



Visual Identity Guidelines

Contents

Delivery Partner use of the CSC branding	3
The CSC logo	4
Primary logo	4
Secondary logo	4
Examples of secondary logo usage	5
Alternate versions of the logo	6
Minimum clear space	6
Minimum logo size	7
Logo positioning	7
CSC brand colours	8
The six development theme colours	9
CSC brand font	10
Logo do's and don'ts	11
Logo application examples	13
Joint branding with non-delivery partners	14
Accessibility	16

Delivery Partner use of the CSC branding

Delivery partners, such as the ACU and British Council, are to use only the CSC's branding for their external-facing materials which relate to Commonwealth Scholarship activities to help maintain consistency, avoid confusion with application processes, and protect the integrity of the CSC's brand.

Delivery partners are to adhere to the brand guidelines from pages 1-13. Their own branding elements, such as logos, are not to be included.

The CSC logo

The primary logotype for the CSC corporate identity is a combination of the globe graphic and wordmark, with 'Commonwealth Scholarship' spelt in full. The full colour version of the logo should be used whenever possible, but in some cases it may be the case that one of the alternative logos is better suited.

Primary logo



Secondary logo



The secondary logo should only be used when there is insufficient contrast with the primary logo and background. Examples of usage are on the next page.

Examples of secondary logo usage



Where the primary logo cannot be used because of lack of visibility.



In black and white artwork.

Alternate versions of the logo



Minimum clear space

The logo will have greater impact when there is a generous amount of free space around it. Therefore, the minimum clear space is equal to 1.5X as illustrated below. In cases where space is a premium, the clear space can be X all round.



Minimum logo size

The CSC logo should be used at an appropriate and proportional size to the size of the artwork. The below illustrates the minimum sizes in print and for digital use. However, there will be occasions when the logo may need to be reproduced smaller, for example, on promotional materials. The CSC Comms team should be contacted for guidance if there is such an occurrence.



Logo positioning



The logo can be positioned in any of the four locations.

The chosen logo position for your literature should be the one that best displays the brand. Therefore, allowing the logo to be positioned in these four areas allows greater flexibility with the creative.

Clear space rules should be adhered to at all times.



CSC brand colours

Primary brand colour



CMYK
100/89/34/22

RGB
0/43/127

HEX
#002B7F

Complementary colour



CMYK
0/31/91/0

RGB
255/187/17

HEX
#FFBB11

Secondary brand colours

These colours should only be used for supporting graphics such as infographics, keylines, pullout panels or tables. They should be used sparingly and not dominate the page.



CMYK
36/24/1/0

RGB
174/186/223

HEX
#AEBADF



CMYK
86/30/56/18

RGB
0/117/109

HEX
#00756D

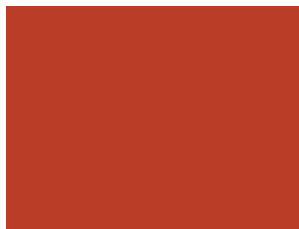
Tints

Tints of the brand colours can also be used where appropriate as shown below.



The six development theme colours

**SCIENCE AND
TECHNOLOGY FOR
DEVELOPMENT**



CMYK
0/82/80/26

RGB
188/33/37

HEX
#BC2125

**STRENGTHENING
HEALTH SYSTEMS
& CAPACITY**



CMYK
88/48/10/0

RGB
0/117/174

HEX
#0075AE

**PROMOTING
INNOVATION AND
ENTREPRENEURSHIP**



CMYK
100/0/97/60

RGB
0/103/3

HEX
#006703

**STRENGTHENING
GLOBAL PEACE,
SECURITY &
GOVERNANCE**



CMYK
64/45/0/58

RGB
38/59/107

HEX
#263B6B

**STRENGTHENING
RESILIENCE &
RESPONSE TO
CRISES**



CMYK
0/60/100/0

RGB
209/73/0

HEX
#D14900

**ACCESS,
INCLUSION &
OPPORTUNITY**



CMYK
26/84/0/37

RGB
137/31/125

HEX
#891F7D

CSC brand font

The brand font is the Helvetica Neue family. It is available in a number of weights and can be used in combination. It is recommended that Helvetica 55 Roman is used for text.

Where the font is not available, for instance when using Word, PowerPoint or Excel, Arial should be used instead.

Primary font for design

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvxyz

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvxyz

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvxyz

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvxyz

Alternate font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvxyz

Please note that Helvetica Neue 25 Ultra Light, 35 Thin, 85 Heavy and 95 Black can also be used.

Logo do's and don'ts

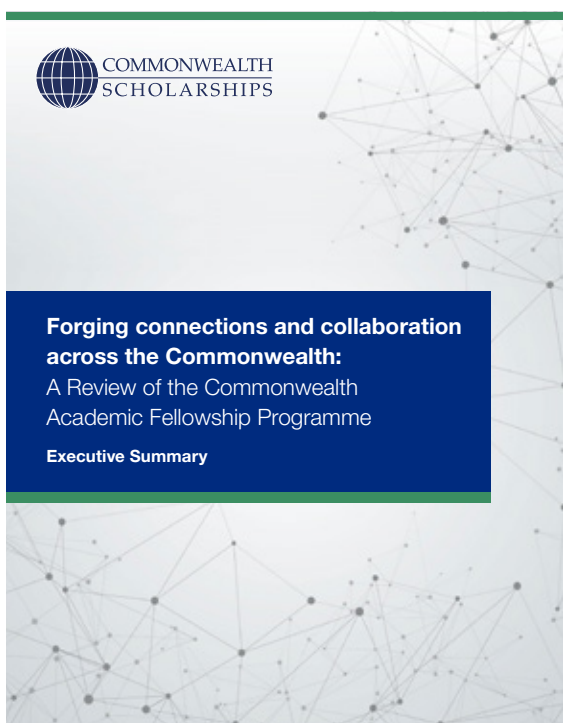
Do's



Use the logo on an image



Place the logo in the correct area



Choose a version of the logo for maximum visibility

Don'ts



Distort the logo



Apply an effect to the logo



Recolour the logo



COMMONWEALTH
SCHOLARSHIPS

Rearrange the logo



Crop the logo



Use the wrong logo for visibility



Give the logo no clear space

Logo application examples

COMMONWEALTH SCHOLARSHIPS

Forging connections and collaboration across the Commonwealth:
A Review of the Commonwealth Academic Fellowship Programme
Executive Summary

COMMONWEALTH SCHOLARSHIPS

Annual Report
For the year ending 30 September 2022

COMMONWEALTH SCHOLARSHIPS

Expanding Horizons: Commonwealth Distance Learning Scholarships
Growing Partnerships for Sustainable Management of Tropical Forests

Bangor University has been offering a Master's Degree in Tropical Forestry as a part-time, distance learning course since 2000. The Commonwealth Scholarship Commission has funded a total of 99 Scholars to study for this course since 2013.

The programme aims to provide students with detailed knowledge and expertise that are directly relevant to the work of a modern forest manager and those working in associated disciplines, focusing on scientific, academic, and practical principles which underpin forest management, conservation, ecosystem function and livelihoods. The part-time nature of the MSc enables students to study alongside other work or personal commitments.

Motivations and Expectations for Participating in the Distance Learning Programme

Explaining the motivations for participating in the programme from the perspective of the UK-based university provider, Dr Walmsley highlighted the desire of specific members of staff at Bangor University to improve student learning and exposure through offering an online, part-time degree programme to people who would otherwise never have the opportunity to study at postgraduate level. He also flagged the importance of engaging an international Partner from the outset who could offer an in-person component to the programme. 'It was motivated by predominantly two members of staff. We had a vision that the distance learning programme should not be entirely at distance. We're seeing that there's still incredible value from having a small, but very immersive and intense face-to-face experience. And running a tropical forestry programme, we didn't think it was defensible to do what we usually do, which is to host study tours in the UK.'

Speaking on behalf of the Partner institution, Dr Foli agreed that improving student learning and exposure was the prime motivation for the Forestry Research Institute of Ghana to partner with Bangor University in delivering the MSc Tropical Forestry distance learning programme.

Bangor University.

As part of the review into the outcomes and impact of the Commonwealth Distance Learning Programme, in-depth interviews were conducted with Dr James Wainmsley, Senior Lecturer in Forestry at Bangor University, Dr Ernest Foli, Principal Research Scientist at the Forestry Research Institute of Ghana (which partnered with Bangor University in delivering the Distance Learning programme), Edwin Hara, a 2019 Commonwealth Distance Learning Scholar and Dan Ndalowa, the Scholar's Employer at the Malawi College for Forestry and Wildlife. They all shared their experiences of participating in the Commonwealth Distance Learning Programme.

Forest tour in Ghana for students and staff from Bangor University in 2019.

COMMONWEALTH SCHOLARSHIPS

CSC Evaluation and Monitoring Programme

Building a More Sustainable Future in Uganda: One Brick at a Time
Margret Mauricia Nambatya

With a rapidly expanding population of 42 million predicted by the World Bank (2021) to reach 100 million by 2050, Uganda is facing a number of significant resource challenges to improve livelihoods.

Many Ugandans do not have the means to build houses using quality materials, which has meant that they have become more reliant on cheaper, less sustainable methods of construction, which has led to increased pressure on natural resources and serious environmental degradation.

Meanwhile, more than 75% of Uganda's population are youths (below the age of 30), and at 13.3%, the country has one of the highest youth unemployment rates in Sub-Saharan Africa (World Bank, 2019). While innovative solutions are required to minimise damage to the environment, while addressing basic human needs and improving the quality of life for Ugandans, there is also an urgent need to provide skills training and employment opportunities for youths in Uganda.

Commonwealth Alumnus Margret Nambatya is offering solutions to these diverse challenges through the use of Interlocking Stabilised Soil Block (ISSB) technology- a novel approach to sustainable construction studied during her scholarship. ISSB has been proven effective in preventing deforestation and reducing carbon dioxide emissions, while providing sustainable school buildings and facilities to support education and creating employment opportunities for youths.

Sustainable construction in Uganda

Interlocking Stabilised Soil Block (ISSB)

Interlocking Stabilised Soil Blocks are manually pressed and then left to cure for 28 days. No firewood is needed in production. This environmentally friendly and cost-effective material has the potential to dramatically reduce the construction industry's carbon footprint.

8 REDUCE WASTE AND PROMOTE CLEANER PRODUCTION
11 SUSTAINABLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION

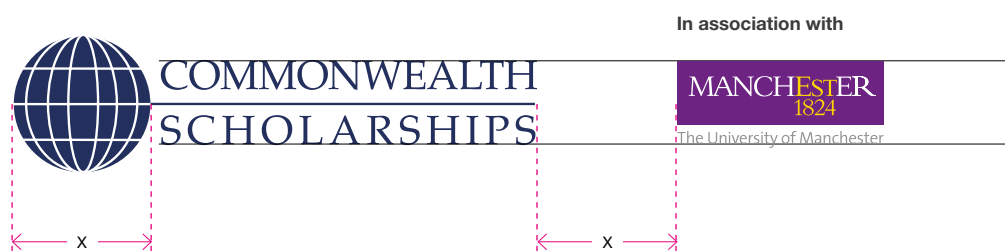
Margret Mauricia Nambatya is a civil engineer currently working as the Country Manager for Halleybury Youth Trust (HYT), an NGO based in Uganda that promotes sustainable construction. She was awarded a Commonwealth Scholarship in 2014 to study for a Master's Degree in Engineering for Sustainable Development at the University of Cambridge. As a manager at HYT with nine staff members under her supervision, she is responsible for steering the strategic direction of the organisation and creating partnerships with other NGOs to construct using interlocking Stabilised Soil Block (ISSB). In addition, she leads training of youths in Uganda in innovative and carbon-saving building technology, and construction skills, which has resulted in improved environmental education, employment opportunities and livelihoods. While contributing to preserving the landscape of Uganda, HYT has also transformed communities by building low-cost school buildings and installing rainwater storage tanks and sanitation facilities.

Joint branding with non-delivery partners

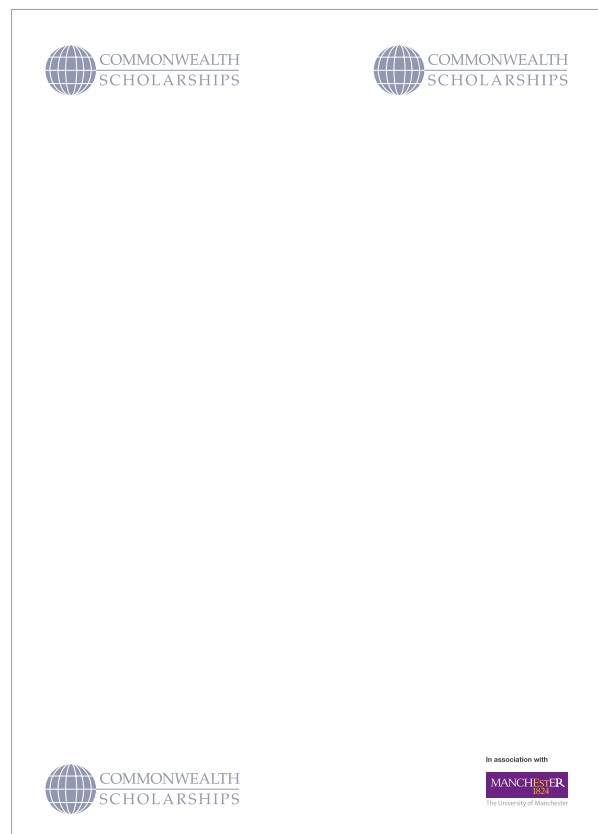
There will be situations where co-branding is required. Different partnership scenarios lead naturally to different emphases when describing the relationship as well as branding that should be applied. Where CSC is the lead or equal partner, the logo should always appear first.

The partner logo should not be visually bigger than the CSC's logo.

Descriptor text can be used to describe the relationship between the two organisations.

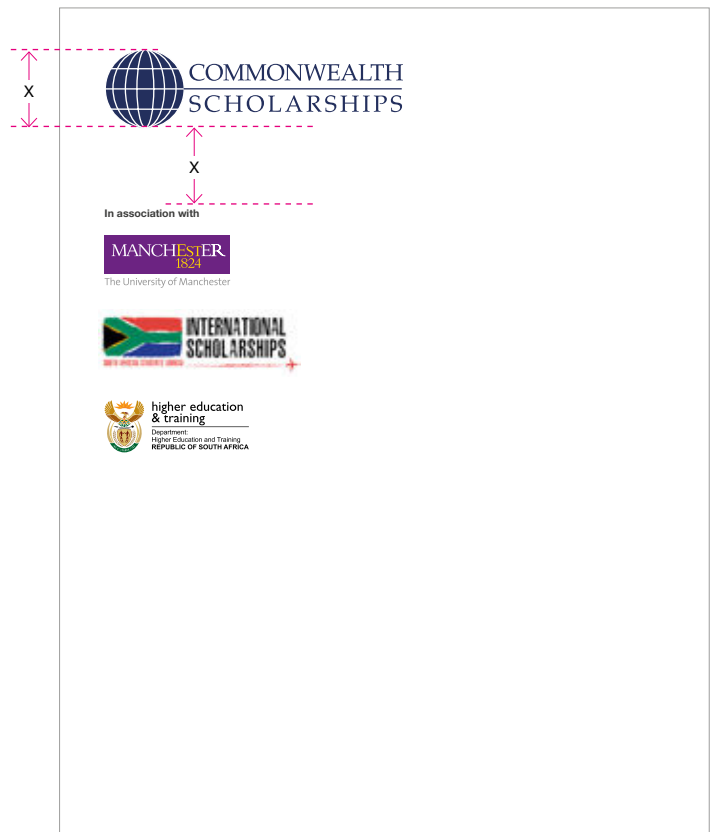
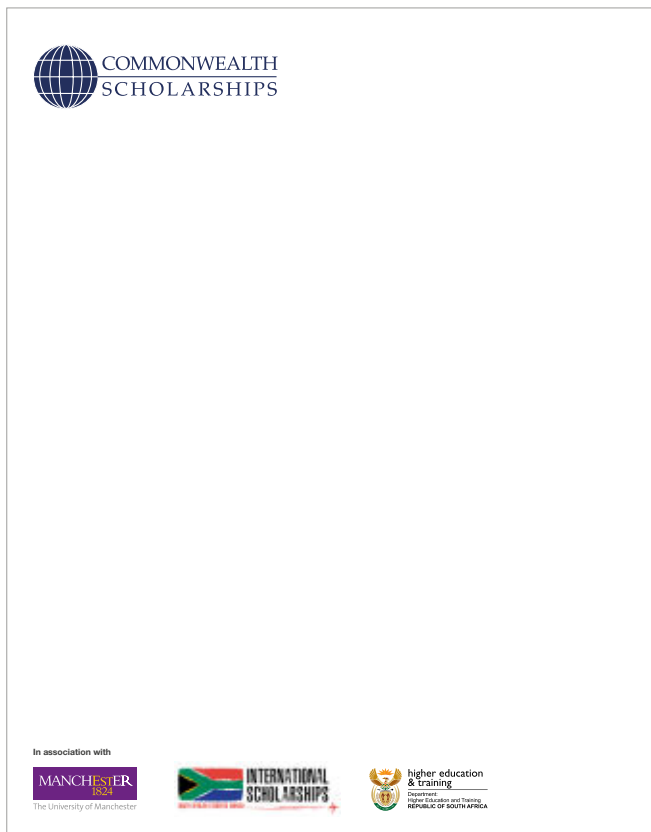
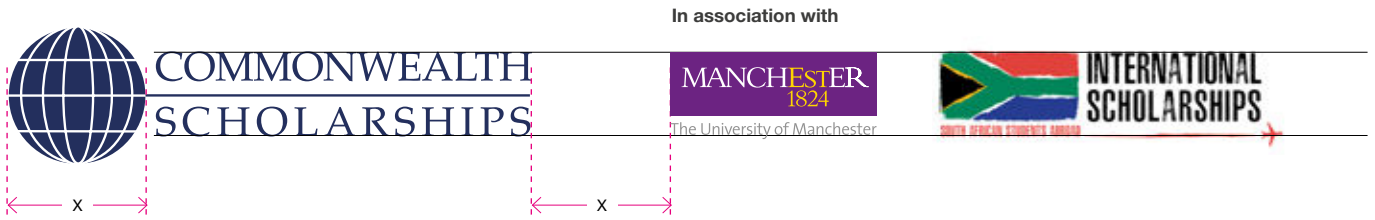


Where space is limited, a minimum exclusion area should be applied. This should be the width of the globe as illustrated above.



The partner logo should be placed bottom right on documents. The CSC logo should be placed in one of the other three areas depending on the design, as illustrated above.

Multiple partner logos



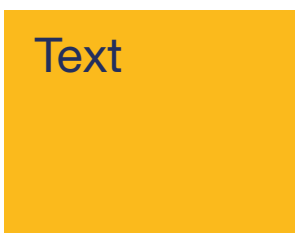
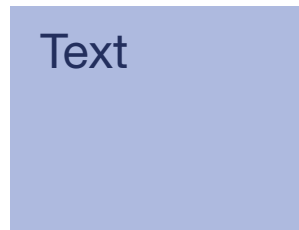
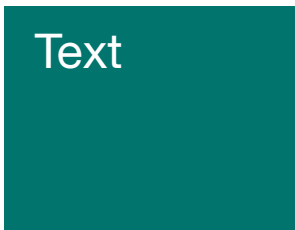
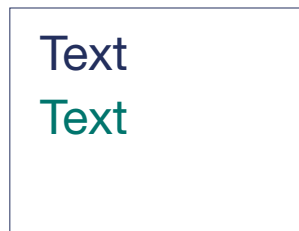
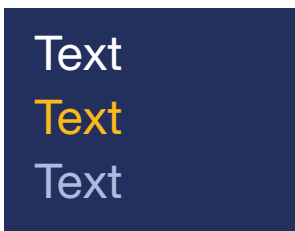
Minimum exclusion areas still apply.

Accessibility

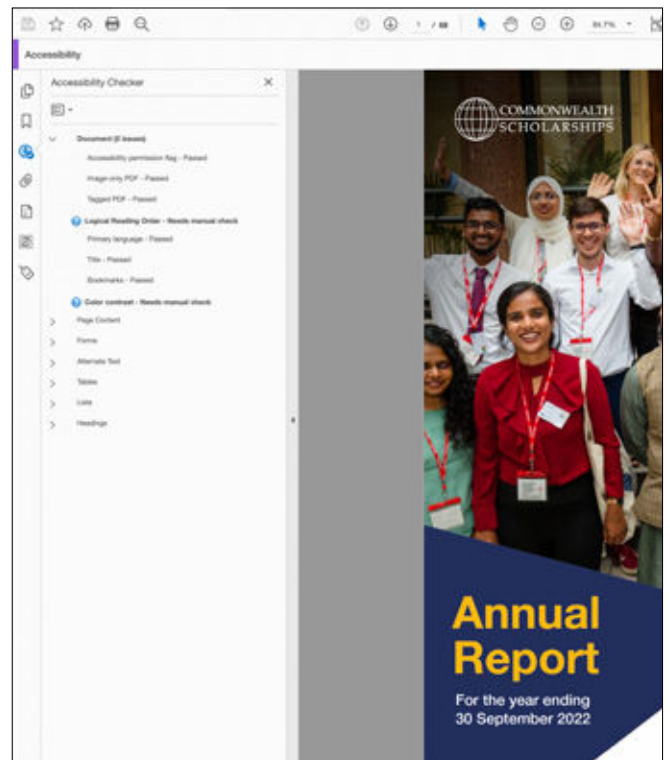
Printed and online materials should meet accessibility guidelines. This means that text should be a minimum of 12pt in print. Avoid italics, underlining, condensed fonts, simulated handwriting, unusual shaped letters, and decorative typefaces. To maximise legibility text should not be distorted. Minimal kerning is acceptable.

Use of colours also needs to be considered. Check that any colours used in print meet WCAG standards - AA minimum. The higher the contrast between the two colours, the more likely it will pass for accessibility.

Any PDFs that are to be uploaded to the website must meet the requirements of Adobe's accessibility checker and should also be created as a tagged PDF. All images are required to have alt text set.



The above are examples of use of colour that passes the AA standard for accessibility. This is based on the text being a minimum of 12pt.



An accessibility check can be performed in Acrobat and any issues will be flagged in the left hand dialogue panel.

Any queries are to be addressed to the CSC Comms Team at engage@cscuk.org.uk