

BRAND GUIDELINE SHEET

PRIMARY LOGO



USAGE: This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

SECONDARY LOGOS



USAGE: For when the primary logo needs to be used on a white background. Used on websites, printed materials and larger elements.

SECONDARY LOGOS



USAGE: For when the primary logo needs to be used on a coloured background (that isn't red or navy). Used on websites, printed materials and larger elements.

BRAND MARK



USAGE: Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOUR PALETTE

CMYK:
They are the colours used in printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This colour code is used on-screen and for web design.

BURGUNDY
Primary Colour

CMYK C: 26 M: 100 Y: 69 K: 26
RGB R: 152 G: 0 B: 46
HEX #98002E

YELLOW
Primary Colour

CMYK C: 6 M: 26 Y: 82 K: 0
RGB R: 240 G: 191 B: 66
HEX #F0BF42

BLUE
Secondary Colour

CMYK C: 63 M: 23 Y: 36 K: 5
RGB R: 102 G: 156 B: 159
HEX #669C9F

NAVY
Secondary Colour

CMYK C: 90 M: 77 Y: 44 K: 48
RGB R: 38 G: 46 B: 69
HEX #262E45

ORANGE
Secondary Colour

CMYK C: 7 M: 61 Y: 77 K: 1
RGB R: 226 G: 122 B: 68
HEX #E27A44

GREY
Secondary Colour

CMYK C: 8 M: 5 Y: 7 K: 0
RGB R: 238 G: 238 B: 238
HEX #EEEEEE

PRIMARY FONT

Sen Bold

USAGE: The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Sen Regular

USAGE: The secondary font compliments your primary font. This will be used on subheadings and body copy.

SUPPORTING FONT

ZUUME ROUGH BOLD

USAGE: Use to compliment the other font and to make things stand out, for example infographics, numbers or one of titles.

BRAND ASSETS

We have multiple tracks we can use throughout websites, stationery, packaging, printed materials, social posts etc as you can see from the example below.



QUICK UPDATES

- Transaid was delighted to attend the BIFA Freight Service Awards, the CPT Annual Dinner, the UKWA National Conference, and the Hkairate Transport Conference and Dinner during this quarter. We were pleased to meet new and existing supporters to share updates about our programmes. [Read about the events](#)
- We welcomed Asset Alliance Group, the UK's fastest-growing commercial vehicle finance and sales company, as Transaid's latest corporate partner. [Read the announcement](#)
- During this quarter we shared news that Matthew Kibble, Managing Director and former owner of Matthew Kibble Transport has delivered three inspirational talks on behalf of Transaid at the National Institute of Transport (NIT) in Tanzania. [Read more here](#)
- The road transport industry in Scotland has confirmed plans to hold a second Scottish Transaid Dinner, which will take place on the evening of 22 September 2024 at the MacDonald Inchyra Hotel. [Purchase a ticket](#)

THIS QUARTER IN NUMBERS

- 36 CUSTODIANS TRAINED
- 46 ETS RIDERS TRAINED
- 34 bicycle ambulances repaired
- 04 bicycle ambulances built and delivered
- 11 Interviews conducted: riders, health staff, patients

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Programmes Update

Mozambique Road Safety Project enhances skills of HGV drivers

A Transaid-supported project, part of the Initiative Employment and Skills for Development in Africa (ESD), has helped to successfully train more than 400 HGV drivers in Mozambique over two years, with 100 percent of those surveyed following the training saying the initiative has helped them to be better at their job.

The project focused on several key areas to ensure it met the immediate priorities and was sustainable in the long term. This saw 31 driver trainers trained – more than three times the initial target – including two women. This group went on to deliver training to 402 HGV drivers over the initial two-year period.

Three specially tailored training courses were offered to drivers, including one focused around transporting cargo safely, and two specifically on defensive driving – with a mix of classroom and practical on-road instruction.

The National Authority for Professional Education is currently working to combine the three courses as one registered course, plus the training institutions and driving schools are actively marketing the new training to drivers and businesses.

A representative for Usilema, a local driving school, said: "We have been able to better establish ourselves in the market with our clients, especially large suppliers for whom road safety is paramount."

Caroline Barber, Chief Executive of Transaid, says: "Prior to this project, professional HGV driver training was limited in Mozambique, with no set standard, and largely focused on rapid acquisition of driving permits. Drivers tended to be reliant on peer-to-peer or self-teaching methods, with little formal driver training available."

"To launch this project, and surpass our training goal, is a fantastic achievement for everyone involved – and we're confident that the programme will continue to help Mozambique's drivers to be safer on the road."

[Read the full story](#)

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NOTES ON DESIGN

- Where possible, please always try to use the logo displayed on the quarterly report example above (white and yellow on a red background.)
- Never use the supporting font (ZUUME Rough Bold) in large chunks of text or long titles. It should be used only in small areas.
- Always aim to keep at least half the height of the track assets on display. These can be full colour or lower opacity like in the document example above.