

# Visual Style Guidelines





## Visual Style Guidelines

Dakchyata – TVET Practical Partnership

Address

Fax

Phone

Email

URL

These basic guidelines are available in English and Nepali languages.

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# 1. Introduction

This document has been produced as a comprehensive guide for all *Dakchyata- TVET Practical Partnership* marketing collateral and project partners. These identity standards are designed to help visually communicate the purpose and personality of the programme, and to provide a solid framework created to suit our audiences. It is important that these guidelines are followed correctly as it ensures that the project messaging is communicated consistently. With a clear guide on the position and size of the logos, the font and colour palette we can provide a clear and effective message. Any materials produced should be instantly recognisable as a *Dakchyata-TVET practical partnership* product.

**1.1 Background:** The overall objective of the project is to contribute to Nepal's inclusive and sustainable growth through investment in human capital and by creating better employment opportunities. The specific objective is to strengthen and implement more effectively a TVET policy responsive to labour market needs and pilot an integrated Public Partnership Approach in three key economic sectors i) agriculture ii) construction, iii) tourism.

**1.2 Project identity:** The most important step in developing an institutional project identity is identifying the project colours and a logo which reflect the essence of the project theme together with other visibility templates. A project visual style guidelines will therefore guide external partners, experts, vendors, project staff and relevant stakeholders on how to use and promote project

identity and keep it uniform in all project activities. This is important in terms of ensuring imposition of a holistic communication approach during project implementation.

**1.3 Audience and target groups:** The project has a wide and varied audience including government ministries, industry associations, skilled and unskilled workers, entrepreneurs, parents, teachers to unemployed youths. The tone of voice and messaging changes while still keeping the overall project's voice consistent. Therefore, communication tools, materials and methodology are selected and/or developed in line with the target group specifications and needs.

**1.4 Usage:** The Dakchyata visual style guidelines will be available on the website for all relevant stakeholders to access and utilise. Details will follow on how to apply the brand to different applications, but the following inclusions are mandatory:

- Logos: Dakchyata Project logo, EU and partners logo
- Use the correct version of the logo ( colour, size, positioning)
- Use of Fonts: British Council Sans, which is our corporate typeface
- Visibility templates: Standard templates for visibility items prepared in index word (banners, stationaries, brochures, leaflets, newsletters and others). It will be shared with project partners and vendors as necessary to implement activities.
- All communication related issues must be signed off by the project communication manager to ensure uniformity.

**1.5 Templates:** Visibility templates have been designed and approved for official use by *Dakchyata - Practical Partnership* and associated partners. In principle, all communication material produced must be based on the templates provided with minimal or no deviation.

**1.6 Implementation:**

- Coordination: Consultation with appropriate government, civil society, private sector partners, donors, stakeholders and *Dakchyata - TVET Practical Partnership* is required.
- Social, cultural, political and religious sensitivities need to be considered and factored.
- Activities and material produced must respect the local environment and do no harm.
- International British English and/or the national Nepali language are used for all *Dakchyata - TVET Practical Partnership* projects.
- Well assessed external expertise funded by the project budget may be used to fulfil communication needs.

**1.7 Reporting:** Communication activities require standard reporting as set by *Dakchyata*

- *TVET Practical Partnership*. Partners, contractors, consultants need to submit administrative reports as stipulated in their contracts. Internal and external reports will be used for monitoring and evaluation as well as to coordinate with donors, the government, project staff and other key stakeholders. As per the nature of the communication effort, an inception report, a periodic progress report, and a completion report may be required.

**1.8 Accessibility and downloads:** Download is available in different formats, .jpg, .png, .psd, .docx. Visit <https://www.-----/downloads> .jpg files are for use for viewing and reproduction as flat images. .png is transparent and can be used to generate combinations and blends while .psd and .docx files are for users who may need to make changes as necessary such as in the personnel name, etc. Advised to not make changes or reproduce key components such as logos, placements, key text etc. Download and install from the website in following fonts.

- British Council Sans, regular, light, black
- Preeti true type (Nepali for production)
- Unicode (Nepali for documentation)

## 2. Graphic Elements

Essential graphic elements are a part of this chapter. These include the Dakchyata - TVET Practical Partnership logo, parties that make this project possible, basic colours, languages to be used, and the font-typeface-typography. The instructions provided herein need to be followed strictly. Explanatory notes are provided to allow deeper insight into these essential graphic elements.

**2.1 Dakchyata logo:** The logo is one of the main graphic elements which give the Dakchyata - TVET Practical Partnership its unique identity. The logo is clean, simple and professional. This is the common icon that ties all Dakchyata related material. Regardless of size, objectives, material, the logo must feature distinctly and exactly as featured below on all material produced by partners, vendors, and other contractors. Electronic copies are available online to download at <https://www.dakchyata.org/-/downloads>. Dakchyata means skill or ability in

the Nepalese language. The project logo uses the word in both English and Nepali languages..

**2.1.1 Colours:** In full colour the logo uses the standard blue similar to that of the British Council logo and a darker tint that is purple black linking up with the European Union flag. In white on black, the colour is stark with no shades. In black on white, the colour is stark with no shades. Details provided in 2.6.





2.1.2 *Spatial coverage:* The logo should have at least 5 mm of clear space around it.



2.1.3 *Minimum size.* The minimum size of the logo must be 10 mm in height with width expanding as necessary.

2.1.4 *Customization.* If you need a logo that incorporates text to describe partnership or sponsorship, contact us by email.

2.1.5 *Principles of use:*

- The logo should not be stretched or condensed in any form.
- Text should not interfere with the logo.
- Full logo should be visible, it can never be cropped.
- Adding individual colours to the logo or its elements is strictly forbidden.
- Never use drop shadow, stroke, glow, etc. on the logo.

Full colour Logo: Two base colours are in use.

Dakchyata (Nepali): #1a7bab  
C=85 M=44 Y=15 K=1  
R=26 G=123 B=171

Graphic element same as above

Dakchyata (English): #3e4262  
C=85 M=44 Y=15 K=1  
R=26 G=123 B=171

Practical Partnership text same as above

Black and white logos:

Black #000000

White #ffffff

- Avoid multi-colour backgrounds that may conflict with the logo or clash with it. In case photographs, colours, artwork, interfere with the logo use a white border with at least 1/25<sup>th</sup> thickness of the height of the image as it appears.
- No changes, alterations, additions, superimposition, blending may take place under any circumstances.
- **Permission** in writing must be sought when using the *Dakchyata - TVET Practical Partnership* logo for any reason by external parties such as vendors, contractors, partners, and others. An admin email/website feedback template will be

developed for query or to seek permission.

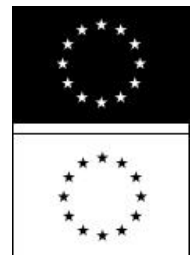


**2.2 Inclusion of all parties:** All communication products must acknowledge the European Union and the British Council. No matter the size, product, or use, the logos of the above mentioned parties and, in appropriate products, the logo of the Ministry of Education will appear prominently, clearly, without distortion, cropping or, changes. These logos must appear exactly as featured below on all material pro-

duced by partners, vendors, and other contractors. Likewise, CTEVT logo as one of the main implementing partner will remain prominent in specific visibility items. Ministry of Education and CTEVT logos are provided in multi colours below and can be accessed on the website. High quality images can be accessed online.



Together, the Ministry of Education logo appears at the front followed by the European Union flag and CTEVT. The British Council logo appears on the right, bottom. Additional logos: The European Union flag in case the blue is in conflict or monochrome production is required is provided in black and white and white on black as well. Similarly, If the British Council use of the corporate logo is not possible, other preference is to use a single colour PMS 295 logo or the black (positive) or white (negative) versions available at the British Council Brand website.





**2.3 Font, typeface or typography:** It is mandatory that the font 'British Council Sans' be used in any communication throughout the project. The typeface British Council Sans has been designed to unique specifications and is modern, clean cut and easy to read. Alternate font type is Arial. For Nepali production and printing, Preeti is used while for general communication Unicode (Nepali) may be used. Download fonts from <https://www.-----/downloads>

Preferred use of font size is 10 points for text, bold for minor subheads, 16 points for sub-headings and 24 points for internal headings, 36 points for front page. British Council Sans Light, Regular, and Black versions are to be used with Black lightened using Colour A provided on the next page. Regular using colour B or A or C or D as appropriate. Light using colour B or C or D when used as invert.

British Council Sans, regular, light, black

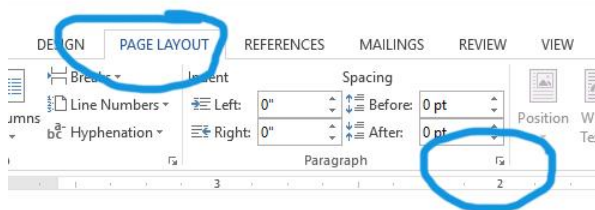
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%&\*

Aa Bb Cc  
EXTRA LIGHT LIGHT REGULAR  
Dd Ee  
BOLD BLACK  
Aα Бб Çç  
GREEK CYRILLIC TURKISH

Extra Light Light  
Regular **Bold Black**

## 2.4 Formatting of visibility documents, general guidelines and suggestions:

- Headlines British Council Sans black, 20 to 36 points. Colour #1a7bab preferred.
- Subheadings British Council Sans regular, 14 to 16 points bold. Prefer #3e4262.
- Text British Council Sans regular, 10 points. Prefer black or #3e4262. Justified.
- Captions British Council Sans regular bold.
- Leading or spacing between lines. Go to Page Layout, Paragraph, click the arrow on the lower right hand corner.



### Preeti for print and production in Nepali

12 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

18 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

24 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

36 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

48 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

60 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

72 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

84 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

96 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

108 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

120 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

132 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

144 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

156 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

168 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

180 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

192 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

204 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

216 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

228 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

240 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

252 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

264 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

276 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

288 त्जभ त्रगष्अप दचयधल यिह वगुउक यखभच तजभ विशथ मयन जइघदछठठडण

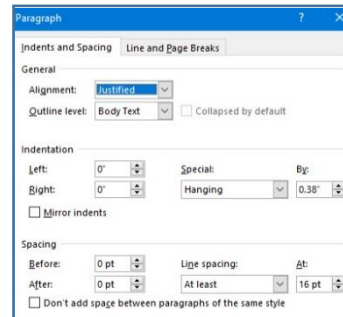
Before 0 points

After 0 points

Line spacing selected "At least"

from drop down menu at:

16 points for running text.



### Unicode font for documentation in Nepali

क ka [ka] ख kha [kʰa] ग ga [ga] घ gha [gʱa] ङ na [ŋa]  
 च ca [tʃa] छ cha [tʃʰa] ज ja [dʒa] झ jha [dʒʱa] ञ ña [ɲa]  
 ट ta [tʰa] ठ tha [tʰʱa] ड da [dʰa] ढ dha [dʰʱa] ण na [ɲa]  
 त ta [tʰa] थ tha [tʰʱa] द da [dʰa] ध dha [dʰʱa] न na [na]  
 प pa [pa] फ pha [pʰa] ब ba [ba] भ bha [bʱa] म ma [ma]  
 य ya [ja] र ra [ra] ल la [la] व va [va]  
 श sha [ʃa] ष sha [ʃʰa] स sa [sa] ह ha [ha]  
 क्ष ksa [kʃa] त्र tra [tra] ज्ञ gya [gya]

## 2.5 Colours

Colour A #1a7bab  
C=85 M=44 Y=15 K=1  
R=26 G=123 B=171

Colour B #3e4262  
C=85 M=44 Y=15 K=1  
R=62 G=66 B=98



Colour C #000000  
R=0 G=0 B=0  
C=100 M=100 Y=100 K=100

Colour D #ffffff  
R=255 G=255 B=255  
C=0 M=0 Y=0 K=0

Cold colour  
spectrum

Dakchyata - TVET Practical Partnership has approved four neutral to cold colours on the spectrum for official use. Only use colours provided. Do not allow colours to interfere or reduce clarity of logos, text, and images. Clear, crisp, qualitative visibility is to be obtained using approved colours.

### Colours usage

- Note that colour should enhance the message and text must always be highly readable. Colours should not interfere with logos, statements and key components.
- Flat colours can be used as foreground, background, text, border and shapes for visual enhancement.
- Combination. One or all four colours can be used. The image below offers an example of two-colour combos.
- Text must be easy to read therefore, the preferred colour is black or C #000000 as provided above
- Captions, pull quotes, subheadings or highlighted material preference is B #3e4262 as provided above
- Preferred headline colour that is 16 points or larger is colour A #1a7bab as provided above
- Ensure that content is clear and easy to read. In case of high contrast use or superimposition, inversions such as Colour D #ffffff may be used

### **2.6 Resolution:**

- All printed material will have 300 dots per square inch resolution.
- On-screen sharing and general in-office printing or sharing material will have 150 dots per square inch resolution.
- All screen based material that need smaller size and quicker online transmission will have 72 dots per square inch resolution, preferred 90 dpi.
- Video footage collected for storage, stock, official use and sharing will have 1920x1080 pixels per frame resolution. Video footage for social media or live transmission as per acquisition device setting.

- All still photographs will have a minimum of 2400 pixel height or width, whichever is less. Higher resolution is preferred. Submitted photographs must be 300 dots per square inch.
- Video and photographs commissioned by the project are owned fully and wholly by the project and partners. Credit may be provided on duplication and use however, no further remuneration will be provided unless previously stated in writing.

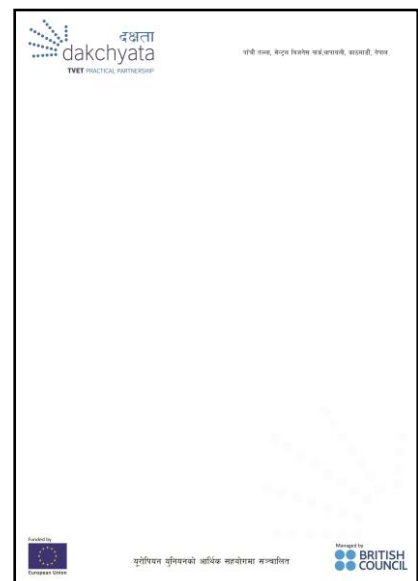
### **2.7 Image formats:**

- On screen image format is RGB or red, green, blue.
- Print purpose format is CMYK or Cyan, Magenta, Yellow, Black.



3.1.1 *Letterhead:* The letterhead comes in two language versions: English and Nepali. It features *Dakchyata - TVET Practical Partnership* logo on the upper left, address on the top right, partner logos and statements (EU bottom left; British Council bot-

tom right). Paper size is A4. Colours on logos are as per provided samples, do not attempt to recreate these images, they must be downloaded directly and exactly. Do not condense, squeeze, crop or make any alterations.



3.1.2 *Business card*, contain basic information such as the name of the organization, its logo, name of the concerned person, their position, and key contact information such as address, email, phone number, mobile phone, facsimile. They need to be produced exactly as provided. The business card is printed on both sides using two language versions: English and Nepali. It features *Dakchyata - TVET Practical Part-*

*nership* logo on the upper left, British Council logo on the top right, name of the concerned person and position below the logo in large font size, and key contact information. In place of the EU flag, “This project is funded by the European Union” appears center bottom in reverse against a blue background. Do not attempt to recreate these images; they must be downloaded directly and exactly.



Full colour printed on plain white paper

Font: Arial

Size 88mm x 55 mm

Border and font colour when blue: # 1a7bab

C=85 M=44 Y=15 K=1

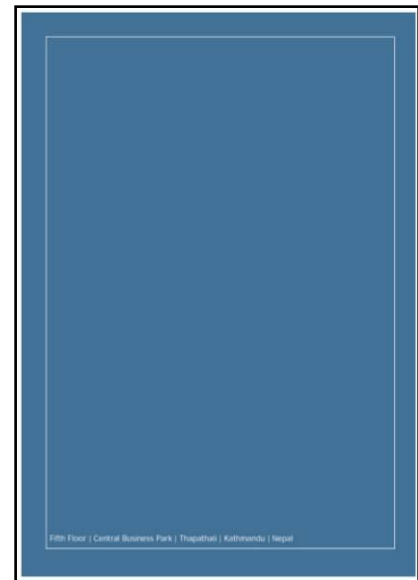
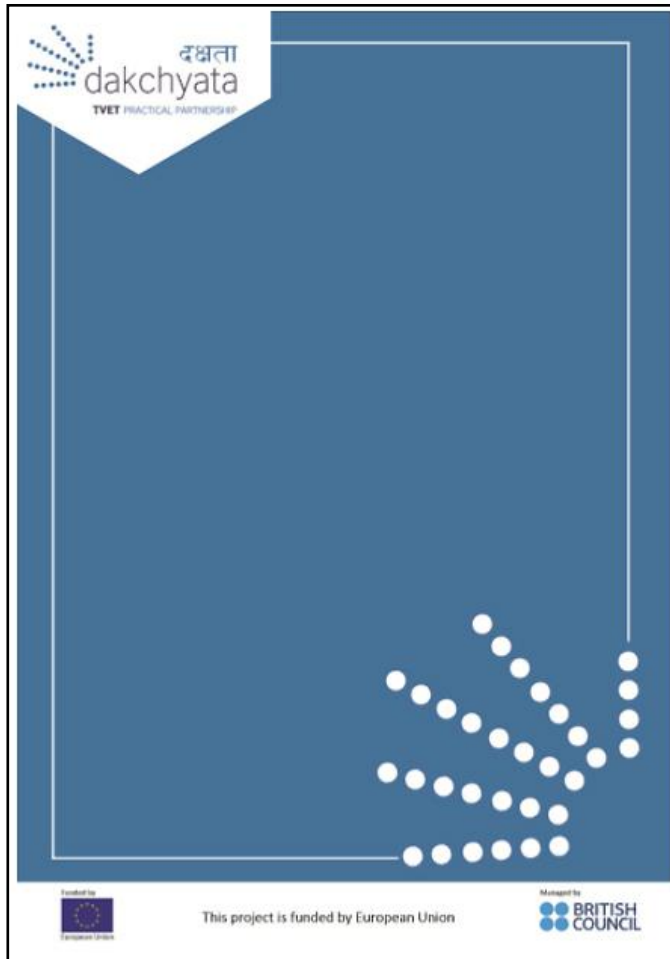
R=26 G=123 B=171

Font colour when white: #ffffff

3.1.3 *Folder*: The logo is placed on the top left.

The five-digit ray graphic, an extract from the logo is the major design component and placed as a theme on the bottom right. The blue base plays an important

role in the design with a white border supporting the design. The European Union flag in on bottom left, the statement bottom centre, and the British Council logo appears on the bottom right.



Size: contains A4 sized documents, 33mm by 23 mm

Print on sturdy paper  $\geq 250$  gsm

Laminate cover for durability

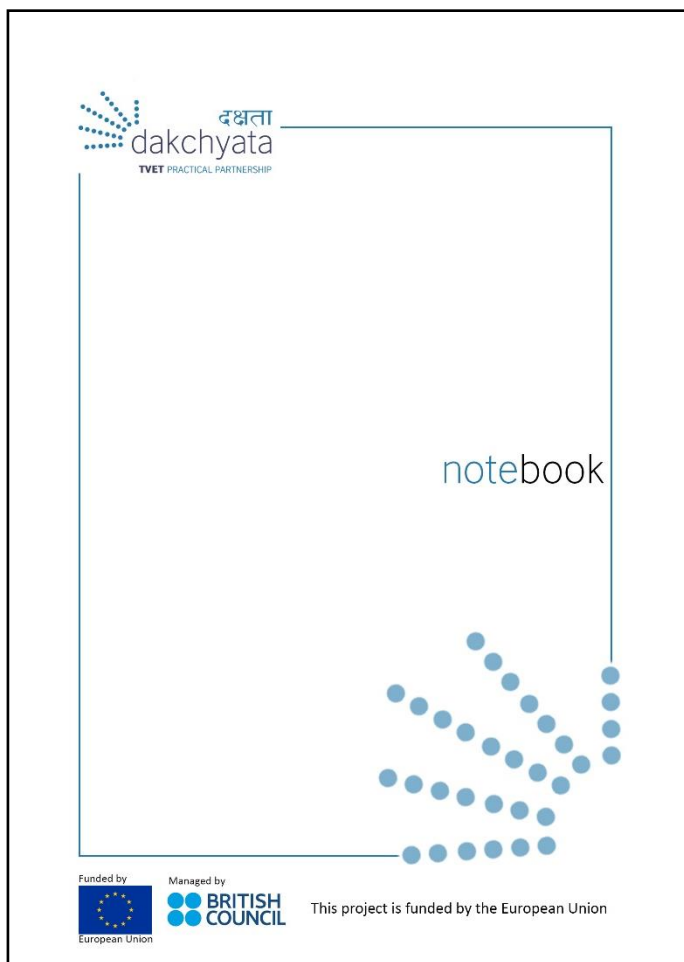
Blue: #1a7bab  
C=85 M=44 Y=15 K=1  
R=26 G=123 B=171

White: #ffffff

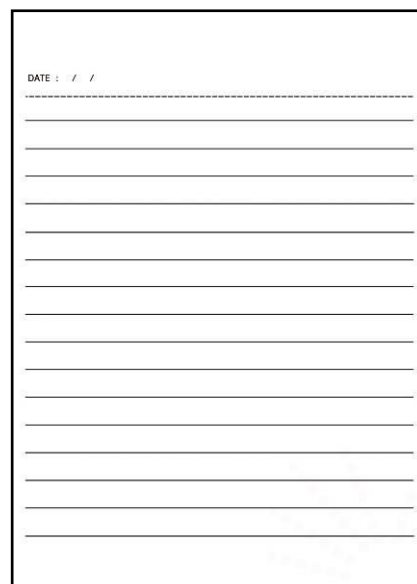
Black: #000000



3.1.4 *Notepad*: Ensure that notepad is printed on quality matt paper that is capable of soaking up ink. Paper used to printing journals may not be appropriate and glossy paper tends to smear. The logo is on the top left with notebook presented in two colours, standard blue and black. Ex-



tracted graphics is placed on the bottom right and a blue frame acts as an important part of the visual presentation. Partner logos are placed on the bottom left with “This project is funded by the European Union” placed bottom right.



Size: 150 mm x 210 mm

Cover: full colour cover

Inside pages: black and white

Paper surface white

Colour light blue: #1a7bab

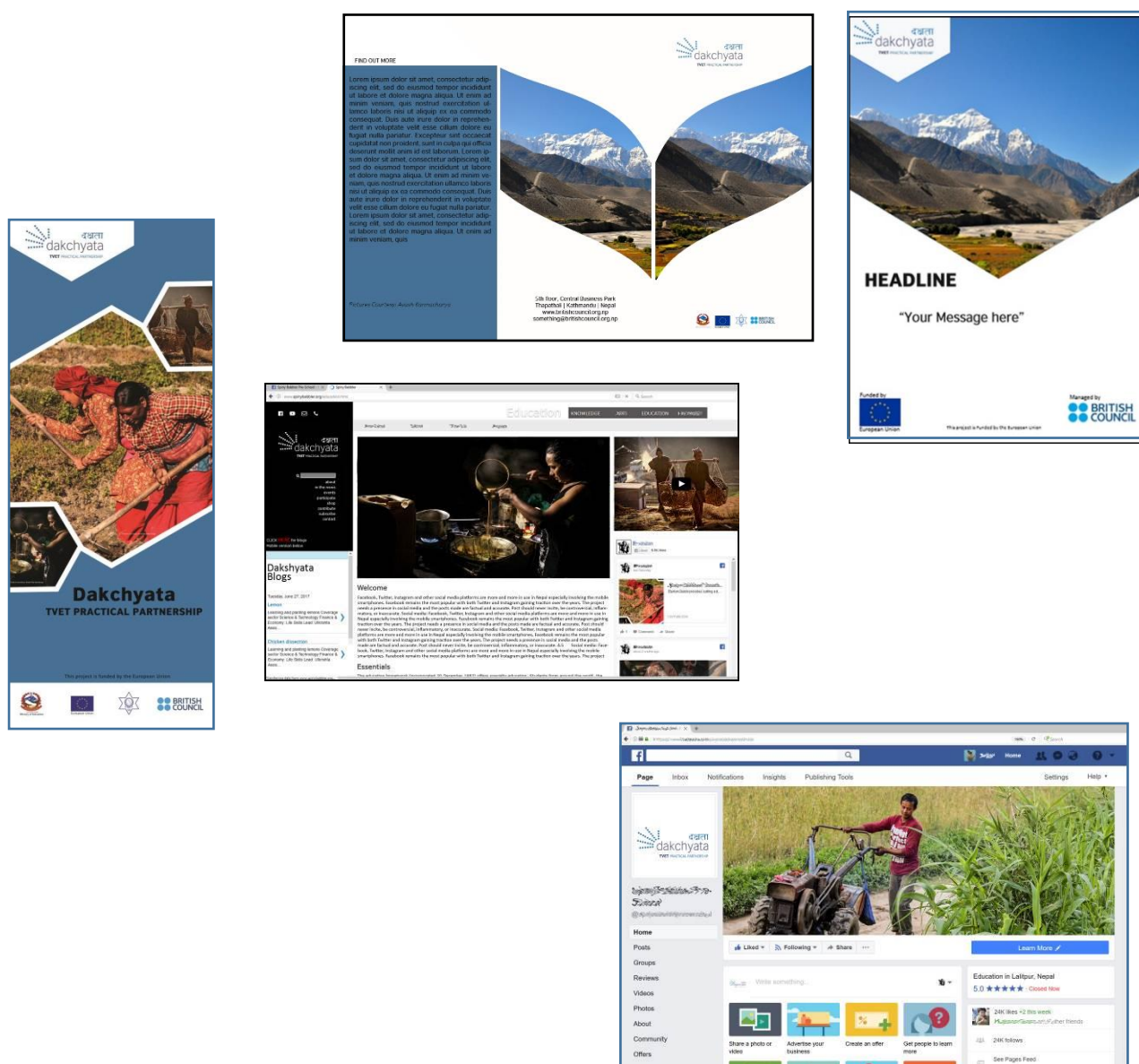
C=85 M=44 Y=15 K=1

R=26 G=123 B=171

Colour black: #000000

### 3.2 Visibility Tools:

Templates are provided to ensure uniformity in communication, ensuring project partners, staff, vendors, designers and others who work with *Dakchyata - TVET Practical Partnership* can follow set formats and structures in terms of appearance, colours, codes, and standards. Leaflet provides a general brief, brochure gives greater detail, reports are submitted regularly, banners will be used in public venues. Other templates include PowerPoint presentation, basic guide for social media, audio-visual production and website development has also been provided.



**3.2.1 Leaflet:** The leaflet is to communicate basic information on the project and its actions. It can be used in .pdf. .xps formats for electronic transmission and sharing, placed online in various formats such as html. Language, sophistication, local preferences in imaging and outlook need to

be considered. The front cover involves the project logo on top left with a central image. Logos of Ministry of Education, the EU flag, CTEVT, the British Council are at the bottom. Use of partners' logo has been approved by the Ministry of Education

Size: A5, 210 mm x 445.5 mm

Layout: Accordion, two-fold, three-column

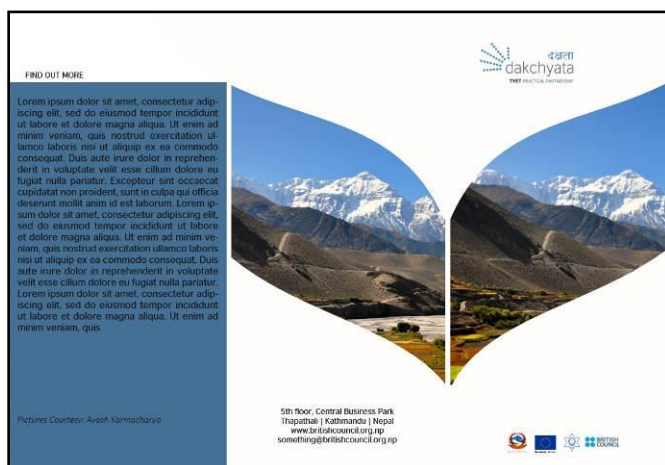
Colour usage:

Front: Foreground is image

Blue #1a7bab C=82 M=76 Y=15 K=1 or R=26 G=123 B=171

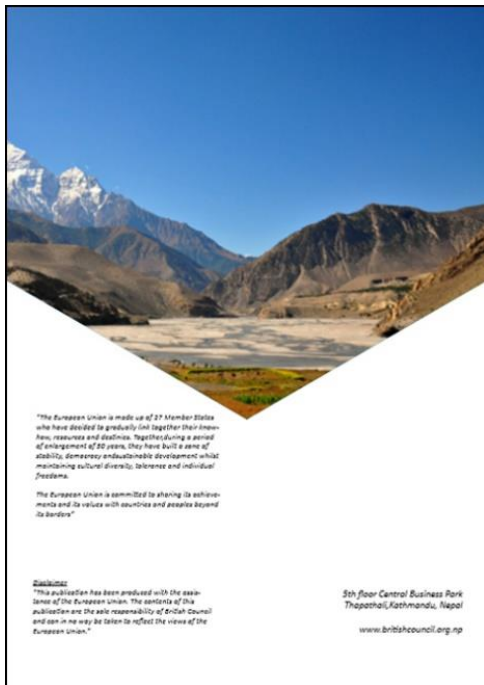
Font: British Council Sans regular and black

Font size: Project and topic heading 22 pt, description 12 pt



3.2.2 *Brochure*: The brochure is to provide a more detailed information on the project and activities. It can be used in .pdf. .xps formats for electronic transmission and sharing, placed online in various formats such as html, it can be printed and distributed. How-to information, topical presentations, actions can be addressed through the . Language, sophistication, local preferences in colour and outlook need to be considered.

- Back cover: Address, email, website and other contact details.



Size: A4, 210 mm x 297 mm

Pages (single sheet to multiple pages)

Language: English, Nepali or both

Font: British Council Sans regular and black

Colour: Blue #1a7bab

C=82 M=76 Y=15 K=1

R=26 G=123 B=171

Dark blue: #3e4262

C=82 M=76 Y=38 K=25

R=62 G=66 B=98

White #ffffff

Black #000000

- Cover page contains *Dakchyata - TVET Practical Partnership* logo, project name and a compelling image. It also includes partner logos and statements (EU flag bottom left; British Council logo bottom right).
- Inside pages: Project descriptor (standard across all products, font- British Council Sans), mission, approach, impact, main activities, work location.



**3.2.3 Report template: Essential components:** Cover page, copyright page, content page, executive summary, introduction, program report (structure as needed), financial report, back cover.

**Additional components:** Findings and recommendations, achievements in bullet points, conclusion may be added along with photographs, artwork, graphs, tables, pull quotes, and case studies.

**Specifications:**

Size: A4, 210 mm x 297 mm

Colour: full colour cover and inside

If printed from the press,  
Cover ≥ 200 gsm matt laminated  
Inside pages 150 gsm matt

Paper surface white

Font: British Council Sans regular, black

**Colour:**

C=82 M=76 Y=15 K=1

R=26 G=123 B=171

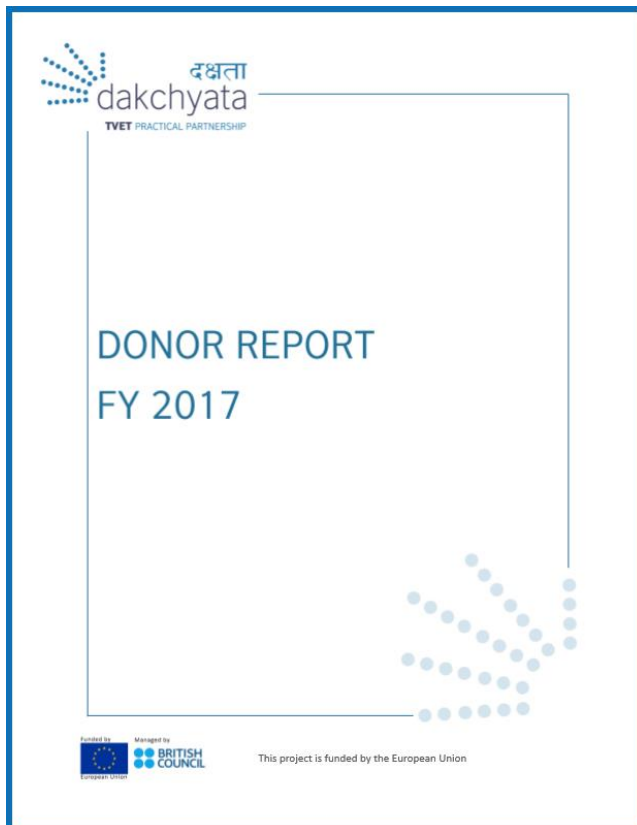
Dark blue: #3e4262

C=82 M=76 Y=38 K=25

R=62 G=66 B=98

White #ffffff

Black #000000





3.2.4. *Newsletter*: Newsletter provides regular updates to donors, partners, the government, staff, beneficiaries, contractors, vendors, and other stakeholders. It covers specific time period. It can be produced in .pdf, .xps, placed on the website, and shared using email subscribers or out-reach list.

Graphic on top left is shaded white. If image is darker in the background assure that it does not disturb the *Dakchyata* -

*TVET Practical Partnership* logo. Newsletter volume indicating the year of production, number indicating how many editions were produced that year, and the period of production appear on the top right. The word Newsletter appears in all caps just beneath the graphic with appropriate titles, text, images, and content section. The European Union flag is on the bottom left with statement centralized and the British Council logo on the bottom right.

Specifications:

Colour: full colour cover and inside

If printed from the press,  
paper surface white, 150 gsm matt

Font: British Council Sans series  
Preeti for Nepali text

Colour: Blue: #1a7bab  
C=82 M=76 Y=15 K=1  
R=26 G=123 B=171  
Dark blue: #3e4262  
C=82 M=76 Y=38  
K=25  
R=62 G=66 B=98  
White: #ffffff  
Black: #000000



3.2.5 *Banners/standees*: Mainly, for use in public places, launches, events and workshops to increase visibility. It needs to be distinctive and have immediate impact.. However, when placed on the wall as a backdrop during workshops, inaugurations and other occasions, it is necessary to ensure that it does not take attention away from the presentation and the speaker. Horizontal and a vertical banner templates are provided. These can be reproduced in

flex or textile. Use compelling image reflecting everyday work life in Nepal across target sectors (Tourism, Construction and Agriculture etc.) for visual impact. Only use 150 dots per square inch for design maximum as the surface is large and can lead to slow computer performance, additionally, banner printers may not have high end equipment that can handle 300 dpi posters at sizes stipulated.



Vertical banner size: 2090mm x 840mm

Horizontal banner size: 760mm x 2440mm

Banner specifications:

- Dakchyata logo top left.
- Project name and message display prominent
- Use Nepali, English, or both as appropriate
- Left to right, partner flag and logos  
Nepal government, EU, CTEVT,  
British Council
- Partner statement in black above logos inside blue background
- Fonts: British Council Sans series for English  
Preeti for Nepali
- Colour:   Blue:           #1a7bab  
                                  C=82 M=76 Y=15 K=1  
                                  R=26 G=123 B=171  
          Dark blue:   #3e4262  
                                  C=82 M=76 Y=38 K=25  
                                  R=62 G=66 B=98  
          White:       #ffffff  
          Black:       #000000



### 3.2.6 PowerPoint presentation:

- Add text, data, images, and graphs as needed. 150 dots per square inch resolution recommended.
- In general a presentation should be covered in 6 slides: Title, content with bullet-list, slide with content and photographs, slide with graphs/diagrams and closing slide. If the presentation cannot be completed within this framework, add as few slides as possible.
- The placement of logos of *Dakchyata - TVET Practical Partnership* on top left and partners' bottom left with statement centralized should be as guided.
- Text size should be clearly visible, text colour limited to those provided by this document and placement of images should in no way distract from the logos and the messages.



#### Specifications:

Font:	British Council Sans for English Preeti or Unicode for Nepali
Colour:	Blue: #1a7bab C=82 M=76 Y=15 K=1; R=26 G=123 B=171 Dark blue: #3e4262 C=82 M=76 Y=38 K=25; R=62 G=66 B=98 White: #ffffff Black: #000000



**3.3 Social media:** Facebook remains the most popular social media with both Twitter and Instagram gaining traction over the years in Nepal. The project needs a presence in social media to reach specific target groups. Social media posts will be event based, news and updates, public awareness campaign activities, announcements and others. Posts should remain factual, accurate and should never incite, be controversial, inflammatory, or inaccurate.

Posts need to be regular, well processed, clear and sensitive towards local cultural, religious, political and other situations. Statements, photographs, artwork, case studies, announcements and other posts can help engage the target audience. Always link social media together. Posts should be brought together on the website as well where additional material

can be provided. Always provide links to the main website for the audience to follow as information is more comprehensive, structured and detailed on the official site.

Use Dakchyata - TVET Practical Partnership logo as the profile in all social media sites to give uniformity, continuity and a single identity. Use a compelling image that has immediate impact.

Dakchyata - TVET Practical Partnership social media site addresses are:

[www.facebook.com/asdfasfa](http://www.facebook.com/asdfasfa)

[www.twitter.com/asdfasfsdf](http://www.twitter.com/asdfasfsdf)

[www.instagram.com/asdfdsafas](http://www.instagram.com/asdfdsafas)

[www.snapchat.com/asdfasfsd](http://www.snapchat.com/asdfasfsd)

[www.youtube.com/channelsdfdsafs](http://www.youtube.com/channelsdfdsafs)



Place website address prominently here  
WWW.-----

**3.4 Website:** The website is an important repository of information for *Dakchyata - TVET Practical Partnership* and a vital tool of communication channel. It contains essential project information, updates, learning, resources such as communication material downloads and much more. Stories, images, video, processes, visibility, and impacts can contribute to the larger information base on the website and social media.

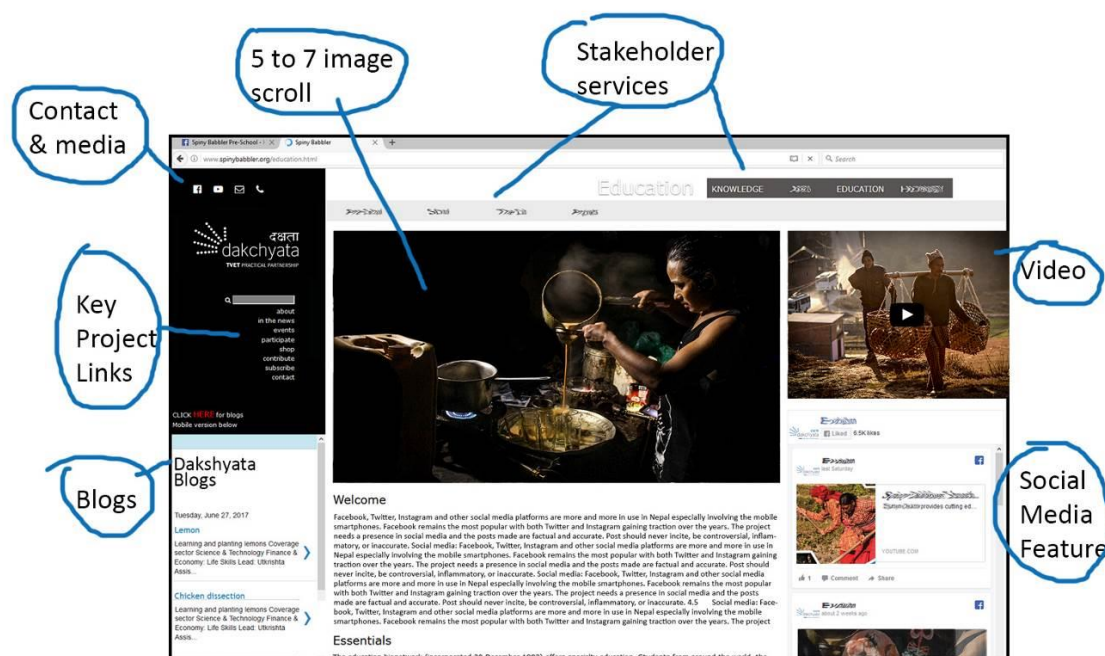
- If material is to be uploaded on outside sites using material generated by the project, prior permission is required.
- Videos using smartphones and other devices tell compelling stories and are appropriate in Nepal where audio visual communication can be more effective. Social media and web videos can be of lower

resolutions than video acquired for production or stock. Playlists of case studies, how-to videos, presentations, animation, events, and more can be established to improve access.

- Compelling images whether in photographic or artwork illustration form are required as central images.
- Blogs are encouraged from staff, partners, beneficiaries, trainers and external consultants, as well as those from the grassroots. Such material can also be put up in the video section.
- Ensure that the key project links are not in conflict with stakeholder services.

A clear link must be provided on the website to [http://ec.europa.eu/europeaid/index\\_en.htm](http://ec.europa.eu/europeaid/index_en.htm)

DRAFT IMAGE



**3.5 Video and moving pictures:** Full high density video captured at 1920x1080 pixels contribute to capture processes, impacts, document activities, and visualize the action from partner, professional, beneficiary and independent media perspectives. Professionals may be hired with approval to document the project and its actions. The focus is on impacts and the process that achieved impacts. Need, process, and results focusing on beneficiaries and those involved can have significant impact.

If professionals are not available, staff are encouraged to take videos on their mobile devices to illustrate, document, and share actions, processes and impacts. At times situations may arise that are of significance and capturing such moments may be important. These videos may be taken at the best resolution provided by the device and may be used on social media or as learning tools. *Dakchyata - TVET Practical Partnership* videos, however, may not be used for personal or other use without written permission from the Communications Manager.

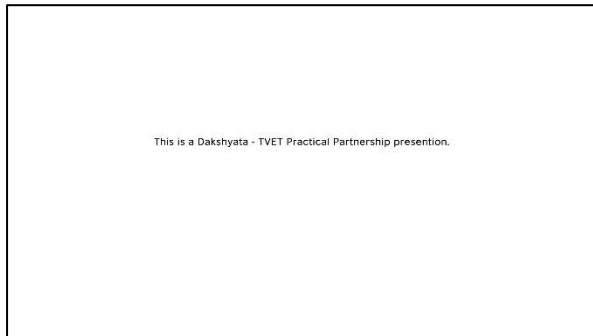
- Footage must be submitted in digitally including stills, video and animation.
- *Dakchyata - TVET Practical Partnership* has the right to all images. Images related to the project whether still or moving may not be used without written permission from the project.
- Video footage collected for presentation, stock, or public use will have 1920x1080 pixels per frame. Video footage for social media or live transmission as per the best functional acquisition device setting.
- Video and photographs commissioned by the project are owned fully and wholly by the project and partners.

Ownership of the video and reproduction rights belong to the project. Credit may be provided on duplication and use, however, no further remuneration will be provided unless previously stated in writing.

- All video footage and or products must be easily transmittable using standard sites such as Youtube, Facebook, etc. and playable on standard players such as MediaPlayer, VLC and others. Casting, titles, credits must be clear, respect logo, statement, and other guidelines.
- PAL is the European standard and features 25 frames per second. Alternative video formats are 29 to 30 frames per second for NTSC or 24 frames per second for film format.
- Video output can be .mov, .mpeg2, .avi, QuickTime, or Tiff series. When collecting footage, uncompressed or minimum compression formats are preferred. When sharing or broadcasting, do not use unwieldy uncompressed formats. Check if sharing devices such as laptops, projectors, speakers handle image and audio.
- Audio must be 48kHz, at least.
- Consult with the project and get approval in advance if your device offers formats other than those stipulated.
- Length: Social media video may be 3 to 4 minutes long. Presentation video may be 5 to 7 minutes long. Documentaries may be 23 to 27 minutes long, especially if it is to be aired over television. Training video can be 5 to 7 minutes long if they are introductions and up to 45 minutes long if they are teaching tools.

### Production guidelines:

- Slide 1: Dip to white to lead into “This is a Dakchyata - TVET Practical Partnership video” against a white background.



- Slide 2 & 3: Dakchyata - TVET Practical Partnership appears next. White dip in and drip out. The European Union flag to bottom left and the British Council logo to bottom right appear below the project logo followed by the standard statement in between.

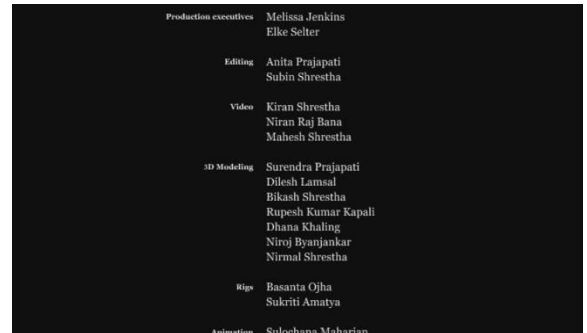


- Title: A simple effect can lead into the title. The title should occupy at least 15%

of the screen space for at least 7 seconds. The title can appear against a white backdrop or against footage. The title must be very clear and in contrast to background video if such is used. Music score can be strong or mild to incite and retain attention.

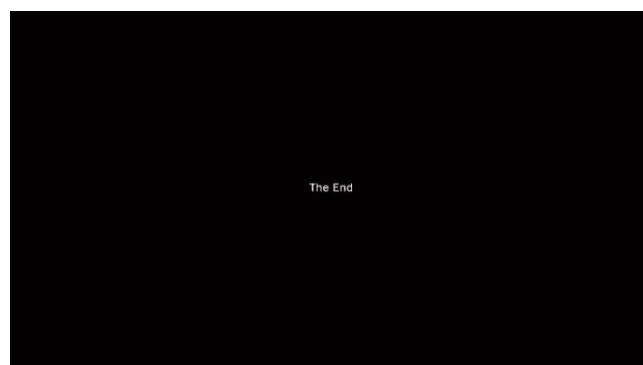
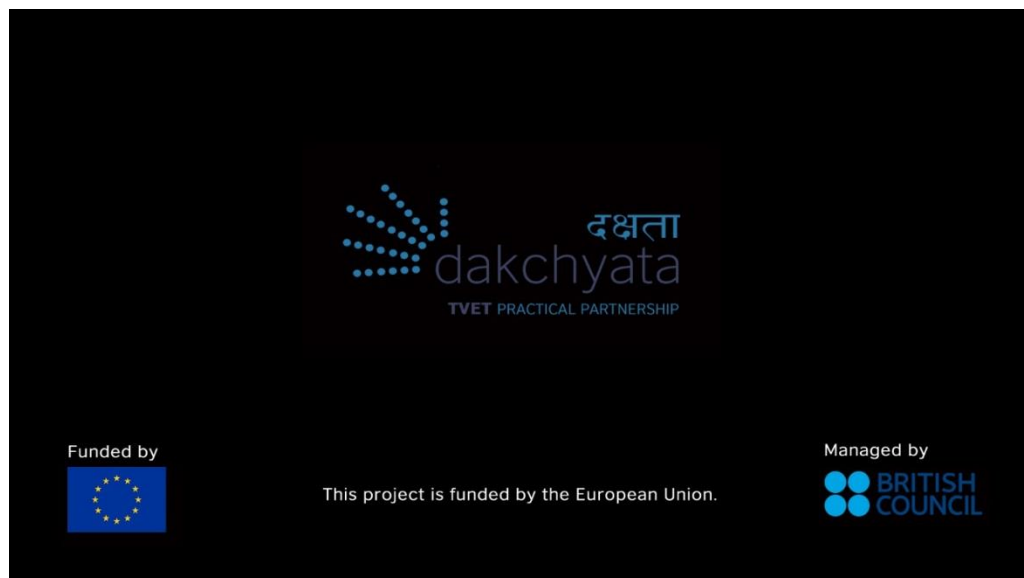


- Credits and acknowledgements. Only key names are provided such as that of the producers, director, important protagonists.
- The story is told simply and clearly. Additional background sound must be minimal or enhancing unless they are acting as fillers; voices must be clear; English subtitles matching voice must be provided; video must be smooth; transitions simple cuts, cross dissolves, or dips.
- Scenes must contain shots that establish the action and location, focus on main activity and protagonist significantly, cut to the audience and the situation, cut to close ups that illustrate the scene, come back to the establishing angle, and again focus on the protagonist. This is a general outline only.
- Interesting cultural, economic, social and other by-stories may be used to strengthen the story.



- End credits. Special scenes such as that of celebration or joy, women dancing, people laughing can be used initially as the presentation is wrapped up and producers, director, editor, artists are credited. Dip to black and a series of credits,

- left hand column, and names, right hand column can appear.
- Dip into in the following slide and holding it for 7 seconds before dipping into the last “The End” slide. White logos may be used in place of colour logos.





### 3.6 Photographs, artwork and illustrations

are important to capture the moment, document activities and impact, and visualize the evolution of the action. Professionals may be hired regularly with approval to document the project and its actions. The focus is on actions rather than meetings. Result and impact are to receive greater focus with beneficiaries and people in action concentrated upon rather than project officials involved. Portions of this section are reinforced in Chapter 2, Graphic Elements.

- All material related to branding must be submitted in digital form including photographs, video, artwork and animation.
- Still images can be shared in .jpg, .png, or .tif formats.
- Images should be 2400 pixel minimum on the short side and submitted in 300 dots per inch quality.
- Selected images should be submitted to: Communication Manager of the Project
- Images should state: The name and contact details of the person sending the pictures. The name of the organisation or person that owns the picture copyright. The name of the action to which the im-

**3.7 Other merchandise** such as pen and additional items such as bags, stickers, posters,

age relates, its duration and the country in which it was prepared.

- On-screen image format is RGB or red, green, blue. Print purpose format is CMYK or Cyan, Magenta, Yellow, Black.
- Video footage collected for presentation, stock, or public use will have 1920x1080 pixels per frame. Video footage for social media or live transmission as per acquisition device setting.
- Video and photographs commissioned by the project are owned fully and wholly by the project and partners. Credit may be provided on duplication and use, however, no further remuneration will be provided unless previously stated in writing.
- All video footage and or products must be easily transmittable using standard sites such as Youtube, Facebook, etc. and playable on standard players such as MediaPlayer, VLC and others. Casting, titles, credits must be clear, respect logo, statement, and other guidelines.
- PAL is the European standard and features 25 frames per second. Alternative video formats are 29 to 30 frames per second for NTSC or 24 frames per second for film format.
- Video output can be .mov, .mpeg2, .avi, QuickTime, or Tiff series. When collecting footage, uncompressed or minimum compression formats are preferred. When sharing or broadcasting, do not use unwieldy uncompressed formats. Check if sharing devices such as laptops, projectors, speakers handle image and audio.
- Audio must be 48kHz, at least.
- Consult with the project and get approval in advance if your device offers formats other than those stipulated above.

plaques, press releases, t-shirts, caps, knapsacks, vehicle stickers, etc. must feature the

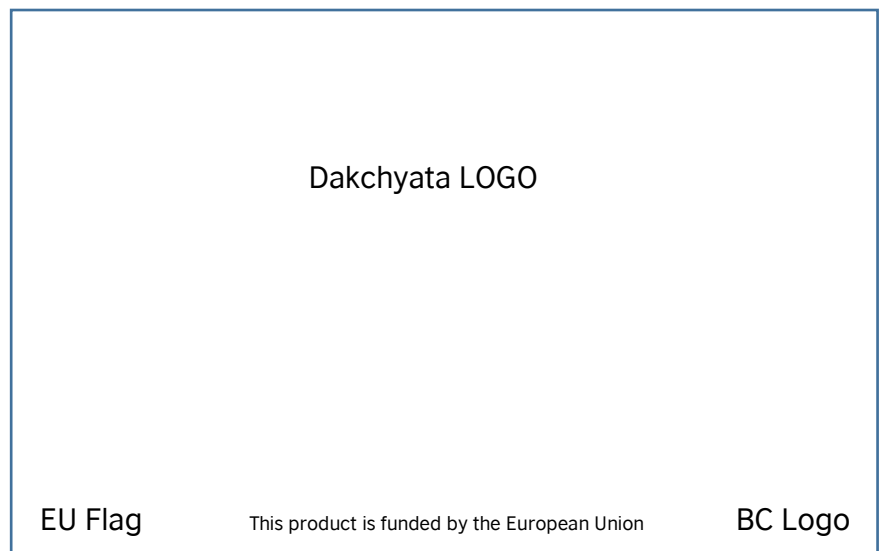


*Dakchyata - TVET Practical Partnership* logo clearly. Additionally and compulsorily the European Union flag must also appear. Funding statement, the British Council logo and, where appropriate, Ministry of Education and CTEVT logos may appear.



Dakchyata logo may be in the centre or to the left but is always at least 3x larger than any other logo. The EU flag and the British Council logo are downloaded exactly as provided on [https://www. ----- /downloads](https://www.-----/downloads) changes in size of both logos must be proportionate with no distortions, additions, or changes.

Before production always get approval from Dakchyata - TVET Practical Partnership Communications Manager.



Font: British Council Sans for English  
Preeti for Nepali

Colour: Blue: #1a7bab  
C=82 M=76 Y=15 K=1; R=26 G=123 B=171  
Dark blue: #3e4262  
C=82 M=76 Y=38 K=25; R=62 G=66 B=98  
White: #ffffff  
Black: #000000

## 4. General statements

**4.1 Updated guidelines.** Visual Style Guidelines are updated periodically, please check your version (year, number as in 17,1 and last updated) and download for reference on a regular basis, at least once every three months.

**4.2 Final authority.** These guidelines are prepared with *European Union Communication and Visibility Manual for European Union External Actions* superseding all other instructions. British Council guidelines and requirements are followed as far as possible in compliance with EU standards.

**4.3 Need for approval.** Visibility material – verbal, written, imaged or in any other form – can only be issued upon approval of the *Dakchyata - TVET Practical Partnership* Communications Manager. The Manager is responsible with coordinating the overall communication strategy in the country.

**4.4 Visibility components.** In order to achieve the most out of visibility efforts the *Dakchyata - TVET Practical Partnership* presence is required in

- Provisioned supplies and equipment;
- Infrastructure related actions;
- Technical assistance; and
- Studies, grants, and fund support.

**4.5 Electronic file transfer.** The British Council server in Nepal limits email broadcast size to 10 MB. Only send material smaller than this size via email. Larger material can be transferred using software such as Dropbox or delivered physically.

**4.6 Co-branding.** *Dakchyata - TVET Practical Partnership* co-branding is required in joint

efforts that may be bilateral or involve multiple partners. Visibility will be determined by nature of relationship and commitment whether it is financial, technical, strategic or other.

- On majority *Dakchyata - TVET Practical Partnership* commitment, the project logo takes precedence in size as well as location. If partner is funded by the project, it is necessary to include the European Union funding statement.
- On minority *Dakchyata - TVET Practical Partnership* commitment, the project logo may not take precedence but should be clearly placed and be visible at all times along with the EU flag and the British Council logo.
- On equal commitment partnerships, *Dakchyata - TVET Practical Partnership* logo will appear with that of the partner on top or bottom. Other options may be explored with the Communications Manager.

### Equal commitment

