

# Brand guidelines

V.3 Nov 2025

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Maintaining a strong and consistent brand is essential for building recognition and trust with our supporters. This guide will show you how to use the key elements of our visual brand to ensure that all our communications align with ActionAid's values, mission and overall vision.

Kady is a fisherwoman on Maya Island, Senegal, and together with her local women's group has worked to find solutions to the challenges brought by rising sea levels. This included building a bridge so that their children can get to school on a neighbouring island.





Our logo



## Primary logo versions

The ActionAid UK primary logo is the same as ActionAid International, the federation we are a part of.

On dark backgrounds the logo should be white. On light backgrounds, it should be red.

On complex backgrounds (photography or pattern), the holding rectangle can be used to ensure legibility.

**act!onaid**



**act!onaid**

# Other logo versions

## Strapline lock-up:

Our strapline is used to convey our mission to our audience. It should only be used on assets that otherwise do not convey our work with women and girls in either imagery or copy.

In these cases, the strapline should be applied underneath the rectangle version of the logo only.

## Logo symbol:

Our exclamation mark can be used as a logo when it's already clear there is an ActionAid context.

[All logo variations are available here.](#)



Strapline lock-up



Logo symbol



Exclusion zone

At a minimum, the empty space around either the logo or the logo and strapline lock-up should be equal to 'X', which is the height of the letter 'd' in 'ActionAid' (as detailed right).

This gives our logo space to breathe and allows it to stand out on a page.

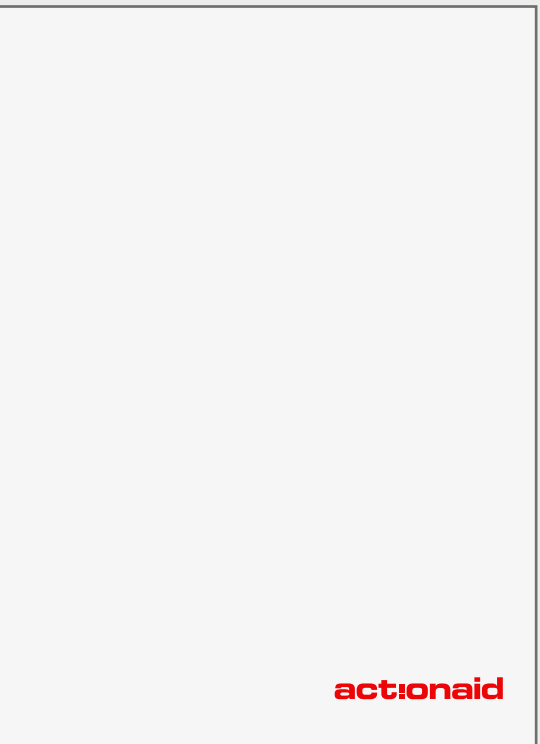
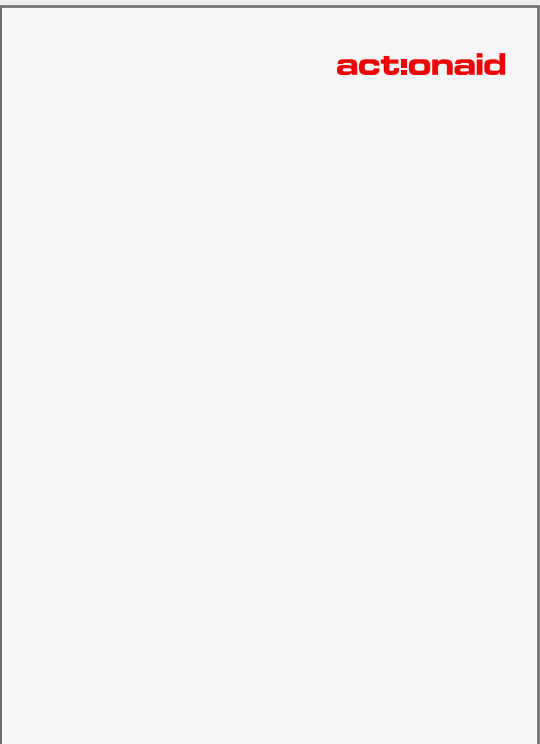
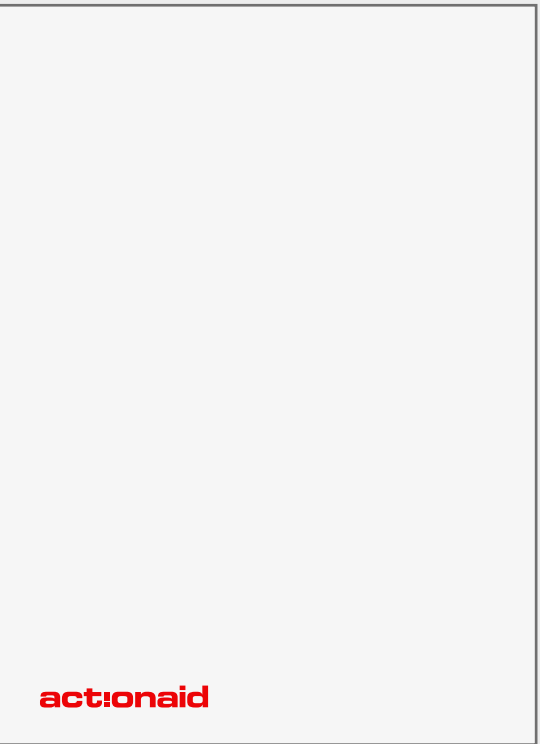
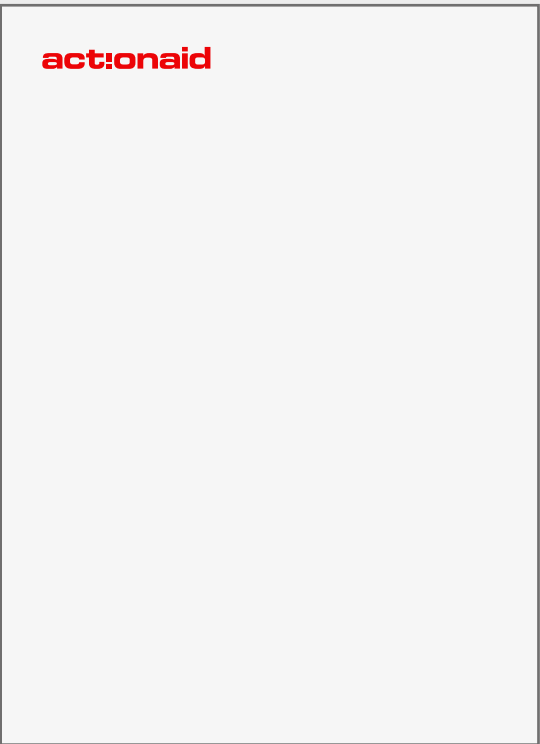


# Size and placement

Our logo can be scaled up to an infinite size. However, to ensure legibility and impact, we have established a minimum size for both print and digital.

The minimum size is determined by the height of the logo.

The logo can be placed at the top or bottom left of a page. In some contexts, the logo can be placed on the right, but this is not the preferred position.





# Logo misuse

Our logo was created for brand stability, and our logo and strapline lock-up has been designed with legibility and brand understanding in mind. Therefore, neither should be altered in any way.

~~act!onaïd~~

Don't create outlines

~~act!onaïd~~

Don't distort

~~act!onaïd~~

~~Changing the world  
with women and girls~~

Don't expand bounding box

~~act!onaïd~~

Don't change transparency

~~Changing the world  
with women and girls~~

~~act!onaïd~~

Don't reorder logo and strapline

~~act!onaïd~~

Don't rotate

~~act!onaïd~~

Don't change holding shape

~~act!onaïd~~

Don't change to any non-primary colour

~~act!onaïd~~

Don't add effects to the logo

# Brand elements



# Colours

Our primary colours are red, black and white. All ActionAid communications should feature these. Shades of each colour can be used sparingly.

#B3020B

Action Red

#EC0407

Pantone 485 C

C 05 R 236  
M 100 G 04  
Y 100 B 07  
K 05

#FFC1C2

Charcoal

#261C1C

Pantone Neutral Black C

C 66 R 38  
M 69 G 28  
Y 59 B 29  
K 81

#7E7D7B

White

#FFFFFF

#EFEFEE

# Colours continued

Our secondary palette can add colour and vibrancy. This is useful for longer formats such as reports where the use of red, black and white becomes repetitive or where the tone is lighter and celebratory, e.g. supporter fundraising challenges.

However, unless part of a sub-brand, they must never be the predominant colour in ActionAid piece of communication.

#2D145D

Powerful Purple

#432480

Pantone 268 C

C 90

M 100

Y 05

K 10

R 67

G 36

B 128

#6C45BA

#134647

Trustworthy Teal

#0F7173

Pantone 322 C

C 85

M 35

Y 45

K 10

R 15

G 113

B 115

#29A1A3

#E68E0C

Grounded Gold

#F9AE41

Pantone 804 C

C 0

M 40

Y 80

K 0

R 249

G 174

B 65

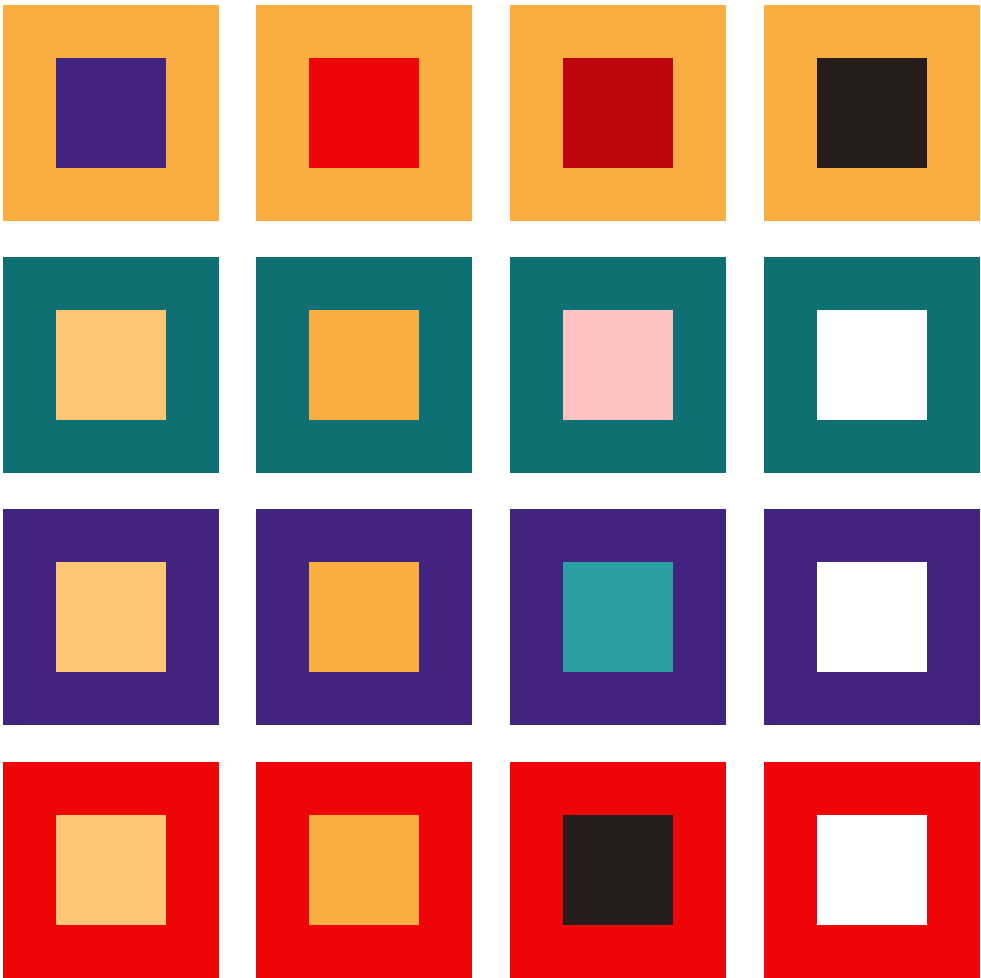
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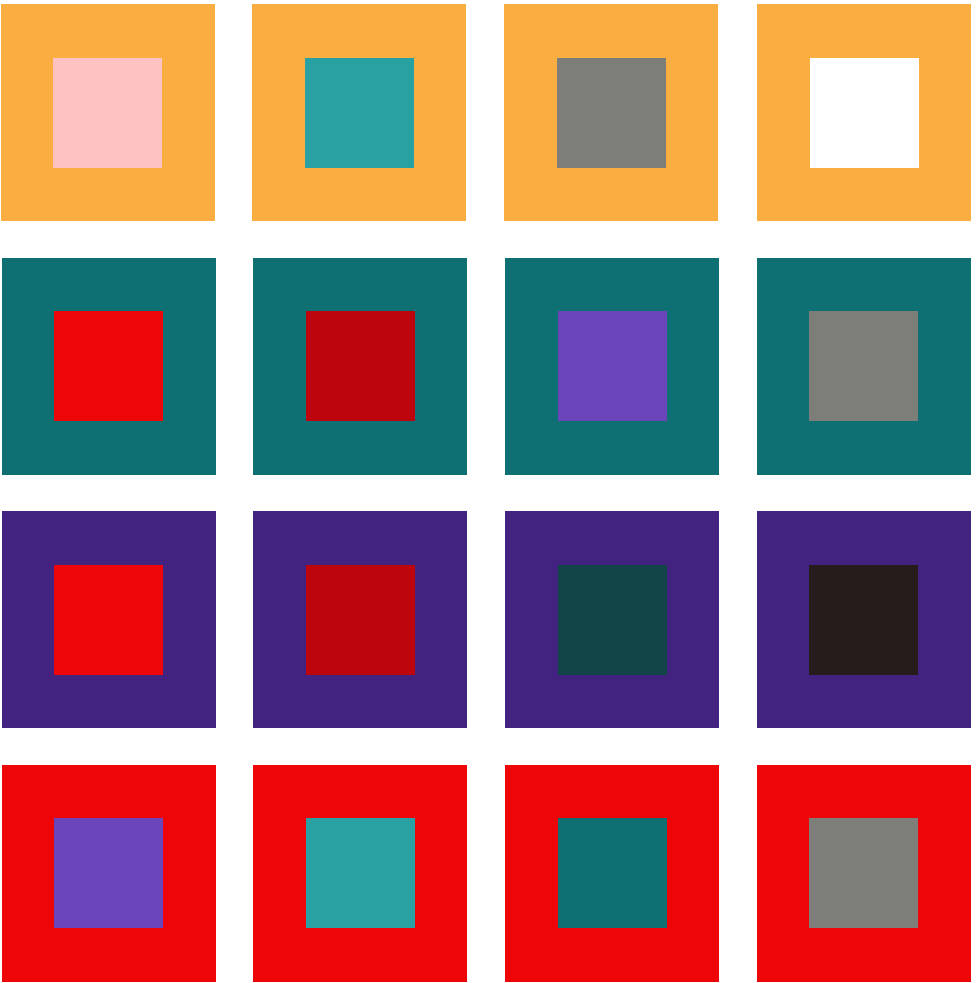
# Colour combinations

The colours in our brand palette are designed to complement each other. However, certain combinations work better than others.

✔ Use:



✘ Avoid:



**Colour and text**

When using text on a background colour, keep it white or black.  
See opposite for guidance on which to use on each colour and shade for the best legibility.

Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

## Typeface

The ActionAid typeface family is composed of two typefaces: Akshar and Helvetica Neue.

**Akshar** is our primary font and represents our brand personality. It features in our strapline and can be used in four different weights. In creative assets, it should be used for headlines, subheadings, captions, stats and quotes.

Akshar is [downloadable here](#).

**Helvetica Neue** is our secondary font, chosen for its legibility at small sizes. It should be used for body copy.

For our in-house templates, Helvetica Neue is replaced by Arial, which is widely available across Microsoft applications.

Primary font (available in four weights)

**Akshar Bold**

**Akshar Semibold**

**Akshar Regular**

**Akshar Light**

Secondary font (available in three weights)

**Helvetica Neue Bold**

Helvetica Neue Regular

Helvetica Neue Light



# Using typography

There are different ways to use our typefaces to create hierarchy make information more digestible.

See opposite for a complete outline of our typefaces and how to use them.

For more information, read our [accessibility guidelines](#).

Headlines:  
Akshar Bold in any primary colour.

Standfirsts, statement text:  
Akshar Light in black or Regular in white.

Headings:  
Akshar Semi Bold.

Body copy:  
Helvetica Neue Regular (white text) or Light (black text). 140% Leading.  
Minimum 12pt for print.

Pull out quotes:  
Akshar Regular for quote.  
Akshar Bold for name, at 70% of quote size.

Statistics:  
Akshar Bold for numerical value.  
Akshar Regular for stat text, at 40% of number size.

# Headline harchit est aceaquiant sum iunt

## Standfirst quide mos cu

### Heading omniamet qui

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### Name

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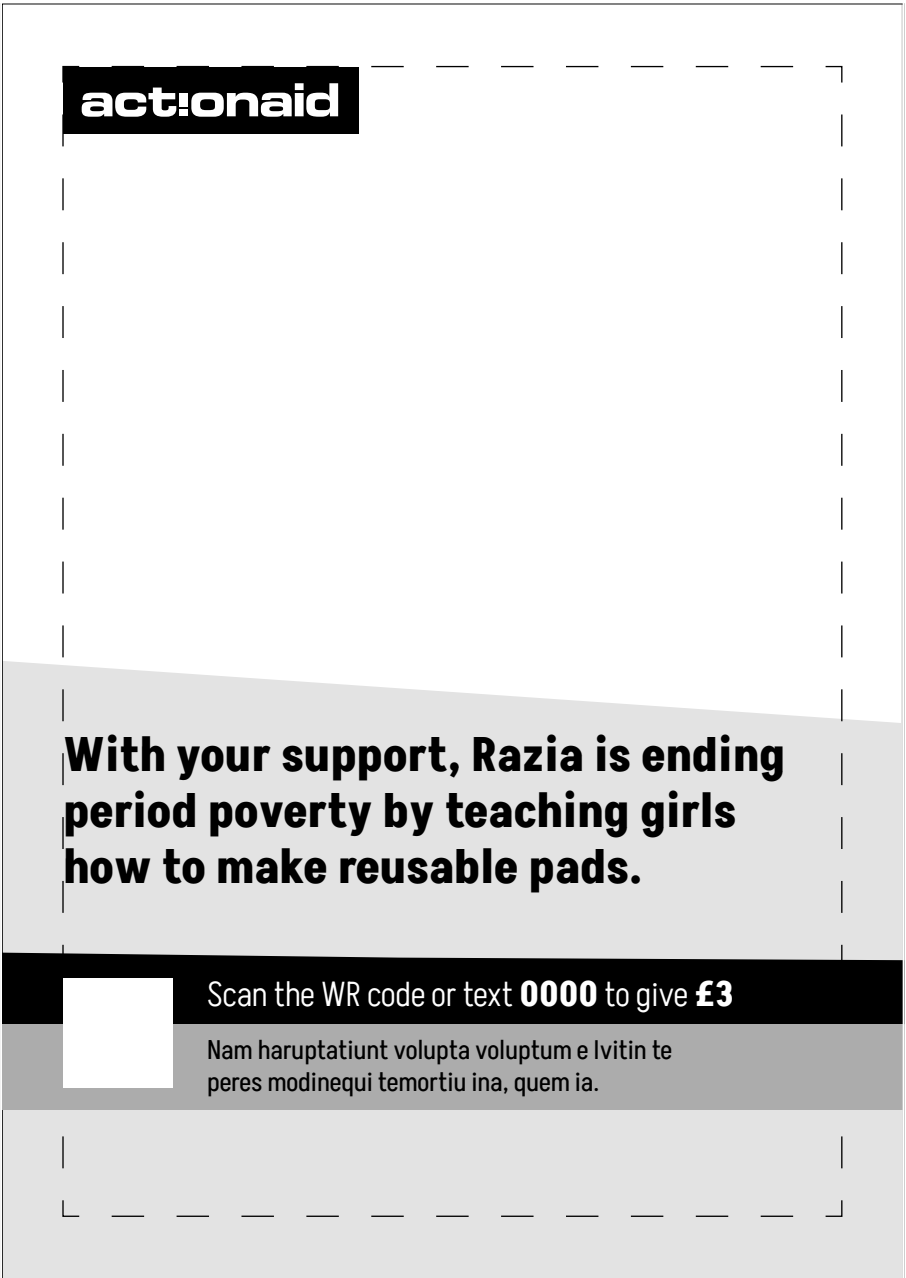
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# Margins

Grids, columns and margins help create consistency across brand assets.

For posters, apply a margin size of 6% of the shortest edge.

Photography and irregular shapes can bleed off.



Poster



Columns

For portrait and landscape editorial pages, use two columns and maintain a margin size of 6% of the shortest edge, as with posters.

Photography, irregular shapes and captions can lay over column boundaries.

**“It is encouraging to see the women in my community become motivated seeing my success.”**

Momena is a mother of four living in Bangladesh. When her husband fell ill, her family struggled to pay for his treatment and children's school materials.

But Momena took action. She joined a women's farmers group that ActionAid established in her community. Through this group she learned not only how to cultivate fish but how to establish a business to sell them.

"I attended a three-day training session at a local fishery and now we earn a steady income selling young fish," says Momena. "After our training, we obtained a loan from this ActionAid women's farmers

group for BDT 10,000 [\$84] which enabled us to install a hatchery in our home."

Momena and her husband Mosarof now work together running their successful fish business.

"We started to produce young fish to sell to the fish growers, which



Momena has worked hard to make her fish business a success, securing the future for her family, including her youngest child Jemal.

was much better for my husband's health, and working together meant our income started to increase. This has increased our monthly income to BDT 25,000 [\$211].

"This income has opened so many doors for us. We have saved for the operation that my husband desperately needed, and we've leased some land where we have created a pond with fish to sell at the markets.

"I can now support my children with their studies and my husband has received his surgery – none of which would have been possible if we hadn't attended the ActionAid fish rearing course."

Momena has worked hard to make her new business thrive, securing the futures for her children. But she is also making a difference well beyond her home.

"My hatchery has had a great impact in my community too, because the fish growers are getting their fish supply within our village, which has reduced the cost and time for them."



By sharing her knowledge of fish farming, Momena is helping her whole community to thrive

**“**

**“It has changed the course of our lives and secured our family's future – thank you!”**

**Momena**

Momena's ambitions continue to grow. Her dream now is to have more ponds, sharing her knowledge and encouraging more women to become involved in the fish industry. Your support has enabled her vision and hard work to flourish, and she is now looking ahead to a much brighter future.

16 actionaid.org.uk

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**“I love changing the lives of young girls.”**

Razia Yazid (pictured here in white top, and on cover) is a 25-year-old feminist leader and activist in Uganda. She attended leadership training supported by ActionAid and since then she has been conducting workshops on making reusable sanitary pads, women's rights and family planning.

"The [ActionAid] training has inspired me to help," she says. "I love changing the lives of young girls. I like seeing that in the future, they will also stand up for their rights] and support themselves."

Razia visits homes and speaks to the parents of girls about the importance of their children attending her workshops. She has also approached schools, churches and Community gatherings to ask if they can give her a few minutes to speak.



After her workshops, not only do girls have enough reusable sanitary pads for use every month, they also have extra to sell, a brilliant way for them to earn an income and gain economic independence.



**Thanks to your regular support, more women like Razia are able to change the world.**

**The value of your gift to women and girls everywhere**

Millions of women and girls around the world live in poverty and are denied education and healthcare, simply because of their gender. They face violence, sexual harassment and abuse – many are forbidden from owning land or property.

ActionAid partners with women and girls working for a better world, one in which they have equal rights, access to education, economic opportunities and leadership roles. Your kind support will help end the inequality that keeps women and girls locked in poverty, and to restore the rights denied them from birth. You will also be supporting communities threatened by emergencies and natural disasters, ensuring women can lead at times of crisis.

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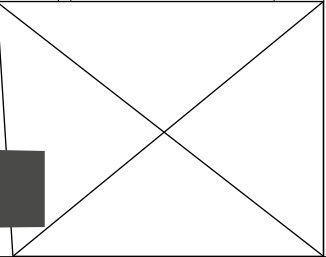
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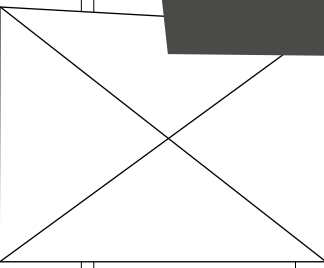
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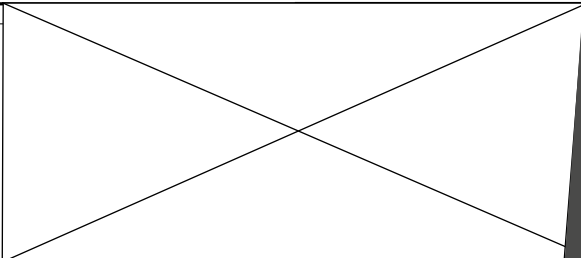
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Portrait spread

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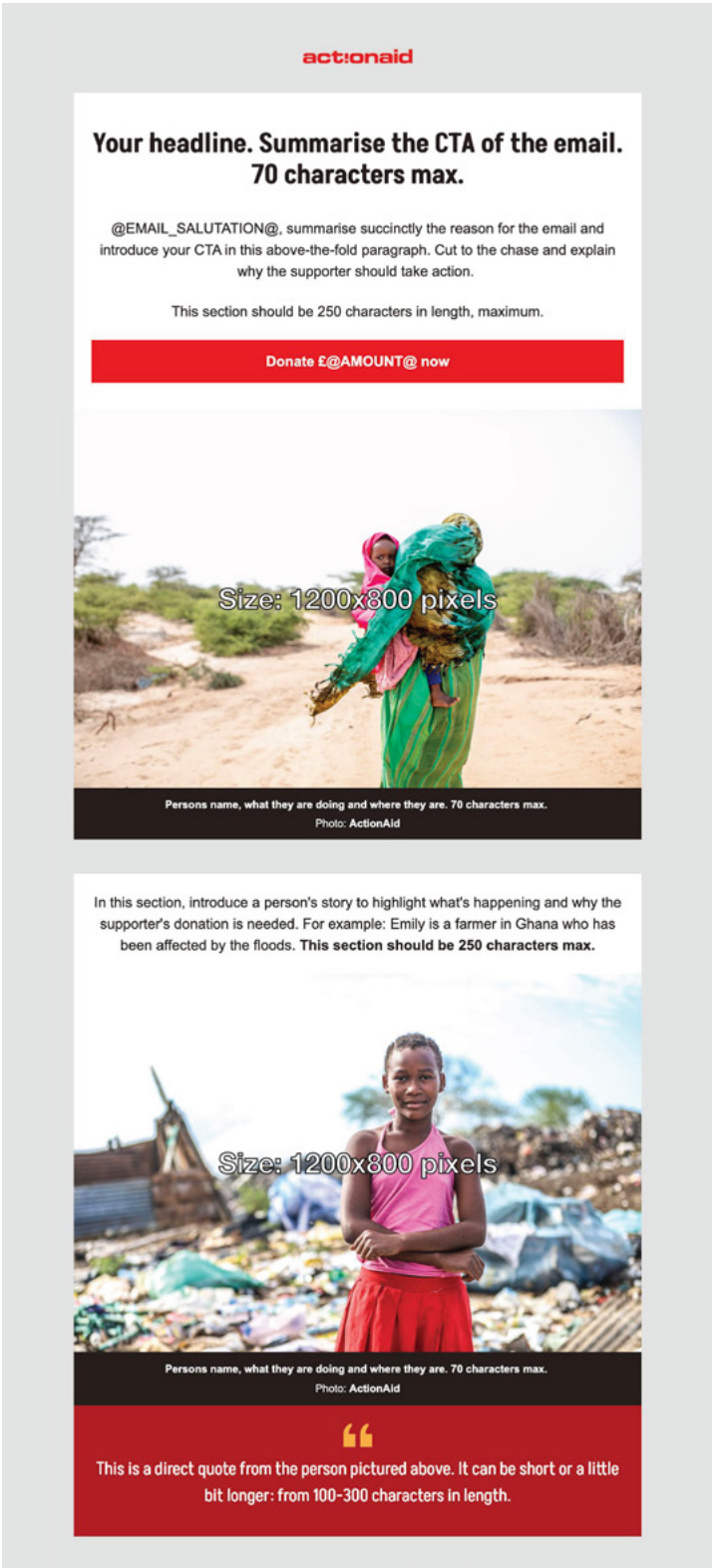
Landscape spread

# Digital templates

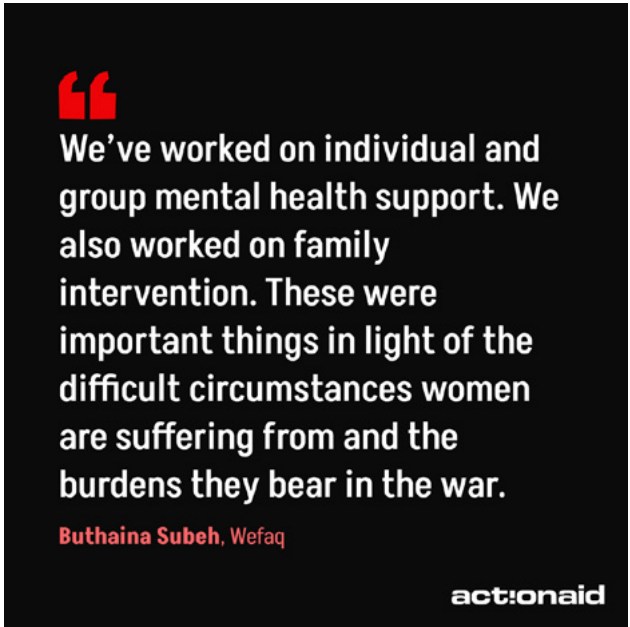
Templates for social media graphics and emails give a professional and uniform look to our content. By sticking to these templates we are reinforcing our brand look and feel, meaning that users instantly recognise our social posts or emails they receive.

We have various templates to be used for different communication styles and formats. Each one will match the tone of the campaign and communication channel.

Email templates can be accessed via our [DotDigital platform](#) and social media templates found in this [Figma file](#).



Email template



Social templates



# Irregular shapes

Our personality is reflected in our characteristic graphic device: irregular, organic, hand-crafted shapes and edges.

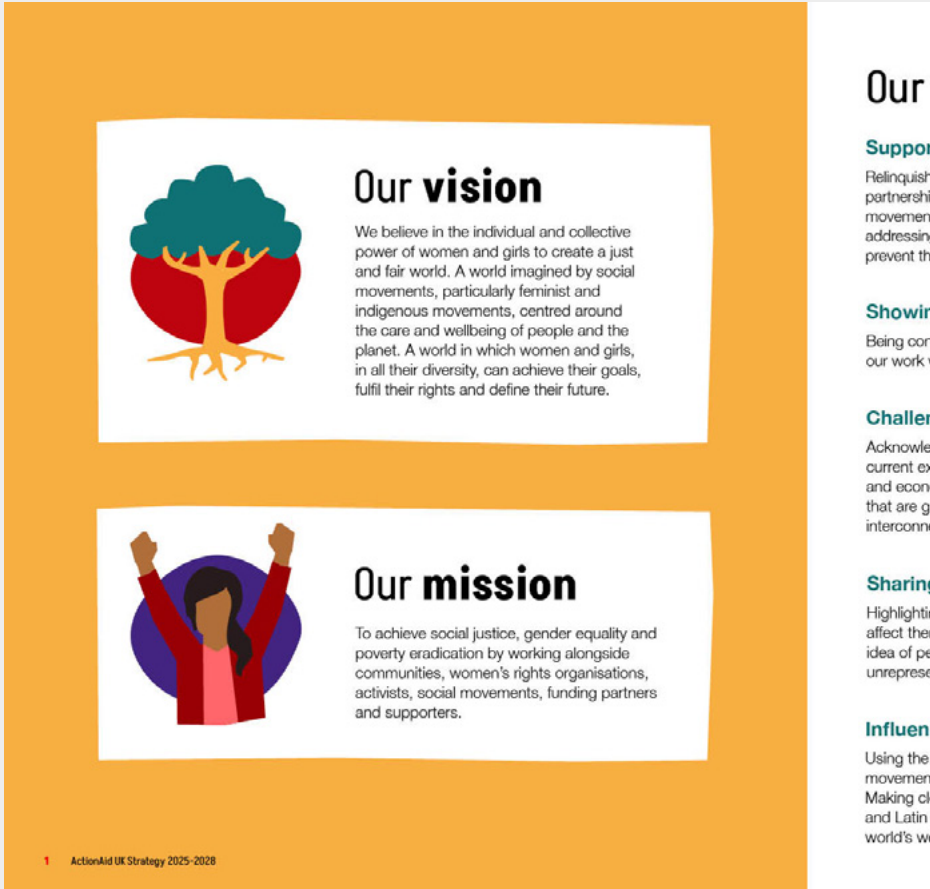
This graphic device is used across illustration and pattern, and also to help order information and add creative flair to communications.

To create irregular shapes and edges, follow these rules:

- Limit the angle of lines from anchor points to < 35° where possible.
- Avoid perfect circles.

The overall impression should be that someone has imperfectly cut out the shape from a piece of paper.

✓ Correct application of irregular shapes



✗ Incorrect application of irregular shapes





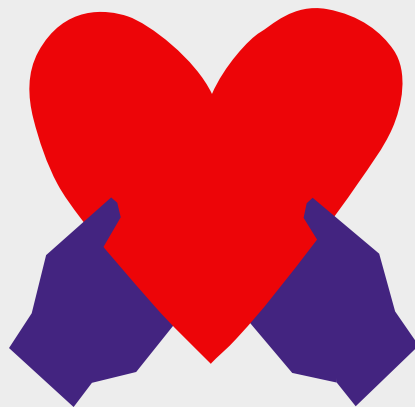
# Graphics

Graphics help us convey information visually and are another vehicle of brand expression. At ActionAid UK, we often use them to illustrate statistics and shopping list items. We have a [suite of graphics](#) ready for use.

If creating new graphics, follow the guidance for irregular shapes on page 20. Additionally, stick to the ActionAid colours and shades wherever possible, limiting each graphic to a maximum of two different colours. Avoid the use of line art and shadows, and keep curves to a minimum.



Notebook



Giving



Beehive



Blanket



Megaphone



Water

## Maps

We use maps to help provide context for our audience, such as where our stories are coming from and where we are working.

The country marker is a black irregular rectangle placed on the country. The text should be Akshar Regular in White.

Any regions, towns or project locations should be highlighted with a black square. The text should be Akshar Regular in White and 70% the size of the country text.

We have [a suite of vector maps](#) ready for use which includes individual countries and worldwide.



## Pattern

Our brand patterns are inspired by the vibrant textiles found in cultures across the world. They can be used **sparingly** to add visual interest to communications that otherwise lack appropriate photography, illustration or other graphics.

See [page 30](#) for an example use.





## Illustration

Illustrations allow us to tell stories about the lived realities of women and girls around the world without compromising on confidentiality. They can also be used in communications where we don't have photography or when discussing broad topics.

Our illustration style is distinctive and unique to ActionAid UK. It was developed to compliment our visual identity, using flat and imperfect shapes, with added pattern, texture and shadow for a paper collage effect. All illustrations used in ActionAid UK materials **must** follow this style. For more information, view our [illustration guidelines](#).

We have a [suite of illustrations](#) ready for use, covering core elements of our work. To commission a new illustration, please contact the Brand Team.





## Photography

Photography is a key aspect of our brand. It creates a connection with the women and girls we work with.

We want our images to be authentic and represent the lives and experiences of women and girls worldwide. That is why we always strive to commission local women photographers who understand the context.

On top of that, by only using local photographers, with no air travel involved, we substantially reduce our carbon footprint.

Partnering with women photographers also ensures we can uphold our [anti-racist storytelling principles](#).



## Anti-racist storytelling

- Our photography, videography and stories must reflect agency and individuality. The communities and people involved should be consulted throughout the process.
- Our photography, videography and stories should shatter negative stereotypes about a continent, country or group of people.
- Our photography, videography and stories should depict people's lived realities with dignity and humanity.
- Our photography, videography and stories must emphasise courage and hope and not foster pity in our audiences.



## Credits & captions

If context for a photo is not given in the accompanying copy, a caption should be added to the image. However, we should not rely on captions for context; instead, we should include references to the photos wherever possible in the main body copy.

**Captions** should sit within our characteristic irregular rectangles and be positioned in the corner of an image. The font should be Helvetica Neue Regular or Bold, and the size should be a minimum of 10pt. The length of the caption copy should be no more than 40 words.

**Photo credits** should be a minimum of 6pt in print and placed at the corner of an image where it is legible but not distracting. It should be formatted as follows:

© Photographer Full Name/ActionAid

Vinciane M'cishesa is 53 years old. She is married and the mother of 11 children. In her spare time, she practices agriculture and agroecology. She lives in the village of Cirunga in Kabare territory in the DRC.





# Video endslates

There are several iterations of our endslates: with and without the strapline, edits with a simplified logo and serious versions that use limited movement and are intended for more sensitive content, such as emergencies.

Choosing an endslate should be based on the context of the video and whether it is targeting cold audiences.

All [endslates](#) are available in 9:16, 16:9, and 1:1 aspect ratios.



With strapline



No strapline



Serious

# Video editing

We have a suite of motion graphic templates for lower thirds, titles and subtitles. These assets are created at 24fps to mirror traditional hand-drawn animation and are intended to represent unfurling or crumpling paper.

When colour grading, our authentic storytelling approach means we always try to replicate the natural colours picked up by the eye and never apply filters or any effects that significantly change hue, saturation, brightness or contrast. Video footage should be warm, naturally bright and above all, natural-looking.

Transitions should be subtle and tasteful so as not to cause a distraction. Never fade out from a solid-coloured background into camera footage. Always be aware of the safe zones when editing videos and on different social media platforms. Avoid any text, such as subtitles, overlapping with interface elements like the video progress bar.



Colour grading



Lower Third and subtitle example

**The brand in action**



Direct Mail







## Gifts in Action

## Farmyard Friends

In Burundi, farming is the main source of income for over 80% of the population. However, the effects of climate change have deeply impacted crops, livestock and land, especially for smallholder farmers who don't have sufficient means to cope with these changes.

ActionAid's Burundi livestock project provides women and their families with pigs and goats. These farm animals produce manure to help grow crops, which can then be eaten or sold, supporting families to achieve financial and food security. The animals' offspring can also be sold to provide another source of income.

These gifts will go towards our livestock project in Burundi and the families we work with there.



Goat

A lack of quality soil and seeds has made it difficult for families in Burundi to grow vital crops. A goat can provide high-quality manure to promote the growth of healthy crops that can be sold or eaten.



**Pair of breeding goats**

- £192



Sending a pair of breeding goats to a woman and her family can help provide financial security for years to come. The goats can produce milk to sell or drink, and their offspring can also be sold, providing a steady stream of income.

## Pig

£300



With this gift, you send a pig directly to a woman farmer and her family. Pigs generate long-term income for farmers as they produce offspring that can be sold, and their manure supports the growth of healthy crops.

### Piglet

£83



By sending a piglet to a woman farmer and her family, you are supporting them for years to come. As piglets grow, they produce more manure, which is excellent for crops that can be sold at the market or consumed.

1.



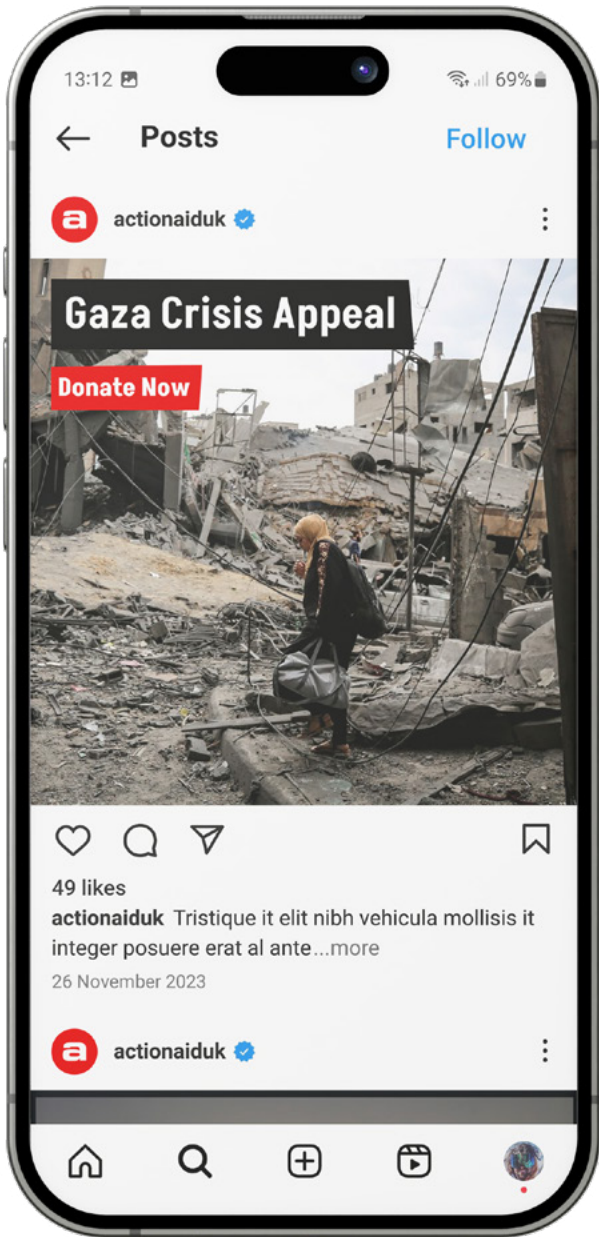
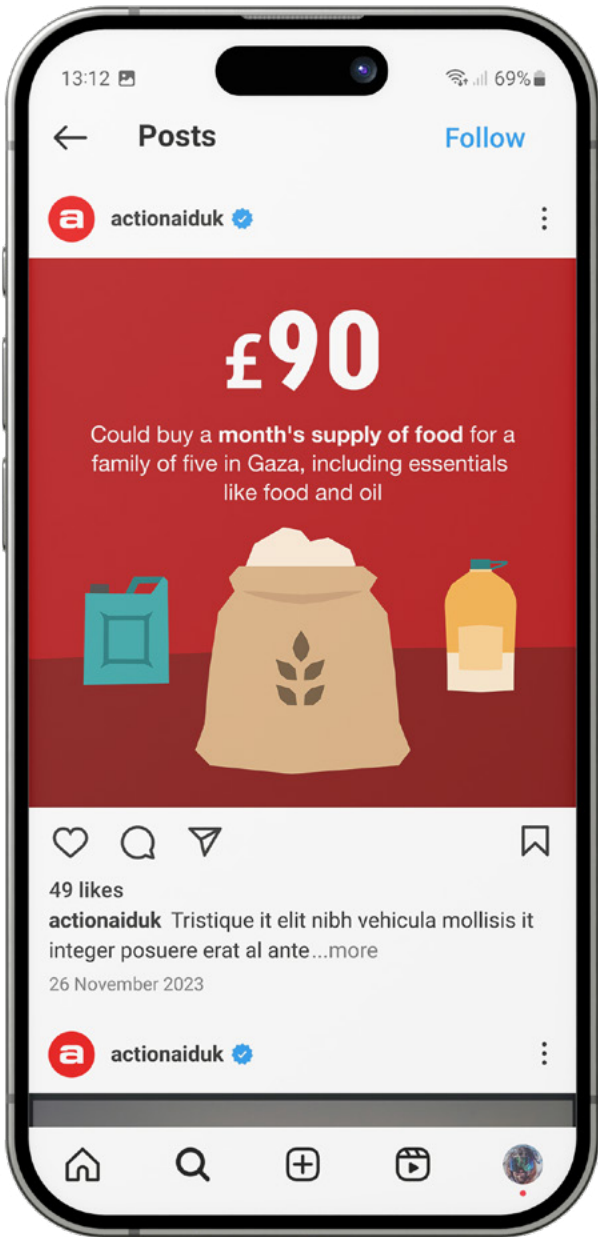
An **act:onaid** gift



An **act:onaid** gift



Emergency appeal materials



act:onaid

Changing the world with women and girls

ActionAid

Chard Business Park

Jarman Way

CHARD

TA20 1FB

+44 (0)1460 238 000

supportercontact@actionaid.org

actionaid.org.uk

Name Surname

Address line one

Address line two

POST C073

Dear Name,

Isque nis qui beaquodipsam ipsae sequaes ea experum id ut re num, am, corem que ea sumqui ut volupit atest, qui doloribus experib usamet el es arciae eumquam nessint isquas quid magnatem vendam recum aut mi, ut inulpa conesto et min nus.

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act:onaid Turkey-Syria Earthquake Appeal

1

I will help with a gift of ☐ £30 ☐ £50 ☐ £100 ☐ £

2

☐ I enclose a cheque/postal order made payable to ActionAid

☐ Please add to my existing **Direct Debit** for one month only

☐ Please debit my (circle one) **Visa / Mastercard / Amex**

Card no.

Name  Exp.  /

Signature  Date

3

☐ I do not wish to receive acknowledgement of my gift

Scan to donate online

Or visit [actionaid.org.uk](https://actionaid.org.uk)

Please complete overleaf

Serious

Light

33

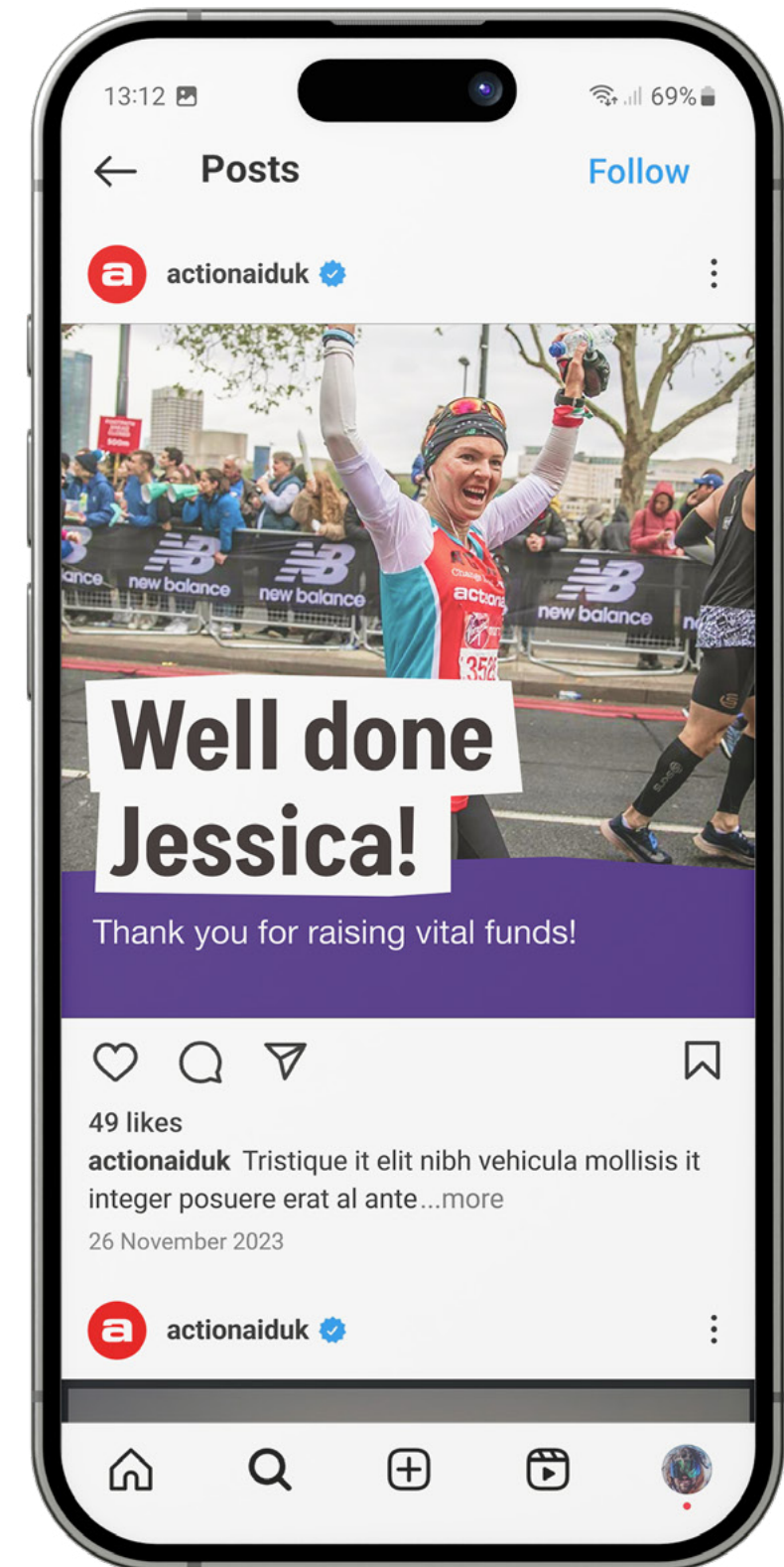


Supporter magazine



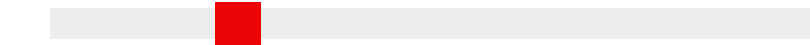
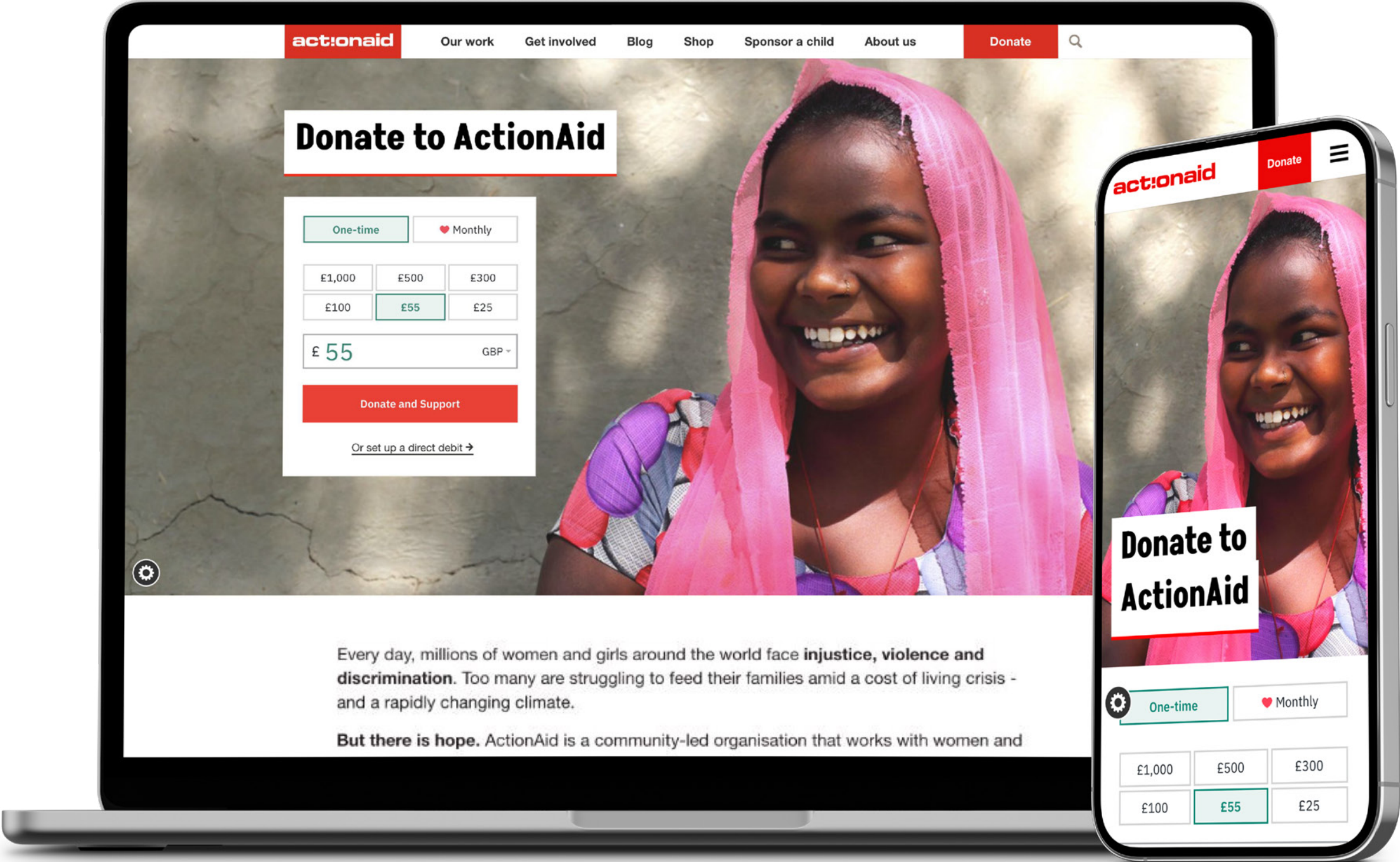


## Community fundraising





Website



Serious

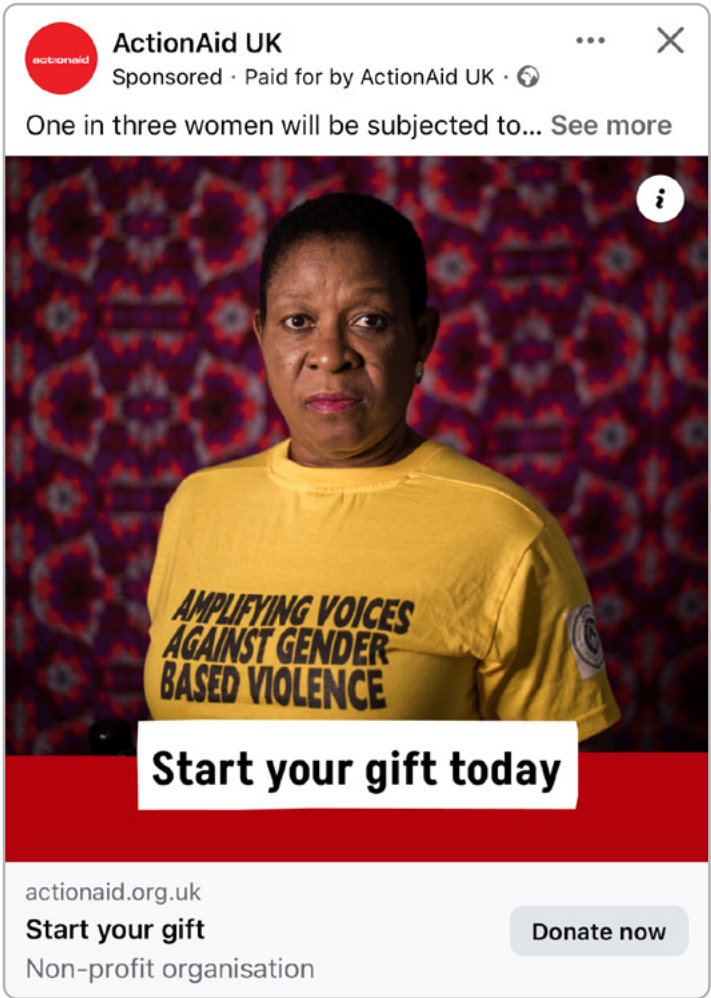
Light



# Online advertising



Display



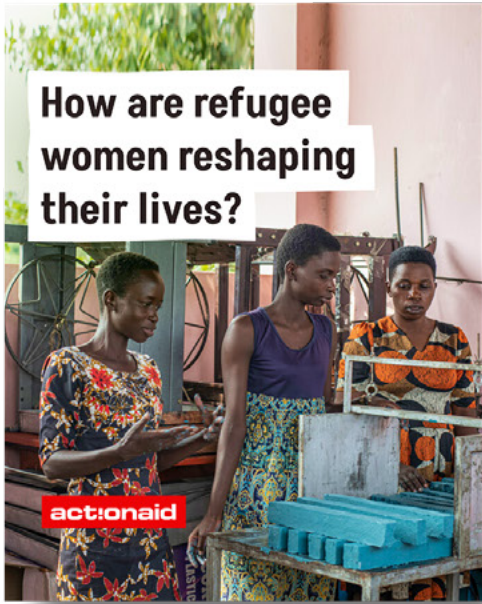
Paid social



Serious

Light

Social



Carousel



Story

# Thank you

For any questions or assistance please email [UK-A&I-BCC@actionaid.org](mailto:UK-A&I-BCC@actionaid.org)