

FSRP PROJECT SOMALIA



Branding Guideline

Visual Identity Guideline

20 YEARS
OF SUCCESS
2024

ABOUT THIS DOCUMENTS

Branding guidelines for the **Somalia Food Systems Resilience Program (FSRP)** serve as the essential framework that unites the project’s mission of resilience, sustainability, and empowerment. These guidelines ensure consistency across all communications, whether on a local farmer’s workshop flyer or an international report, helping FSRP deliver a cohesive narrative. By maintaining a unified approach, FSRP strengthens trust with its stakeholders and underscores its goal of creating a more resilient food system worldwide.

In Somalia, where FSRP addresses food insecurity and climate vulnerability, integrating local symbols like the resilient Somali camel and earthy colors from the landscape into the branding can foster a deeper connection with the communities. This approach grounds the global objectives in local culture, making the program more relatable and impactful. The branding guidelines, thus, act as a storytelling tool, ensuring that FSRP’s core message remains clear, consistent, and inspiring, driving meaningful change across the regions it serves.



SOMALIA FOOD SYSTEMS
RESILIENCE PROJECT_FSRP

TABLE OF CONTENTS

The logo Branding	4
Color Branding	16
Typography Branding	24
Imagery Branding	32
Graphics	38
Brand Application	44
Other Uses of Brand	64
Brand Statement	65

“A BRAND IS NO LONGER WHAT WE TELL THE PEOPLE IT IS—IT’S WHAT THEY TELL EACH OTHER IT IS.” — SCOTT COOK



THE LOGO

- THE LOGO VARIATIONS
- TAGLINING
- LOGO TYPES
- SUBMARKS
- LOGO SIZING
- CLEAR SPACING

THE LOGO VARIATIONS

A comprehensive branding strategy includes different logo variations to suit various platforms and uses. Below is a detailed explanation of the variations you've listed:

VERTICAL LOGO

The logo is stacked, with the icon placed above the wordmark (text portion of the logo).

USAGE: Ideal for narrow spaces, social media profile pictures, or layouts requiring a tall format.

HORIZONTAL LOGO

The icon is positioned next to the wordmark in a horizontal alignment.

USAGE: Best for website headers, email signatures, and applications where horizontal space is ample.

SUBMARK/BRANDMARK

A simplified version of the logo, often consisting of just the icon or an abbreviated version of the wordmark.

ICONOGRAPHY

A standalone symbol or icon representing the brand. It communicates the essence of the project without words.

USAGE: For small spaces like app icons, watermarks, or favicons.

WORDMARK

A text-only representation of the logo, designed in a specific font or style that aligns with the brand.

USAGE: Ideal for instances where text clarity is important, such as print materials or email footers.

USAGE: For subtle branding like social media posts, stamps, stickers, or embroidery. The submark ensures brand presence without overwhelming the design.

Vertical Variation



Horizontal Variation



Icon mark



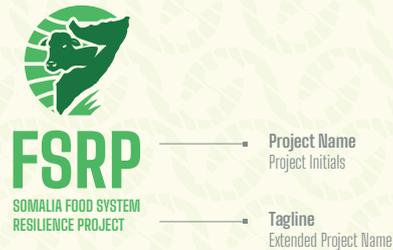
Word mark

TAGLINING ...

Incorporating the “**Somalia Food System Resilience Project**” as a tagline into the logo branding ensures clear communication of the project’s mission and identity. Here’s how the tagline enhances the FSRP Project logo’s branding [*See rightside logos*].

By branding the tagline “Somalia Food System Resilience Project” cohesively with the logo, FSRP strengthens its identity, ensuring clear communication of its mission and alignment with its global and local stakeholders.

DON'T USE TAGLINES IN EVERYWHERE.



PRIMARY VERVISION

PRIMARY VERSION

The most detailed and prominent version of the logo, combining the icon and wordmark in their full design, it can be vertical or horizontal.

USAGE: For desktop website headers, signage, banners, and large print collateral. This version ensures maximum brand recognition.



LOGO SIZING PROCEDURE

Printing Usage

Minimum size: Ensure the full project name remains legible at no smaller than 25 mm (1 inch) in width, with proportional height to ensure the visibility of the logo.

Maximum size: No specific limit, but the logo should retain proportional clear space and remain sharp in quality.

Digital Usage

Horizontal Usage: Minimum 150 px width for retina displays [Computer/Mobile Screen].

Printing Usage



25mm/2.5cm/94.4px

Digital Usage



4cm/40mm/150px

Application	Recommended Size	File Type
Website Header	200 px (width)	.SVG / .PNG
Business Cards	30 mm (width)	.AI / .EPS / .PDF
Social Media Profile	400 x 400 px	.PNG
Signage/Banners	Minimum 15% of design area	.AI / .EPS
Favicons	16x16 px or 32x32 px	.ICO / .PNG



Use for watermarks, social media profile pictures, and website identity.

Maintain the proportions of the logo, ensuring no stretching, squishing, or distortion. Both horizontal and vertical versions should scale proportionally.

DON'T



FAVICON

Favicons (Website Tab Icons)

favicon is A tiny, square version of the logo (usually 20x16 or 36x32 pixels) used in browser tabs, bookmarks, and website shortcuts.

Usage: Ensures the website has a recognizable identity in **browser tabs** to enhances user experience.

Icon or favicon: 20x16 px for **WEBSITE TABS**. FSRP project Favicon will be used as “Icon with negative space”.



Use it for watermarks, social media profile pictures, websites and main logo representor.

LOGO COLOR VARIATION

Printing Usage

Logo color variations allow the **FSRP** brand to adapt across diverse mediums and backgrounds while maintaining consistency and recognizability.

Primary Logo

Combines the primary green (#53AC52) with the new secondary green (#85C064) and gray for a vibrant and balanced look.

Usage: Desktop websites, banners, large-format print materials.

Black or white-only logos remain unchanged, providing versatility in single-color applications. **USAGE:** Invoices, letterheads, and stamps.

Inverted Logo

When placed on dark backgrounds, replace white elements with the lighter green (#85C064) for better contrast and vibrancy.

Usage: Presentations, digital slides, or signage with darker themes.



Enhanced Cohesion: A second green shade aligns closely with the agricultural and environmental focus of the project. **Visual Harmony:** The combination of greens creates a visually appealing, balanced, and modern aesthetic.

Cultural and Contextual Relevance: Green universally symbolizes growth, sustainability, and hope—values central to the FSRP’s mission.

A grayscale version remains a viable option for formal documents, prioritizing simplicity and professionalism.

The logo placement on images will be restricted to the approved background options provided. No other backgrounds may be used without prior approval.



CLEAR SPACE

Around the Logo



Safe Zone [$x = s/f$]

The safe zone or clear space around the **FSRP** logo ensures that the logo remains visually distinct and unobstructed, maintaining its impact and recognizability across all applications. This protected area prevents other design elements, such as text, images, or graphics, from encroaching on the logo's space.

YOUR TAKEAWAY

Print Media: Ensure no text, graphics, or borders fall within the safe zone. **Digital Media:** Keep the safe zone clear, especially on cluttered web pages or social media posts. **Signage and Large Displays:** Ensure the logo retains its prominence by maintaining proportional clear spaces even on large-scale designs.

The safe zone or clear space around the **FSRP** logo ensures that the logo remains visually distinct and unobstructed.

The safe zone or clear space around the **FSRP** logo ensures that the logo remains visually distinct and unobstructed.



The safe zone or clear space around the **FSRP** logo ensures that the logo remains visually distinct and unobstructed.

The safe zone or clear space around the **FSRP** logo ensures that the logo remains visually distinct and unobstructed.



COLOR PALETTES

- PRIMARY COLORS
- SECONDARY COLORS
- TINT & SHADES
- COLOR CODES
- LOGO SIZING
- CLEAR SPACING

COLOR PALETTES

The color palette for the Somalia Food System Resilience Project (FSRP) reflects the project's commitment to agriculture, sustainability, and resilience. These colors are carefully chosen to symbolize growth, energy, and professionalism while maintaining a connection to Somali culture and environment.

PRIMARY COLORS

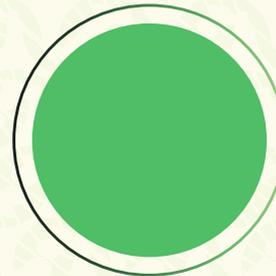
The primary colors are used to define the logo's core identity and are prominent across all branding materials.



CHLOROPHYLL GREEN

HEX: #276F3E
RGB: 39/111/62
CMYK: 84/32/93/23

PSYCHOLOGY: Description: A deep, rich green symbolizing the lush vegetation and agricultural focus of the project.



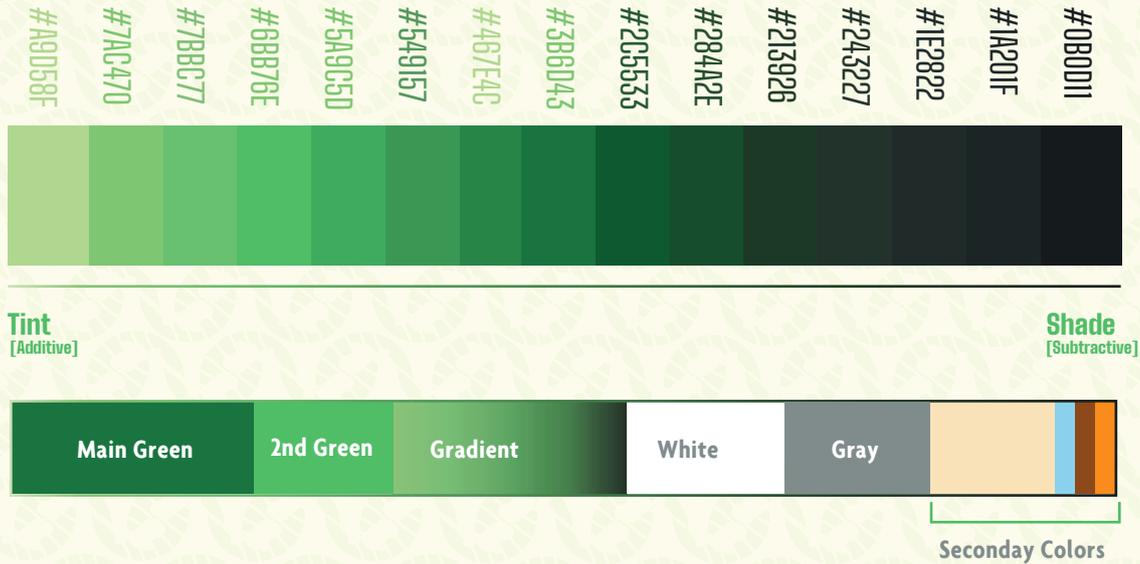
EMERALD GREEN

HEX: #4FB965
RGB: 79/185/101
CMYK: 69/0/82/0

PSYCHOLOGY: A bright and vibrant green symbolizing growth, energy, and a thriving ecosystem.

TINT & SHADE

Tints and shades are essential concepts in color theory, used to create variations of a base color for design flexibility and visual harmony. Understanding and applying tints and shades can add depth, dimension, and sophistication to branding and design projects like the FSRP.



TYPOGRAPHY

- TYPEFACE
- FONT FAMILY
- HEADING FONT
- BODY FONTS

LT ASUS

BIG SHOULDERS TEXT

AGENDA

TYPEFACES

TYPOGRAPHY BRANDING FOR FSRP PROJECT

Typography plays a vital role in establishing the visual identity and tone of the FSRP project. The carefully selected fonts ensure clarity, professionalism, and a cohesive brand presence across all mediums.

HEADINGS

USAGE: For all levels of headings (H1, H2, H3, etc.).

CHARACTERISTICS: Bold and impactful, reflecting strength and resilience. Suitable for creating hierarchy and drawing attention to key titles.

Weights and Styles:

Use Big Shoulders Bold/Black for **H1** and **H2**.

Use Big Shoulders Regular for H3 and subheadings.

Use Big Shoulders Light/Thin for Captions.

BIG SHOULDERS TEXT
BOLD

BIG SHOULDERS TEXT
REGULAR

BIG SHOULDERS TEXT
BLACK

BIG SHOULDERS TEXT
LIGHT

BIG SHOULDERS TEXT
THIN

BIG SHOULDERS TEXT
EXTRA LIGHT

[DOWNLOAD](#)

Title can be CLEAR or SHAPPED by using graphical bars. When using graphical bar, make sure that everything is positioned properly. [See shape 1.1]

When the titles are clear, it should be used the brand color of **Forest Green**. Captions, indicators and explainers should also used **LIGHT** version of Typeface [see shape 1.2].

When the titles are clear, it should be used the brand color of **Forest Green**. Captions, indicators and explainers should also used **LIGHT** version of Typeface.

The application of clear text and structured titles can utilize varying weights and sizes, as shown on the right side. The logo should be under the main title. Other mini-titles, logo cannot be applied.

It doesn't need to be used on sub-headlines, or titles above body copy, for example inside a brochure or report. Here **BIG SHOULDER TEXT** should be used without a headline **holding** device and should be ranged left.

When applying titles on the image, it should be placed middle-left side of the image [If it is not messing the image]. If this happen, the heading should be reverted into right-aligned [see right side examples].

**TOTAL ANIMALS
TRATED & VACCINATED
GEDO, SOMALIA**



Shape: 1.1

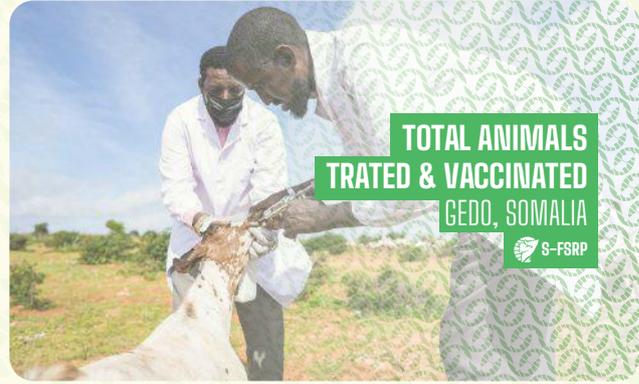
**TOTAL ANIMALS
TRATED & VACCINATED
GEDO, SOMALIA**



Shape: 1.2



This image wasn't mess'd by the heading holders and heading we placed properly MIDDLE LEFT SIDE.



If we would apply it in LEFT MIDDLE SIDE the holder will mess GOAT's head, so reverted it into RIGHT MIDDLE SIDE.



In pictures, always use FSRP **Semi Circle**, instead of logo as shown above. The semi circle should always be **Forest Green**.

On certain occasions, headings may be positioned in any corner—right, left, top, bottom, or edges—if obstacles make the default placement illegible.

In branding and design, titles are often emphasized using holders (solid or semi-transparent blocks) to ensure clarity against varying backgrounds. However, when titles are used without holders, specific adjustments are necessary to maintain readability and visual consistency, which using brand gradient with our pattern.

see next page



**TOTAL ANIMALS
TRATED & VACCINATED**
GEDO, SOMALIA



FSRP
SOMALIA FOOD SYSTEM
RESILIENCE PROJECT

BODY COPY TEXT

USAGE: For main body text across all branding materials.

CHARACTERISTICS: Clean and modern, ensuring excellent readability.

A professional font that aligns with the project's formal tone.

WEIGHTS AND STYLES: Use Agenda Regular for standard body text.
Use Agenda Italic for highlights or quotes.

TYPOGRAPHY SUMMARY	Font Role	Font Name	Font Weight	Usage
	Headings	Big Shoulders	Bold, Regular	Titles, headings, and subheadings
	Main Body Text	Agenda	Regular, Italic	Reports, articles, and body content
	Secondary Font	LT Asus (fallback)	Regular	For use when Agenda is unavailable

Agenda REGULAR OR TITLES BODY

Agenda **BOLD** FOR TITLES.

[DOWNLOAD](#)

When Agenda is Missing: Use LT Asus Font Family as a fallback.

Characteristics: Versatile and functional, serving as a complementary font to Agenda. Retains readability while ensuring consistency with the brand's professional look.

Applications: Body text in emergency or offline contexts where Agenda is unavailable.

Best Practice

Use LT Asus only when Agenda is unavailable to maintain a consistent style. Avoid mixing LT Asus with Agenda unless absolutely necessary.

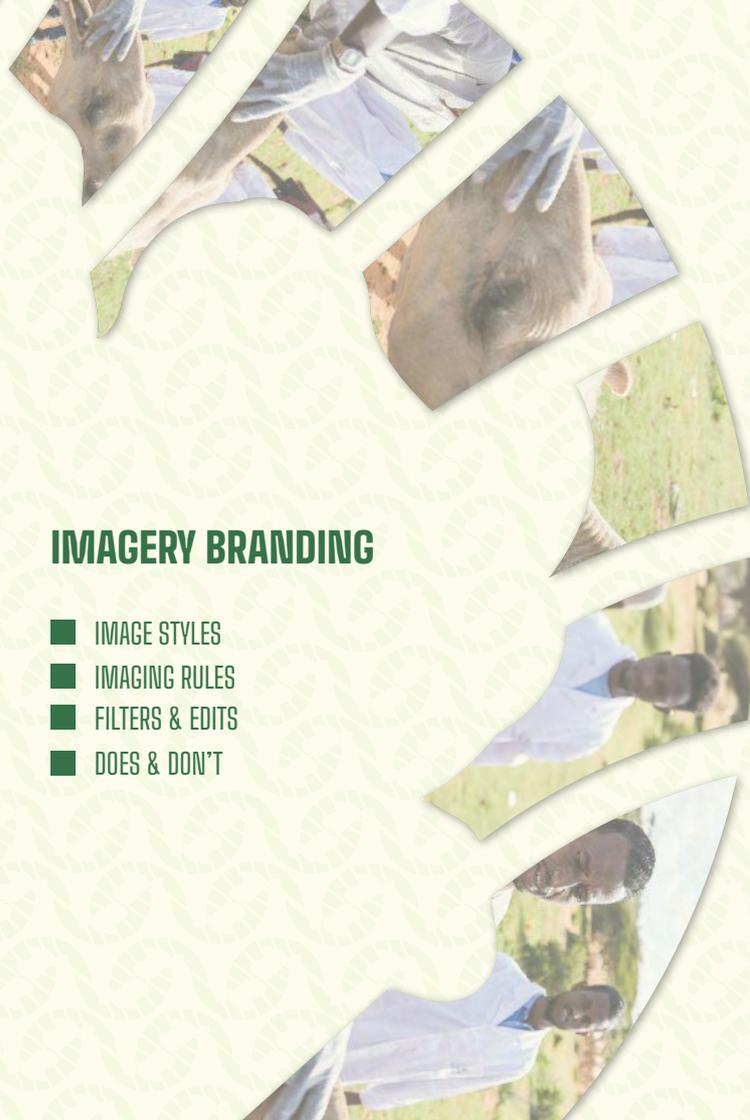
LT ASUS HEAVY Big titles
LT Asus Regular For secondary body Copy

Applications

Use LT Asus only when Agenda is unavailable to maintain a consistent style. Avoid mixing LT Asus with Agenda unless absolutely necessary.

[DOWNLOAD](#)

DENOTING SPECIFIC
STATEMENT CAN BE USED BIG
SHOULDERS TEXT REGULAR
VERSION 14 POINTS



IMAGERY BRANDING

- IMAGE STYLES
- IMAGING RULES
- FILTERS & EDITS
- DOES & DON'T

IMAGE AND FILM GUIDELINE FOR FSRP PROJECT BRANDING

Powerful imagery plays a crucial role in storytelling and conveying the mission of the Somalia Food System Resilience Project (FSRP). The following guidelines outline best practices for selecting, producing, and using images and films that align with the project's branding principles.

1. How to Select Images and Films

Key Considerations:

Relevance: Choose visuals that directly reflect the core themes of agriculture, resilience, and sustainability.

Authenticity: Use real, unposed images of beneficiaries, staff, and local environments to convey genuine stories.

Quality: Ensure high-resolution visuals that meet professional standards for clarity, lighting, and composition, always use — RAW for better editing, unless it is necessary don't edit JPEG images. In Videos only Ultra HD & 4K is applicable for branding

Inclusivity: Select images that represent diversity in gender, age, and community roles.

Focus Areas:

- Beneficiaries actively participating in project activities (*e.g., farming, training sessions*).
- FSRP staff engaging with communities.
- Environmental shots showcasing the agricultural landscape and sustainable practices.

Rules for Conveying

Powerful Imaging Messages

Emotional Connection: Use images that evoke emotions and highlight the human impact of the project.

Action-Oriented Frames: Capture moments of action that showcase efforts and results.

Narrative-Driven: Each photo or video should tell a story that aligns with the FSRP mission and values.

Contrast and Focus: Highlight key elements, such as a farmer's tools, crops, or expressions of empowerment.

Complementary Composition: Ensure that colors, textures, and lighting in the image align with FSRP's brand color palette for cohesion.



Photography/Filming:

Staff, Beneficiaries, and Environment

Staff:

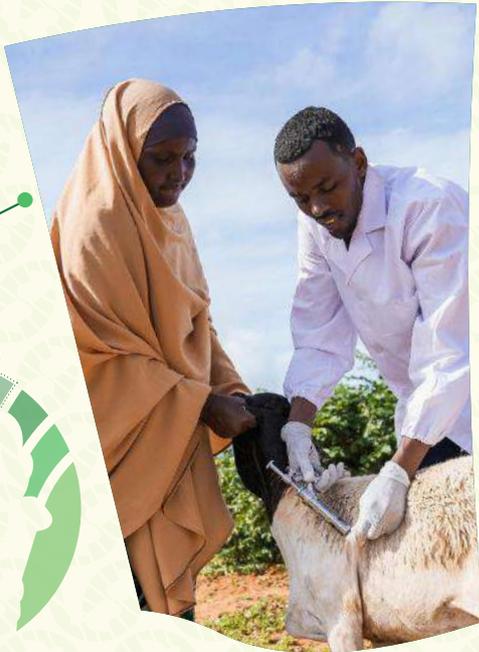
Highlight professionalism and teamwork. Showcase staff actively supporting beneficiaries or engaging in community development.

Beneficiaries:

Capture dignity and empowerment. Show their active involvement in agricultural practices, workshops, practicing daily lives, or training sessions.

Environment:

Focus on vibrant agricultural landscapes, sustainable practices, and natural beauty. Include before-and-after visuals to demonstrate project impact.

**Guidelines:***Image Production Guidelines***Preparation:**

Use professional-grade cameras and lighting for clarity and quality. Plan shots to include storytelling elements, like tools, crops, or community engagement.

Framing:

Follow the rule of thirds for balanced composition. Use close-ups for details (e.g., tools, crops) and wide angles for landscapes.

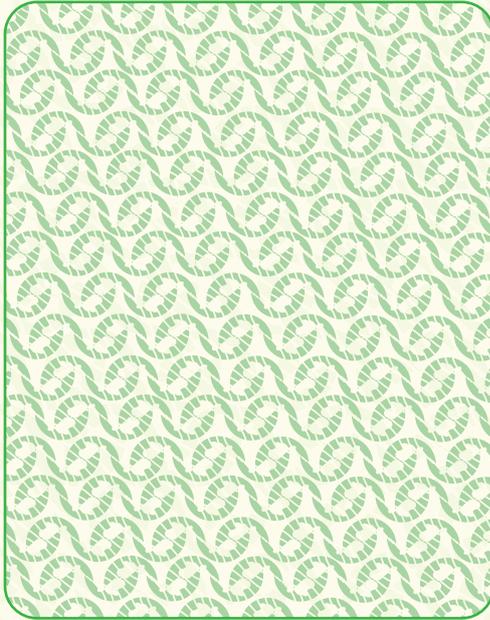
Editing:

Enhance colors and lighting without over-editing. Maintain authenticity by avoiding manipulation that misrepresents reality.

Icon Shapes

Don't use circle & Rectangular normal shapes and elements. Instead of that use, semi-circle's shapes by select the one which appropriate for your context [See right image].

Pattern ...



Repeated and twisted version semi circle will created pattern of the FSRP project.



To keep the copyright of the some images, the watermarks will be the natural of pattern of brand.
Opacity: 30%, white color.

Do's:

Use images and films that align with the FSRP's core mission and values.

Prioritize high-quality, well-composed visuals. Showcase positive, solution-oriented imagery of beneficiaries and their environment.

Respect individual privacy and obtain consent before photographing or filming.

Represent the diverse roles of communities fairly and respectfully.

Do's:

Use images and films that align with the FSRP's core mission and values.

Prioritize high-quality, well-composed visuals.

Showcase positive, solution-oriented imagery of beneficiaries and their environment.

Respect individual privacy and obtain consent before photographing.

Represent the diverse roles of communities fairly and respectfully.

By adhering to these guidelines, the FSRP project can produce and share impactful, authentic, and professional visuals that resonate with audiences, build trust, and effectively communicate the project's mission.



BRAND APPLICAITON

Website
Social Media
Email Communication
Print Applicatoin

WHY BRAND APPLICATION MATTERS?

Brand application ensures the consistent and strategic use of FSRP's visual identity across various platforms and materials. This consistency builds trust, enhances recognition, and communicates the project's mission effectively. Below is a comprehensive guide to brand application for the FSRP project.

DIGITAL APPLICATION

Website

Logo Placement: Top-left corner with sufficient clear space.

Typography: Use Big Shoulders for headings and Agenda for body text.

Colors: Integrate primary greens (#276F3E, #4FB965), gradients, 2ND colors or patterns in backgrounds.

Iconography: Employ brand-approved icons for navigation, infographics, and services.

Imagery: Use approved high-quality images showcasing staff, beneficiaries, and agricultural landscapes. Project owned imagery is the only option.



The official logo and Favicons are interchangeable, so we can use our website or other platforms with favicon as shown on this application.

SOCIAL MEDIA

Profile Picture: Use the FSRP logo or **submark/Favicon**

Posts: Incorporate gradients, patterns, and iconography in designs.

- Feature engaging branded imagery aligned with FSRP's mission.
- Maintain consistent typography for captions and titles.

Stories and Highlights: Use cohesive colors and icons to categorize content (e.g., training, agriculture, sustainability).

Profile Image



- Facebook
- Twitter
- LinkedIn
- Instagram
- Youtube
- TikTok
- WhatsApp Groups.

Cover Image



To Be followed

When you are branding social media of project should be followed these steps of the branding.

Don't use full logo on social media until it is necessary. Full logo will be used in the reports, and other official communications. All the media channels favicons/submarks will represent the main logo.

Submarks are more simpler than the complex logo the of project, but it is the part of the logo.



Email Communications

Email Header: Include the FSRP logo/Icon with clear Big Shoulders Text [**Heading**].

Signature: Add the logo/Icon, contact information, and social media links.

Tone: Keep the tone professional, using brand **fonts** and colors in text formatting.



Faris Adam

Communi cation
Specialist



e : info@sfsrp.org
w : www.sfsrp.com
p : +252.***.***.***

PRINT APPLICATION

Reports, Booklets and Brochures

Cover Design: Use gradients or patterns with impactful headings in Big Shoulders.

Content Layout: Use clear hierarchy in typography and include relevant icons, images, and graphs.

Colors: Follow the primary and secondary color palette. Don't use other colors, except those in co-brand or Sub-brands of the project. Using these colors will need further approvals from branding team.

Pictures and Images: Use images of the products alongside icon shapes to create a cohesive and visually appealing design that reinforces the project's branding.

Heading and Copy Text: Apply approved typography consistently.

Headings: Use the Big Shoulders font for all levels of headings.

Copy Text: Use the Agenda font, or the secondary font LT Asus when Agenda is unavailable.

Covers: Design the covers of reports and booklets with the project's icon shapes to strengthen the visual identity and branding of FSRP.

see demonstrations ...



STATIONARY

Letterhead: Place the logo at the top with brand fonts and colors for text.

Business Cards: Front: Display the FSRP logo, employee name, and designation.

Back: Use subtle textures or patterns for visual appeal.

Notebook: Spiral and hardcover books should be branded with icon.

Audio/Visual Branding

Videos

Intro and Outro: Use animated logos with no gradients or patterns.

Lower Thirds: Incorporate the logo with text in brand fonts. **Name:** Big Shoulders Text. **Titles:** LT Asus font.

Subtitles: Use the Agenda font for readability.

Presentations

Slides: Use gradients or textures in slide backgrounds.

Ensure a consistent typography hierarchy for headings and content.

Infographics: Incorporate brand icons and colors to simplify data.

Sizing Lower Thirds

Font Size Recommendations
for Lower Thirds "NAME"

1920 x 1080 (Full HD):

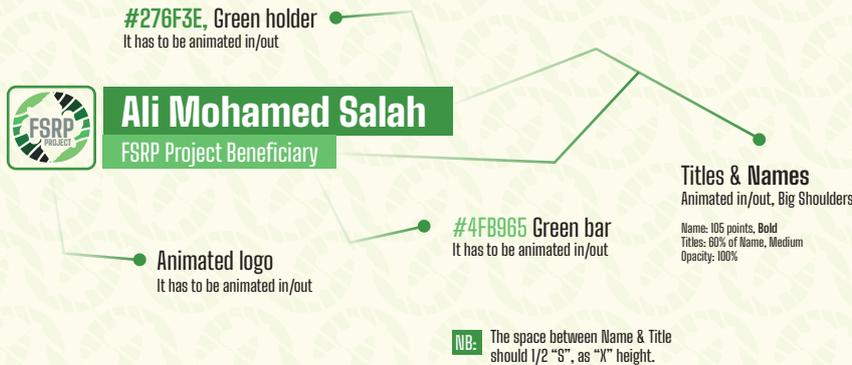
Font size: **40–48 pt** (depending on the font style).
Ensure the name is bold or semi-bold for visibility.

1280 x 720 (HD):

Font size: **32–40 pt**, Slightly smaller than Full HD but
still large enough to maintain legibility.

3840 x 2160 (4K):

Font size: **72–80 pt**, Scaled appropriately for
ultra-high resolution displays.



I have been here since my born, really and really liked the way project helped us and my people in Nugal region of Somalia

Video captions
With Centered 41 points Agenda Typeface

Ali Mohamed Salah
FSRP Project Beneficiary

Names & Titles
Without holders



25%

50%

25%



Ali Mohamed Salah

FSRP Project Beneficiary

Caption

The logo of the project should be placed upper two corners of image/film. Only lower thirds will be placed left corners, while other graphics like location, contacts, and place names are in the right corners.

40 pt.



HARGEISA

FSRP PROJECT

Somalia Food Systems
Resilience Project

20 YEARS OF SUCCESS 24