SFH RWANDA

Brand Guideline 2024

Inspiring Healthier
Lives

TONE OF VOICE

SFH is conveyed by what we say and how we say it. The tone of voice we use should reflect our commitment to health, integrity, inclusivity, and impact-driven communication. It balances professionalism with warmth, ensuring messages are both credible and approachable.

- **PROFESSIONAL BUT APPROACHABLE:** Communicate with authority and expertise while remaining relatable and human.

Example:

At SFH Rwanda, we are dedicated to improving health outcomes through collaboration and innovative approaches.

We're here to fix health issues super fast, trust us!

- **EMPOWERING AND INSPIRING:** Use language that motivates stakeholders and communities to take action and feel part of SFH's mission.

Example:

At SFH Rwanda, we are dedicated to improving health outcomes through collaboration and innovative approaches.

We're here to fix health issues super fast, trust us!

- **Clear and Transparent:** Communicate in a straightforward manner, avoiding jargon and overly complex language.

Example:

✅ This year, we reached over 50,000 individuals with our health awareness programs, but there's still more work to be done.

❌ Through multi-sectoral integration and health value chain optimization, we executed several complex health deliverables.

- **Compassionate and Respectful:** Show empathy and respect towards beneficiaries, stakeholders, and communities in every communication.

Example:

✅ Every individual deserves access to quality healthcare, and we are committed to making this a reality.

❌ Poor communities struggle because they lack proper health awareness.

- **Credible and Trustworthy:** Build trust through accurate data, evidence-based claims, and transparent storytelling.

Example:

✅ Independent assessments show a 20% improvement in health outcomes in communities where SFH operates.

❌ We've completely transformed healthcare in Rwanda overnight!

TONE OF VOICE

DO'S AND DON'TS

DO'S ✅	DON'TS ❌
Speak with clarity and purpose.	Use overly technical jargon for non-technical audiences.
Keep the audience in mind for every communication.	Overpromise or exaggerate achievements.
Share stories that inspire and showcase impact.	Be overly formal or impersonal.
Use evidence and data to back your statements.	Use negative or fear-based language.

tone of voice is not just about what we say, but how we say it. Every communication should reflect our shared commitment to improving health outcomes, building trust, and empowering communities.

By adopting this tone of voice, we ensure that SFH Rwanda's communication remains clear, inspiring, and impactful—solidifying our reputation as a trusted leader in public health initiatives.

THE LOGO

SECTION 1

Logo

Logo Variations

There are three variants of
The SFH logo - primary, Secondary and tertiary.

Each has a specific role and Function across the SFH Brand items.

Follow the guidelines on the following pages to ensure you use the correct logo for the relevant application. This will ensure there is consistency and clarity across every communication.

Primary Logo (Vertical version)

Primary logo (**Vertical Version**) is mostly used on documents such as: templates, Letter heads, reports, news letters and branding Items.

Secondary Logo

Secondary logo is mostly used where logo legibility is an issue verticaly and **Horizontal version** can be of assistance.

Tertiary Logo

Tertiary logo is only used where SFH logo legibility is an issue such as social media icon

Primary Logo

This is the primary version of the SFH logo. It's the fullest expression of The brand and should be used across All communications from the website And social platforms To the magazine And events.

Colour of the Circle within the Logo SHOULD NEVER BE INVERTED despite what Background it is placed against. The Blue is integral to SFH's.

Primary Logo

In order to maintain the intergrity of the logo in its numerous uses, there has to be spacing around the logo as well.

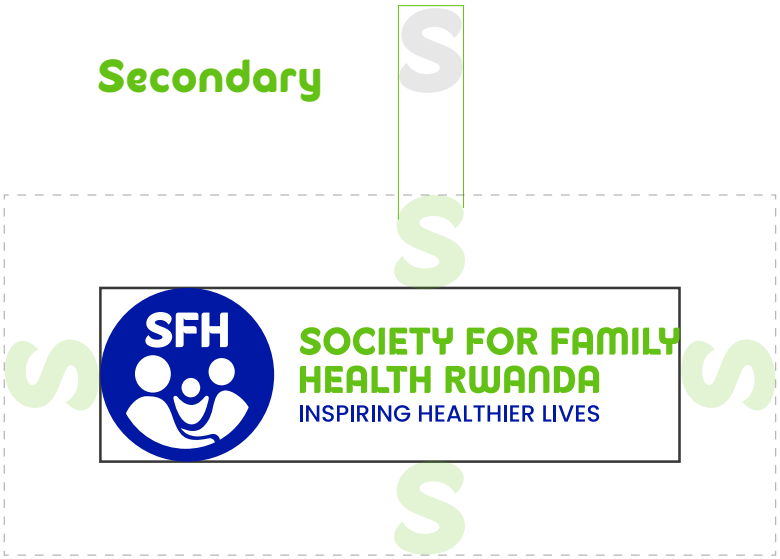
This space is marked by the size of the letter **S** in the logo.

On its top and bottom, the letter **S** is vertical while on its sides, the letter **S** is turned sideways . This is done so as to have the same exact space all around the logo at all times.

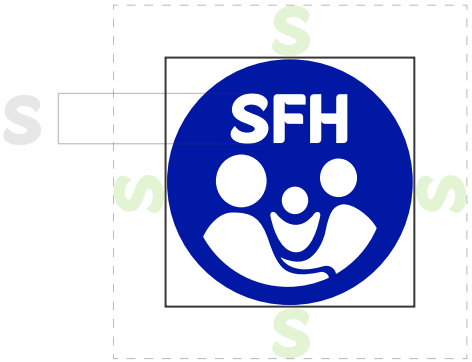
Secondary and Tertiary logos

EXCLUSION ZONE

Secondary



Tertiary



When placing the logo, be sure that other text and graphics do not encroach on it. when visual elements are too close to the logo, it can take away the page hierarchy or create brand confusion. For this reason, an **" EXCLUSION ZONE "** or area around the logo, provides helpful guidance.

Legibility

EXCLUSION ZONE

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

MINIMUM SIZE

The permitted minimum size of the Logo is stated below the visual. The Total width should not be smaller than 66mm for print and 250px for screen.

Minimum size on screen:

No less than 100px wide.

Minimum size in print:

No less than 20mm wide.

Legibility

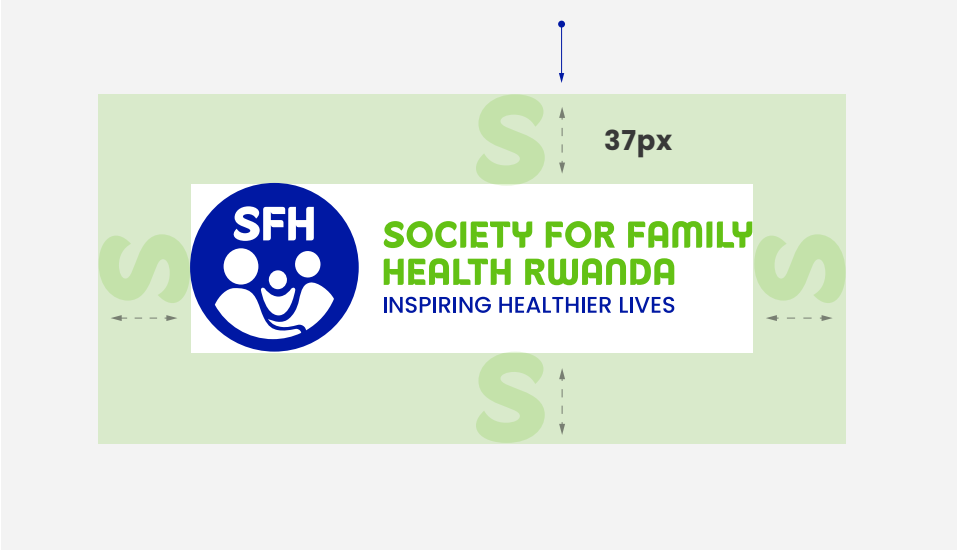
EXCLUSION ZONE

Application Examples

This page illustrates why the clear space is so important. in these examples, other elements come much too close to the SFH logo, creating a cramped and messy visual.

The bottom two Examples show correct treatment of the logo and the Exlusion zone . By respecting the exclusion zone we ensure the logo stands out and looks its best.

SFG Logo exclusion zone



Dos

The logo has just enough room. remember the **EXCLUSION ZONE** is the Minimum space given to the logo.

Both Copies and partner logo should be placed within **37px** from the logo. to maintain the logo legibility.

Don'ts

This copy line is also much too close to the logo.

No other element should be placed within the EXCLUSION ZONE area. this will provide enough space for our logo and legibility.

Logo

Country names

SFH with Country names can be added to the logo to provide a sense of connection/Expansion.

Our logo (SFH) with a country name can be used on SFH Approved color backgrounds, More of this check Logo color Variations.

This will assist in differentiation of SFH Operations in different regional countries.

SFH
country name

SOCIETY FOR FAMILY HEALTH SOUTH SUDAN
INSPIRING HEALTHIER LIVES

SFH
country name

LOGO

Color Variations

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

Logo

Primary Logo

Dos

There are three variants of
The SFH logo - primary, Secondary
and tertiary.

Follow these instructions for
Logo consistency across SFH
Brand items

Dos

Make sure colors compliment each other,
And they are not clashing with the background colors to ensure the use of Sufficient contrast of the Background Colors with the Logo to retain legibility.

Logo

Secondary and tertiary.

Dos

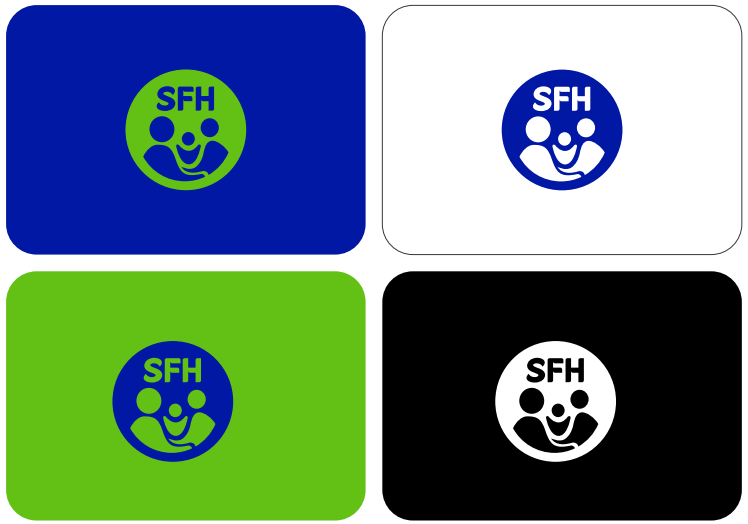
There are three variants of The SFH logo - primary, Secondary and tertiary.

Follow these instructions for Logo consistency across SFH brand items

Make sure colors compliment each other, And they are not clashing with the background colors to ensure the use of Sufficient contrast of the Background Colors with the Logo to retain legibility.

Dos Secondary Logo

Dos Tertiary Logo



Logo

Don’ts

It is not allowed to alter the structure,color , proportions, elements or the direction of the SFH logo

Follow these instructions for Logo consistency across SFH Brand items.

Don’ts

Don’t place the logo in an opacity

Don’t stretch the logo

Don’t Remove elements

Don’t change wordmark font

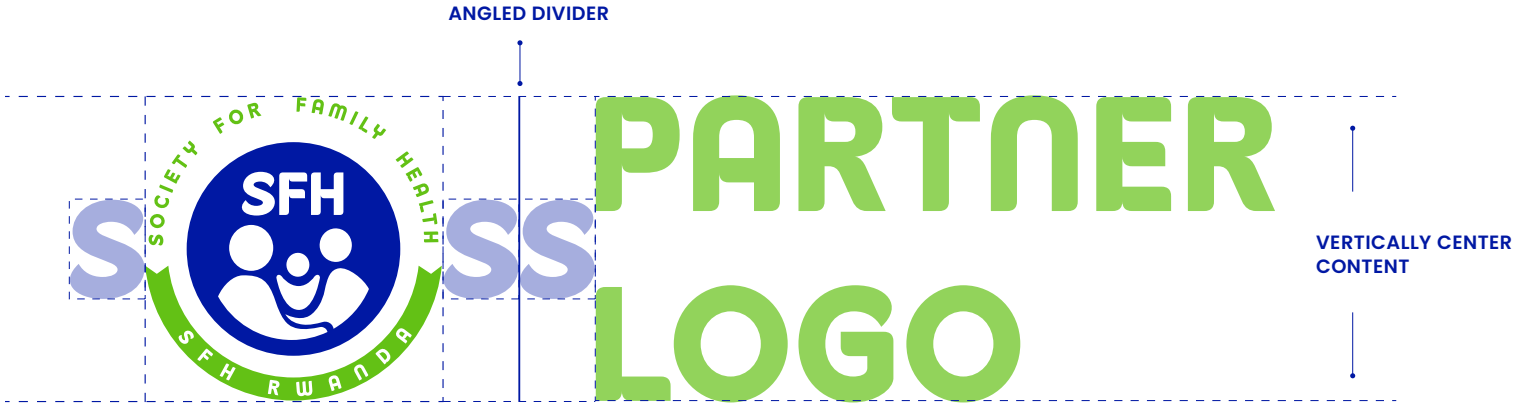
Don’t move elements

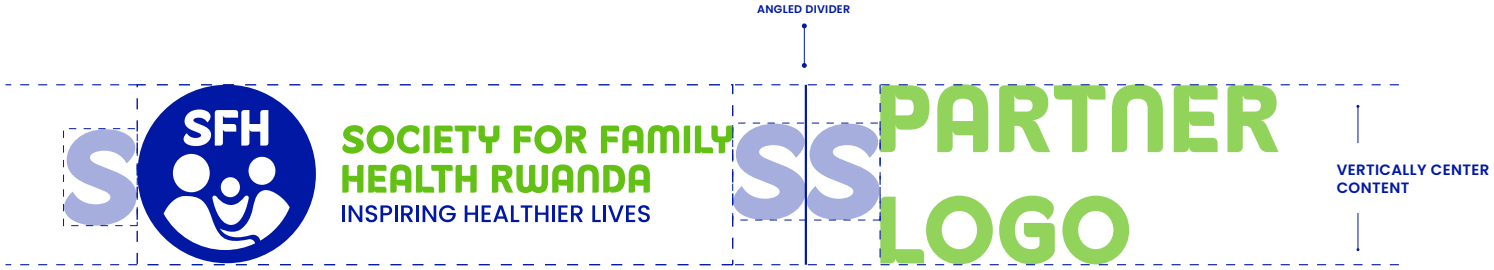
Don’t pair clashing colours together

Don’t outline the logo

Don’t change brandmark color

Don’t add drop shadow on the logo





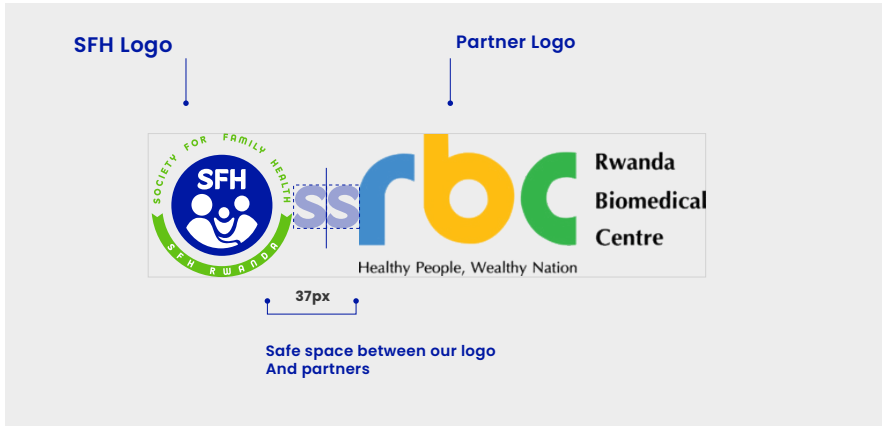
Logo Partnerships

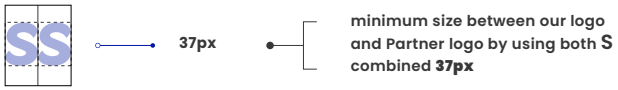
As clearly explained, the letter **S** gives the space around the letter helping to maintain the intergrity of the logo even when used with other partnering logo identities.

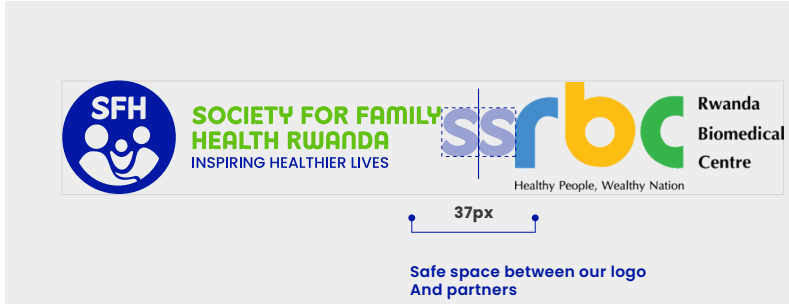
In partnership our logo is placed on left side and partnered logo follows on the right side.

CO-BRANDING

Application Examples







Malaria no more

COLOR SPECTRUM

SECTION 2

COLOR SPECTRUM

Primary colors

SFH main colors of the Identity so it has the Strongest presence on Our brand.

Secondary colors

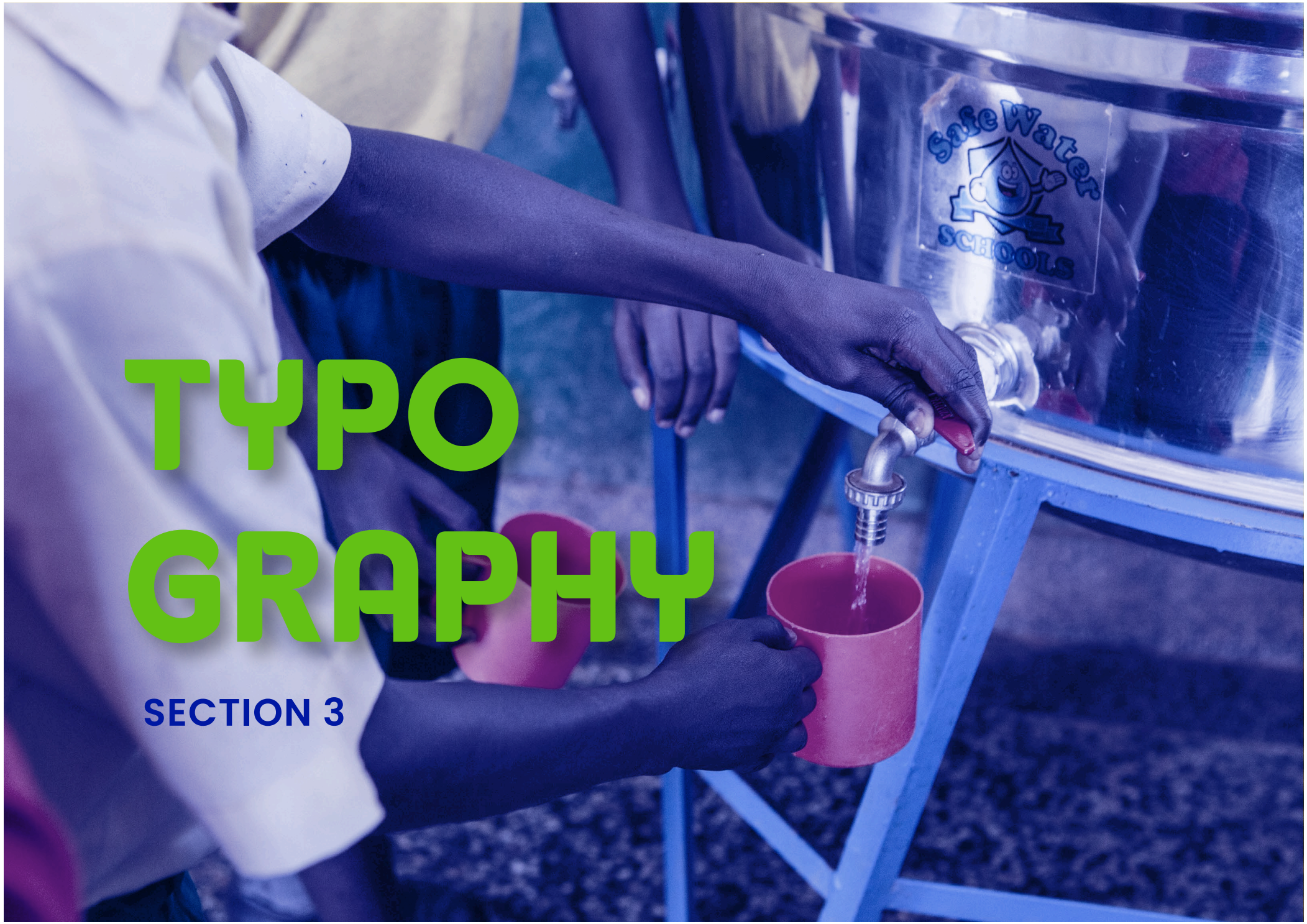
SFH ‘s secondary colors Balances the other colors And gives space to the Elements

CMYK should be used for Printed elements, RGB for On-screen.

Primary sequential spectrum

CMYK 100.96.1.1 **RGB** 0.24.163 **HEX** #0018A3	**CMYK** 64.0.100.0 **RGB** 99.193.21 **HEX** #63C115
CMYK 75.68.67.90 **RGB** 0.0.0 **HEX** #000000	**CMYK** 0.0.0.0 **RGB** 255.255.255 **HEX** #FFFFFF

CMYK	RGB	HEX
71.29.0.0	71.151.211	#3F97D3
54.76.0.0	157.78.221	#9D4EDD
0.62.100.0	247.127.0	#F77F00
0.22.100.0	255.199.4	#FFC704
10.97.99.2	214.40.4O	#D62828



TYPO GRAPHY

SECTION 3

SECTION 3

Typography

An Effective Brand Identity Requires Consistent Typography To Help Communicate An Organization's Personality. SFH's Identity System Maintains A Suite Of Typefaces For Specifc Application. These Typefaces—Or Their System Alternates Must Be Used In All Communication Products.

Primary Typography

Algance Family

FEATURES

Weights = 2

ABOUT

Algance is a geomatric sans serif font family with maintains rationality in designing each form.

Weights

Regular

Italic

Overview

ABCDEFGHIJKLMNOPQR
STUVWXYZ

0123456789

!@#$%^&*()

Secondary Typography

Poppins Family

FEATURES

Weights = 18

ABOUT

Poppins is a geomatric sans serif font family with maintains rationality in designing each form.

Aa

Weights

Thin
Light
Regular
Italic
Medium
Semi Bold
Bold
Black

Overview

ABCDEFGHIJKLMNOPQR
STUVWXYZ

0123456789

!@#$%^&*()

Typography

Color

SFH Color pairings must be Considered when applying Typography with coloured Backgrounds. Ensure you use Sufficient contrast with the Background to retain legibility.

LIGHT TYPE ON A DARKER BACKGROUND

COLOURFUL TYPE ON A LIGHT BACKGROUND

LIGHT TYPE ON A DARKER BACKGROUND

Social Media Design

Typography

Application Examples

These examples shows how SFH Logo,Typography is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.

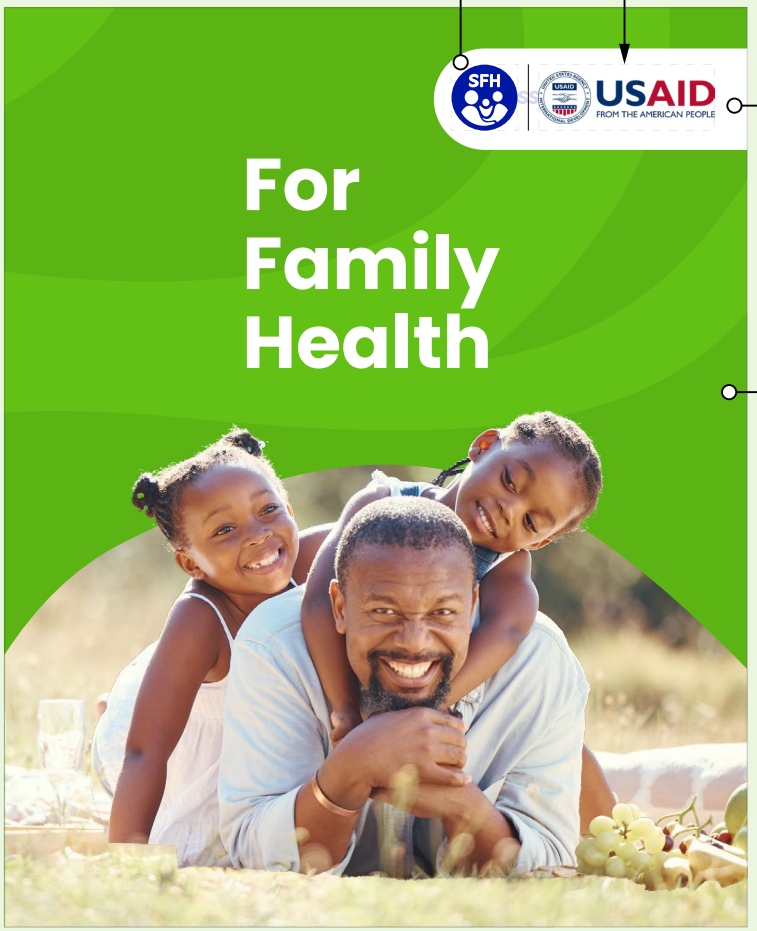
SFH Logo Container

Partnership Example (Co-branding)

Partnered Logo

Logo Brand mark Used as pattern (Color: SFH BLUE , Opaciry: 8%)

Social Media Post Artboard size (1350 x 1080 px)



This Example shown how SFH logo is used when when partnered with one Partner

SFH Logo Container

Logo signature
aligned from Left center
of container

Typography

Application Examples

Our logo is placed inside a White,blue and green container . This treatment helps reinforce the relationship between our logo and our brand colour, and enhances legibility when placed over photographs and graphics.

The SFH logo or 'logo brandmark without the container' may be used when legibility is not an issue.

Logo signature
aligned from bottom
of container

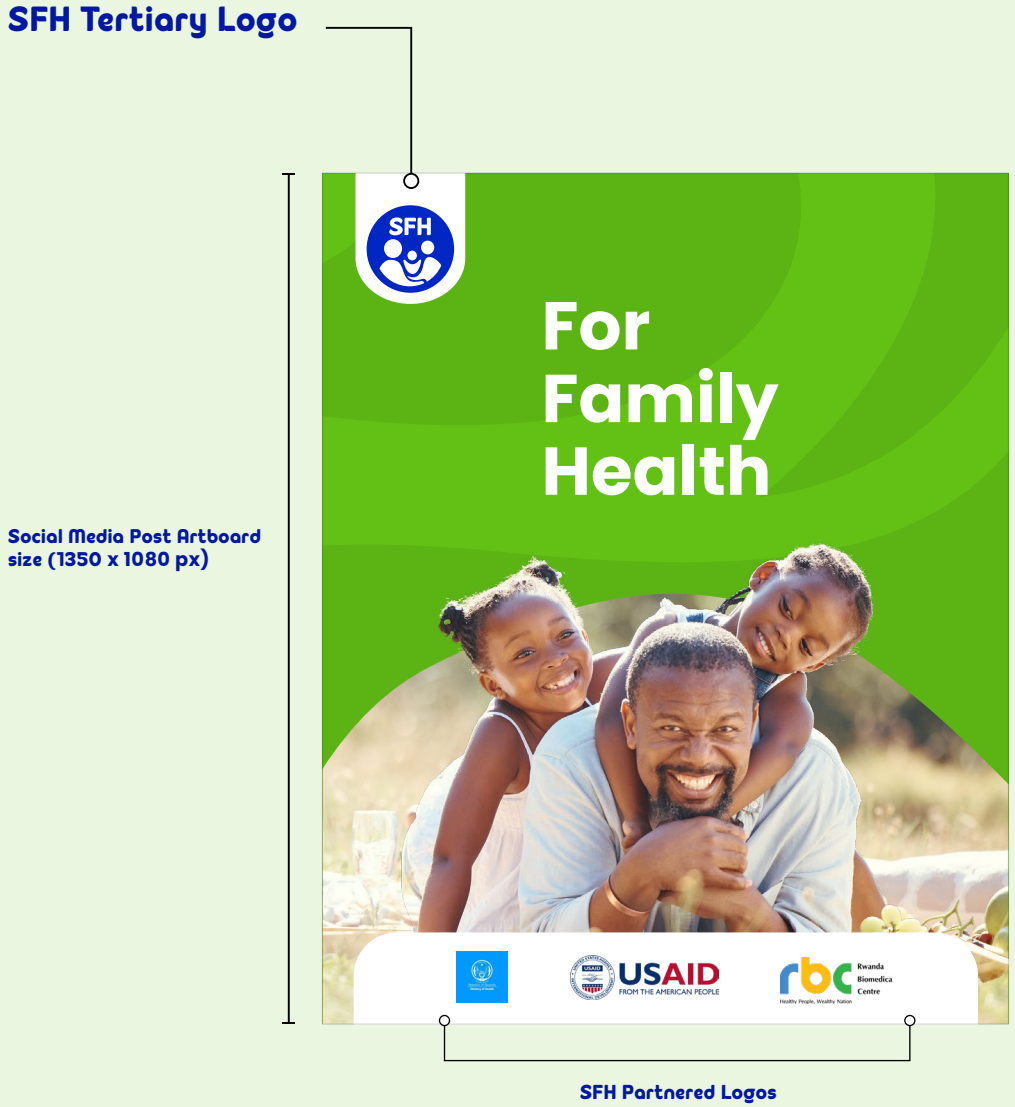
Social Media Design

Typography

Application Examples

These examples shows how SFH Logo,Typography is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.



This Example shown how SFH logo is used when when partnered with More than one Partner

Social Media Design

Typography

Application Examples

These examples shows how SFH Logo,Typography is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.

Quotes or Shared statements

Social Media Design

Typography

Application Examples

These examples shows how SFH Logo,Typography is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.

Other Examples

Report Template

Typography

Application Examples

Report Template

These examples shows how SFH Logo is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.

newsletter

Typography

Application Examples

newsletter

These examples shows how SFH Logo is used in different ways within different applications.

SFH logo needs to be highlighted as the hero when partnered with Others.

Photography

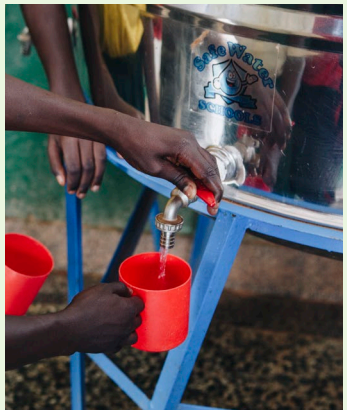
SECTION 4

Photography

Photography has a strong role in our visual identity. Careful consideration of its use is important. as SFH, The Object should be shot in natural bright light to enhance the surrounding environment. Lighting and grading should be used consistently throughout all images.

The shots should feel natural and reflect the subject they are showcasing.

The photographs on the following pages are examples used for the guidelines and are not to be used in communications.



Photography

Hero

We want to hero our Subjects. The Subjects should be shot in natural bright light to enhance the surrounding environment.
Lighting and grading should be used consistently throughout all hero images.

SFH's images of Subjects should convey personal narratives and feel welcoming. The shots should feel natural and reflect the subject they are showcasing.

Photography

Action shot

A natural candid style approach is used to give an honest view into everyday moments within the People's lives.

SFH Images should not be staged and the people should not be taken out of their natural environments.

It is important to capture the full expression of the girls faces whatever they are doing. The eyeline should depend on the action and situation.

Image Overlay
(Color: SFH BLUE ,
Blending mode: Color,
Opacity: 60%).

Photography

Context

Context images should showcase the subject within their environment. It should bring the subjects' story to life and create a deeper understanding of the bigger picture.

This creates context and connects with unique moments in everyday life.

Image Overlay
(Color: SFH BLUE ,
Blending mode: Color,
Opacity: 60%).

Photography

Bringing it all together

The Three levels of photography used together within a particular story or information piece give a full, rich and true picture of the People's lives. Each level focuses on different aspects and moments that when placed together showcase an honest view into Rwanda and the experiences the people have everyday.

Action shot

Hero

Context

APPLICATION

SECTION 5

SFH
SOCIETY FOR FAMILY HEALTH RWANDA
INSPIRING HEALTHIER LIVES

Dear .....,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Signature

+250 788 305 685 info@sfhrwanda.org P.O. Box 3040, Kigali-Rwanda sfhrwanda.org.rw

E-MAIL SIGNATURE

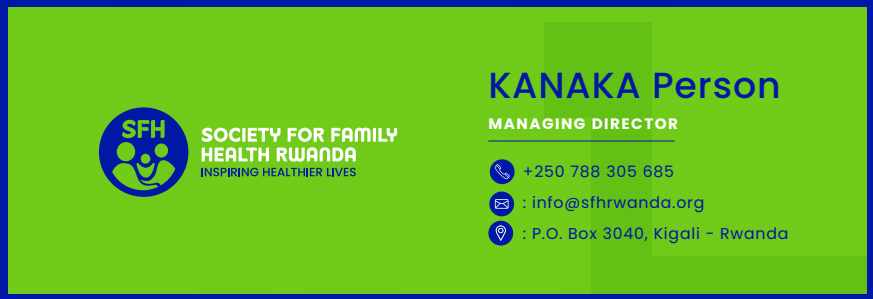
E-mail Signature act as a personal business card to accompany your e-mails.

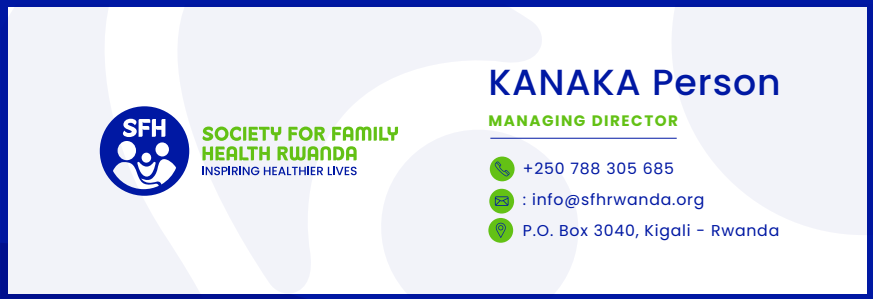
01. Layout

E-mail Signature should remain consistent in their design and use the templates provided.

02. Placement

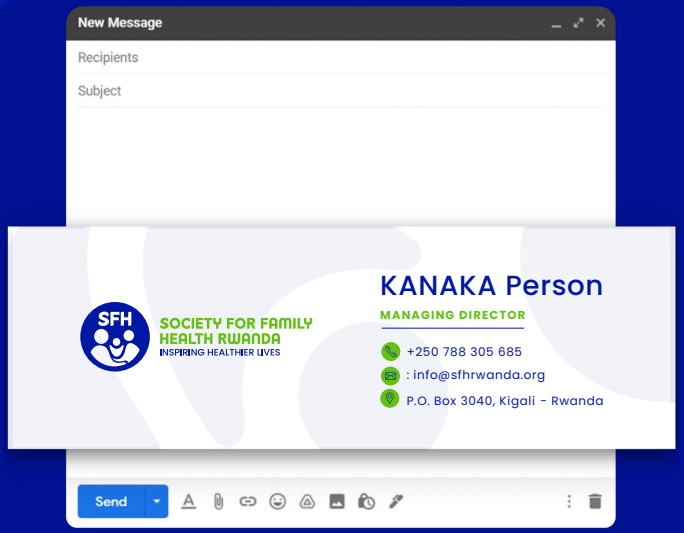
E-mail Signature will be placed as a sign-off on all e-mails. Keeping it concise and with minimal images will assist in the sending of e-mails as it will limit the file size.

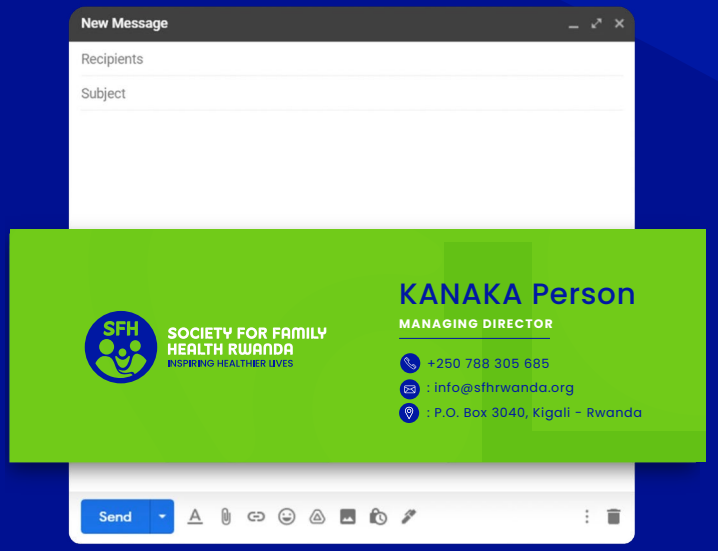




Application Examples

Email signature Application Example





SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA
SFH
SOCIETY FOR FAMILY
HEALTH RWANDA
INSPIRING HEALTHIER LIVES

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA
SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA
SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SFH
SFH

If this card is found
lost or misplaced,
kindly return it.
SFH
SOCIETY FOR FAMILY HEALTH
SFH RWANDA
KANAKA Person
MANAGING DIRECTOR
: +250 788 886 874
: kanakaperson@sfh.com
: KG 517st Kigali - Rwanda
SFH
SOCIETY FOR FAMILY HEALTH RWANDA
INSPIRING HEALTHIER LIVES

SFH
For
Family
Health
USAID
FROM THE AMERICAN PEOPLE
rbc
Rwanda
Biomedical
Centre

SFH
Inspiring Healthier Lives
USAID
FROM THE AMERICAN PEOPLE
rbc
Rwanda Biomedical Centre
SFH
For Family Health
USAID
rbc

SFH
For
Family
Health
SFH RWANDA
@sfhrwanda
Running a Q&A is one of my favorite ways to encourage participation among your Followers. And Twitter is a great platform for it. While getting a big name is fantastic, you can always sell your Q&A with insider information or a big reveal.
SFH
For
Family
Health
USAID
FROM THE AMERICAN PEOPLE
rbc
Rwanda
Biomedical
Centre
USAID
FROM THE AMERICAN PEOPLE
rbc
Rwanda
Biomedical
Centre

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

SFH
SOCIETY FOR FAMILY
HEALTH RWANDA
INSPIRING HEALTHIER LIVES

EVENT BRANDING APPLICATIONS

LOWER THIRD

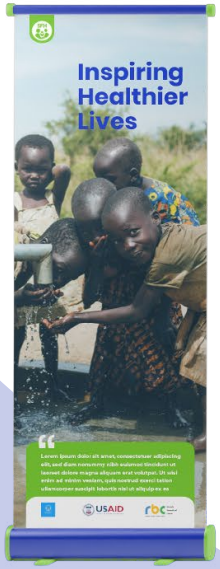
the overlay that appears in the bottom third of a screen to display relevant information to the audience, especialy on screen display.

Lower third Application Example

Logo Brand mark Used as pattern (Color: SFH BLUE , Blending mode: Multiply Opaciry: 30%)

SFH Tertiary Logo

EVENT BOOTH AND PULL UP BANNERS



Gazebo

"Inspiring Healthier Lives"
SFH
SOCIETY FOR FAMILY
HEALTH RWANDA
INSPIRING HEALTHIER LIVES
Health"
SFH
SOCIETY FOR FAMILY
HEALTH RWANDA
INSPIRING HEALTHIER LIVES
"Inspiring Healthier Lives"

EVENT
PHOTO BOOTH

EVENT TEAR DROP, BACKDROP AND PULL UP BANNERS

SOCIETY FOR FAMILY HEALTH RWANDA

SFH
SOCIETY FOR FAMILY HEALTH
"For Family Health"
USAID
FROM THE AMERICAN PEOPLE
rbc
Rwanda Biomedical Centre

SFH
SOCIETY FOR FAMILY HEALTH RWANDA
INSPIRING HEALTHIER LIVES
Inspiring Healthier Lives
USAID
SFH
SOCIETY FOR FAMILY HEALTH RWANDA
INSPIRING HEALTHIER LIVES
"For Family Health"
USAID
rbc

SOCIETY FOR FAMILY HEALTH
SFH
SFH RWANDA

MURAKOZE

THIS IS 63