OneVILLAGE PARTNERS

Brand Standards

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VALUES

MISSION
Catalyzing community-led transformation in rural Africa

VISION
We envision the people of rural Africa engaged in building thriving, connected and resilient communities.

COMMUNITY-LED
We believe thriving communities determine and lead their own future.

DISCIPLINED
We measure our impact and adapt our approach accordingly.

SUSTAINABLE
We focus on lasting solutions.

EQUITABLE
We seek the full participation of all people in our communities and programs.

WHAT SETS US APART

OneVillage Partners activates the power of people and communities in rural Sierra Leone to overcome poverty-related challenges.

Through a **community-led approach**, we:
Enhance local leadership skills
Economically empower women
Strengthen civic engagement

At OneVillage Partners, we are team players. We work hard and have fun while doing it. We're engaging and inclusive, and we love to tell stories. We learn and adapt. We empower and inspire people to see a different and more equitable way of doing development. We are:

Approachable
Energizing
Determined
Trustworthy
Inquisitive

DECOLONIZED LANGUAGE

We understand there is **power in words**. We take responsibility to use language that does not perpetuate stereotypes, and we avoid using binary language that paints the picture of "us vs. them." We do not over-edit or criticize written English by community members whose first language is not English; similarly, we acknowledge and understand that American English is not the only English. We do not shy away from writing or talking about difficult topics, and we use our values and personality to disrupt colonial and racist patterns of thinking and doing. We take the time to educate ourselves and consider historical and cultural contexts when writing content. We seek feedback from Sierra Leonean staff to ensure community members are being portrayed honorably and equitably.

STYLE

✓ Use active voice, avoid passive voice.

✓ Avoid jargon and slang as much as possible, but be informative and explain in plain terms when the need arises.

✓ Write positively. Avoid negative language as much as possible and take an asset-based approach.

VOICE & TONE

How we convey ourselves:
✓ Friendly
✓ Passionate
✓ Inspiring
✓ Informative
✓ Authentic

How we do not:
× Formal/Academic*
× Sarcastic
× Irreverent
× Quirky or obscure
× Cheesy

* Except when appropriate i.e. grant proposals, MEL reports, or academic papers

OneVillage Partners not OVP

Community-led not community-driven, community-based in the appropriate context

Community Action volunteers or volunteer-leaders, not CAG, volunteers, community

volunteers to be used sparingly

Community Action not ACT

Sierra Leone not Africa

Community over village, use village sparingly when describing the geographic setting

Participants or community members not beneficiaries, villagers or poor people

Community partners or partner communities, not villages or "the field"

Capacity development or capacity enhancement not capacity building

Donation or gift, not return-on-investment
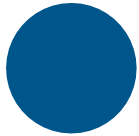
U.S. Office not HQ

Hub Office not field office

Non-profit or non-governmental organization not charity

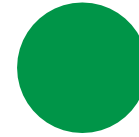Low-income country or economically developing country not poor country or third-world

Vocabulary

Logo

PRIMARY COLORS

Blue
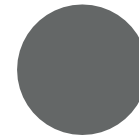· C99 M71 Y21 K5
· R0 G85 B139
· Hex 00558b

Green
· C86 M16 Y100 K3
· R0 G149 B72
· Hex 009548

SECONDARY COLORS

Yellow
· C1 M12 Y80 K0
· R252 G224 B51
· Hex fce033
*Do not use for type

Dark Grey
· C61 M51 Y50 K20
· R80 G100 B102
· Hex 506466

Red/Orange
· C0 M93 Y97 K0
· R255 G18 B8
· Hex ff1208

Light Grey
· C14 M11 Y11 K0
· R219 G227 B227
· Hex dbe3e3

Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use Century Gothic for titles on presentations and external collateral. It can be used for main body text when the piece calls for a more friendly look.

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use Poppins on our website and when creating digital collateral in Canva.

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use Opens Sans for main body text in presentations and collateral, especially when the text is too small to use Century Gothic or you need a more professional look.

Segoe UI

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use Segoe UI when creating digital collateral in Canva. Same rules apply as Open Sans.

DESIGN

Visual design should be clean and airy to allow for the information presented, whether text or imagery, to stand out on the page. However, designers should be careful not to veer into boring or sterile. Just like our personality, visual depictions of our brand should be energizing and approachable.

DECOLONIZED IMAGERY

We bear a responsibility to represent the communities and people we work with accurately and with dignity. We understand **biases and perceptions are influenced by images**. Therefore, we avoid perpetuating stereotypes through images by showing the wide range of experiences and emotions in our partner communities. We employ an asset-based approach with imagery, meaning not only showing the reality of poverty and its deficits, but equally showcasing people's expertise, strengths, and aspirations. Just like our programs, we treat image-taking and storytelling as a collaboration. We seek consent from all people photographed and recorded and encourage those in photographs and videos to choose where and how they are being presented. Photos and videos should be taken with as little intrusion as possible, so as not to exploit people's time and energy.

IMAGERY AND VIDEOGRAPHY

Imagery and videos are key to bridging cultures and highlighting our common humanity. OneVillage Partners employs the use of authentic images to give people a window into our partner communities and the people we work with. Photos should be bright and vibrant and should only be edited when necessary to make them brighter or more clear. Otherwise, photos should appear as natural and un-edited as possible. We use candid photos and profile pictures to capture the energy, activity, and vibrancy of communities, people, and program activities & impact.