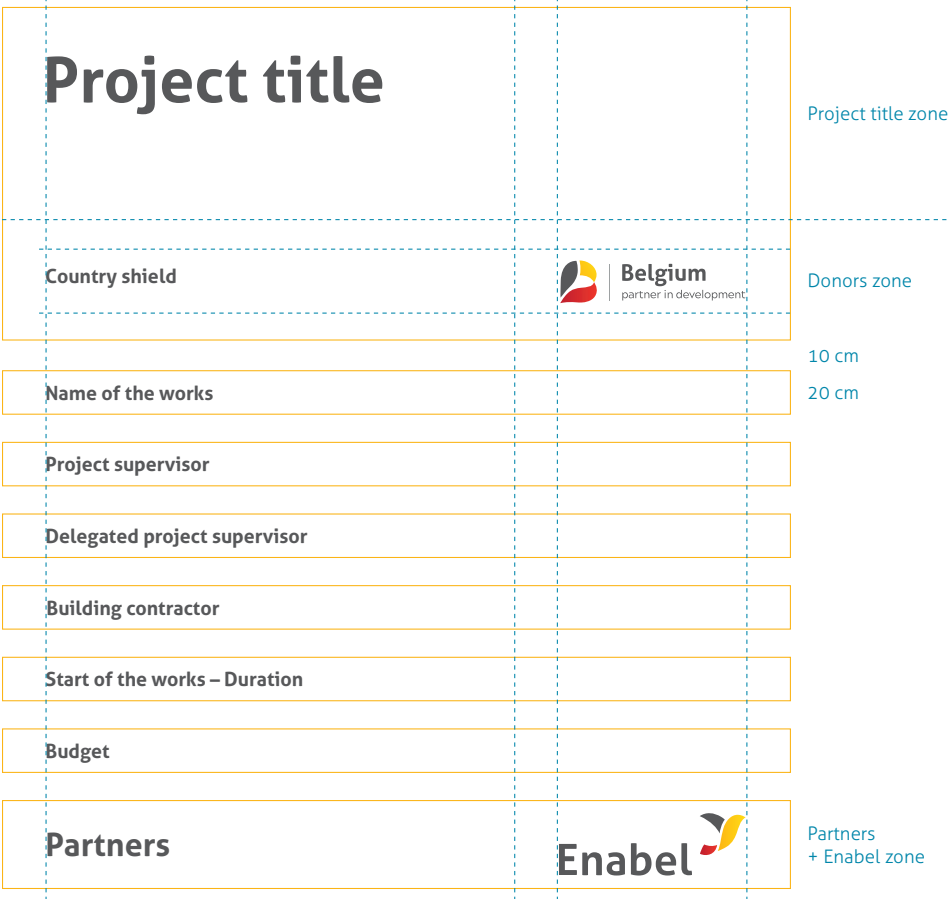
The height of the Enabel logo is the maximum height.



Projects (co-)financed by the European Union should follow the instructions set out in the guide '**Communicating and raising EU visibility**', available from Intranet > Support > Communication > All documents > Visual identity [Intranet > Visual identity](#)

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:



Example of building-site signboard

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



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