



WAAVP-AN

World Association for the Advancement of
Veterinary Parasitology - Africa Network



Brand Identity Manual & Guidelines

Welcome to the **World Association of the Advancement of Veterinary Parasitology - Africa Network (WAAVP-AN)** Brand Identity Manual

This guide serves as a reference for maintaining a consistent brand presence across all platforms. It highlights WAAVP-AN's visual identity elements, including the logo, color palette, typography, imagery, and applications, ensuring a cohesive look across digital and print assets. Adhering to these guidelines helps preserve the integrity and impact of the WAAVP-AN brand.

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01

Brand Overview

Full Name: World Association for the Advancement of
Veterinary Parasitology - Africa Network

Acronym: WAAVP-AN





Mission: To advance the sustainable management of parasites of veterinary importance in Africa by promoting best practices, fostering multidisciplinary research, and strengthening capacity to reduce the burden of parasitic diseases.

Vision: A resilient Africa where animal health is safeguarded through innovative, collaborative, and sustainable solutions to parasitic diseases, ensuring food security, stronger livelihoods, and a healthier environment.

Brand Purpose: To connect and empower Africa's veterinary parasitology community through knowledge-sharing, research excellence, and sustainable solutions for animal and human health.

Core Brand Values



Scientific Excellence



Collaboration & Networking



Capacity Building



African Focus



Sustainability

Brand Personality



1. Credible: Scientifically sound, trusted by institutions

WAAVP-AN upholds the highest standards of academic rigor and scientific integrity. It collaborates with recognized research bodies, veterinary institutions, and universities, ensuring its outputs are peer-reviewed, evidence-based, and aligned with the latest advancements in parasitology. Our credibility is further reinforced by a network of respected African and global researchers who lend their expertise and leadership to our work.



2. Empowering: Uplifts young researchers and vets across Africa

WAAVP-AN empowers current and future African parasitologists and veterinary scientists. Through inclusive programs, we amplify African voices in global scientific discussions and ensure that solutions to parasitic diseases come from those most affected.



3. Grounded: Deeply rooted in African contexts and realities

WAAVP-AN understands that African communities face unique parasitic challenges influenced by climate, livestock practices, and socioeconomic factors. Our work is driven by real-life needs on the ground from rural farmers to urban veterinary clinics. We embrace indigenous knowledge, work in multiple languages, and build partnerships that respect local expertise.



4. Innovative: Open to new research, partnerships, and ideas

WAAVP-AN fosters a dynamic culture of discovery and collaboration. We welcome groundbreaking research, experimental methodologies, and cross-disciplinary initiatives. We thrive on innovation that has a practical impact on Africa's people and animals.

Brand Tone and Voice

The voice and tone of WAAVP-AN must consistently embody these core principles:



Professionalism: Communicates with accuracy, credibility and respect, reflecting WAAVP-AN's standing as a trusted scientific network. Language should be polished, clear and confident without sounding distant or overly formal.



Collaborative: Emphasizes partnership, shared learning and collective progress. The tone should invite participation, acknowledge diverse contributions and reinforce the value of working across institutions, disciplines and countries.



Scientific but Accessible: Presents evidence-based information in a way that is easy to understand for both technical and non-technical audiences. Communications should maintain scientific integrity while avoiding unnecessary jargon and explaining complex ideas in practical, relatable terms.



Pan-African: Reflects the diversity, realities, and aspirations of Africa's veterinary and scientific communities. Messaging should be inclusive, culturally aware and rooted in African contexts, while highlighting cross-border collaboration and shared continental progress.

02

Design Elements

The WAAVP-AN logo embodies our mission to advance the sustainable management of parasites of veterinary importance in Africa by promoting best practices, fostering multidisciplinary research, and strengthening capacity to reduce the burden of parasitic diseases. Designed for consistency and adaptability, the logo ensures a strong and recognizable presence for WAAVP-AN across various digital, print, and physical applications.



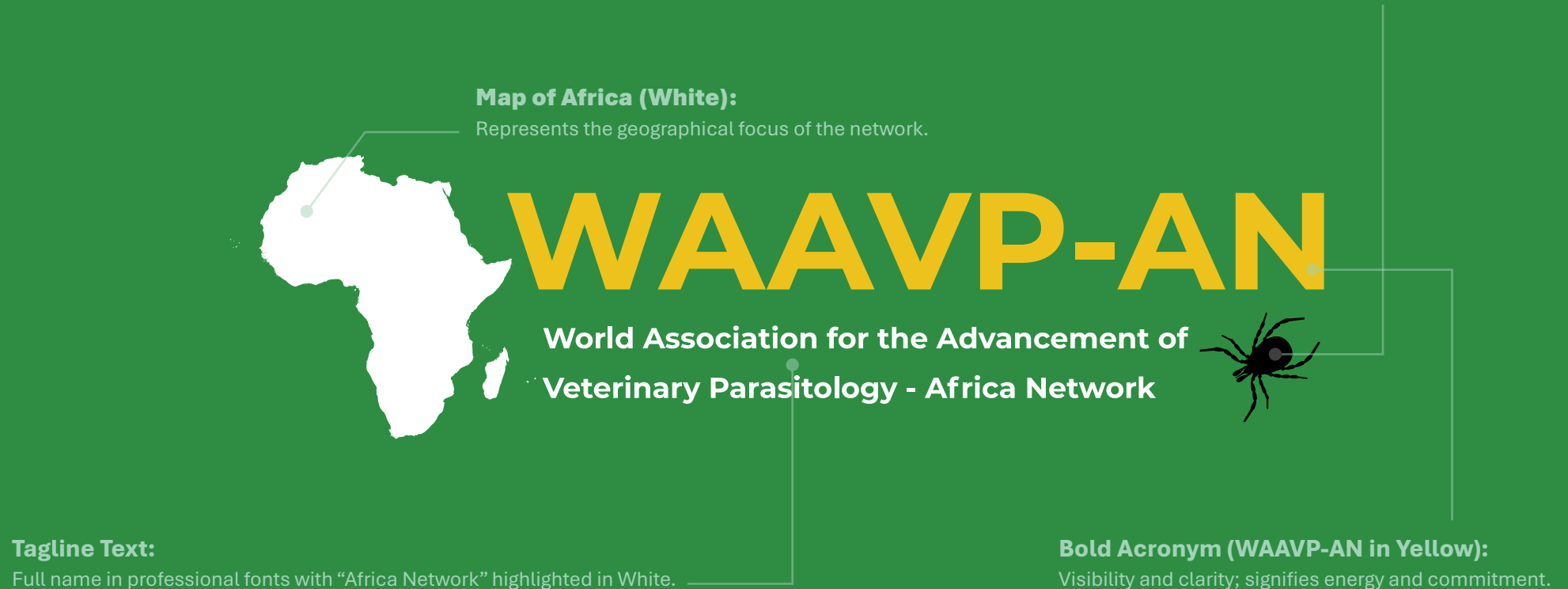
Logo Usage

Primary Logo:



Logo Usage

Secondary Logo:



Clear Space & Minimum Size:

To ensure the logo's visibility and impact, a clear space must be maintained around it. This safe zone is equivalent to the height of the "W" around the logo. No text, imagery, or graphical elements should encroach into this area. This spacing rule ensures the logo appears uncluttered and maintains its visual integrity across all applications.

Minimum Size



Print



25mm

Digital



120px

03

Acceptable Color Versions

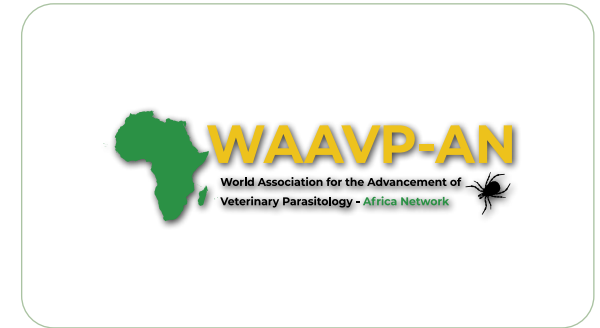
Logo Don'ts



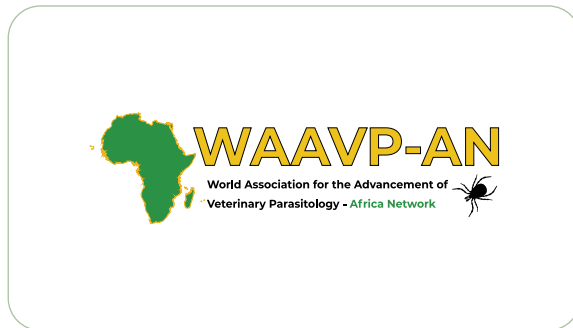
❌ Do not alter colors



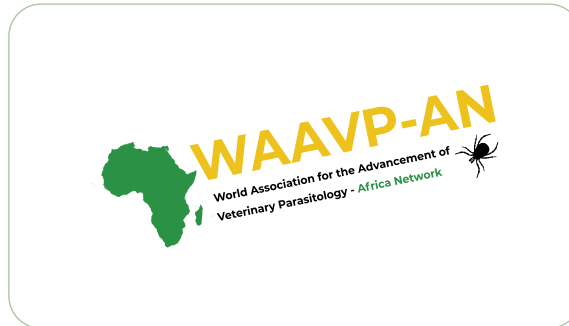
❌ Avoid placing over busy backgrounds or on low contrast backgrounds



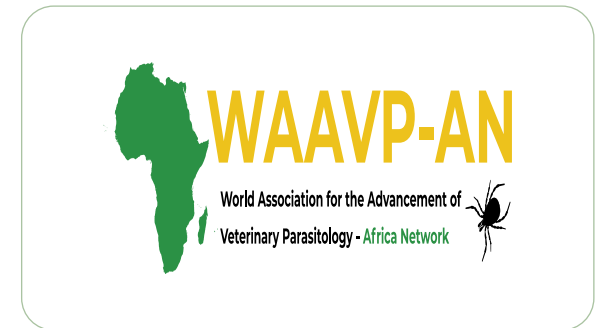
❌ Do not add shadows, styles or filters.



❌ Do not add outlines



❌ Do not rotate the logo



❌ Do not stretch or skew

Logo Versions:

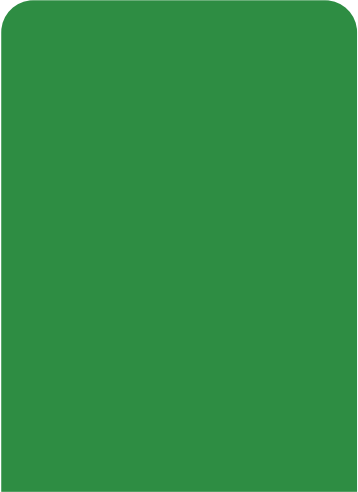
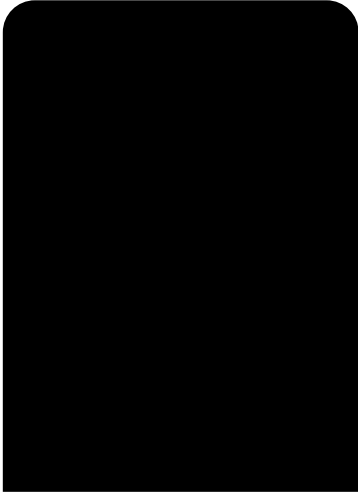
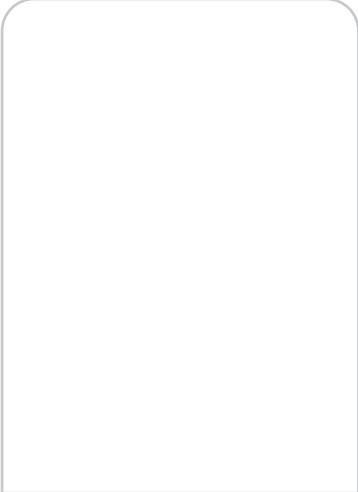


Full color



Inverted (Green & white)

Color Palette

				
African Green Hex: #2C8C2C RGB: 44-140-44 Use Case: Map, headers, callouts	Sunshine Yellow Hex: #F2B400 RGB: 242-180-0 Use Case: Acronym (WAAVP-AN), accents	Network Green Hex: #36B37E RGB: 54-179-126 Use Case: “Africa Network” text, highlights	Black Hex: #000000 RGB: 0-0-0 Use Case: Body text, logo tick	White Hex: #FFFFFF RGB: 255-255-255 Use Case: Background

04

Typography

Primary Fonts

For maximum impact in a brand identity, Aptos Black delivers a bold, authoritative presence ideal for headlines, logos, and key visual elements. Its ultra-heavy weight commands attention while retaining the modern, clean aesthetic of the Aptos family, ensuring professionalism and clarity. Perfect for high-impact applications like campaign titles, mastheads, and digital banners, Aptos Black exudes confidence and strength making it a strategic choice for brands that want to stand out with a progressive yet polished identity.

Headings: Aptos Black

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * { }

Primary Fonts

Aptos Extrabold is an excellent font for a subheading due to its modern, clean, and highly legible sans-serif design, which conveys professionalism and innovation. Its bold weight ensures strong visual impact for logos, headlines, and key messaging while maintaining versatility across digital and print media. As a Microsoft default font, it offers seamless integration with enterprise tools, ensuring consistency in communications, and its multilingual support makes it ideal for global brands. Neutral yet distinctive, Aptos Extrabold balances accessibility with a contemporary aesthetic, making it a cost-effective and practical choice for corporations seeking a polished, authoritative, and future-ready typographic identity.

Sub-heading Text: Aptos Extrabold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * { }

Primary Fonts

A refined Aptos Light brings understated elegance with its clean lines and open proportions. Ideal for brands, profession, or minimalist design systems, it conveys trustworthiness and modernity without overpowering. Its excellent legibility at smaller sizes works well for:

- Secondary typography
- High-end branding

It is strategic for brands prioritizing clarity, lightness, and timeless professionalism.

| Body Text: Aptos Light

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * { }

Typography Hierarchy Example

Headings typed here

Sub-heading text typed here under heading

Udi num faceptius aperiatur alit quat et repere lit elique modionseque lignatem ipsae prempor sae atet mincto doluptate nitatenihit opta nos aborem fugia pressin ihiciis magnatatur aditiat iuntur ate quam aut fugit eumquid et deri sa asimporiassi tem. Omniae por am ea aliquam aceate-nis peliqui dolorumet inullore, aut veremqu issint facillaute maximoluptas excessi tibust, ex enienih ictem. Nam facias molupta tempor sitatus que peribus sed quos cum natia plaboreribus dest am licitium ullaborrum nonsequias dicte num hicateam que cus quibus voluptas evelenda doluptur autem quam voluptatur, omnimai onsequo illa quae lacitae idenis aut dusdae late nihiliquis eatios eveliquodit liquo te volorest molesti net as sunt odiaerit voluptatium vit fugia nonsere venisto ex eos doluptiorepe il maximus mosae reratem porporest que volum quis dipsam eos eatio. Namus. Quis qui tota quo eatquodis as excearchil idelis dolorepro et dolum que odipsae sitae. Perum qui quam, omnimendae adis di que verum quietem dolor aborecaeriat estiaer chillup tatiatem. Nam quodi acit, ad mos eariatur repudanto bea vid eicimus ducit, neceaquos quunt voluptas arcient veriorit ommosam alit et evelign iatempor sitam est, cor assi core voloreped quunda dolore, offictatias re evel illaces tionsen deribus est quis vol-ores siminci asperum quas parchic import et maxim rernam et eniendi tatibus ut est ut hit optatiisquos milloriam, cum audae. Nam res asperibus, officat iaspele ssitaquae. Magnimo lescisci occabor eruntur? Oratectem in re, sandi officiu mquatas estium cumque culparc hitatum nihictibus nisimus, vene es ea aditat.

Quis qui tota quo eatquodis as excearchil idelis dolorepro et dolum que odipsae sitae. Perum qui quam, omnimendae adis di que verum quietem dolor aborecaeriat estiaer chillup tatiatem. Nam quodi acit, ad mos eariatur repudanto bea vid eicimus ducit, neceaquos quunt voluptas arcient veriorit ommosam alit et evelign iatempor sitam est, cor assi core voloreped quunda dolore, offictatias re evel illaces tionsen deribus est quis vol-ores siminci asperum quas parchic import et maxim rernam et eniendi tatibus ut est ut hit optatiisquos milloriam, cum audae. Nam res asperibus, officat iaspele ssitaquae. Magnimo lescisci occabor eruntur? Oratectem in re, sandi officiu mquatas estium cumque culparc hitatum nihictibus nisimus, vene es ea aditat.

WAAVP-AN Brand Identity.

What to Know:

WAAVP-AN is the leading Network in parasitology research in Africa.



05

Visual Style Guide

Imagery

Imagery powerfully conveys WAAVP-AN's mission, values, and impact. Photographs and graphics should reflect credibility, empowerment, innovation and Pan-Africanism aligning with our commitment to working towards the better control of parasitic diseases of animals, advancement in the practice of veterinary parasitology, improved animal welfare and sustainable livestock production on the African continent.



Guidelines for Effective Imagery



Focus on animals, veterinarians, African landscapes, and scientific labs.



Use high-quality, real-world African imagery or AI generated imagery.

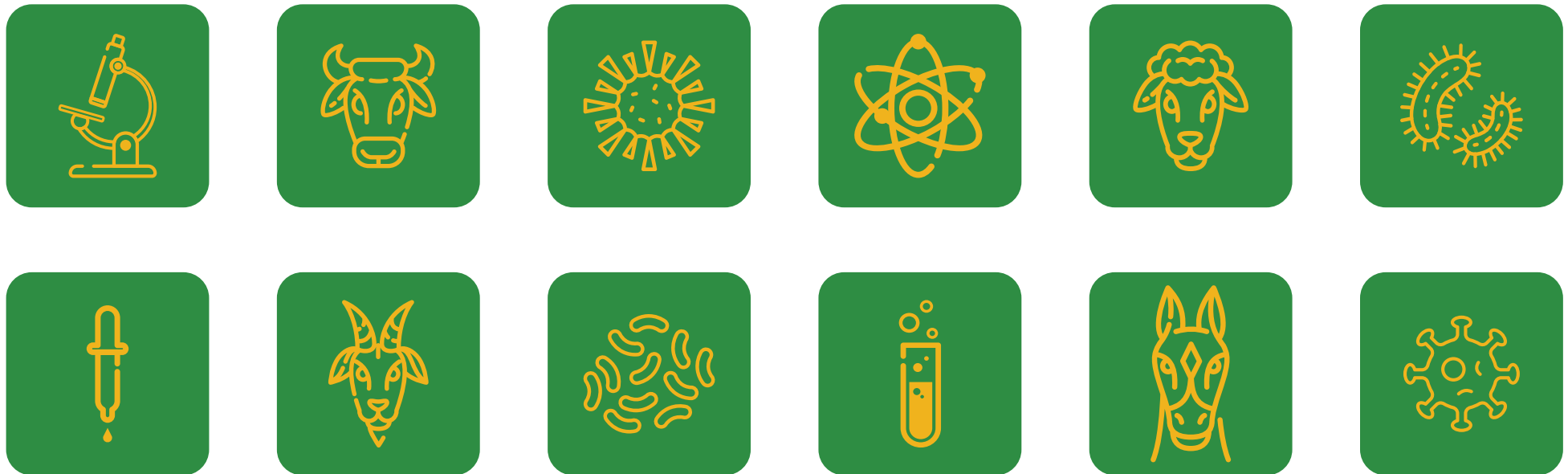


Avoid clichéd or generic stock images.

Iconography

Icons are a powerful tool for communicating ideas quickly and effectively. For WAAVP-AN, they should be simple, modern, and aligned with the brand's professional and innovative image. Maintaining consistent line weight and style across all icons ensures visual uniformity, while incorporating brand colors helps reinforce WAAVP-AN's broader visual identity. To enhance clarity and accessibility, icons should remain minimalistic, avoiding overly complex designs that may detract from their effectiveness. Always ensure that icons are:

- Vector-based and use a flat design.
- Color matched to brand palette.
- related to scientific themes: livestock, ticks, lab tools, microscope views and parasites.



06

Brand Application Across Platforms

Social Media Branding and Engagement

Social media plays a vital role in WAAVP-AN's engagement strategy, allowing the organization to connect with diverse audiences, highlight its impact and enhance brand recognition. All social media content should align with WAAVP-AN's mission, values and visual identity to ensure a cohesive and professional presence across platforms.

To support this role, WAAVP-AN's social media voice should be warm, knowledgeable and engaging, celebrating achievements, simplifying science without losing credibility and ensuring every post reflects the organization's mission, values and professional identity.

Key Social Media Guidelines

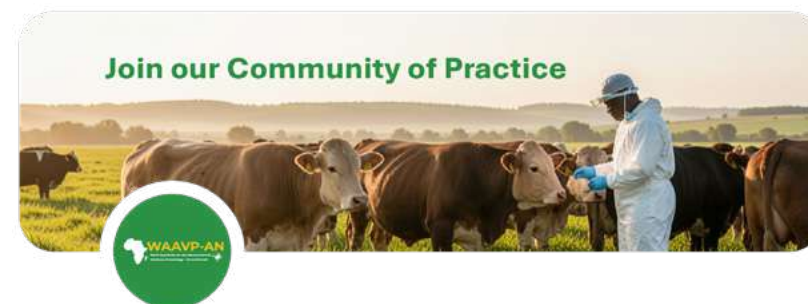
Profile images: Use the official WAAVP-AN logo.

Cover images: Include the logo, relevant visuals or essential messaging supporting current campaigns.

Brand colors and typography: Ensure consistency with WAAVP-AN's color scheme and designated fonts.

Content approach

Prioritize compelling visuals with minimal text for clarity and engagement. Ensure all posts align with WAAVP-AN's mission, values and tone. Encourage audience interaction through thought leadership, insights and key updates.



07

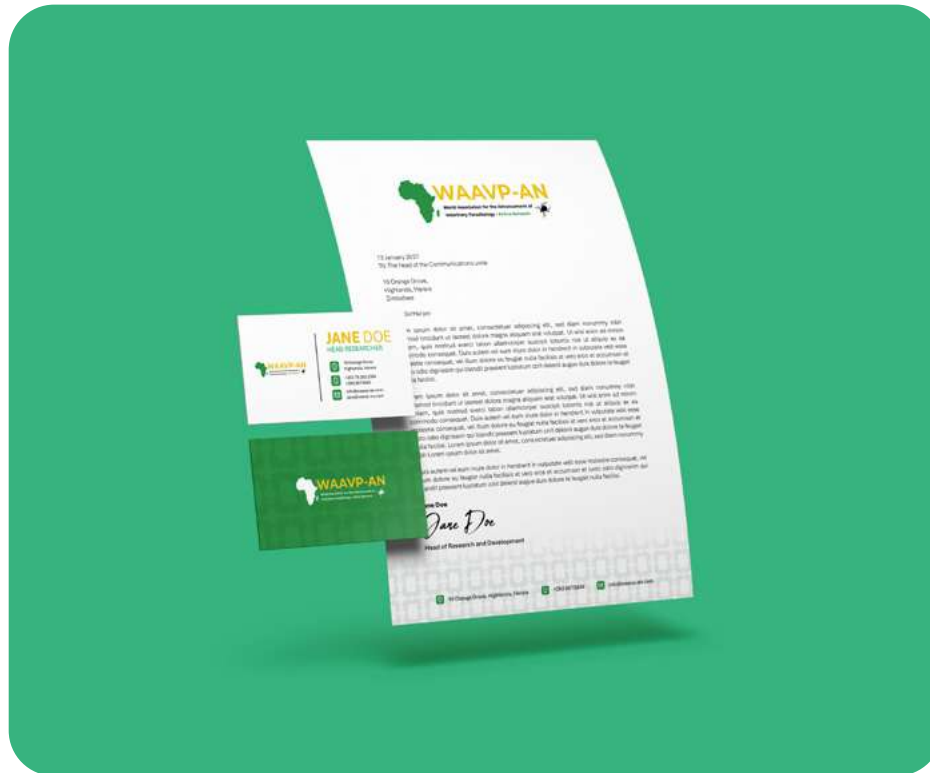
Brand Application & Templates

Stationery



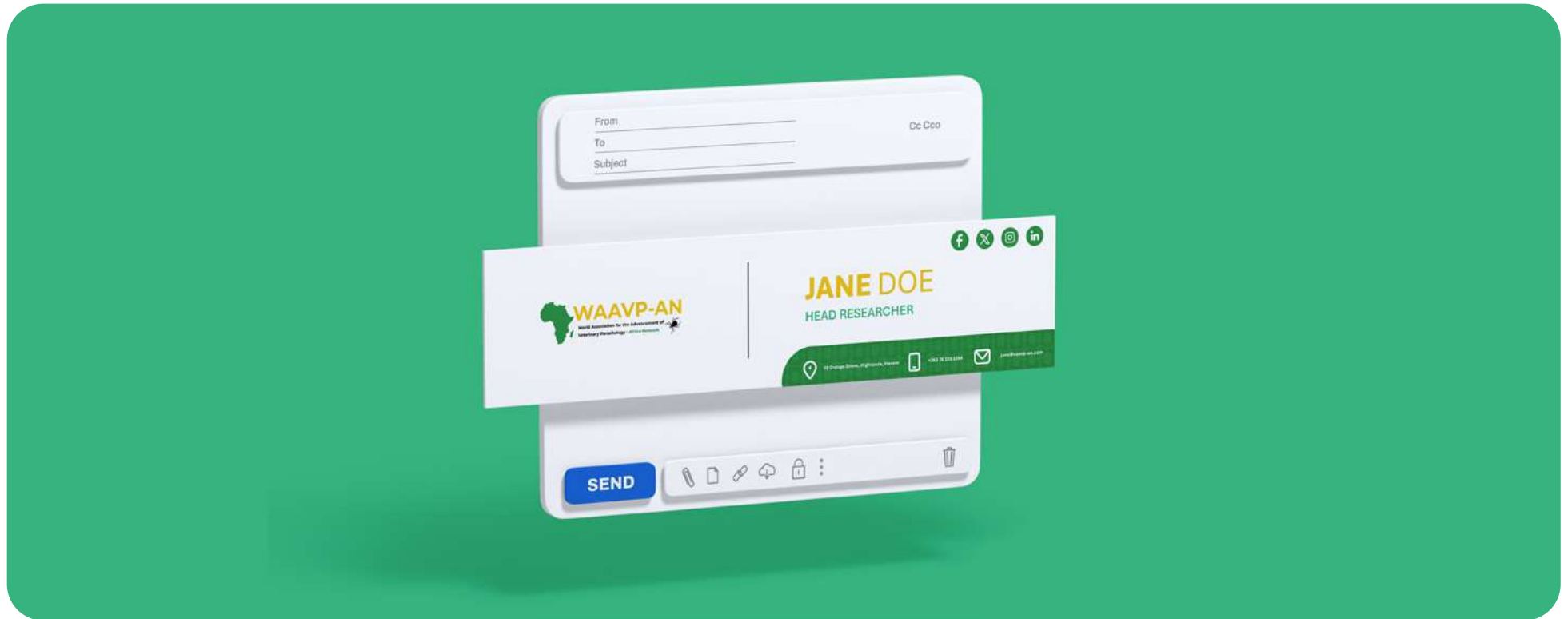
Business cards with African Green and inverted logo

Stationery

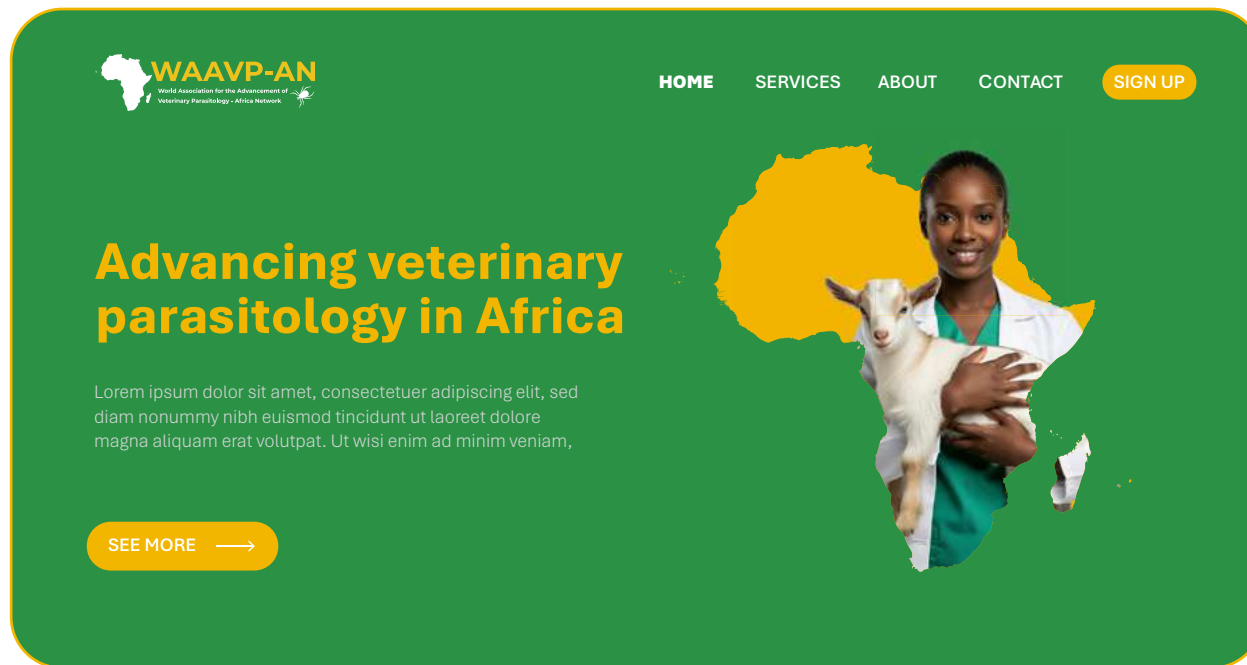


Letterhead with logo header, contact footer

Digital Assets



Branded email signature with name, position, logo, and contact info



Website with logo in header and footer



Word document with logo and header footer

Print Assets



Roll-up Banners



Roll-up Banners



Folders

Physical Assets



Totebag



Water Bottle



T-shirts



Pens



Notebook



Mugs



08

Do's and Don'ts

Do's

- ✓ Do use the Mission and Vision Statements accurately.
- ✓ Do embody and promote the Core Values in all communications and actions.
- ✓ Do maintain a professional and informative tone in formal communications.
- ✓ Do adopt an engaging and relatable tone for social media and community interactions.
- ✓ Visual Identity: Do adhere to the logo usage guidelines.
- ✓ Do use the specified color palette for all brand materials.
- ✓ Do follow the guidelines for print and digital materials.
- ✓ Do use designed templates for merchandise and promotional materials.

Don'ts

- ✗ Don't alter the mission and vision statements.
- ✗ Avoid paraphrasing or modifying these statements in any communication.
- ✗ Don't contradict the Core Values in any WAAVP-AN representation
- ✗ Avoid actions or statements that conflict with these values.
- ✗ Don't use casual language in formal reports and documents.
- ✗ Avoid slang or informal language in professional settings.
- ✗ Do not modify or distort the WAAVP-AN logo. Do not change its colors, add effects, or alter its proportions.
- ✗ Do not use unapproved colors in brand materials, and avoid introducing new colors not part of the established palette.
- ✗ Don't disregard layout and design guidelines for brand materials.
- ✗ Avoid creating off-brand marketing or informational materials.
- ✗ Don't use unofficial merchandise designs.
- ✗ Avoid creating merchandise that the brand team hasn't approved.
- ✗ Don't create off-brand content. Avoid messages that doesn't align with WAAVP-AN's values or objectives.



A consistent and well-managed brand is essential to advancing WAAVP-AN's mission and ensuring its long-term impact. By following these guidelines, all stakeholders—including staff, partners, and collaborators—play a vital role in preserving the credibility, professionalism, and visibility of the WAAVP-AN.

All external communications and materials must be properly branded and submitted to the ACBF Communications Unit for review and approval prior to publication or distribution.

Partners, whether funded by or working alongside WAAVP-AN, are required to acknowledge this collaboration by including the WAAVP-AN logo on all applicable materials and outputs.

For any questions, guidance, or approval requests related to branding, please contact the World Association of Veterinary Parasitology- Africa Network: info@waavpafrika.org