

AFRICA HEALTH NETWORK LOGO USAGE GUIDE

Below are guidelines for using the Africa Health Network (AHN) logo and other brand elements to create a cohesive look for AHN materials across media. The Africa Health Network sub-brand is designed to coordinate with the VOA brand and clearly communicate its products provide our audience with reliable, trustworthy, up-to-date health information. Please contact any of the graphics support teams below with questions about how to apply the AHN sub-brand.

All Africa Health Network (AHN) logos are available on our intranet site: <http://inside.bbg.gov/voa/languageprogramming/AfricaHealthNetwork>

LOGO AT A GLANCE

The AHN logo is available in vertical and horizontal configurations.

White or Light Background:



	PMS 186C CMYK 11c 100m 91y 2k RGB 206r 35g 52b HEX ce2334		Solid Black CMYK 0c 0m 0y 100k RGB 0r 0g 0b HEX 000000
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Black or Dark Background:



	PMS 186C CMYK 11c 100m 91y 2k RGB 206r 35g 52b HEX ce2334		Paper (for Reverse) CMYK 0c 0m 0y 0k RGB 225r 225g 225b HEX ffffff
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The Africa Health Network logo is available for all 15 languages of the Africa Division. See full set on back of this guide.

BRAND COLOR PALETTE

Pantone Color PMS 186C	Pantone Color PMS Black 3C	Pantone Color PMS Cool Gray 8	Pantone Color PMS 293 C	Pantone Color PMS 4495 C	Pantone Color PMS 7530 C	Pantone Color PMS 482 C
CMYK 11c 100m 91y 2k	CMYK 60c 0m 60y 91k	CMYK 46c 38m 38y 2k	CMYK 100c 57m 0y 2k	CMYK 0c 20m 95y 46k	CMYK 0c 8m 21y 32k	CMYK 5c 11m 15y 0k
RGB 206r 35g 52b	RGB 0r 0g 0b	RGB 145r 145g 144b	RGB 20r 77g 143b	RGB 145r 130g 95b	RGB 164r 147g 132b	RGB 222r 198g 183b
HEX ce2334	HEX 000000	HEX 919190	HEX 144d8f	HEX 91825f	HEX a49384	HEX dec6b7

FONTS

AHN materials use The Sans or Arial.

The Sans	Arial
The Sans	Arial
The Sans	Arial
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ

PHOTOGRAPHY



The Africa Health Network strives to communicate relevancy and reliability. Use of photography should be appropriate to our audience: set in Africa or using models of African descent; realistic and not overly commercialized; positive, modern and aspirational, unless illustrating a specific health condition or problem.

AUDIO

Audio branding for the Africa Health Network should be included for all health programming including health-themed shows, health pieces or features in regular news shows and special health reports and features. Audio branding includes intros/outros 5 sec. stings with AHN music added to full-shows or individual packages.

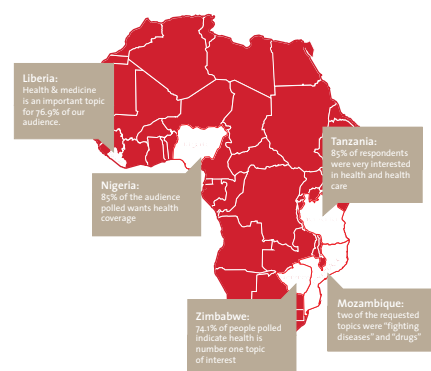
When appropriate reporters should also sign their pieces with "Africa Health Network": for instance "This is Nancy Coviello for the VOA Africa Health Network".

For more detailed information on Audio Branding for AHN, go to the Africa Health Network Page on inside.bbg.gov.

INFOGRAPHICS

Infographics are an integral aspect of the Africa Health Network brand. Here are a couple of examples of the style of infographics developed for the AHN brand. Designers of new infographics should emphasize simplicity, clear communication, and a limited color palette.

For infographics support, please contact Jenny Lea Ramsey in IBB graphics 202-203-4979/ jlea@bbg.gov.



TV GRAPHICS



Africa Health network opens and chyrons have been developed to support video and TV programming.

For additional TV graphic support please contact Monte Hatcher, in Creative Services 202-203-4904/ mhatcher@voanews.com

WEB GRAPHICS

Africa Health banners have been developed in each language and for Africa Health Network web projects.

For additional graphic support please contact Jenny Lea Ramsey in IBB graphics 202-203-4979/ jlea@bbg.gov.



AFRICA HEALTH NETWORK LOGOS IN LANGUAGE

All Africa Health Network (AHN) logos are available on our intranet site: <http://inside.bbg.gov/voa/languageprogramming/AfricaHealthNetwork>

AFAN OROMO



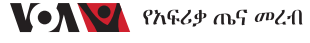
FRENCH



SHONA



AMHARIC



HAUSA



SOMALI



CENTRAL AFRICA HEALTH AHN LOGO



NDEBELE



SWAHILI



ENGLISH



PORTUGUESE



TIGRIGNA

