

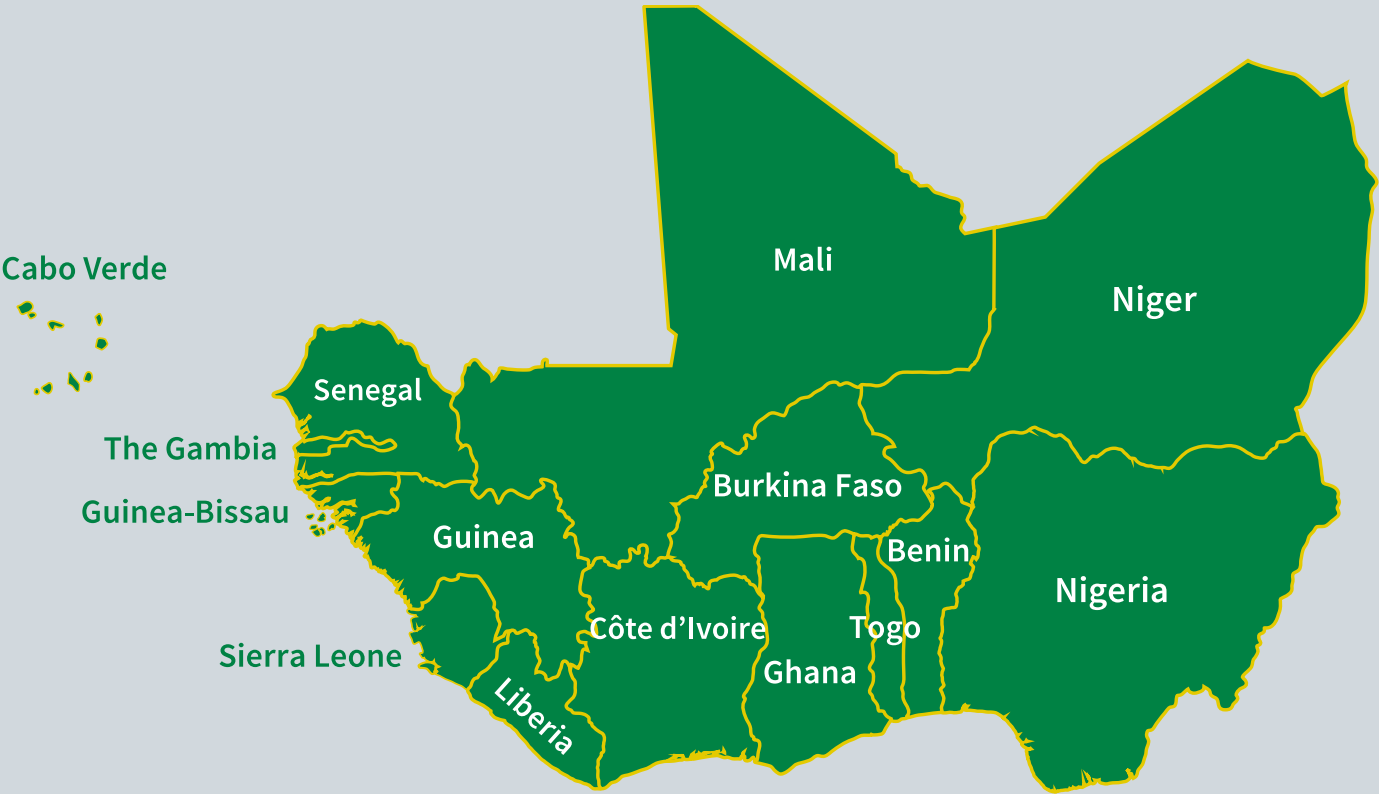


ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

ECOWAS Corporate Design Manual

November 2020





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Photo Credits See page 54

Introduction

This manual defines the corporate design of ECOWAS that ensures that the organisation projects a consistent and professional image.

The manual mainly covers the visual identity of ECOWAS and forms part of the ECOWAS standards. It is mandatory for all programmes and activities financed by ECOWAS, supported by partners or implemented by ECOWAS. These include publications, stationaries, promotional items, electronic presentations, and emails.

The ECOWAS Corporate Design Manual will be regularly updated and be made available online.

Before printing, think about the environment.

Contact

If you have any questions, please contact
The Directorate of Communication
ECOWAS Commission
101, Yakubu Gowon Crescent
Asokoro · Abuja, Nigeria

Logo files data can be requested from:
communication@ecowas.int

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1 | ECOWAS Logo



The ECOWAS Logo Left Aligned

Consists of the ECOWAS badge and the subline. These two elements must not be separated from each other.

The elements must not be arranged in any other way than shown in the figure above.

In the majority of applications, this form of the ECOWAS logo is used.

In only a very few cases, e.g. on promotional items like cups (see “Other Applications” on page 47) or on the notepad (see “Notepad” on page 18) that the ECOWAS badge is used without the subline.

Do not place any element close to the ECOWAS logo or place the logo close to the edge of your format.

Minimal Size

The size of the ECOWAS logo must not be smaller than 23 mm in height to ensure that the ECOWAS badge is not displayed smaller than Ø 14 mm.

The badge must not be printed smaller than 14 mm in diameter to allow the individual elements and letters to be clearly recognized.

The logo can only be enlarged or reduced proportionally.



The ECOWAS Logo Centered

The ECOWAS logo centered consists of the ECOWAS badge and the subline.

In some applications, this centered form of the ECOWAS logo is used.

These two elements must not be separated from each other.

The elements must not be arranged in any other way than shown in the figure above.

The distance between the badge and the font must not be changed.

In only a very few cases, e.g. on promotional items like cups, or on the notepad that the ECOWAS badge is used without the subline.

Do not place any element close to the ECOWAS logo or place the logo close to the edge of your format.

The ECOWAS Badge

In cases where there is not enough space to place the ECOWAS logo with its subline or whenever the ECOWAS logo needs to be applied to a surface or material that makes the logo subline illegible, only the ECOWAS badge is used. The badge must not be printed smaller than 14 mm in diameter because the individual elements and the letters are then no longer clearly recognizable.



The Black and White Version

Use the black and white variant for faxes or for monochrome publications. The badge must not be printed smaller than 14 mm in diameter because the individual elements and the letters are then no longer clearly recognizable.



The Gray Version



The Negative Version



The Bounding Box

Do not place any element too close to the ECOWAS logo, neither place the ECOWAS logo too close to the edge of your format. It is important that the ECOWAS logo remains free from other text and graphics.



The Community Logo

The ECOWAS community logo is used for the communication within the ECOWAS region across all ECOWAS Institutions and specialized Agencies.

Consists of the ECOWAS badge and the subline. These two elements must not be separated from each other. The elements must not be arranged in any other way than shown in the figure below.

Do not place any element close to the ECOWAS community logo or place the logo close to the edge of your format.

The badge must not be printed smaller than 14 mm in diameter to allow the individual elements and letters to be clearly recognized.

When using the logo on the Internet, in MS-Office Programme or on the screen, only the RGB or the HEX colour values have to be used for the three primary colours (see "ECOWAS Colours" on page 11).



Background

The ECOWAS logo may only be placed on a white back-ground or on ECOWAS yellow 12 %, but never on coloured surfaces or pictures.



Not Allowed Logo Forms

The following examples illustrate different examples of what not to do. It should be ensured that the logo and

the rules surrounding the construction and placement of the logo, are applied at all times. Please do not apply any special effects.



ECOWAS Logo in Combination with Donors, Partners, Contractors and Others

To underline a partnership, co-branding is used in our communication when we collaborate/work with donors, partners, contractors or others.

When ECOWAS takes the lead in the partnership, we include one or more partner logos in our media. When a partner takes the lead, they can place the ECOWAS logo in their media.

Partner Logos in ECOWAS Layout

Arrange the partner logo based on the position of the ECOWAS logo. The preferred position is at the top edge and at a clear distance from the ECOWAS logo. The placement depends on the type of partnership.

The coloured circles are placeholders for the various partner logos.

Logo Size

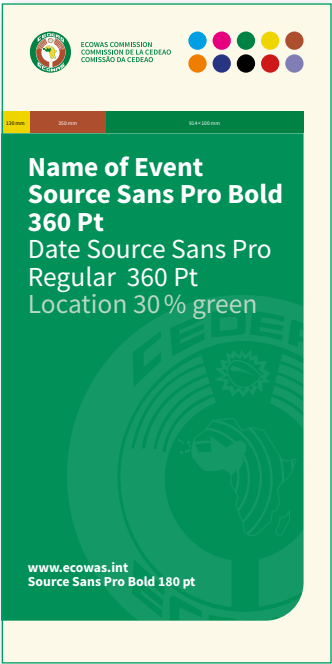
The partner logo is visibly smaller than the ECOWAS logo.

ECOWAS Logo in Partner Layouts

If the ECOWAS logo appears on the partner's media, the ECOWAS badge has to be used.

If you would like to use the ECOWAS logo, please send a request to the Directorate of Communication of the ECOWAS Commission and the logo will be made available to you.

Directorate of Communication of the ECOWAS Commission E-Mail: communication@ecowas.int



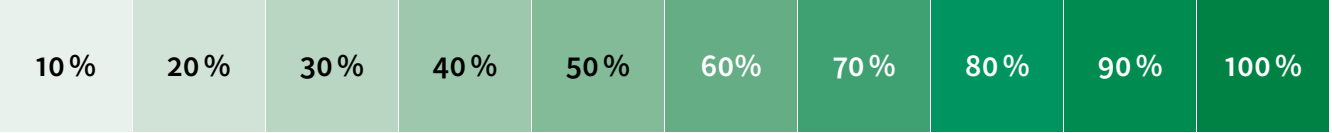
2 | ECOWAS Colours

Primary Colours

Secondary Colours

<div>ECOWAS GREEN</div> <div>CMYK 100 0 90 20</div> <div>RGB 0 130 68</div> <div>HEX #008244</div> <div>SPOT 348 Pantone C</div>	<div>Light green</div> <div>CMYK 40 10 90 0</div> <div>RGB 174 189 57</div> <div>HEX #aebd39</div>	<div>Orange</div> <div>CMYK 0 60 90 0</div> <div>RGB 240 126 38</div> <div>HEX #f07e26</div>
<div>ECOWAS YELLOW</div> <div>CMYK 15 15 100 0</div> <div>RGB 228 202 0</div> <div>HEX #e4ca00</div> <div>SPOT 7758 Pantone C</div>	<div>Deep red</div> <div>CMYK 40 100 70 20</div> <div>RGB 142 29 54</div> <div>HEX #8e1d36</div>	<div>Sky blue</div> <div>CMYK 60 10 20 15</div> <div>RGB 94 163 179</div> <div>HEX #5ea3b3</div>
<div>ECOWAS BROWN</div> <div>CMYK 25 75 85 15</div> <div>RGB 173 79 46</div> <div>HEX #ad4f2e</div> <div>SPOT 7593 Pantone C</div>	<div>Ocean blue</div> <div>CMYK 100 60 30 25</div> <div>RGB 0 76 113</div> <div>HEX #004c71</div>	<div>Blue grey</div> <div>CMYK 70 30 30 50</div> <div>RGB 52 93 104</div> <div>HEX #335d68</div>

It is possible to use colour gradations.



Body Text

The body copy is written in Source Sans Pro Regular.
Letter size: 11 Pt.
Line spacing: 14 Pt.

Example:
The quick brown fox jumps over a lazy dog.
Lorem ipsum dolor sit amet.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

Headline

The headline is written in **Source San Pro Bold**.
Letter size: 16 Pt.
Line spacing: 19 Pt.

Example:
**The quick brown fox jumps over
a lazy dog. Lorem Ipsum dolor sit
amet.**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

Subheading

The Subheading is written in **Source Sans Pro Bold**.
Letter size: 14 Pt. Line spacing: 17 Pt.

Example:
**The quick brown fox jumps over a lazy
dog. Lorem ipsum dolor sit amet.**

Accentuation and Highlighting

The quote text within the body text is written in *Source Sans Pro Italic*.

Example:
The “*quick brown fox*” jumps over a lazy dog.
Lorem ipsum “*dolor*” sit amet.

The highlighted text within the body text
is written in **Source Sans Pro Semibold**.

Example:
The **quick brown fox** jumps over a lazy dog.
Lorem ipsum **dolor** sit amet.

Other Typographical Possibilities

It is possible to write text on a coloured background.
In this case, the background must be one colour; no
picture, no structure and no gradient.

If the background is dark, the text is written in negative
(white). The spacing of the font (kerning) is increased by
10 pt.

If you don’t have the font Source Sans Pro on your
computer use the system font Arial.

Page Example

Headline is written Source Sans
Pro Bold 16/19 pt

The Subheading is written in Source
Sans Pro Bold 14/17 pt.

The body copy is written in Source Sans Pro Regular
11/14 pt. Far far away, behind the word mountains,
far from the countries Vokalia and Consonantia, there
live the blind texts. Separated they live in Bookmarks-
grove right at the coast of the Semantics, a large lan-
guage ocean. A small river named Duden flows by
their place and supplies it with the necessary rege-
lialia. It is a paradisematic country, in which **roasted
parts of sentences** fly into your mouth. Even the
all-powerful Pointing has no control about the blind
texts it is an almost unorthographic life One day how-
ever a small line of blind text by the name of Lorem
Ipsum decided to leave for the far World of Grammar.

The Big Oxmox advised her “*not to do so, because
there were thousands of bad Commas*”, wild Question
Marks and devious Semikoli, but the Little Blind Text
didn’t listen. She packed her seven versalia, put her
initial into the belt and made herself on the way.
When she reached the first hills of the Italic Moun-
tains, she had a last view back on the skyline of her
hometown Bookmarksgrove, the headline of Alpha-
bet Village and the subline of her own road, the Line
Lane. Pityful a rethoric question ran over her cheek,
then she continued her way. On her way she met a
copy.

The copy warned the Little Blind Text, that where it
came from it would have been rewritten a thousand
times and everything that was left from its origin
would be the word “*and*” and the Little Blind Text
should turn around and return to its own, safe coun-
try. But nothing the copy said could convince her and
so it didn’t take long until a few insidious Copy Writ-
ers ambushed her, made her drunk with Longe and

Parole and dragged her into their agency, where they
abused her for their projects again and again. And if
she hasn’t been rewritten, then they are still using
her.

The body copy is written in Source Sans Pro Regular
11/14 pt. Far far away, behind the word mountains,
far from the countries Vokalia and Consonantia, there
live the blind texts. Separated they live in Bookmarks-
grove right at the coast of the Semantics, a large lan-
guage ocean. A small river named Duden flows by
their place and supplies it with the necessary rege-
lialia. It is a paradisematic country, in which **roasted
parts of sentences** fly into your mouth. Even the
all-powerful Pointing has no control about the blind
texts it is an almost unorthographic life One day how-
ever a small line of blind text by the name of Lorem
Ipsum decided to leave for the far World of Grammar.

Second subheading is written in Source Sans Pro
Bold 12/14 pt.

The Big Oxmox advised her “*not to do so, because
there were thousands of bad Commas*”, wild Question
Marks and devious Semikoli, but the Little Blind Text
didn’t listen. She packed her seven versalia, put her
initial into the belt and made herself on the way.
When she reached the first hills of the Italic Moun-
tains, she had a last view back on the skyline of her
hometown Bookmarksgrove, the headline of Alpha-
bet Village and the subline of her own road, the Line
Lane. Pityful a rethoric question ran over her cheek,
then she continued her way. On her way she met a
copy. The copy warned the Little Blind Text, that
where it came from it would have been rewritten. ■

*) The typefaces are available at GoogleFonts: fonts.google.com/specimen/Source+Sans+Pro

a. Letterhead with Background

The format of the letterhead is A4 (210 x 297 mm). The letterhead can be printed with or without background, consisting of 12 % ECOWAS yellow

(see “ECOWAS Colours” on page 11). The ECOWAS logo is aligned in the left side of the letterhead. All measurements in mm.



Letterhead without Background



b. Business Cards

ECOWAS business cards are dual language business cards with the English permanently on one side while the other varies according to the other ECOWAS official language of choice (French or Portuguese). The design remains the same.

The business card format is 85×55 mm.

The background consists of 12 % ECOWAS yellow (see “ECOWAS Colours” on page 11).

The name is set in 9.5 pt **Source Sans Pro Bold** in ECOWAS green (see “ECOWAS Colours” on page 11).

The position is set in 7.5/8.5 pt **Source Sans Pro Bold** in ECOWAS green.

The Department is set in 7.5/8.5 pt Source Sans Pro Regular in ECOWAS green.

The phone number and online details are set in 7.5/8.5 pt Source Sans Pro Regular in black.

The physical address is set in 7.5/8.5 pt Source Sans Pro Regular in black.

The web address is set in 7.5/8.5 pt **Source Sans Pro Semibold** in ECOWAS green and is centered with the ECOWAS logo.

Detailed positions can be taken from the illustrations below.

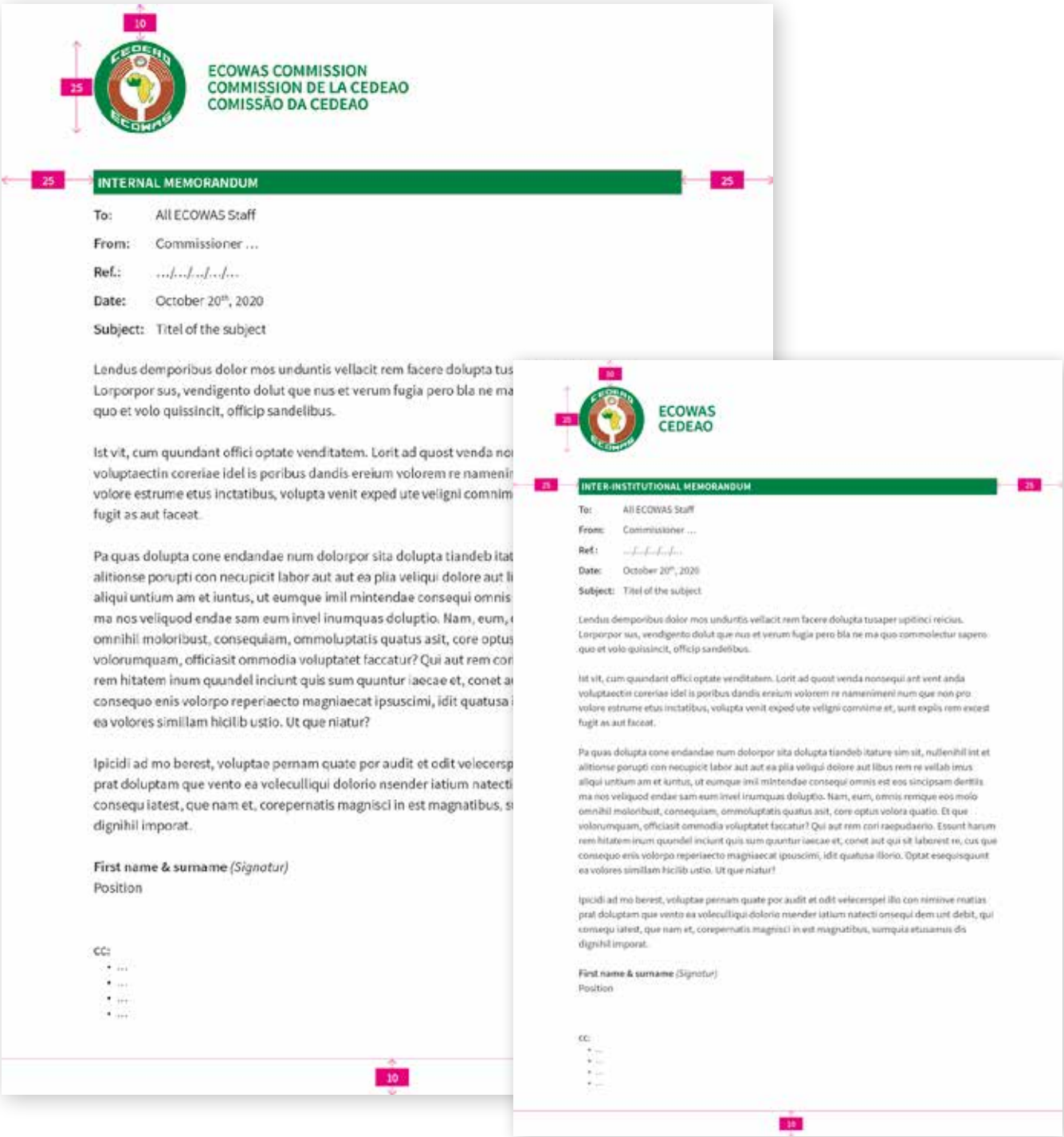


c. Internal Memo

Source Sans Pro Regular 11/16 pt. with auto line spacing, is the required typeface and size for the body text. If the Internal Memorandum extends below the bottom margin, continue on plain white stationery stock that matches the

Internal Memorandum letterhead. Do not type or word process on the back of the Internal Memorandum.

Size: A4 (210 × 297 mm)



d. Notepad

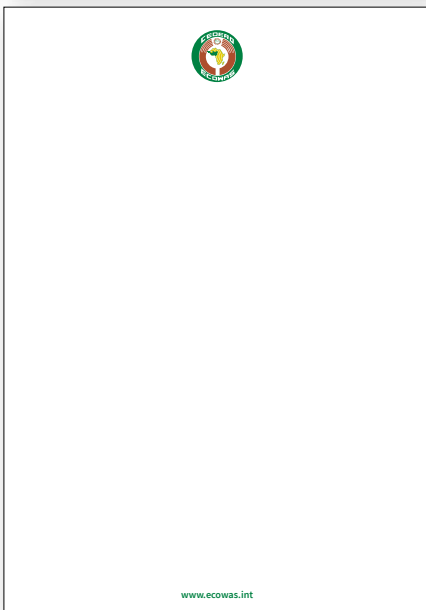
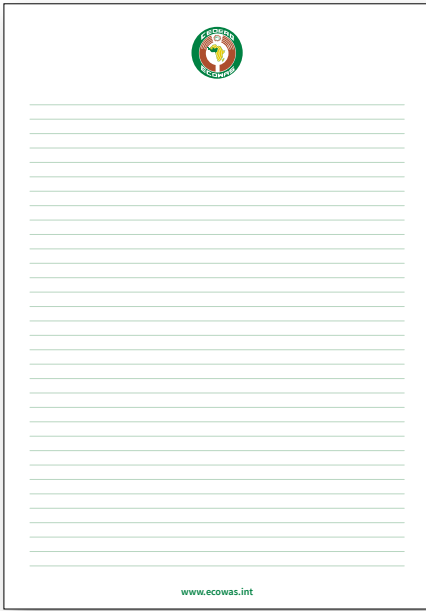
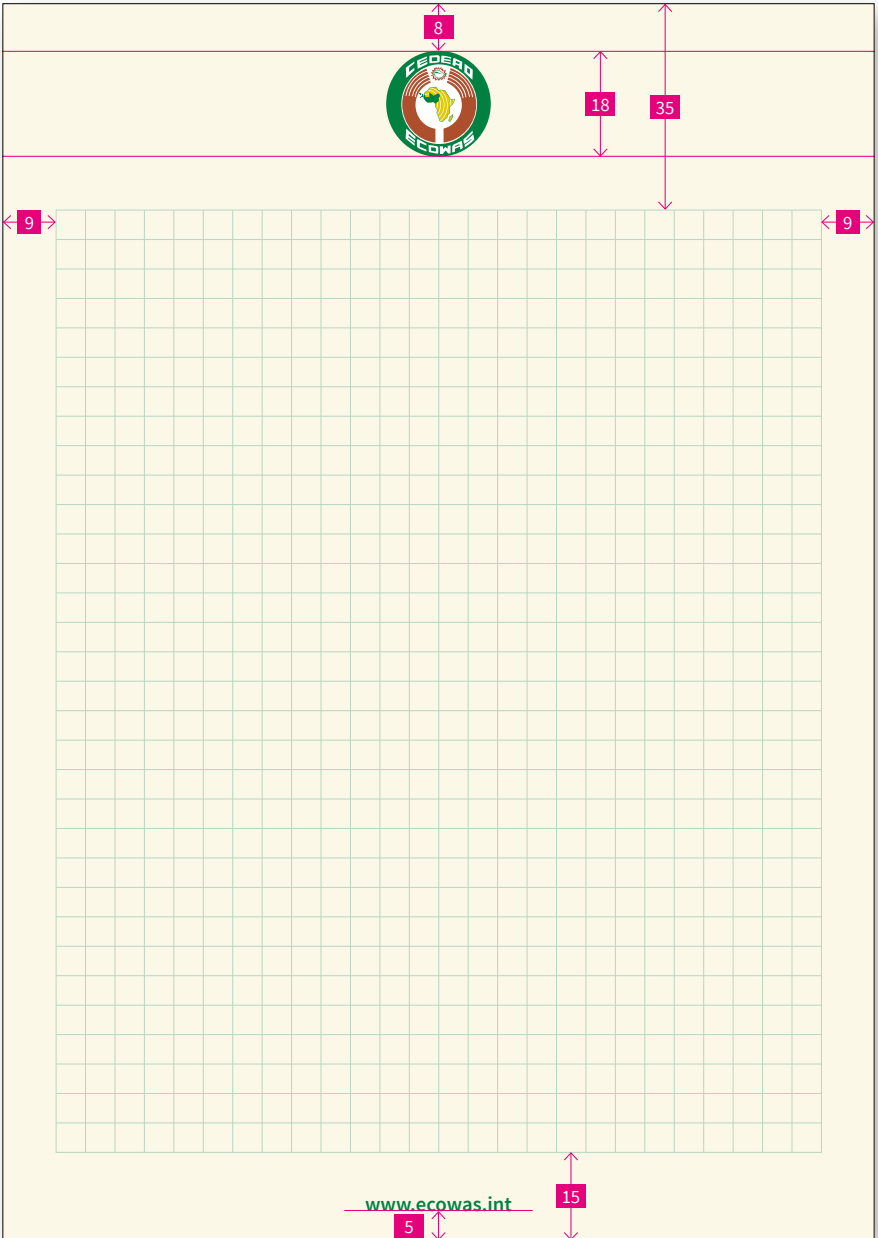
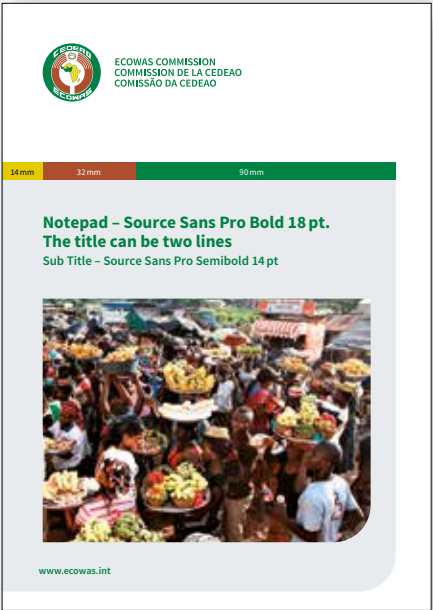
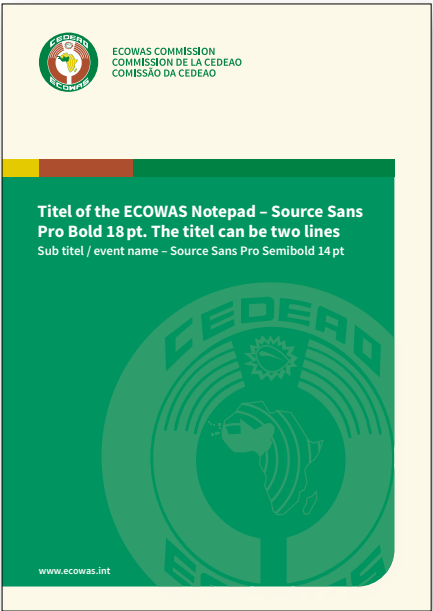
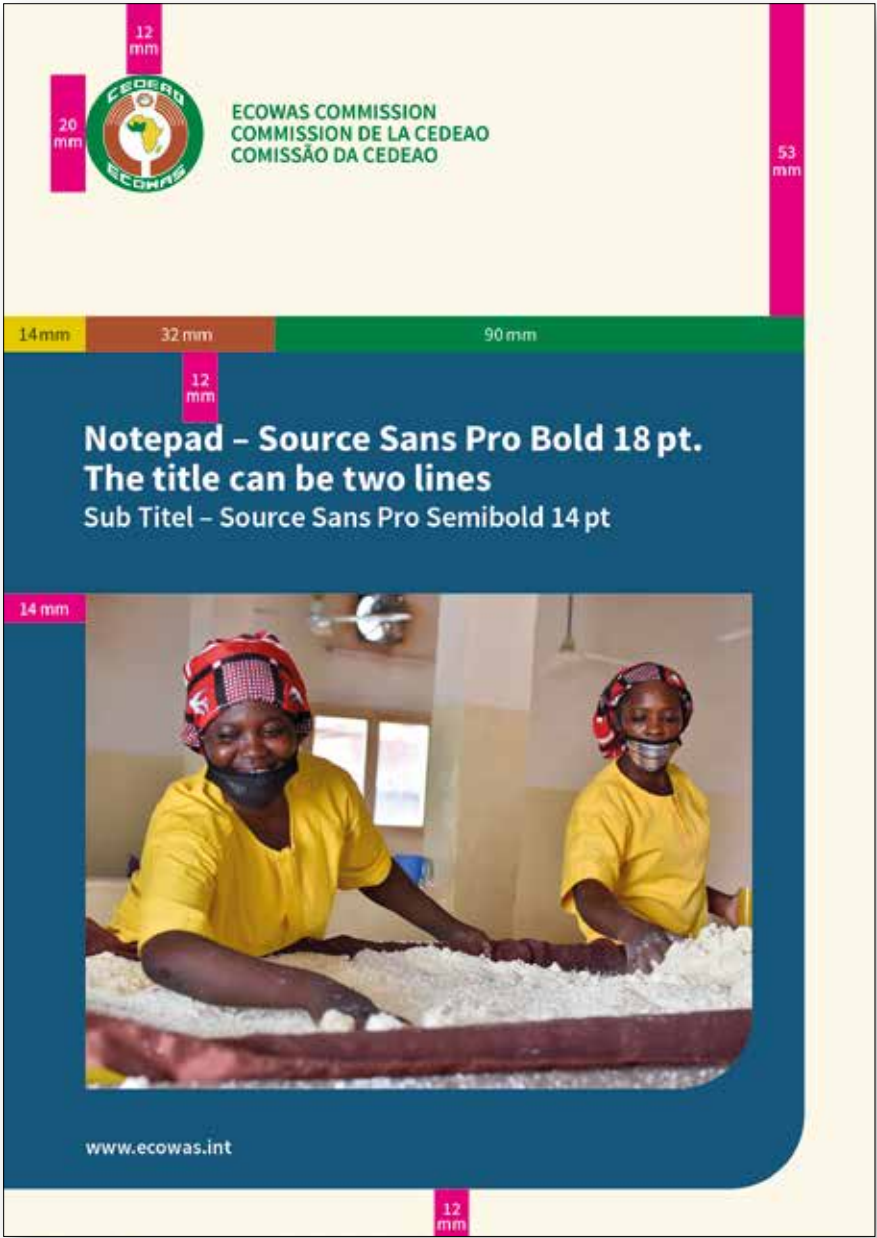
The format of the notepad is A5 (148×210 mm). The binding should be done on the top edge of the notepad. For colouring the coloured area, use one of the ECOWAS colours (see “ECOWAS Colours” on page 11). It is possible to use colour gradations. Normal unprinted cardboard paper is usually used for the backside of the booklet.

For the inside pages of the notepad, only the ECOWAS badge is used.

Depending on requirements, the notepad can be printed with or without background, consisting of 12 % ECOWAS yellow (see “ECOWAS Colours” on page 11), with or without grid/lines.

The ECOWAS logo is aligned in the middle, as is ECOWAS’ website address at the bottom of the pad. It is set in **Source Sans Pro Semibold** in ECOWAS green.

Detailed measurements can be taken from the illustration below (all measurements in mm).



e. Envelopes and Stickers

In general, the ECOWAS logo size on envelopes is 30 mm in height and it is placed in the upper left corner with a distance of 25 mm (half its height).

On all envelopes the physical address is set in Source Sans Regular 11 pt in black, horizontally centered. The web address is highlighted in Source Sans Bold 11 pt in ECOWAS green.

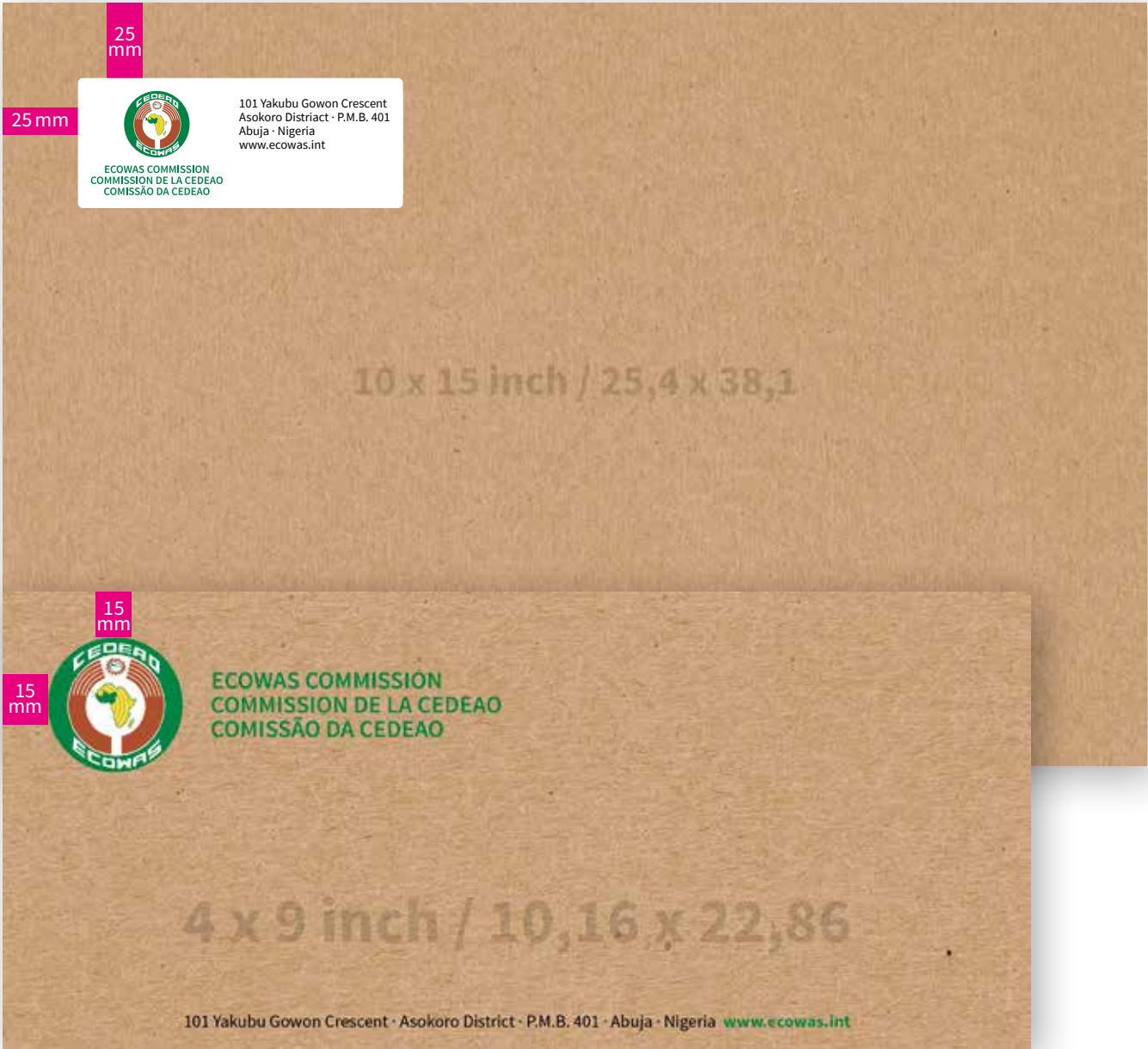
In case, the envelopes with the ECOWAS logo are not available or cannot be printed with the ECOWAS logo, stickers should be used.

The sticker format is 89 × 37 mm.

The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

The address is set in Source Sans Regular 9.5/10.5pt in black and is aligned vertically with the badge.

Detailed measurements can be taken from the illustration below (all measurements in mm).



f. E-Mail Signature

The centered form of the ECOWAS logo is placed on the left of the contact details. The width of the logo is 40 mm. The email signature should be clear and concise. The contact data should be transmitted in Arial 10 pt.



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

Name Surname
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101 Yakubu Gowon Crescent
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+234 Phone number
name.surname@ecowas.int
Skype: name
www.ecowas.int

5 | ECOWAS Paper

Choosing the right paper for your printing project can make a huge impact on the final product, from final presentation to quality. Here is some guidance to different paper weights (gsm) for different types of printed materials.

80 – 100 gsm: standard office paper

110 – 120 gsm: stationary paper, e.g. letterheads and memos

Letterheads, Memos: Often used on official letters, official communication with the ECOWAS Institutions and specialized Agencies and contracts. Hence, professional-looking is recommended in making a favorable impression. Recommended is HVS 110 gsm (HVS Dutch language, Houtvrij Schrijfpapier, which means “paper without wood fiber”).

130 – 170 gsm: poster, flyers and pages inside your booklet

170 – 200 gsm: booklet cover, fact sheets

Fact sheet: A fact sheet can be presented on a piece of paper or digitally. Recommended is a thicker paper with 170 – 200 gsm.

300 – 350 gsm: business cards

Business Card: Recommended is a dull/matte stock, because the ECOWAS logo will look much more vibrant on this stock. Commonly, business cards are printed on thicker paper with 300 gsm.

ECOWAS recommends only the use of high-quality recycled paper.

Before printing, think about the environment.



6 | ECOWAS Publications

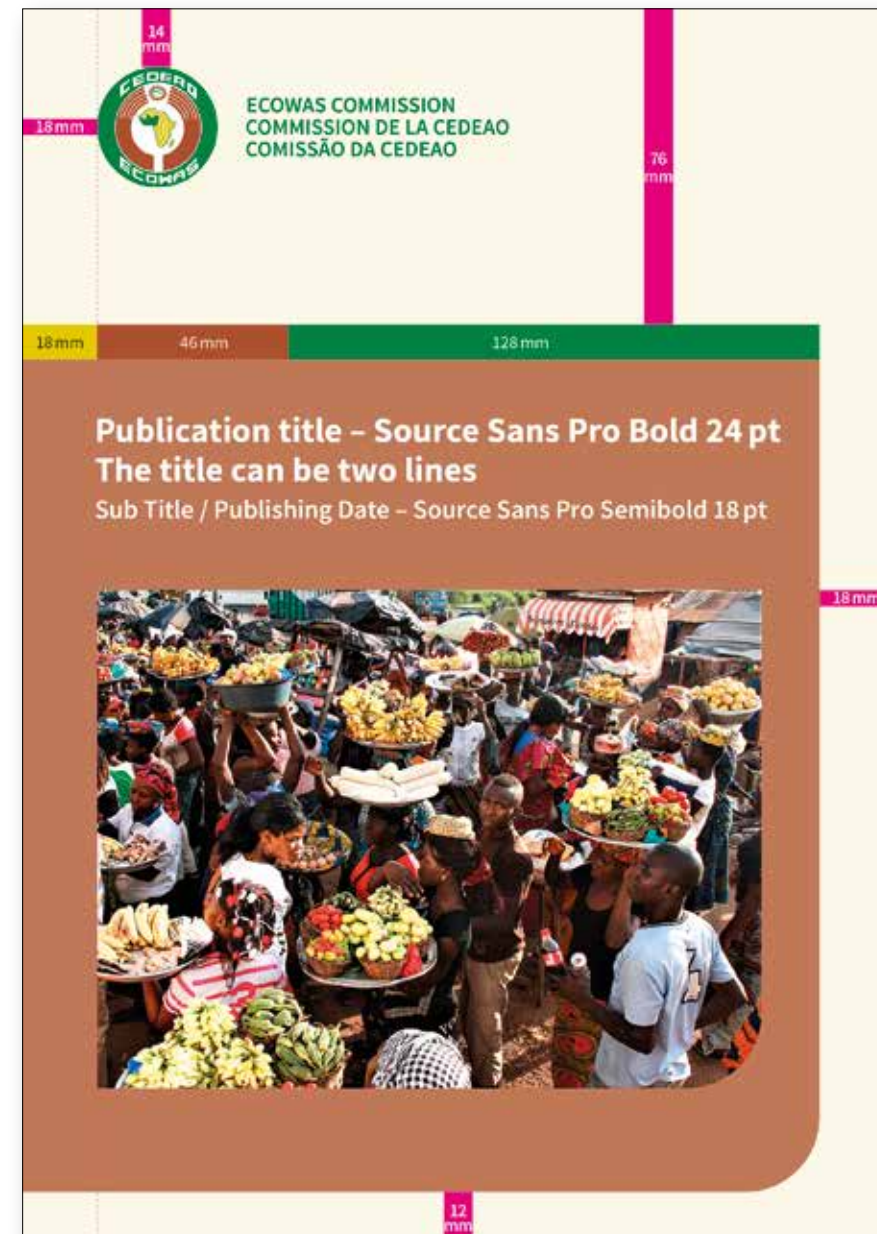
a. Book Cover

The book format is A4 (210 × 297 mm). The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS logo” on pages 5–10).

The use of the colours corresponds to the specifications (see “ECOWAS Colours” on page 11).

Detailed measurements can be taken from the illustration below (all measurements are in mm).

The alignment of the logo on the title page is flush with the left side of the brown bar.

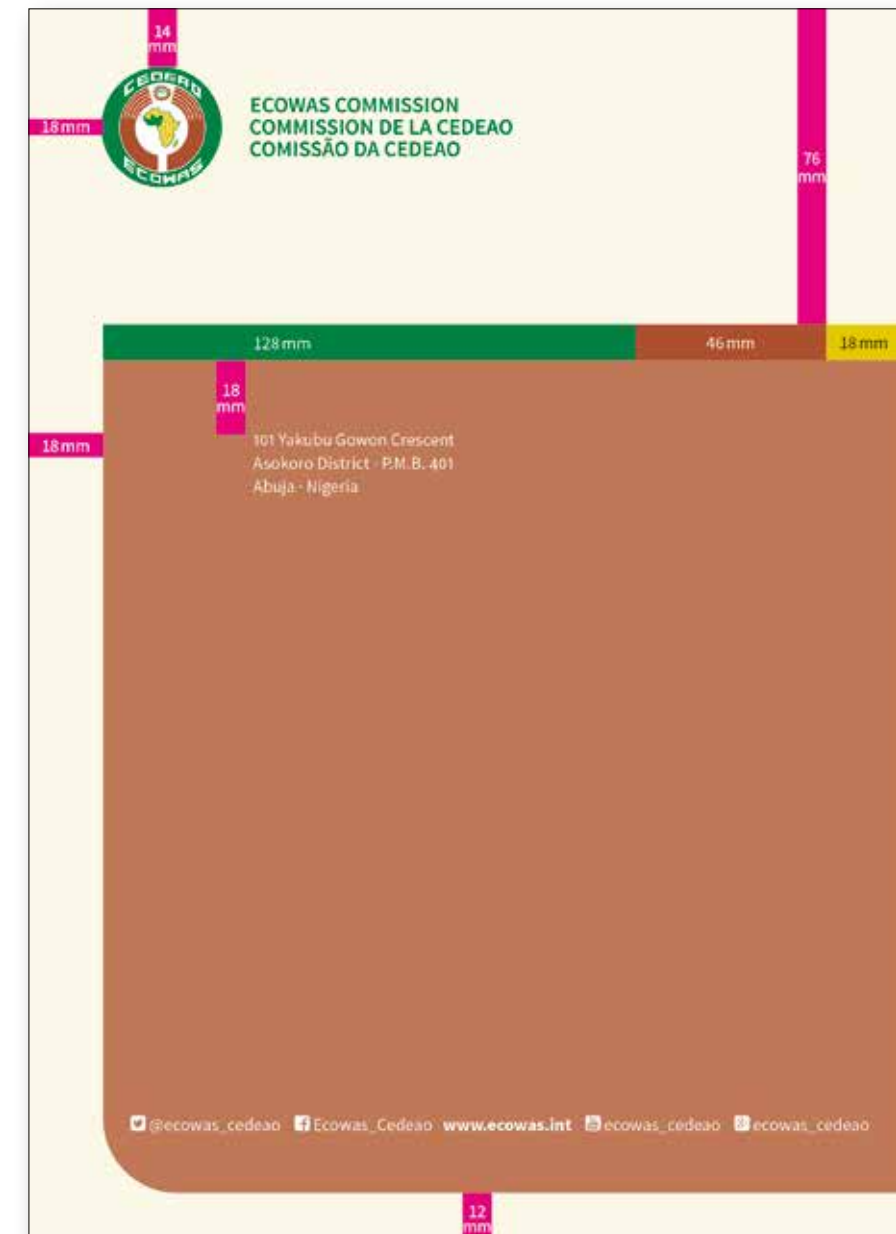


The back cover of the publication is axially symmetrical to the title. The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

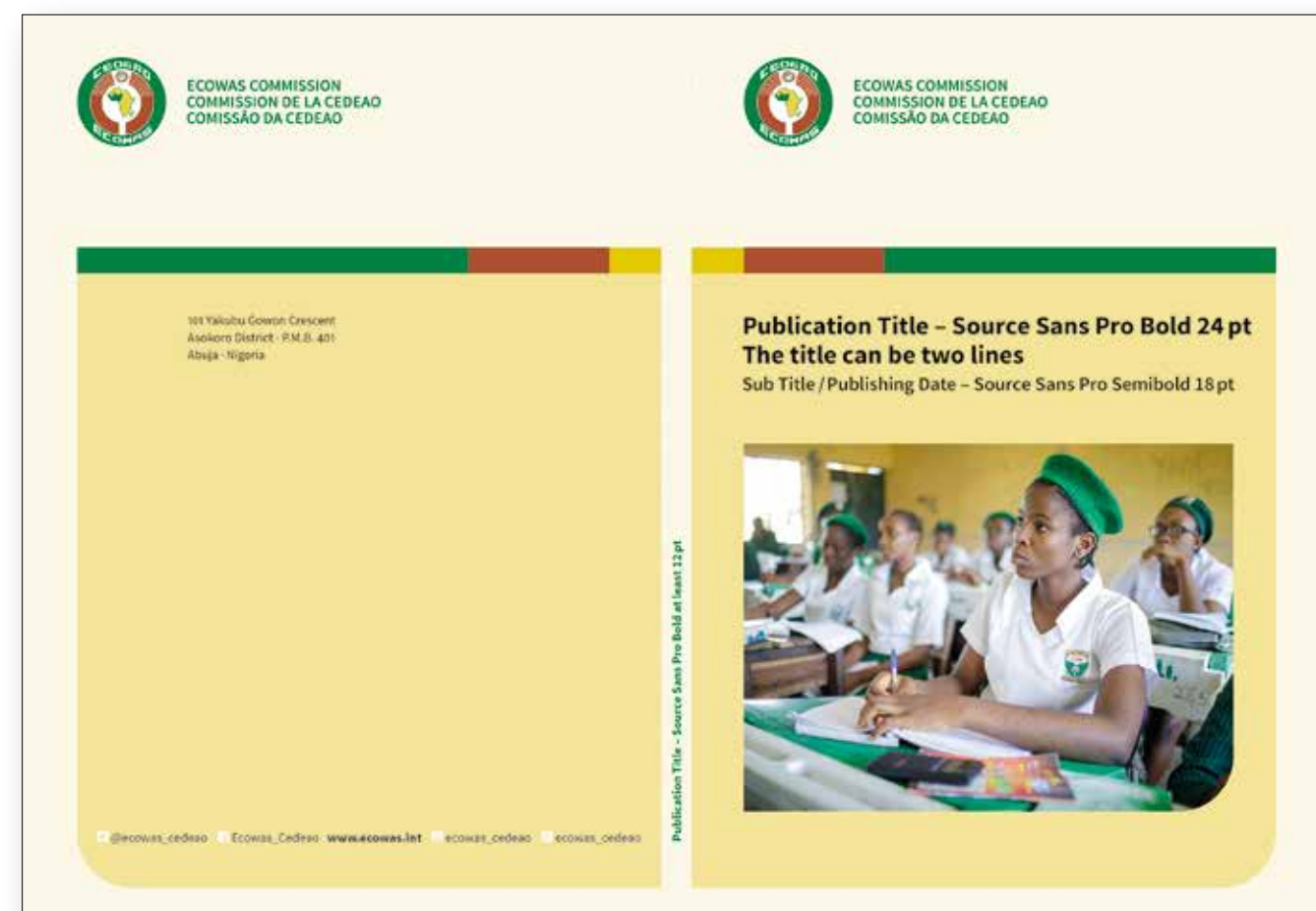
The use of the colours corresponds to the specifications (see “ECOWAS Colours” on page 11).

Address and social media credentials are set in Source Sans Pro Regular 12/16 pt.

Detailed measurements can be taken from the illustration below (all measurements are in mm).



When printing paperback books, the title page, back cover, and spine are printed on one sheet of paper. The width of the book spine is calculated according to the amount of paper. The calculation is usually carried out by the printing house.



b. Folders

The folder format is 221 × 306 mm (closed), the standard filling height is 5 mm.

For the background printing, use the 12 % ECOWAS yellow (see “ECOWAS Colours” on page 11).

The ECOWAS logo is aligned in the middle on both the front and the back side.

The website address on the front is set in **Source Sans**

Pro Bold, 16 pt in ECOWAS green (see “ECOWAS Colours” on page 11). The address on the back is set in Source Sans Pro Regular in 100 % black, 9/12 pt.

Detailed measurements can be taken from the illustration below (all measurements in mm).

The design of the standard folder can be adapted and extended for conference folders, following the design specifications for A4 (see “Book Cover A4” on page 24).



c. External Newsletter

As external newsletter the “ECHOES” is used.

The magazine cover attracts the readers’ attention. The following elements are obligatory on the title page: logo, volume, date (month, year) and heading.

The size (35 × 35 mm) and position (X = 17; Y = 13 mm) of the logo are fixed.

The cover should create curiosity about the inside content. Therefore, briefs about the content and images/ pictures/charts are the best hints.

Once the reader opens the “ECHOES”, the contents page will be their first port of call. The contents page should be functional and allow the reader to find sections and articles easily.

Each article starts with a headline (Source Sans Light 42 pt., no restriction to the length).

Pictures, charts or tables may be incorporated into the continuous text. Quotes are set in Source Sans Regular italic 9/14 pt.

The inside pages must be numbered in the upper part.

Size: A4 (210 × 297 mm)



d. Internal Newsletter

A newsletter is a powerful marketing and communication tool. The following elements are obligatory on the title page: logo, date, heading and continuous text.

The size (88 × 26 mm) and position of the logo (X = 25; Y = 10 mm) are fixed.

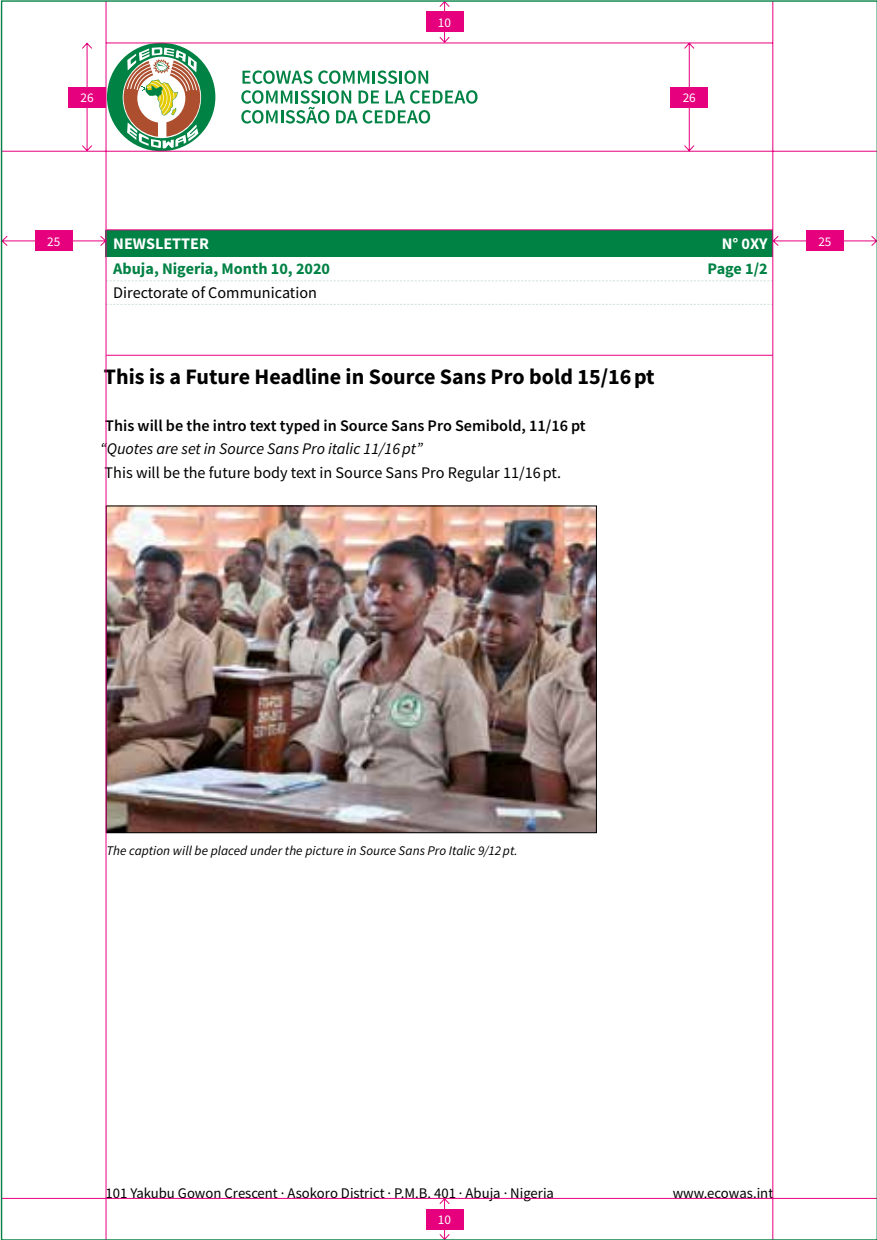
Newsletters are dated. On the newsletters the date is positioned below the headline “Newsletter” on the title page.

Preferred is a 1-line heading (headings should not be longer than three lines). Pictures, charts or tables may be incorporated into the continuous text.

Source Sans Pro Regular 11/16 pt. with auto line spacing, is the required typeface and size for the body text. If the Newsletter extends below the bottom margin, continue on plain white stationery stock that matches the Newsletter head. Do not type or word process on the back of the Newsletter (if printed).

The pages must be numbered in the upper part of the newsletter, under the heading “Newsletter”.

Size: A4 (210 × 297 mm)



e. Factsheet

Factsheets are information sheets with compelling information in a clear and concise format. It is recommended to limit them to two pages if possible (Multi-page factsheets [4, 6 and 8 pages]).

The following elements are obligatory on the title page: logo, heading and continuous text.

The size (88 × 26 mm) and position of the logo (X = 25; Y = 10 mm) are fixed.

Preferred is a 1-line heading (headings should be set in not more than two lines). Subheading is a 1-line subheading (subheadings should be set in not more than two lines).

Source Sans Pro Regular 11/16 pt. with auto line spacing, is the required typeface and size for the body text, it can be set in one or two columns.

Pictures, charts or tables may be incorporated into the continuous text.

The following elements are obligatory on the back page (footer): publishing address, directorate/department above ‘Address’ if applicable, contact person (telephone number, e-mail) and photo credits/sources.

As of four pages, the pages must be numbered.

Size: A4 (210 × 297 mm)



f. Press Release

In general, the press release follows the design of the letterhead.

The following elements are obligatory on the title page: logo, place, date, heading and continuous text.

The size (88 × 26 mm) and position of the logo (X = 25; Y = 10 mm) are fixed.

Press release are dated, and the place is mentioned. On the press release, the date and place are positioned below the headline “Press Release” on the title page.

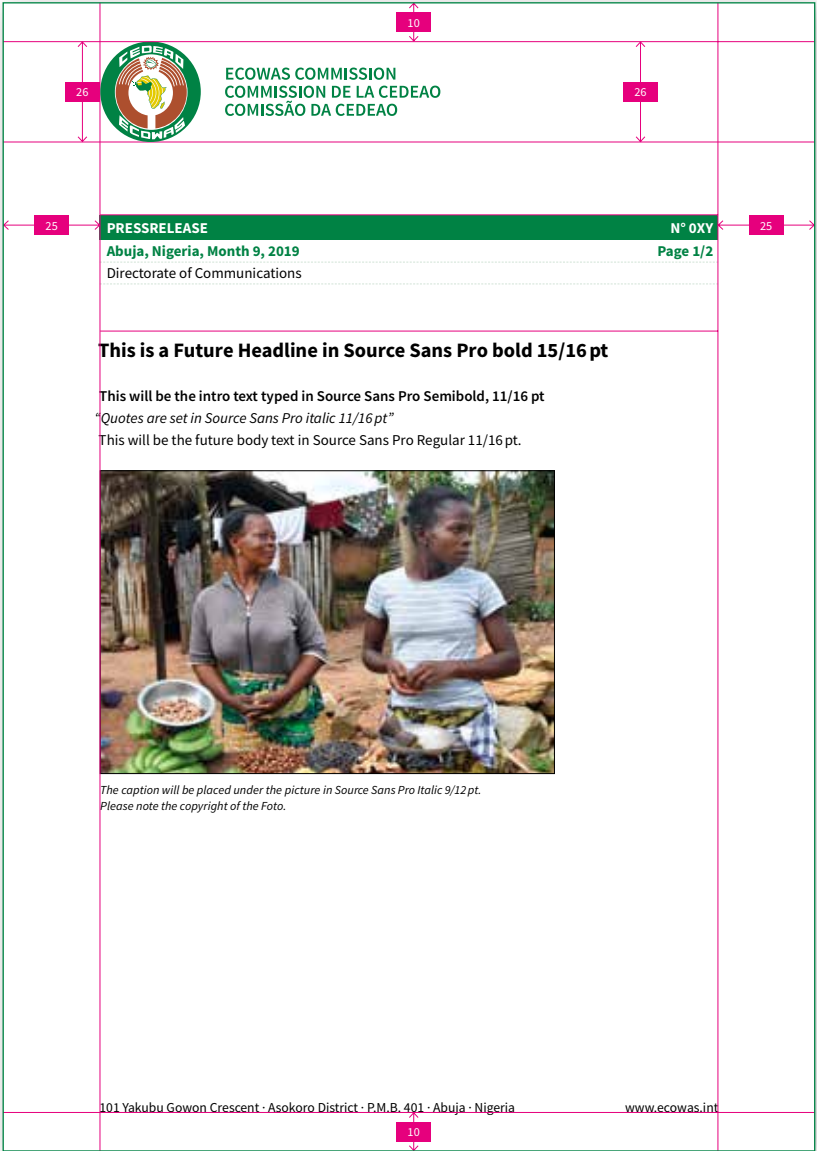
Preferred is a 1-line heading (headings should be set in not more than two lines) and the intro text should be not

longer than three lines. Source Sans Pro Regular 11/16 pt. with auto line spacing, is the required typeface and size for the body text. If the press release extends below the bottom margin, continue on plain white stationery stock that matches the press release head. Do not type or word process on the back of the press release (if printed).

Pictures, charts or tables may be incorporated into the continuous text. Quotes are set in *Source Sans Pro italic* 11/16 pt.

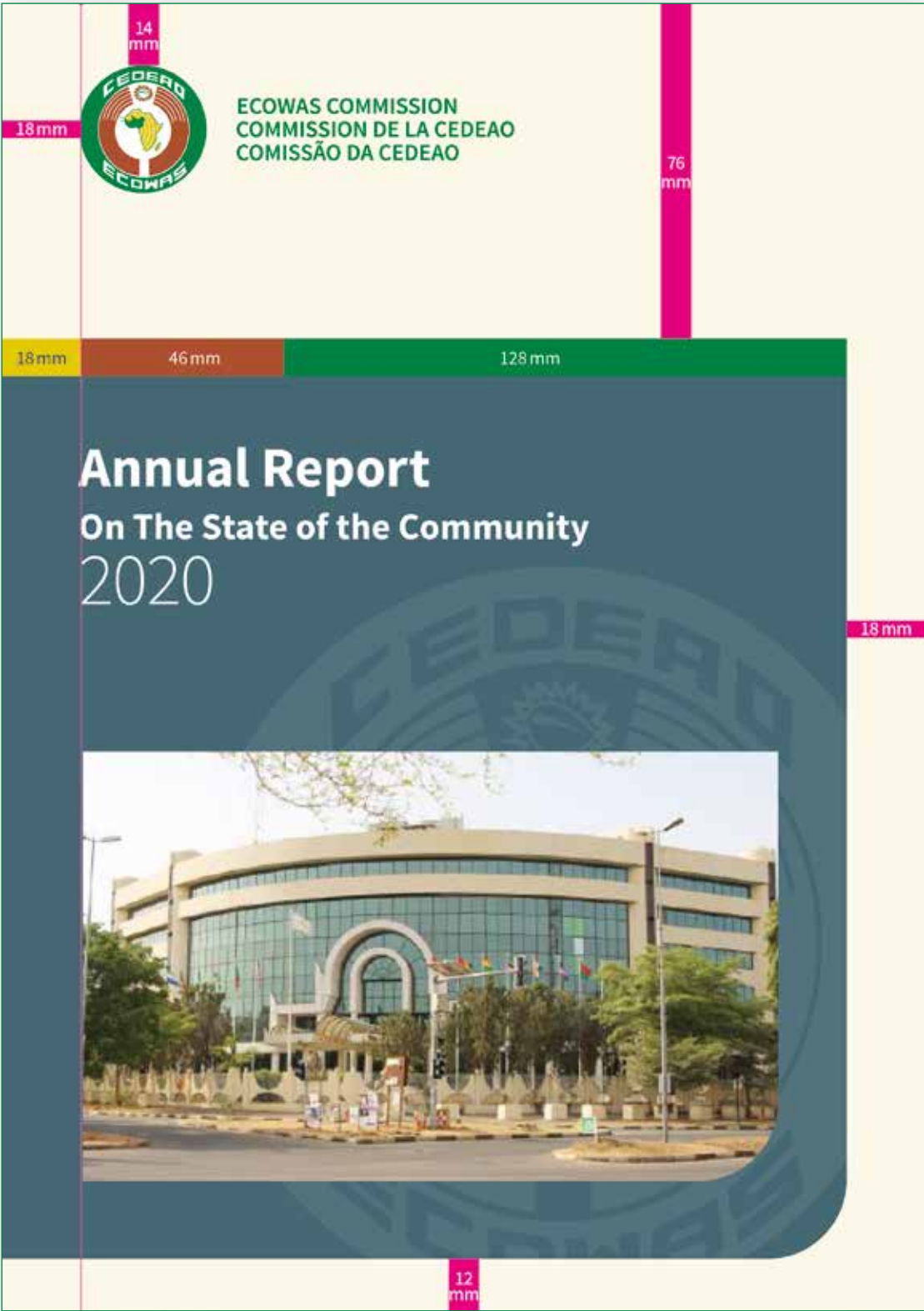
The pages must be numbered in the upper part of the press release, under the heading “Press Release”.

Size: A4 (210 × 297 mm)



g. Annual Report

The design rules of the ECOWAS book apply to the annual report (see “Book Cover” page 24).



h. Power Point

The layout of the PowerPoint presentation reflects the general of the overall ECOWAS corporate design. The power point templates are available in all three official ECOWAS languages.

The PowerPoint slide format is 254×190.5 mm. Detailed measurements can be taken from the illustration on the right (all measurements in mm). The title slide can be bilingual.

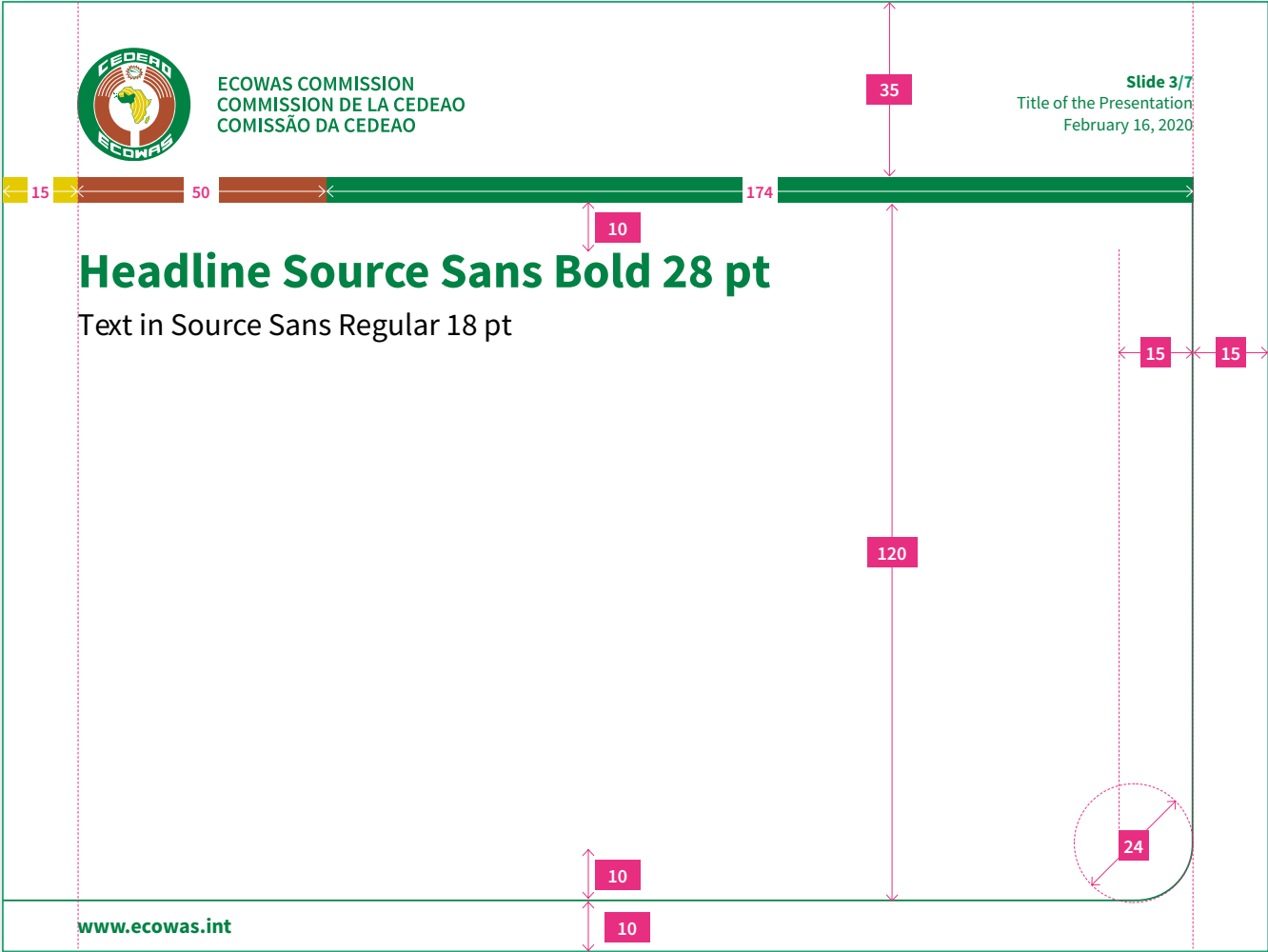
The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

The use of the colours corresponds to the specifications (see “ECOWAS Colours” on page 11).

Title slide: The title slide generally contains a strong image related to the content of the presentation. To include the city, country and the date (**Source Sans Pro Bold 16 pt**) above the headline is obligatory.

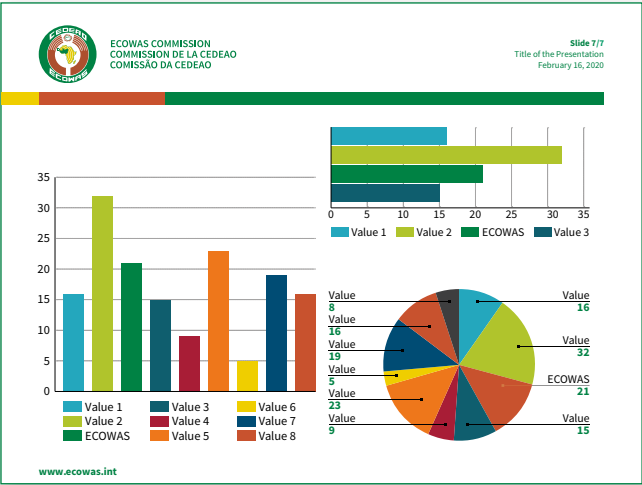
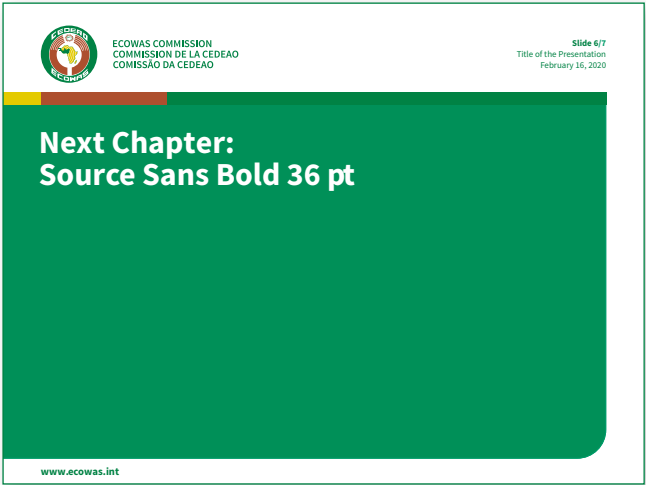
The headline is placed above the image (**Source Sans Pro Bold 36 pt**). Preferred is a 1-line heading (headings should be set in not more than two lines). The subline of the presentation (**Source Sans Pro Bold 24 pt**) should be not longer than two lines.

The design of the content slides is based on the title slide.



The next chapter slides (**Source Sans Pro Bold 36 pt**) serve as design elements to begin a chapter. They lend

the power point presentation a high level of brand recognition.



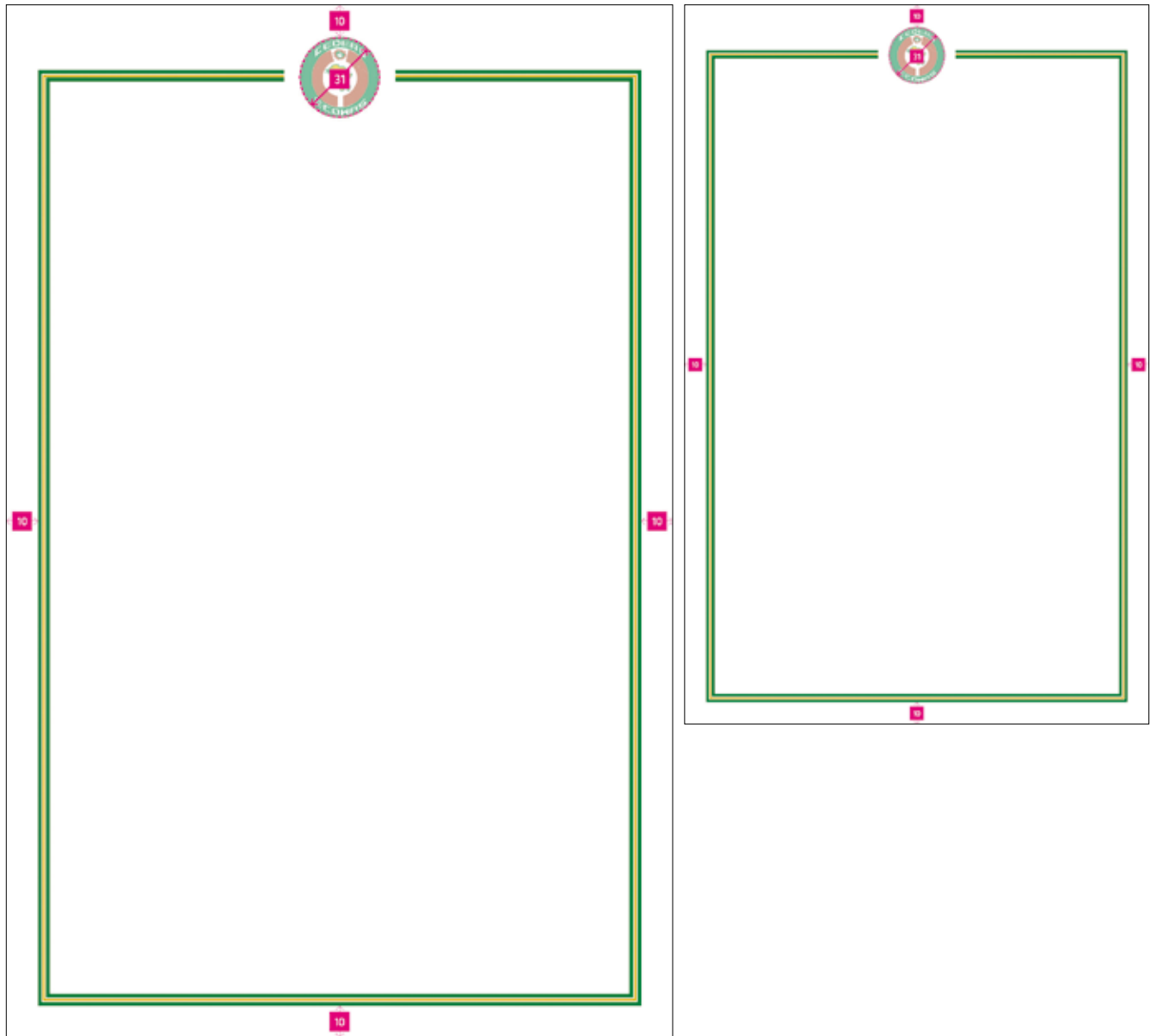
i. Legal

The legal is printed without background on a white, heavyweight quality paper.

The ECOWAS yellow is replaced by Pantone Gold 8643 PMS.

The ECOWAS badge is embossed.

Detailed measurements can be taken from the illustration below (all measurements in mm).



j. Agenda and Report

A final report is a publishable summary and includes an overview of the discussed topics, results and conclusions.

The title page identifies the name of the workshop/meeting (Headline is written in **Source Sans Pro Bold 16/19 pt**) and if required a subheading can be added written in **Source Sans Pro Bold 14/17 pt**. In addition, the date and place are included at the bottom of the title page. The title page is not numbered. The size and position of the logo are fixed (logo height: 35 mm).

Only the title page and annexes should start on a separate page, the other sections should not. A heading indicates the beginning of each section (**Source Sans Pro Bold 12 pt.**) and numbered with roman numerals (I. ; II. ; III. ; IV. ; ...). Sub-headings (**Source Sans Pro Bold 12 pt.**) within sections can be used to further organize the report.

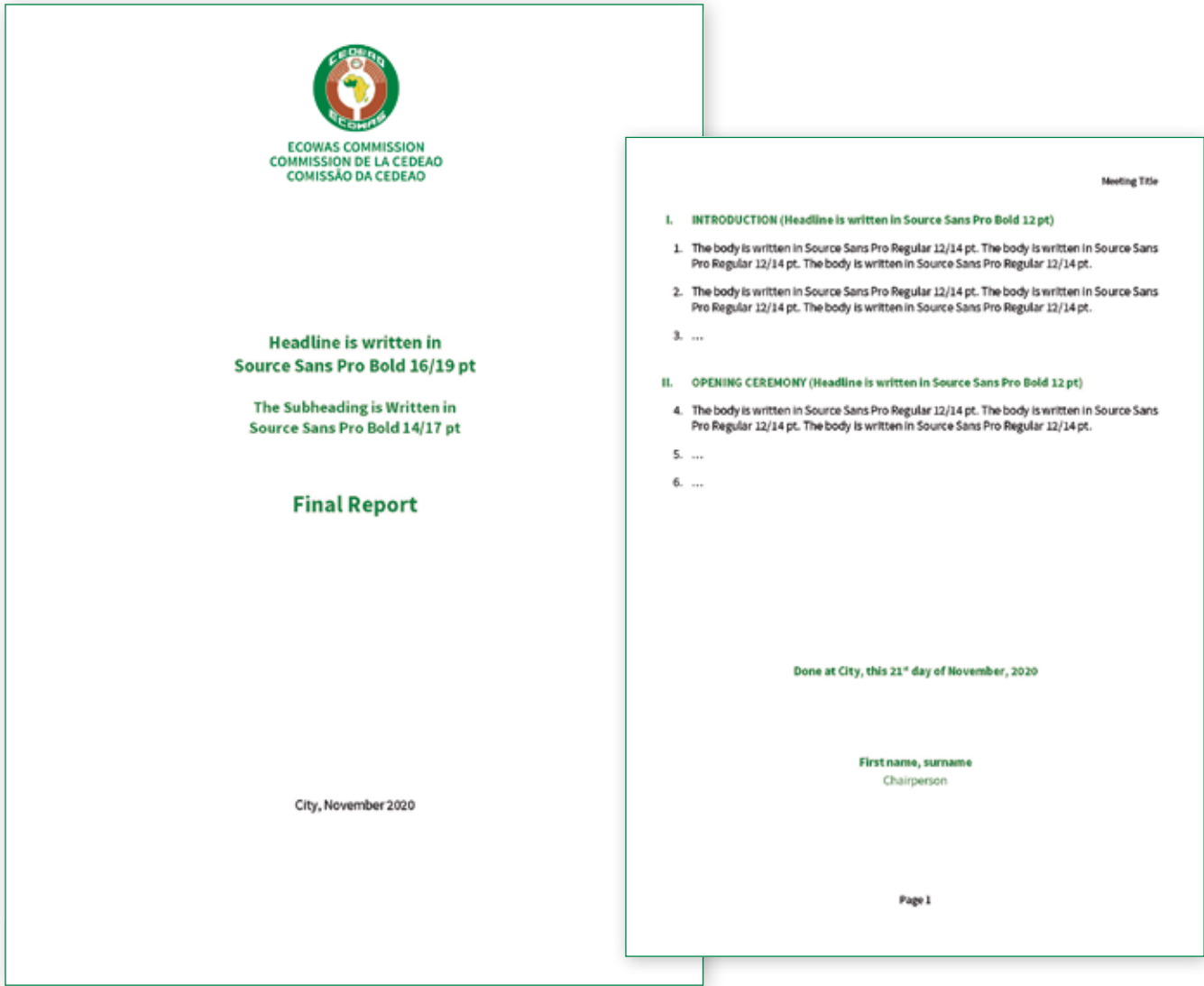
Main body of the report is written in Source Sans Pro Regular 12/14 pt. Each consecutive paragraph has an ordinal number (1.; 2.; 3.; ...). The paragraphs are separated from each other with a line spacing of 12 pt. Formatting like **bold**, *italic*, or underlined fonts or colour in the report text should be avoided.

The meeting/workshop title is indicated in the header of each page of the main body of the report (first page different).

All pages (first page different), including annexes, should be numbered.

The last page of the report must be signed by the authorised person(s).

Standard Size: A4 (210 × 297 mm)



An effective agenda sets clear expectations and helps to prepare, allocate time wisely and quickly get everyone on the same topic.


The size and position of the ECOWAS logo are fixed (logo height: 35 mm).

The Meeting / Workshop title should be set in not more than three lines (**Source Sans Pro Bold** 16/19 pt).

The agenda consists of three columns: Time (for each topic/session), Items on the Agenda and Person Responsible.

Days and titles of sessions of the meetings / workshops are highlighted with a coloured background.

If the agenda extends below the bottom margin, continue on plain white stationery stock that matches the agenda header.



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

Agenda

Meeting/Workshop Title

Day 1 : Thursday 10 th May 2018		
Time	Items on the Agenda	Person Responsible
Session I: Opening session		
10:00	Opening Remarks	
11:00	Coffee Break	
Session II:		
Session III:		
12:30	Lunch	
Session IV:		
17 :00	End of day 1	
Day 2: Friday 11 th May 2018		
Session V:		

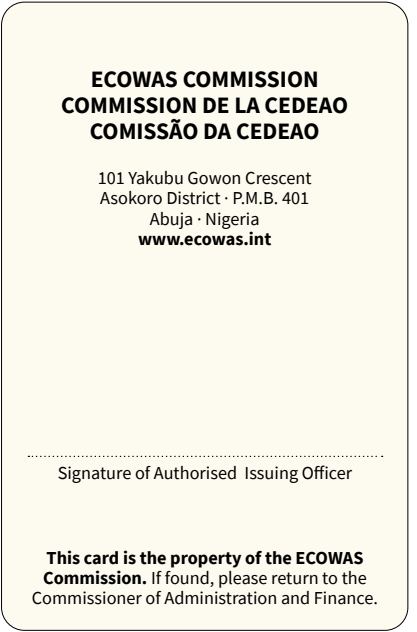
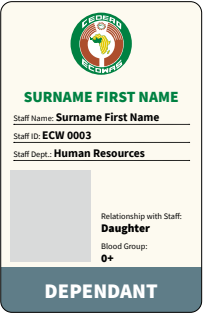
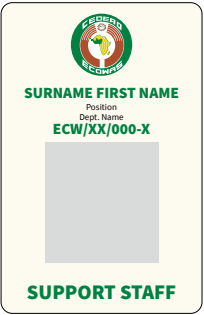
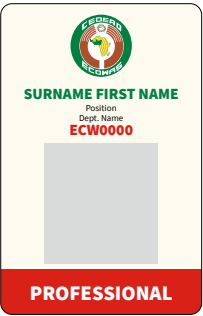
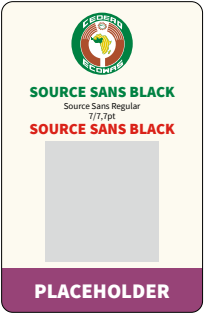
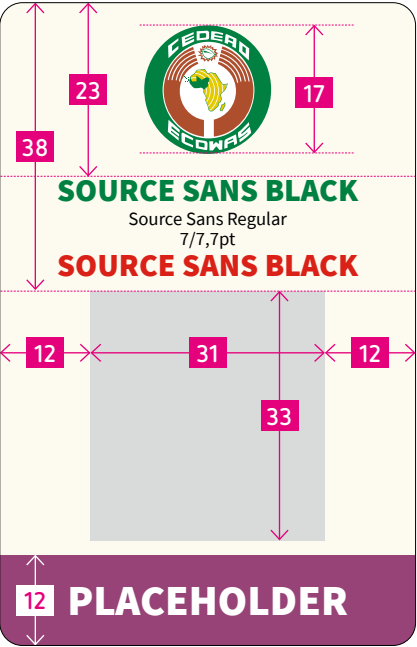
7 | Event Communication

a. Name Tags

The name tag format is 55 × 85 mm.

The ECOWAS badge is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

Detailed measurements can be taken from the illustration below (all measurements in mm).



b. Banners

Banners are decorative and promotional mediums. Banner designs must give consideration to fonts and text content.

Large font sizes (minimum size **Source Sans Pro Bold** 240 pt) must be used to ensure readability and views from a distance. Keep the headline short. Preferred is a 1-line heading (headings should be set in not more than two lines). In general, keep text limited. Event phone numbers, social media and other similar extended information is not allowed for readability.

Banners that are be used during meetings should contain information about the place and date.

To hang the banners please use eyelets (metal rings), usually placed along the corners and edges of banners.

Where different sized banners are used in the same meeting, designs should be modified appropriately for most effective design. Example, reduce the amount of logos or wording on small size banners to be more effective and legible.

Standard Size: 3048 × 1524 mm

c. Name Plates to be used at Meetings

The name plates format is A4, folded lengthwise.

The ECOWAS badge only is used.

For the labeling **Source Sans Pro Bold** (name) and **Source Sans Pro Semibold** (position) are used.

The font size can be reduced for long first names.

Size and positioning of the logo are fixed.

Detailed measurements can be taken from the illustration below (all measurements in mm).



d. Car Flags

Example of vehicles signage for minivans: Minivans are able to be branded with the ECOWAS logo centered and URL. The recommended size of the logos is A3.

Example of vehicle signage for limousines: The ECOWAS badge is displayed on the door (drivers' side). The recommended size of the logos is A3.



e. Sticker

The sticker format is 89 × 37 mm.

The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

The address is set in Source Sans Regular 9.5/10.5 pt in black and is aligned vertically with the badge.

Detailed measurements can be taken from the illustration below (all measurements in mm).



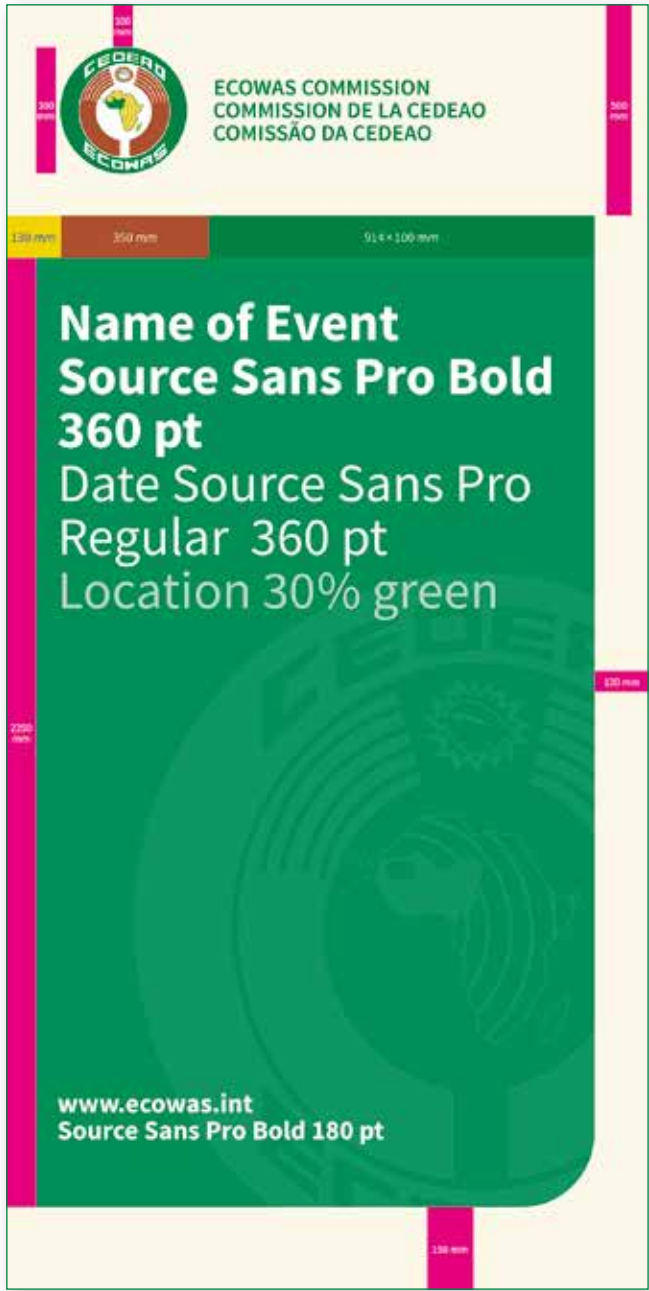
f. Roll-up Banner

The roll-up format is 1524 × 3048 mm.

The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).

The use of the colours corresponds to the specifications (see “ECOWAS Colours” on page 11).

Detailed measurements can be taken from the illustration below (all measurements in mm).



g. Exhibition

For labelling exhibition stands, the centered logo is always used according to the corporate design, in accordance with the corporate design specifications (see “ECOWAS Logo” on pages 5–10).



h. Backdrop

Event Backdrop is a flexible branding solution and could be used for press conferences, interviews, meetings and events.

Depending on your event, backdrops can be printed in various sizes and many different frame types are available. Details should be discussed with a printer.

To include phone numbers, date, place, social media, event/meeting title and other similar information are not allowed because backdrops can be used multiple times.



j. Other Applications

The ECOWAS logo can be printed on wide variety of (promotional) items.

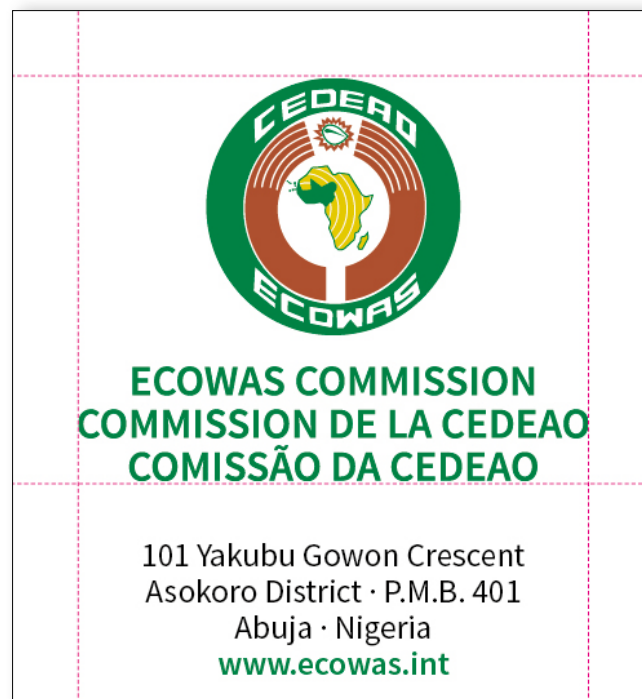
The ECOWAS logo must be used in accordance with the instructions (see “ECOWAS Logo” on pages 5–10), the design must be adjusted to the respective requirements.



8 | ECOWAS Signage

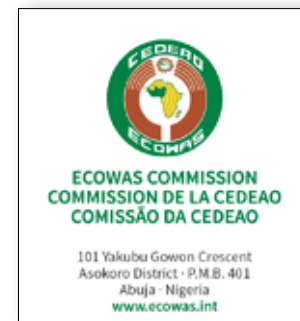
This signage is the defining element of the external appearance of the ECOWAS offices. The ECOWAS logo should be placed sufficiently large in order to provide sufficient orientation.

The ECOWAS logo is placed according to the corporate design instructions (see “ECOWAS Logo” on pages 5–10).



The address should not be wider than the ECOWAS logo subtitle.

Fonts used are Source Sans Pro Regular in black for the address and further details, **Semibold** in ECOWAS green for the web address (see “ECOWAS Colours” on page 11).



9 | ECOWAS Visual Language

Visual language is the language of images. Everyone remembers images, photos, charts and pictures rather than the headline or the photo caption. Nothing attracts more attention than photos of people and emotions. It is a process of communicating a message or concept through images and text.

Use professional photos if possible. The image must be in focus, professionally lit and photographed. No excessive sharpening, noise, blurring or colour banding. Avoid pictures showing a time and/or date stamp. Choose photos that contribute to your key message. Select and use pictures that describe ECOWAS better than words can.

Tell a story with the photos and make sure that photos are placed in a logical order with the text.

Be mindful of “borrowing” images that may be copyright protected. Always credit the photo with the name of the photographer, a short description of the picture, date and place.

Image Resolution Printing: The 300 ppi criteria will be applied for images, if the image is to be printed 8 inches in size, then your digital image has to be a minimum of 2,400 pixels in that dimension – (2400 pixels / 300 ppi = 8 inches; 300 ppi * 8 inches = 2,400 pixels).

Nothing attracts more attention than photos of people and emotions.

Professionally lit



Aspect Ratio

16:9 Ratio: Most modern screens are set in a 16 by 9 ratio—therefore, video should be produced in a 16:9 ratio.

Exceptions to the 16:9 rule can be made on a case by case basis. Please consult the Directorate of Communication of the ECOWAS Commission.

Video Quality and Audio

Resolution: Video(s) produced for ECOWAS should be recorded at a minimum of and exported at 1080p HD quality. No footage below 720p should be used unless it is archival footage.

Framerate: Today, with the advent of YouTube, Vimeo and similar internet video sites, 24 fps has become the more visually pleasing option. All final videos should be output at 24 fps (true 23.98 fps).

Bitrate: When possible, all footage should be recorded in the highest possible bitrate available.

Background Noise: Avoid locations with background noise whenever possible. If audio includes incidental background noise, remove noise whenever possible, without introducing noise-reduction artifacts.

Microphone Placement: Shotgun microphones should not be visible. Lavalier mics may be visible but cords/ cables should be hidden.

Sound Effects: If sound effects are used, the sound should be clean and professional. No funny noises or laugh tracks. Speech should be limited to a maximum of -3dB.

File Naming Convention

- yyyymmdd_keywords (4-digit year, 2-digit month, 2-digit day_keywords)
- No more than 50 characters, all lowercase
- No spaces or unusual characters (use only abcdefghijklmnopqrstuvwxyz0123456789)
- e.g., 20200528_45yearsofsolidarity.mp4.

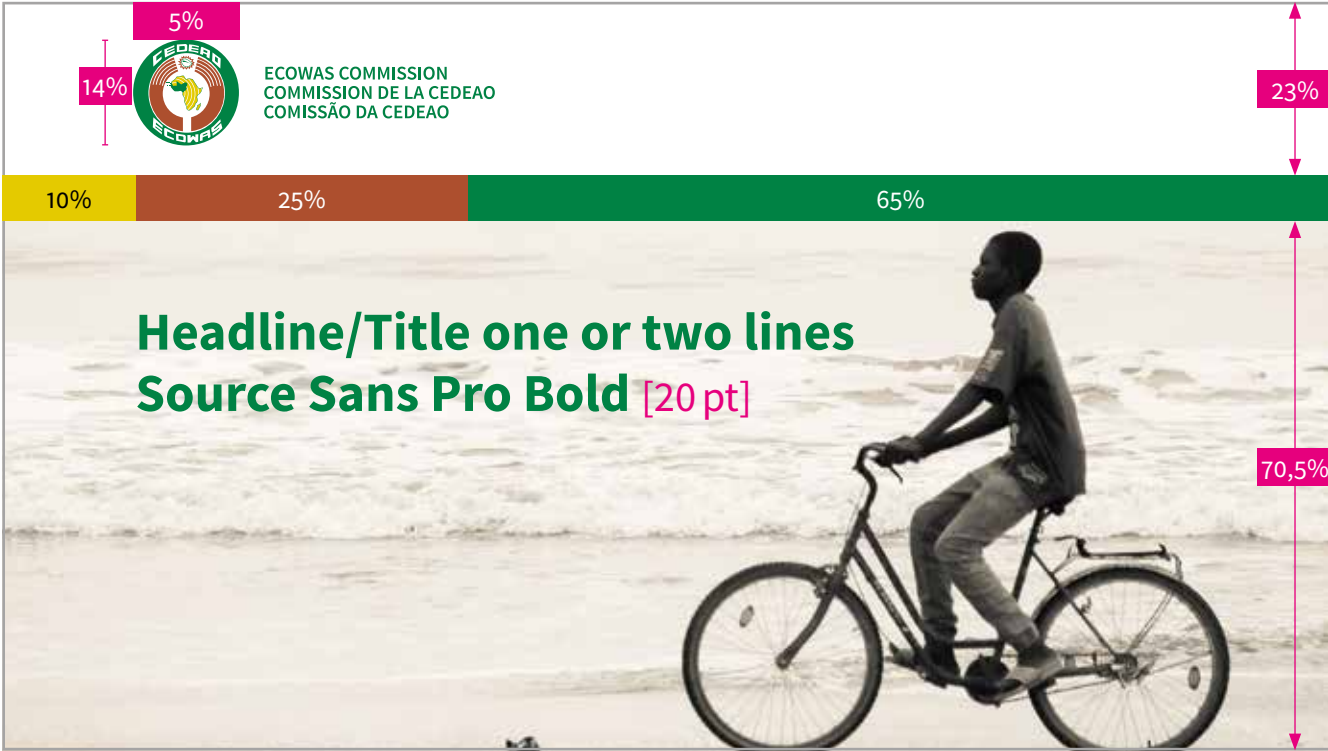
Delivery: All raw footage and final edited video must be delivered to the Communication Directorate of the ECOWAS Commission on a Windows friendly medium, e.g. USB formatted to exFAT; CD/DVD master formatted; FTP or Dropbox.

Technical Specs for Final Export: Container: MP4 or MOV; Audio Codec: AAC-LC; Sample rate: 48khz; Video Codec: H.264; Frame rate: 24fps.

Introductory and Closing Screens

Displaying the logo in the introductory screen: The ECOWAS logo left aligned is the standard.

Percentages are in relation to the total height of the picture, e.g. the space at the top margin of the picture is equivalent to 23% of the total height.



Displaying the ECOWAS badge continuously for the duration of the video will ensure recognition. It should be positioned at the top left.

Text inserts during the video: Text inserts are the brief overlays that provide information such as the locations, names, functions and institutional affiliation of a speaker or interview partner. Text inserts displayed during the film are limited to three lines and are positioned at the lower margin of the screen.



Closing Screen: Following the end credits with the production information, the ECOWAS logo centered is displayed together with the logos of partners and donors as appropriate.



Photo Credits

- P. 18: Sustainable agriculture/Burkina Faso, © GIZ/Aude
Rossignol
Market/Côte d'Ivoire, © GIZ / Toni Kaatz-Dubberke
- P. 24: Market/Côte d'Ivoire, © GIZ / Toni Kaatz-Dubberke Fish
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- P. 26: School / Nigeria, © GIZ / Thomas Imo/photothek.net
- P. 28: ECOWAS President H.E. Jean-Claude Kassi Brou and
H.E. Marcel A. De Souza, © ECOWAS
- P. 30: School/Benin, © GIZ / Katja Lehmann
- P. 31: Workers in the rice mill Labana Rice Limited in Birnin
Kebbi / Nigeria, © GIZ / Thomas Imo/photothek.net
- P. 32: Market stall with forest products and fruits in
Kpalimé / Togo, © GIZ / Stella Marraccini
- P. 33: ECOWAS Commission / Nigeria, © ECOWAS
- P. 42: Car illustration, freepik.de
- P. 44: Women trash and winnowing rice in village
Banankoro / Mali, © GIZ / Joerg Boethling
- P. 49: Sustainable agriculture / Burkina Faso, GIZ / Aude
Rossignol Mrs. Binta Abdul Kadir (Headmaster
School) / Nigeria, © GIZ / Thomas Imo/photothek.net
- P. 49: Construct ion site on the premises of Labana Rice
Limited in Birnin Kebbi / Nigeria, © GIZ / Thomas Imo/
photothek.net
- P. 51: Banjul Beach / The Gambia, © GIZ / Katja Lehmann
- P. 52: Fish Landing Side / The Gambia, © GIZ / Katja Lehmann



ECOWAS COMMISSION
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