E€OFISH

Enhancing equitable economic growth
by promoting sustainable fisheries in the EA-SA-IO region

E€OFISH
branding guidelines

This document provides guidelines to ensure the correct use of the brand identity of E€OFISH and its stakeholders, namely EU, IOC, LTA, LVFO, COMESA, EAC, IGAD, IOTC, SADC, and SWIOFC. Brand is key to ensuring that the Programme is consistently acknowledged through all its activities, so as to achieve a reputation for excellence.

When correctly applied to communication materials and campaigns, the brand image of E€OFISH will showcase the **collaboration between the European Union and the EA-SA-IO region** which aims at enhancing equitable economic growth by promoting sustainable fisheries.

CONTENT

MISSION STATEMENT

Building **a brand for the collaboration between the EA-SA-IO region and the European Union** which aims at enhancing equitable economic growth by promoting sustainable fisheries, so that it remains etched in the minds of key stakeholders and end-users, thus fostering support.

PRIMARY FEATURES

Primary Color Palette

E€OFISH green

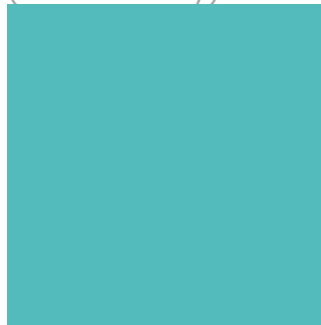for inland fisheries
(Green economy)
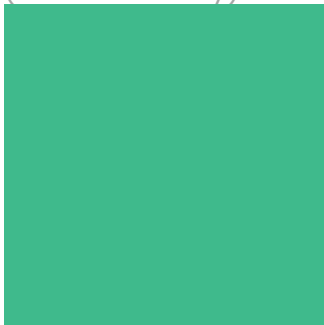
PANTONE DS 266-3 U

C70 M0 Y60 K0

R63 G186 B141

#3fba8d

E€OFISH blue

for marine fisheries
(Blue economy)

PANTONE DS 251-4 U

C60 M0 Y25 K5

R84 G187 B189

#54bbbd

E€OFISH gold

for the live aquatic wealth
of the EA-SA-IO region

PANTONE DS 12-4 U

C20 M25 Y60 K0

R207 G182 B123

#cfb67b

E€OFISH

Meaning of the E€OFISH Logo

Several fishes heading in the same direction, united to form a bigger one:
representing the beneficiary countries united for a common cause: promoting sustainable fisheries

3 colors:

- representing the 3 regions
- representing the 3 expected results of the Programme

Green color:
For inland fisheries (Green economy)

Blue color:
For marine fisheries (Blue economy)

Gold color:
For the live aquatic wealth of the EA-SA-IO region

Name of the Program:
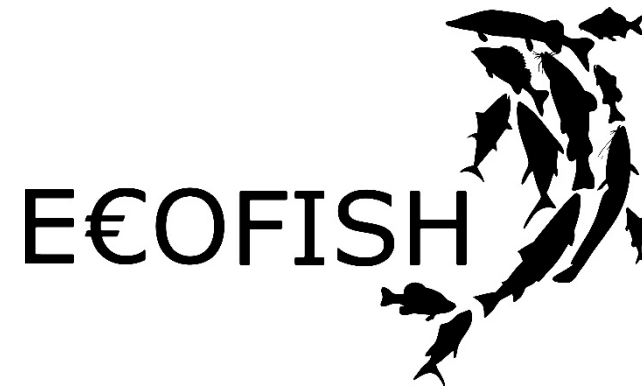2 distinct colors to highlight the words "ECO" and "FISH"

Clear Space

To protect the strength and integrity of the E€OFISH logo, a clear space area, free of competing visual elements, should be kept around the logo.

Color Options

Variances of logo that are not permitted

1. Do not place the logo on backgrounds that provide little **contrast or legibility**.
2. Do not superimpose the logo on any image or decorative pattern that obscures its **readability**.
3. Do not place a full color logo over a photo that interferes with its **legibility**.
4. Do not retype the text **component** of the logo.
5. Do not redesign, recreate, distort, add, or **change** any elements of the logo. Do not alter the **proportions** of the logo.
6. Do not add special **effects** to the logo (drop-shadows, outlines).
7. Do not use the logo's **typography** or the **icon** as a separate visual element.
8. Never separate the visual components of the logo. It is designed to be a single and **cohesive single signature**.
9. Do not display the logo truncated or incomplete.
10. Never use the logo as a decorative element behind typography.

The tagline

What we stand for
The tagline is drawn from the main objective of the Programme, which is "**to enhance equitable economic growth by promoting sustainable fisheries in the EA-SA-IO region".**

Application of the tagline
Wherever possible, the tagline should appear with the E€OFISH logo. The tagline has been designed with two graphic variations suitable for display on a variety of media: two-line and stacked formats.

OR
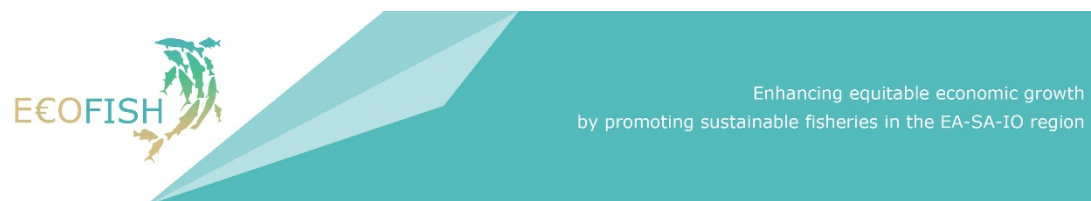
Fonts

For consistency and unified look in the E€OFISH brand's use of typography, the Verdana typeface should be used on all communications.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ?!$/&1234567890
abcdefghijklmnopqrstuvwxyz

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ?!$/&1234567890
abcdefghijklmnopqrstuvwxyz

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ?!$/&1234567890
abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ?!$/&1234567890
abcdefghijklmnopqrstuvwxyz

Photography

When choosing photos, it is important to select those that capture a moment and feel natural. Posed photos are to be avoided at all cost.

Characteristics
The photos should convey a message of **progress**, focus on **people** wherever possible, and be **compelling** through the use of colours, lines, tones, etc.

Progress
- Capture progress in **motion**.
- Take photos that are **dynamic** and **engaging** from a **good angle**

People
- Select images that portray **happy** people, people with a **purpose**, etc., while avoiding excessive joy, exhilaration, etc.
- Capture people in **action**, during an **interaction**, or **working towards** the objective of E€OFISH.

Tone
- Use **dynamic** colours and **warm** light.
- Use **vibrant** overall hues.

SECONDARY FEATURES

Logos of stakeholders

Because E€OFISH is a cross-regional Program, its brand includes the visual identity of all stakeholders as well. The stakeholders can be classified in three categories:

- **Promoter and Donor:** the European Union

European Union

- **Implementing Partners/Beneficiaries**: Indian Ocean Commission, Lake Tanganyika Authority (LTA), and Lake Victoria Fisheries Organization (LVFO), Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC), Intergovernmental Authority on Development (IGAD), Indian Ocean Tuna Commission (IOTC), Southern African Development Community (SADC), and Southwest Indian Ocean Fisheries Commission (SWIOFC)

Logos arrangement

1- To highlight the collaboration between the EA-SA-IO region and the European Union, its visual identity (i.e. the E€OFISH logo) should be predominant and placed at the top left of every visibility material.

2- The EU logo should be placed at the bottom left of every visibility material in keeping with its communication and visibility guidelines, under the caption "Promoted and Funded by".

3- The logos of the implementing partners should be placed on the right side of the EU logo, under the caption "Implementing Partners". These logos and that of the EU should be separated by a vertical dotted line

4- The logos of the EU, DMROs and RFBs should have the same size.

5- The logo of E€OFISH should be slightly bigger than the other logos.

ECOFISH

Enhance equitable economic growth
by promoting sustainable fisheries in the EA-SA-IO region

Promoted and Funded by

Implementing Partners

European Union

INDIAN OCEAN COMMISSION

COMESA

IGAD

iotc ctoi

SWIOFC

Sequence of the logos of Implementing Partners

The order of Implementing Partners' logos should be based on the following:

- first, the amount of the component for which a body takes the lead;
- second, the alphabetical order of the names of bodies.

Grant receivers – for their initiative only

One of the key components of the E€OFISH Program pertains to grants awarding for concrete fisheries management and governance initiatives in small-scale inland and marine fisheries. To recognize the bodies, institutions or organisations implementing these initiatives, their logos will be added to the "Implementing Partners" line, as part of **initiative activities only**.
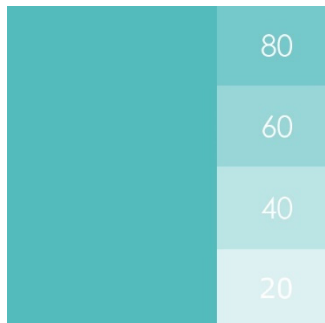

Grant receiver logo

Moreover, the title of the initiative receiving the grant can be presented as part of the E€OFISH Program.
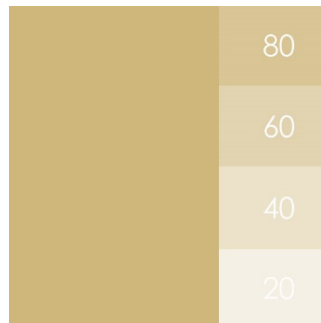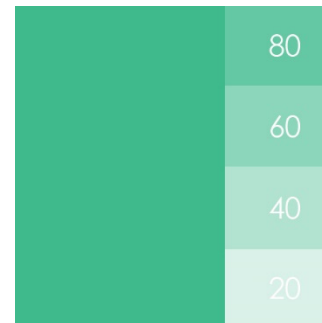

TITLE OF THE INITIATIVE

Color Palette
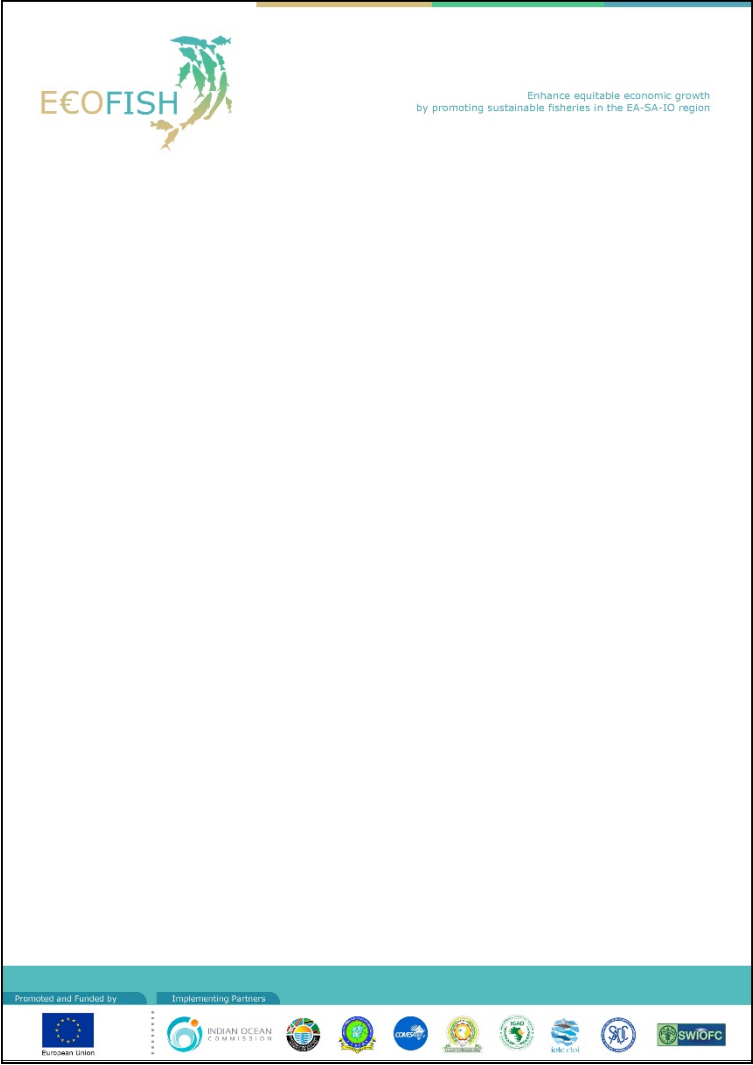
E€OFISH blue

	80
	60
	40
	20

E€OFISH gold

	80
	60
	40
	20

E€OFISH green

	80
	60
	40
	20

TEMPLATES

Letterhead

Document cover

Poster

E€OFISH project team - c/o General Secretariat of the Indian Ocean Commission
4th floor, Blue Tower
Rue de l'Institut, Ebène
Mauritius