



SNV

Brand guidelines

NOVEMBER 2019

Contents

Introduction	1
Describing SNV	1
Visual identity	4
Graphics	10
Photography	18
Copyright	19
Templates	20

Introduction

These brand guidelines provide information on SNV's key messages and visual identity. It is important that they are followed closely to ensure consistency.

Consistency in our brand helps SNV be recognised as a united, global organisation, and ensures that everything we do comes with the same promise of quality service and commitment to sustainable development.

In case of comments, source file requests and suggestions for improvement, please contact the **Marketing and Communications team** at coms@snv.org.

Describing SNV

About SNV

SNV is a not-for-profit international development organisation that makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services. We aim for premium quality and focus on only three sectors: agriculture, energy and water, sanitation and hygiene (WASH). With a long-term, local presence in over 25 countries in Asia, Africa and Latin America, we know how governments work and how relationships are built. Implementing our mission exclusively through project financing requires us to work efficiently and invest in operational excellence every day. Our team of more than 1,300 staff is the backbone of SNV.

Our mission

SNV is dedicated to a society where all people enjoy the freedom to pursue their own sustainable development.

Key messages

We lift up incomes and access to basic services

We make a lasting difference in the lives of people living in poverty, helping them raise incomes and access basic services. Driven by the Sustainable Development Goals, we are dedicated to a society in which all people are free to pursue their own sustainable development and no one is left behind. This commitment to equity directs us to focus on gender and youth.

We apply our know-how to deliver results at scale

Local presence and know-how to realise effective solutions

We apply practical know-how to support people living in poverty. By connecting our global expertise with our extensive and longstanding in-country experiences, we help realise locally owned solutions. And we do so in more than 25 countries worldwide.

Expertise in three sectors

We are experts in agriculture, energy and WASH. Our services include advice, brokering and stakeholder engagement, advocacy, fund management, results-based financing and delegated management.

Impact through direct results and systems change

Our projects directly benefit millions of people. At the same time, our projects also drive systems change – strengthening institutions and kick-starting markets to help many more people work their way out of poverty, well beyond the scope of projects.

We commit to operational excellence

We are proud to be a not-for-profit organisation, implementing our mission exclusively through project financing. This requires us to work efficiently and to invest in operational excellence every day.

Brand name

The name of the organisation is 'SNV'. The three characters no longer refer to the original meaning of the abbreviation (Stichting Nederlandse Vrijwilligers) but since the name remains memorable in the areas we work in, we kept it.

In longer texts, refer first to SNV by its full name 'SNV Netherlands Development Organisation'. In the continuation of the text, you can leave out the second part and simply refer to 'SNV'.

Language

SNV's working language is UK English and all corporate and global publications and websites are produced in English. Local and regional languages may be used for local publications and Dutch, French, Portuguese and Spanish may be used on the website where appropriate.

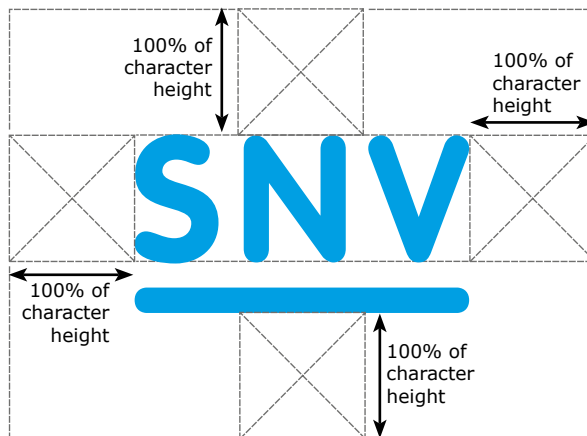
Use UK English grammar and style and refer to the Oxford English Dictionary (www.oed.com) for guidance.

Visual identity

Logo

The logo consists of the three letters 'SNV' above a horizontal bar. The logo may be used in a limited number of colours as shown on the next page.

- The preferred colour of the logo is blue; this version is to be used on white or light (0–50% screen) backgrounds.
- On blue or dark (50–100% screen) backgrounds the white version is the preferred option.
- Whenever blue cannot be used – for instance, in black and white advertisements in newspapers, use the black logo.
- Do not use any other colour for the logo or background.
- Do not change the logo. Dimensions are important and no elements may be transformed, added or withdrawn from it. If you need to resize the logo, ensure you do so proportionally, maintaining the width–height ratio. Please keep a minimum height of 9 mm for the letter 'S'.
- An exclusion zone the height of the letters should be left around the logo, as shown below.



Examples of correct use:

SNV

SNV

SNV

SNV

Examples of incorrect use:

SNV×

SNV×

SNV×

SNV×

Smart Development Works logo

SNV's official tagline is 'smart development works'. This tagline does not always need to be included, but only if and where it makes sense to use it. Usually, this is in combination with a story or something else that shows a successful intervention.

Standard versions include:

- Vertical smart development logo – this can be used with or without the SNV logo
- The smart development 'dot' logo – this is suitable for placement without the SNV logo or where the tagline is more important than the SNV logo
- Horizontal smart development logo – this text version may be used when the vertically stacked version of the logo is impractical – i.e. as the footer in a document.

The word smart in the logo is made up of multiple dots. These dots illustrate the fact that there is no single intervention that is smart. The strength of smartness is in the combination of people and approaches – in connecting the dots. Because of the dots, the tagline cannot be displayed too small. Please keep a minimum height of 9 mm for the letter 'S'.



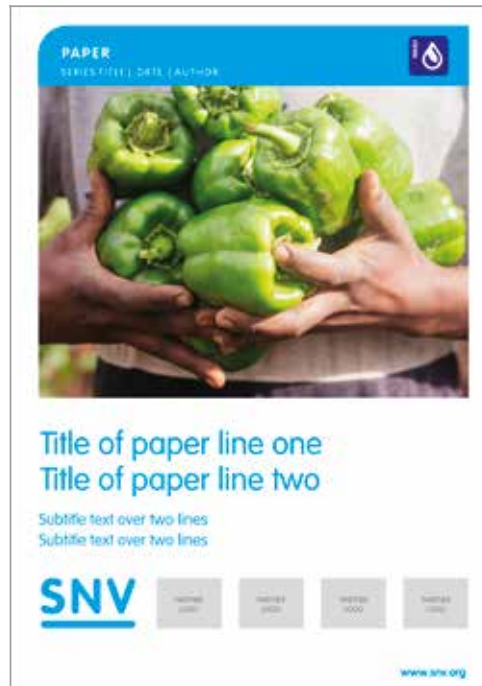
SMARTDEVELOPMENTWORKS



Use of the logo in partner collaborations

In externally funded projects and collaborations, branding can be an issue. Every organisation wants to be visible and this can create tension. A few tips to make SNV visible while keeping the relationship intact:

- Make sure there is a clear understanding in advance between the various partners on how to brand the project/programme.
- In general, the rule is equal partnership, equal branding (i.e. either all partner logos are included at equal size, or none are).
- At a minimum, make sure that the SNV logo is included on all external communication materials.
- We encourage the use of the SNV logo on publications from third parties (LCBs, clients, partners) but apply the logo only on publications that meet our quality standards and are in line with SNV's mission, vision and values.



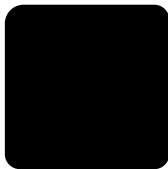
Colour palette

SNV cyan is the main colour used in SNV products, alongside the three sector colours of dark green for agriculture, red for energy and dark blue for WASH.

Primary colours



C100 M0 Y0 K0
R0 G159 B227
PANTONE 801 C
HEX #009fe3



C0 M0 Y0 K100
R29 G29 B27
PANTONE:
Neutral Black C
HEX #1d1d1b

Secondary colours

The secondary colours are the colors for each sector: green (agriculture), red (energy) and purple (WASH).



C100 M0 Y100 K0
R0 G150 B64
PANTONE 355 C
HEX #009640



C25 M100 Y100 K0
R189 G29 B29
PANTONE 7626 C
HEX #bd1d1d



C100 M100 Y0 K0
R49 G39 B131
PANTONE 2747 C
HEX #312783

Supporting colours

These colours provide options for accent colours when needed, but please use these sparingly.



C84 M50 Y0 K0
R36 G113 B184
PANTONE 660 C
HEX #2471b8



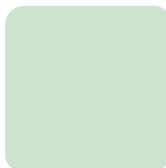
C43 M80 Y0 K0
R162 G76 B151
PANTONE 7656 C
HEX #a24c97



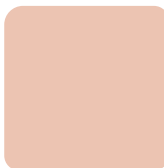
C72 M100 Y0 K0
R108 G35 B131
PANTONE 2603 C
HEX #6c2383



C59 M0 Y100 K0
R122 G185 B41
PANTONE 368 C
HEX #7ab929



C25 M0 Y25 K0
R204 G229 B206
PANTONE 621 C
HEX #cce5ce



C0 M25 Y25 K8
R235 G195 B178
PANTONE 489 C
HEX #ebc3b2



C25 M0 Y0 K0
R201 G232 B251
PANTONE 290 C
HEX #c9e8fb



C25 M25 Y0 K0
R200 G193 B225
PANTONE 7444 C
HEX #c8c1e1

Typography

Lettertype

SNV uses two lettertypes in its communications materials:

- VAG Rounded

This font can be applied for headings, introductions and short copy.

- Verdana

SNV uses Verdana for body text, footnotes and all digital applications.

Font size

For body text, a font size of 11 points and a line spacing of 1.5 point is the standard. Use 18 points and above for main headings, and a 12 to 16-point size font for sub-headings. For email, use 9-point text for the body of your message and 8.5-point text for signatures.

Check the SNV templates for various communications products for guidance on the font size to use for different design features.

In general, we do not justify text. This is a bit old-fashioned and creates unnecessary white space between words. Keep your text left-aligned unless you have very good reasons to do otherwise.

VAG Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

VAG Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Graphics

Sector icons



These icons represent the three SNV sectors and the products within them. They can be used separately or together in a graphic as shown on pages 11 and 12.

Product icons



Inclusive value chains



Sustainable nutrition for all



Sustainable energy markets



SSH4A
Sustainable Sanitation
and Hygiene for All



USHHD
Urban Sanitation and
Hygiene for Health and
Development



ARWSS
Area-wide Rural Water
Supply Services



Climate and business



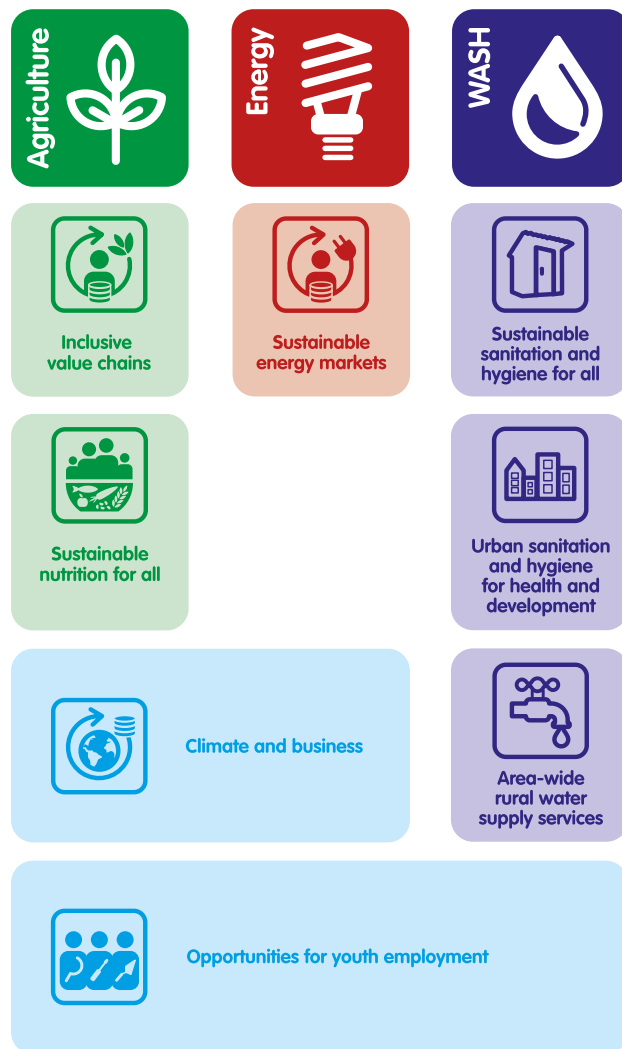
Opportunities for youth
employment

Sectors and products

This graphic in portrait orientation shows the SNV products within the three SNV sectors. There are two cross-cutting products: climate and business (agriculture and energy) and opportunities for youth employment (all three sectors).

Note that SNV uses a mixture of shapes for graphics and photographs, including:

- boxes with square corners,
- boxes with three square and one rounded corner,
- boxes with three rounded and one square corner, and
- boxes with all corners rounded.



This graphic in landscape orientation shows the SNV products within the three SNV sectors. There are two cross-cutting products: climate and business (agriculture and energy) and opportunities for youth employment (all three sectors).



Strategic Plan

This graphic provides a standalone overview of the SNV strategy 2019–2022 in an alternative format.



This graphic provides a standalone overview of the SNV strategy 2019–2022 in an alternative format.

SNV strategy 2019–2022



This version uses rounded boxes with one square edge. This is a feature used across SNV publications.

SNV strategy 2019–2022

Who we are

We lift up **incomes** and access to **basic services**

We make a **lasting difference** for **millions of people** living in **poverty**

What we do

Our **expertise** is in **agriculture, energy, and WASH**

We work on both **direct results** and **systems change**

Local **presence** and **know-how** is connected with **global knowledge** and **expertise**

Our goals

Improve the **quality of life** of **20 million people**

Significantly contribute to **systems change** in **agriculture, energy** and **WASH** in at least **21 countries**

Our focus

Consolidated sector and **product scope** and investment in **knowledge flow to the frontline**

Our **project financing** requires us to **work efficiently** and to invest in **operational excellence** every day

Photography

Photography is a powerful tool in communicating SNV as an organisation. It visualizes the work that we do, the places we work in and the people we work with. The images SNV uses in our marketing communication materials are an essential part of our identity and should always accurately represent the SNV brand and our values as an organisation. In order to show results of actual projects, SNV encourages all staff to take photographs of their assignments and to share their best pictures with the marketing communication team.

When taking pictures, make sure you have permission from the people involved. As a general rule, avoid using photographs of children in SNV publications. Please refer to the [European Union General Data Protection Regulation \(GDPR\)](#) for more guidance. See also the SNV photography guidelines, available from the Marketing and Communications team and published in the OurSNV (SNV SharePoint site).

Provide captions for your pictures, including the names and positions of the people depicted, as well as the location of the picture and the project/intervention it relates to.





Copyright

We suggest using the following text on SNV publications: "Photos and graphics © SNV or used with permission. Text available under a Creative Commons licence."

A Creative Commons licence means that people can re-use the content freely as long as they credit SNV as the source. We prefer creative commons over other forms of copyright (i.e., all rights reserved), because we believe that it is in our interest when our knowledge is shared with reference to us. Ensure that you have permission to use any third-party materials (e.g. photographs or figures) and that they are appropriately acknowledged and referenced.

Templates

SNV has standard templates for the following types of document:

- Letterhead
- PowerPoint presentation
- Paper
- Business proposal
- Capability statement
- Brief
- Case study
- Project sheet
- Roll-up banner.

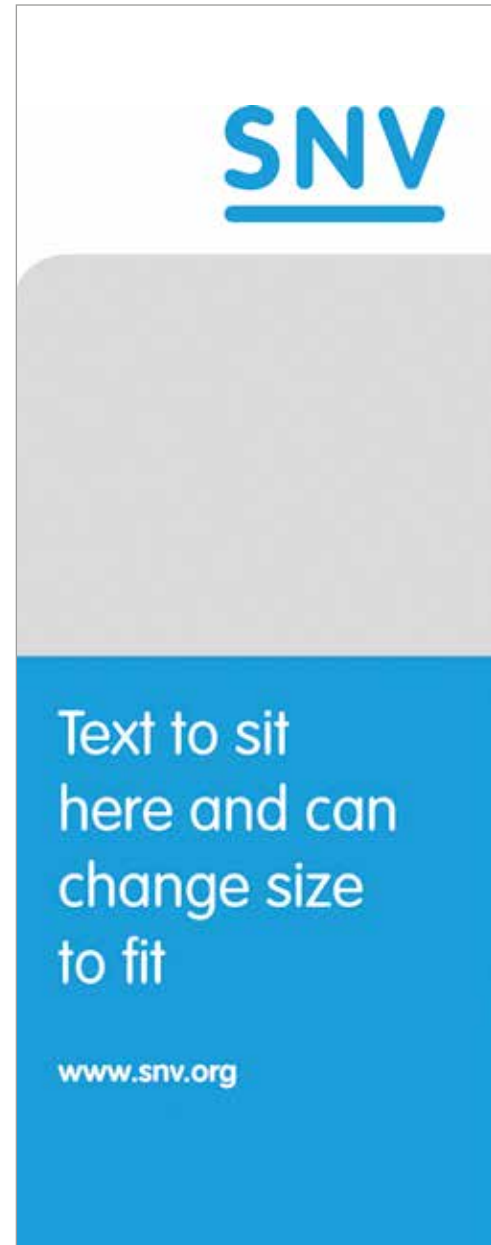
These templates are available on from the Marketing from the Marketing and Communications team or the SNV SharePoint site.



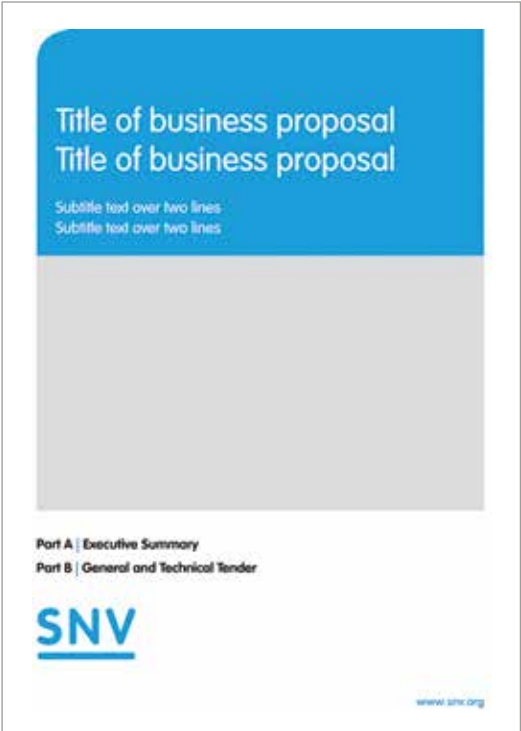
Letterhead



Donor project sheet



Banner



Business proposal



Brief



Business proposal



Capability statement



Parkstraat 83
2514 JG The Hague
The Netherlands
Phone: + 31 70 3440 244
Email: coms@snv.org

www.snv.org
twitter.com/SNVworld
facebook.com/SNVworld
linkedin.com/company/snv

Photos and graphics © SNV or used with permission.
Please contact the **Marketing and Communications team** at
coms@snv.org for more information.