



GARID
GREATER ACCRA RESILIENT AND
INTEGRATED DEVELOPMENT



GREATER ACCRA RESILIENT AND INTEGRATED DEVELOPMENT PROJECT

BRANDING AND VISUAL IDENTITY GUIDELINES **JULY, 2021.**



This document was produced by the Greater Accra Resilient and Integrated Development (GARID) Project.

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ACRONYMS & ABBREVIATIONS

GARID	Greater Accra Resilient and Integrated Development
MLGDRD	Ministry of Local Government, Decentralization and Rural Development
MSWR	Ministry of Sanitation and Water Resources
MWH	Ministry of Works and Housing
PCU	Project Coordinating Unit
PIUs	Project Implementing Units

1. INTRODUCTION

This manual is designed to help staff and consultants of the Greater Accra Resilient and Integrated Development (GARID) Project to present a consistent and positive image of the GARID project in all internal and external communications. The Guidelines also describe the standard house style to be adopted for all documents produced for the GARID Project.

The manual, therefore, addresses the GARID Project's visual identity elements applicable to both print and online uses. These visual identity elements are carefully designed to distinguish the GARID Project from other projects.

All staff and consultants of the GARID Project are to use this manual as a tool to determine what to do and not to do as they present GARID's materials internally and externally.

2. THE GOAL AND OBJECTIVES OF THE GUIDELINES

This manual aims to provide guidelines for GARID Project Staff and consultants on the most appropriate way to brand GARID Project's materials to leave positive lasting impressions of the Project's unique brand in the minds of its stakeholders.

Specifically, the Guide has been developed to:

- Support GARID Project's staff and consultants to produce documents in a consistent and standard style
- Help GARID staff and consultants to write and record documents clearly and logically to withstand public scrutiny
- Promote the Project's unique image and identity that is easily recognizable externally
- Achieve a common distinctive style for all GARID Project's communication.

3. THE GARID PROJECT'S BRAND

The GARID Brand seeks to communicate the vision, promise and attributes of the GARID Project.

Brand Vision

To become the most successful climate mitigation project in Ghana.

Brand Promise

When Ghanaians and other key project stakeholders think of the GARID Project, they think of the most successful climate mitigation project which interventions have greatly helped improve Solid Waste Management and the resilience of the Greater Accra Region against Flooding.

Brand Attributes

The elements at the heart of our brand identity are the logo of the Project, and our tagline: **“Climate-Resilient City: Our Collective Responsibility”**. These elements combine to constitute the GARID Project brand.

3.1 GARID Project’s Visual Identity

The GARID Project’s branding and visual identity includes the Project’s name, logo, cooperate colours and the Project’s typefaces. Care must, however, be taken with the adoption and use of the elements of the brand and the context in which they are used as they constitute an integral part of the entire branding of the Project.

Using the approved logo and elements of the GARID Project brand effectively in specific communication materials positively influences the branding of the Project. On the other hand, wrongly placing the brand elements, be they approved or otherwise, in unsuitable materials downgrades the brand and in effect, communicates the wrong message(s) to the Project’s audiences.

3.1.1 Project’s Name

The full name of the Project, “Greater Accra Resilient and Integrated Development Project”, must be used at all times when referring to the Project. The Greater Accra Resilient and Integrated Development Project may in some cases be referred to as “GARID Project” or simply as “GARID”. In the latter cases, the full name of the Project must be used initially, followed by the abbreviation before consequently referring to “GARID Project” or “GARID” in place of the full name. Care should, however, be taken not to overuse the abbreviation to the detriment of the full name.

3.1.2 The Project Logo

The guidelines below, outline the appropriate use of the GARID Project logo on any publication and materials produced on the Project. They are intended to ensure that the logo is used consistently and effectively on all Project materials. No logos or brand identities that carry the name of the GARID may be created without adhering to the system outlined in this guide.

3.1.2.1 Logo Variations

The GARID Project has standard and small-sized logos. The standard logo is most preferred in all documents and communication materials that originate from the Project. The small-sized logo is a reduced version of the standard logo. It is recommended that this logo is used in the instance where insufficient space on a document to be produced does not allow for the use of the standard logo.

The small-sized logo is the smallest size of logo that can be used to represent the Project. In special cases (for the production of small items such as pens and pen-drives), when there is insufficient space for placing the logo, exceptional use is allowed.

Use the png format of the Project logo (the version with white background) if the background colour of the document/communication materials being developed do not make the logo visible.

3.1.2.2 Logo Size

Standard Logo



The standard logo must not be reproduced in any size smaller than 3.51cm in height and 9.27cm in width. Should any circumstance warrant the reduction in size of the standard logo, the small sized logo should rather be used.

Small Logo



The small sized logo is specifically designed for documents and usage that demands smaller sized logos than the standard sized logo. This size of the logo must not be reproduced in any size smaller than 2.52cm in height and 6.66cm in width. This is the only logo size that is permitted to be used below required size of the standard logo.

3.1.2.3 Logo Use and Positioning

All reports and materials produced on the Project by consultants or any other stakeholders shall be submitted to the GARID PCU to be reviewed and satisfied to be admissible as an official Project document. The PCU shall then re-issue a cover to the certified copy of the report with the name and logo of the project, the report name, the name of the Ministry concerned and the coat of arms placed on it.

The GARID Logo must be placed at the top-left corner and the Ghana Coat of Arms at the top-right corner. Both Logos must be visible with equal size and prominence on the Project document. Below is an example of how to position the GARID Logo on official documents.



3.1.2.4 Co-Branding by External Consultants and Other Stakeholders

No external consultant / consulting firm is allowed to use the Ghana Coats of Arms on any document or material produced for the GARID Project.

All co-branded materials should display the GARID Logo on the left or at the top-left corner and the consultants / consulting firms' logos on the right or at the top-right corner of the material.

Both the GARID and consultant's logos must be visible with equal size and prominence on the Project material.

All co-branded materials must be submitted to the GARID Project for approval before they are produced.

3.1.2. 5 The Right Logo

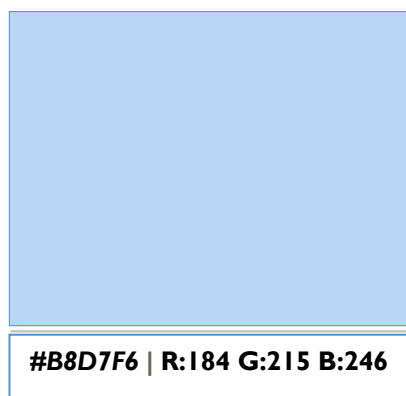
The two stipulated logo sizes of the GARID Project should always be used in conformity with the rules set out in this guideline. The approved logo should always be utilized, together with the stipulated brand colours, and other elements of the GARID brand to communicate consistently, the identity of the Project.

At all times, endeavour to request from the Communication Unit of the Project Coordinating Unit (PCU), the artwork files that contain the designs of the logo. At no point in time should any attempt be made to recreate or amend the logo. Any other logo beside the above-stipulated ones does not represent the GARID Project's brand.

3.1.3 GARID Project's Brand Colour

The GARID Project's primary corporate colour is blue: sky blue and solid blue. These colours make GARID instantly recognizable and are supplemented by a secondary colour palette that can be used for highlights.

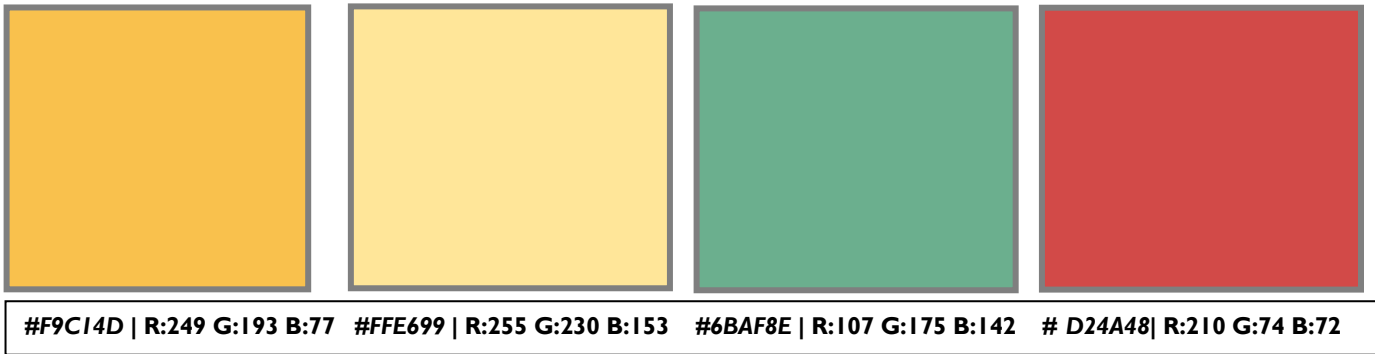
Primary Colours



Secondary Colours

As needed, the corporate colours may also be highlighted with colours from the secondary palette, derived from the colours of the GARID Project Logo.

The secondary colours may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the corporate blues in group-level communications material paired with a wide range of photography.



3.1.4 GARID Project Typography

The official Project font types are Gill Sans font family and Arial font family. These font types should be used in Word, PowerPoint and other applications.

3.1.4.1 Primary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ? , . / + - € \$ @

The Project primary font types are Gill Sans and Gill Sans MT. The acceptable font sizes are 16 for cover titles, 14 for headings of documents and 12 for the main text.

3.1.4.1 Secondary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ? , . / + - € \$ @

Our secondary font family is Arial with the same font sizes indicated above.

3.1.5 Writing Style

3.1.5.1 Consistency of Spelling

- Use either British or American English spellings in all GARID documents. Care must, however, be taken to be consistent with the type of spelling one decides to use.
- Where there are alternative spellings for a word, such as out-patients / outpatients, there should be consistency in how they are used throughout a document.

3.1.6.2 Abbreviations

- It is deemed unnecessary to place full stops in between or after abbreviations (GARID, MWH, MSWR, MLGDRD)
- Whenever **ie**, **&**, **etc**, **%** and **eg** appear in textual format, they should be spelt out fully as 'that is', 'and', 'et cetera', 'per cent' and 'for example'. The abbreviation forms of these may be used, without full stops, only in tables and headings, where there is the need to save space

3.16.2 Capital letters

- Do not capitalize text unless used in headings of letters, reports notices, brochures and other materials.
- Capitalize Project (when it refers to the GARID Project), but when referring generally to projects, use lower cases.
- Capitalize "Project Coordinator" (which refers to our Project Coordinator), but all others are coordinators. Similarly, the initial letters of all other designations must be capitalized. For example, Chief Director, Communications Specialists, Social Safeguards Specialist, Monitoring and Evaluation Specialist and Solid Waste Management Specialist
- Capitalize the short forms of documents when they represent the full title. For example, The Annual Report, The Newsletter, Factsheet, etc.

3.16.3 Dates

- The following format should be used in writing dates: March 20, 2015.
- Do not write the months in abbreviated form, or split a date over two lines.

3.16.4 Photographs

Anytime an image is used for any purpose whatsoever, credit should be given to the photographer or any other source of the said image for legal purposes.

4. GENERAL DOCUMENT AND INFORMATION LAYOUT

The text for all documentations on the GARID project should be single-lined, justified and aligned to the left margin of the document. Double spacing should be used between paragraphs and section headings. Below are guidelines for writing specific documentations on the GARID project.

4.1 Letters

- Use the standard GARID letterhead for both internal and external correspondences that do not require the approval of the Project Director. If the approval of the Project Director is required, use the Ministry of Works and Housing's letterhead.
- All letters should contain a reference/subject line in bold, lower case (upper case for the first letter of the first word), aligned to the left margin unless they are very short in length (such as a simple acknowledgement).
- All letters should be signed by a named individual whose designation appears in bold beneath their name at the bottom of the page. The signature section should not be on a page of its own and the layout of the letter should be edited to ensure this is not the case.

4.2 Presentations

- All presentations should use the official GARID PowerPoint template.
- Recommended font sizes are no smaller than size 36 point for slide titles and 24 point for body text. Bold text and other formatting should be used sparingly so that the presentation retains impact.
- When delivering a presentation, the text on each slide should be high-level content that the presenter expands on in more detail.
- The use of images, audio and video files in presentations may be subject to copyright which needs to be checked. Always seek permission from the copyright owner before using any image, audio or video files in your presentation.
- All images should have a brief and accurate description of what they depict. They should also be clear, professional, and respectful. Avoid using computer clip-art or poor-quality images.
- Please contact the Communications Team for a suitable image, audio or video files to use for your presentation (communication@garid-accra.com).

4.3 Minutes

- Use the official Project's templates for minutes of all formal meetings.
- A list of members present should be recorded (full name and job title) with the name and designation of the Chair at the top of the list. A list of people in attendance should follow the list of staff present.
- A list of apologies should be recorded (apologies should be recorded for permanent staff only and not people who usually join the meeting 'in attendance').
- Minutes should include, for each item:
 - ✚ A summary of what was discussed and concerns/points noted
 - ✚ Decisions or actions agreed and the deadline for the action to be taken
 - ✚ The person(s) responsible for actions.

5. COMMUNICATION SUPPORT

To access brand materials such as photos, templates, logos, email, video or need support from the communications team, please contact: communications@garid-accra.com

6. CONCLUSION

We are of the firm belief that the brand of the GARID Project appeals to key project stakeholders while communicating effectively, the elements that represent the Project to the general public both locally and internationally.

All materials produced from July 1, 2021, should be reflective of the specifications of this guide.