Belgium

partner in development

DESIGN & BRAND
Guidelines

This document provides guidelines to ensure the correct use of the Belgian Development Cooperation visual identity. A correct and consistent implementation conveys what we stand for and supports our reputation of excellence.

The use of the logo is not optional. Its use follows from accepting funding and displays where Belgium's development budget is spent.

By applying these guidelines to your communications, campaigns and materials, you will strengthen Belgium's ambition to be a true partner in development.

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INTRODUCTION

What is the Belgian Development Cooperation?

The priority objective of Belgium's Development Cooperation is sustainable human development and the realization of the Sustainable Development Goals (SDGs): the eradication of poverty and building a better world for all in a spirit of true partnership.

The Directorate General for Development Cooperation is part of the Federal Public Service (SFP) Foreign Affairs, Foreign Trade and Development Cooperation. The SFP has been tasked with organizing and developing development cooperation in accordance with the legal and regulatory framework.

OUR mission & vision

Vision

Work with partners to build a just, equitable and sustainable world where everyone lives in peace, security, freedom and freedom from poverty.

Be a leading, effective and innovative player who focuses on results and impact.

Adequately and proactively manage human potential to contribute to staff development and engagement.

Mission

The DGD contributes to the improvement of the living conditions of the populations of the developing countries, to their socio-economic and cultural development, to the sustainable and equitable economic growth in the respect of the human dignity, the rule of law, the fundamental freedoms, equality between women and men and human rights.

DGD develops development policies at the federal level; allocates Belgian Official Development Assistance (ODA) to national and international actors who implement this aid; carries out the monitoring and evaluation of its policies.

The DGD actively participates in the debates of ideas around innovative concepts of development and dares to apply them in its policy.

The DGD supports the development and poverty reduction efforts of actors in developing countries, in synergy with other Belgian and international partners and donors.

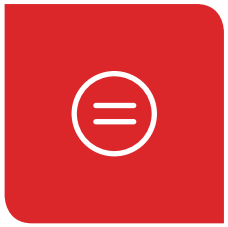
The DGD also contributes to helping people in crisis situations according to the principles of humanitarian assistance.

The DGD ensures the support and solidarity of public opinion and political authorities in the fulfillment of its mission / actions.

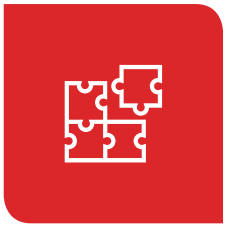
Values

- Engagement and personal development
- Respect
- Transparency
- Professionalism
- Flexibility
- Team spirit

Brand Values

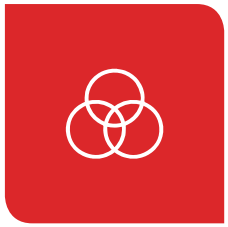


Equal partnerships



Unity in diversity

Consensus building



Focus on human rights and inclusive growth

Working together for achieving Sustainable Development Goals

Working pragmatically with innovative ideas and solutions

VISUAL LANGUAGE

Introduction

This Brand identity contains all the information you need to use our logo proprely.

Our brand style serves to differentiate the Belgian development cooperation materials from those of other organizations.

By applying these guidelines to all of your communication and project materials, you support the recognition of Belgium's international development efforts.

Logo & use

The Belgian development cooperation logo is the one element that unifies and represents our organization. It has been specially designed to symbolize not only our name, but also what we stand for. The lower case letters used in the logo are friendly and approachable. The B letter is formed by three diffrent shapes, combined in a single itentity. This symbolises the vision of solidarity, promoted by Belgium and its people. This logo should be used as an indivisible unit and its integrity should be respected at all times.

The Belgian development cooperation logo should be displayed only in its approved colours. The examples shown here illustrate the correct use of the logo in positive and reverse formats. The preferred way to display the logo is in its horizontal version, with three colours on white background. For more information on colour please refer to page 28 Primary & secondary colours.

All logo files (including approved language versions) are available on our website for download.

https://diplomatie.belgium.be/nl/Beleid/Ontwikkelingssamenwerking/Multimediabibliotheek/Zichtbaarheid

https://diplomatie.belgium.be/fr/politique/cooperation_au_developpement/librairie_multimedia/kit_de_visibilite

Belgium
partner in development

Belgium
partner in development

Exclusion zone

To ensure the logo is free to breathe, a clear area must be maintained around it at all times. No typography, imagery or other visual information should appear within this zone.

- Never allow typography or other elements to "invade" the logo.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.
- Use only authorized artwork from our website

The exclusion zone around the **vertical logo** is the height of the logotype (BB) and has to be applied on all sides.

The exclusion zone around the **horizontal logo** is half the height of the logotype (B+1/2) and has to be applied on all sides.

Best practices

We've created a complete set of design guidelines to ensure consistency over just about every instance. The core design elements are the essential visual elements of our brand – our logo, colour palette, typography, imagery, and graphics.

The logo minimum size is 3cm wide. Never use it smaller to ensure the readability of the text.

Please never deform or change the logo colour. Also don't seprate the logo to use the parts separatly. Never change the font.

The logo should always be used with a full subline 'partner in development'. Never use the logo only with the word Belgium.

Background colours

Use the colours from the Primary colours page 28
for a coloured background, and reverse out the logo.

Coloured backgrounds from the Primary colours section
are acceptable if necessary, though NOT preferred.
Use them in restricted instances, such as in materials
for services.

The use of a picture background is also not preferred.
If needed, take care of the visibility of the logo, use it only
in white or in black depending to the clarity of the picture.
Note the examples on the following pages as references.

If pictures are used, please use pictures that symbolize the optimist, people-centred and positive approach of Belgium's international development. Use pictures that tell a story. Preference should be given to images of people and their faces over showing technical equipment.

Belgium
partner in development

Belgium
partner in development

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partner in development

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partner in development

Vertical & horizontal use

The horizontal composition of the logotype is the preferred shape.

The lettering of the brand name is set on two lines, justified for the vertical version in order to keep the same proportions. This allows flexibility in the use of the logo.

The vertical logo is prefered for every square support. Otherwise the horizontal version is to be used.

The following examples show you how to use the logo on different supports and sizes.

Horizontal use (preferred)

Vertical if necessary
(e.g. square use or vertical listing of different logos)

RAPPORT ANNUEL
Belgium
Belgium
Belgium
Belgium
Belgium
Belgium
Belgium
Belgium

Language options

Feel free to use the language you speak in the proposals displayed here. The baseline sizes have been adapted to keep the balance of the logo.

You can download all the different language versions of the logos on our website.

As an international organization, our logo is available in the following languages:

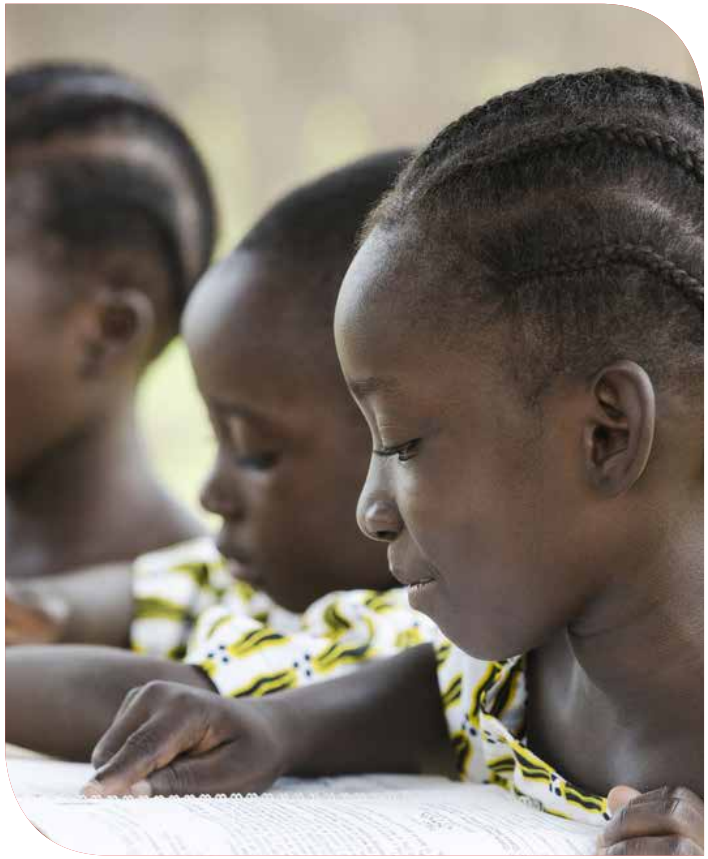
Spanish, Arabic, Portuguese and German.

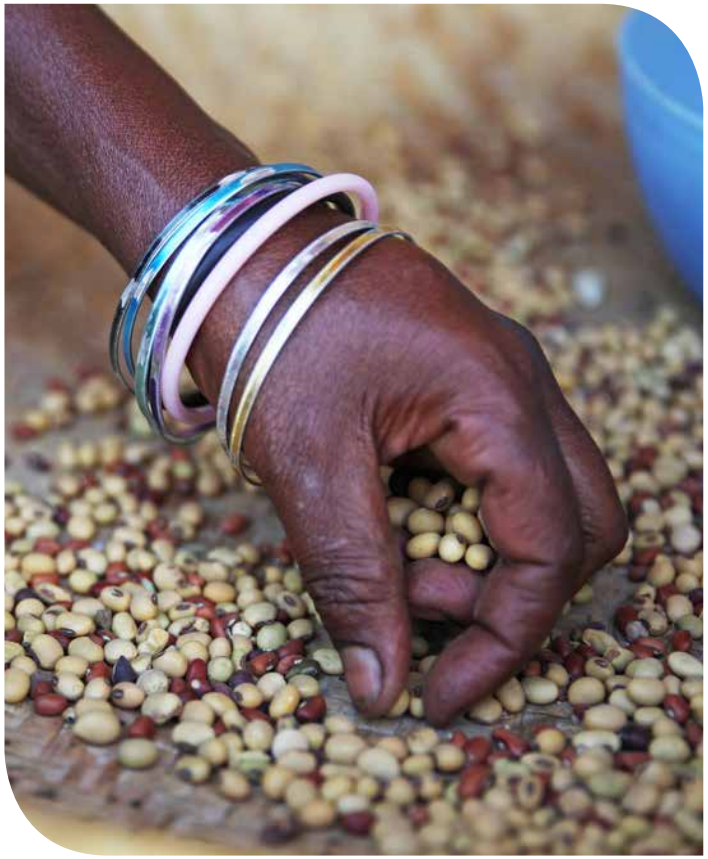
The same font and aligment are used for all, except for the Arabic version. For this one please use the font "Arial" in Arabic version and the specific right alignment of the text.

Never translate the logo into another language.
If another language version is needed, contact us first.

België
partner in ontwikkeling

Belgique
partenaire du développement





Belgien
Partner für Entwicklung

Bélgica
socio para el desarrollo

بلجيكا،
شريكة في التنمية

Bélgica
parceiro para o Desenvolvimento

Co-branding

The logo can be displayed in combination with other logos, i.e. the logos of implementing organizations and/or the logos of partners that are equally contributing.

Implementing organizations
The logo of the implementing organization is positioned at 80%, below or next to the Cooperation logo, accompanied by 'Implemented by'
(Dutch: 'Geïmplementeerd door', French: 'mis en oeuvre par', German: 'durchgeführt von').

The font used is Aller font. In case you do not have Aller font installed, use Myriad Pro for internal presentations.

Belgium
partner in development

Implemented by
Enabel

Equal partners
The logos are equal in size, preferably displayed in a horizontal row, with the Cooperation logo on the left.

If the partner logos are displayed in a horizontal row they are equal in height. If the logos are displayed in a vertical row, they are equal in width.

The relative size of the logo of the Belgian Development Cooperation reflects the contribution made by the Belgian Development Cooperation.

Belgium
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unicef

UN WOMEN

KONINKRIJK BELGIË
Federale Overheidsdienst
Buitenlandse Zaken,
Buitenlandse Handel en
Ontwikkelingssamenwerking

Primary & secondary colours

The three principal colours to use are the ones of the common logo. Theses are gradient colours but for specific use an equivalent in plain colours can be used instead.

Please refer to the colour codes to get the exact colour. For the gradient, first codes are the darker colour. Please always put the darker colour on the left side and the lighter colour on the right. A rotation of 8° should be applied on the gradient.

Secondary colours are a larger palette to allow some variation, complementing the primary colours.

CMYK: 0-0-0-80
RGB: 88-87-86
PANTONE: Solid Coated
Cool Grey 11 C

CMYK: 0-32-100-0
RGB: 249-181-0
PANTONE: Solid Coated
1235 C

CMYK: 2-10-91-0
RGB: 255-219-5
PANTONE: Solid Coated
Yellow 012 C

CMYK: 18-100-89-8
RGB: 189-24-35
PANTONE: Solid Coated
7621 C

CMYK: 2-90-85-0
RGB: 228-52-42
PANTONE: Solid Coated
485 C

• Use our core colours for a consistent platform that allows other design elements.
• Colour ratio depends on the individual application.
• Use mainly the Primary colours, and only if needed add secondary to highlight elements in the design.
• Grey tones can be used as much as you want.

CMYK: 4-18-92-0
RGB: 248-205-22
PANTONE: Solid Coated
116 C

CMYK: 7-98-96-1
RGB: 216-26-26
PANTONE: Solid Coated
485 C

Black 80%

CMYK: 84-43-2-0
RGB: 15-126-191
PANTONE: 7690 C

Black 70%

CMYK: 99-83-31-21
RGB: 27-59-105
PANTONE: 541 C

Black 40%

CMYK: 51-1-89-0
RGB: 137-196-83
PANTONE: 368 C

Black 5%

CMYK: 0-54-89-0
RGB: 247-141-53
PANTONE: 144 C

Fonts & use

We've selected two type families that gives us a reliable, strong and real voice: Aller and Acherus Grotesque.

- Aller is our primary typeface used in all communication materials
- Acherus is our secondary typeface and should be use as a complement to Aller.
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface
- For printed items being distributed, use Aller
- In case your computer does not have Aller font installed, use Myriad Pro for internal presentations

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

ALLER FONT

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

ACHERUS GROTESQUE FONT

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Pictures

These are recommended picture examples.
Select picture examples that are:

- Show people and tell their story
- Natural; not posed or stylized
- High quality
- Showing Belgian identity at work
- Supporting the key personality traits of the brand: reliable, authentic, innovative.

Icons

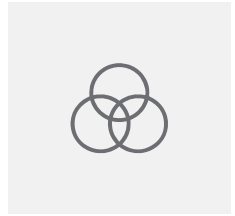
Our icons are used across a range of marketing materials to provide symbolism, conceptual clarity, and visual interest in a simple and extensible format. They are an universal language.

They can be used in web or in print, to show a concept, to highlight a fact or to give structure to chapters.

The icon's style should be linear, light and used only in primary colours or in white.

Partnership and collaboration

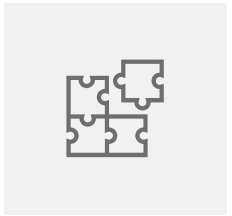
Sustainable development


Inclusive growth

Open-mindedness

Innovation

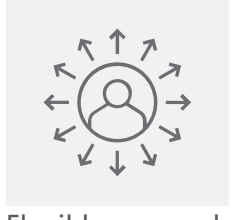
Multiculturality

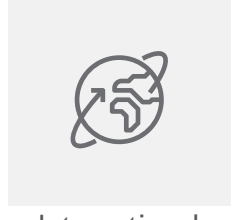

Unity in diversity

Consensus building

Empowerment

Equal partnerships


Flexible approach


International spirit

Design by AdGrafics | info@adgrafics.eu

Images by Shutterstock

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