



transaid



# BRAND GUIDELINES

2025

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## Why we have guidelines

These brand guidelines describe Transaid's visual and verbal identity and are a guide for those designing for print or digital medias. It is important that all our brand communication has consistency; helping increase awareness and reflecting who we are and what we do accurately and consistently.

# Our vision

We seek a world where transport contributes fully to a better quality of life and is accessible to all, in sub-Saharan Africa and across the world.

# Our mission

**Our goal is to transform lives through safe, available, and sustainable transport.**

Everyone has the right to travel safely without the fear that they may not come home because of a lack of training, or dangerous vehicles and roads. Everyone has the right to access healthcare. Every person should have the opportunity to build the skills they need to transform their future.

# Our values

**Our strength comes from partnerships.**

We are a unique organisation that works with partners and governments to address transport challenges in sub-Saharan Africa. We couldn't make a tangible, sustainable difference without our global partnerships and corporate supporter base, who are committed to improving global road safety and strengthening health supply chains.

**Our passion is sharing knowledge for the widest impact.**

We have a unique technical reputation in transport and development. We are trusted by development partners, governments, and communities to share our knowledge, and to bring together expertise from other organisations.

# Our copy style

We will always talk about 'our partners'; we are not the ones directly training driver trainers, or cycling 38km to take pregnant women to emergency care. We share our knowledge and bring expertise together from other organisations. We help to develop sustainable programmes so that communities can build their skills and are able to take over and transform their own future.

# Transaid's Visual Identity

## Master logo: red background



The Transaid logo is made up of two distinct elements: the roundel symbol and the type below. A number of versions of the logo have been created for clarity when used on different backgrounds, however the red master logo should always be used where possible.

## Secondary logos



The logo has a number of versions for greater flexibility to stand out on coloured backgrounds.

The yellow roundel and red type can be used on lighter backgrounds, or the white roundel and white type can be used on darker backgrounds.



The brand mark can be used for social media profile pictures, stamps etc. when the other variation won't fit.



## Placement

As a rule of thumb, the Transaid logo should be placed in the top left-hand corner of content.

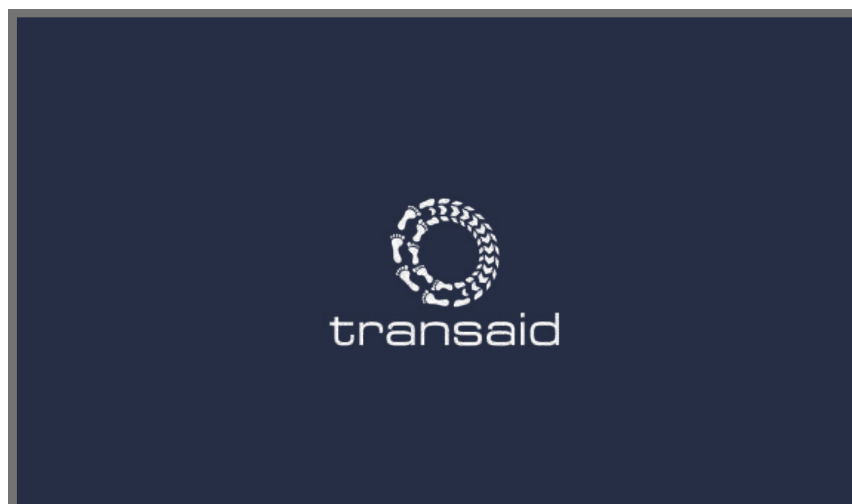
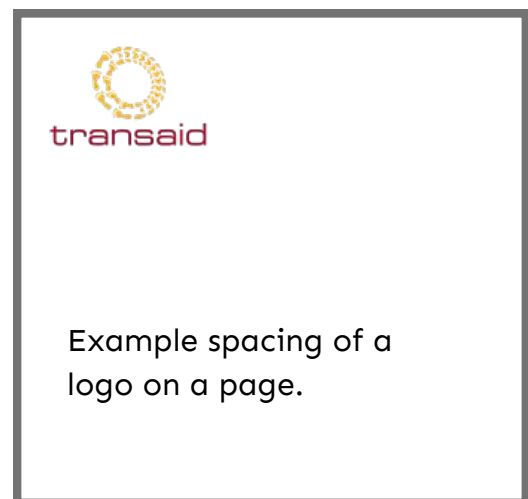
Exceptions: in the end page of a report, presentation, or video, where it can be placed in the middle of the page.

Across all templates, you may see the red main logo accompanied by a longer red background and brand assets along the bottom. This is to enhance the main logo.

Please allow appropriate spacing around every logo- the distance between the edge of the page and logo should be the width of 'Tr' in 'Transaid' on the logo.



The tops of long logos should touch the top of the page.



Example of a logo at the end of a presentation.

## Fonts & colours

### Primary font

We use Sen Bold for longer titles, sub-titles, and short main body paragraphs.

### Secondary font

We use Sen regular for long text.

### TITLES/STATS

We use Zuume Rough Bold for short to mid-length titles, and any short bits of information to highlight.

#### Primary Colours

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

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

#### Secondary Colours

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

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

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

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

Below is a table for colour pairings:

✓ = pair

✗ = colours don't pair

▬ = not the best match for long text- use only for titles

	Yellow	Maroon	Navy	Orange	Teal	Light Grey		
Yellow		✗	✓	✓	Yellow bar	✗	✗	Yellow bar
Maroon	✓		✗	✗	✗	✗	Yellow bar	✓
Navy	✓	✗		✗	✓	✓	✓	✓
Orange	Yellow bar	✗	✓		✗	✗	✓	✓
Teal	✗	✗	✓	✗		✗	✓	✓
Light Grey	✗	Yellow bar	✓	✓	✓		✗	✗
	Yellow bar	✓	✓	✓	✓	✗		✗

## Choosing colours

Where possible, stick to the primary colours of red, yellow, and navy.

If your content is text-heavy, focus on readability. Choose a white or light grey background with dark grey or navy text, or a navy background with white or light grey text.

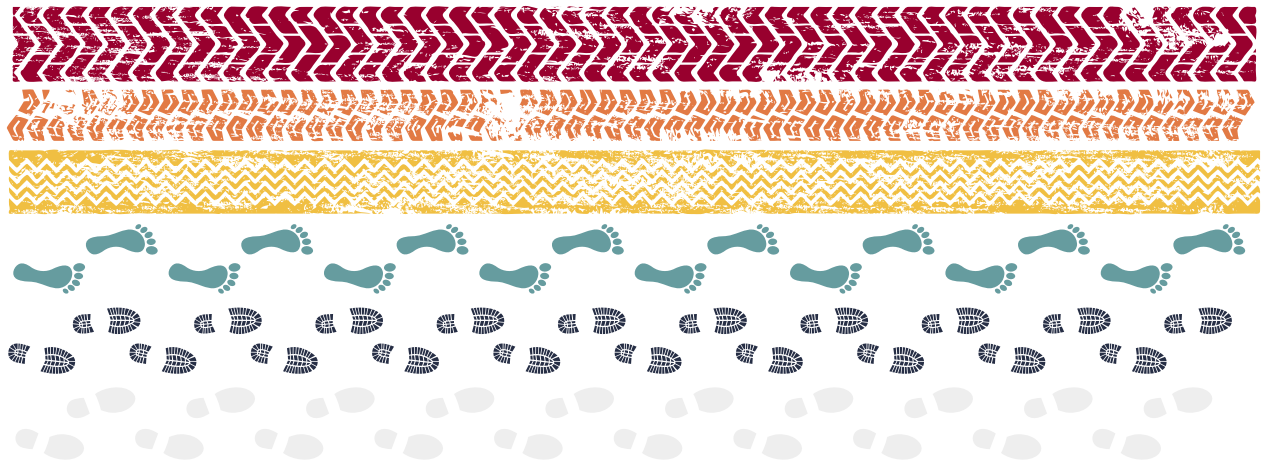
To make quotes, titles, and social media pop, use the above colour pairings.

These colour pairings work for text and for brand assets.



## Brand assets & images

We have a number of brand assets, made up of tyre marks and footprints, to complement designs. These can be opaque or made more transparent. Try and keep at least half the height of the asset if you are cropping. Try to keep the assets at 90 or 180 degrees.



Images must always be appropriate for the material and context. Try to avoid using images of children when the topic of children is irrelevant. You may crop, remove backgrounds, extend backgrounds, sharpen images, change colours to Transaid's brand colours, and lower the opacity. Never alter someone's appearance.

You can find a gallery of images here on Transaid's Flickr:  
<https://flic.kr/s/aHBqjCn2f3>





# Introducing Transaid



You can copy and paste the following to introduce Transaid to audiences who are unfamiliar with our work.

## Under 15 words

(Informal) “Transaid transforms lives through safe, available, and sustainable transport.”

(Formal) “Transaid is an international development organisation that transforms lives through safe, available, and sustainable transport.”

## Under 40 words

“Transaid transforms lives through safe, available, and sustainable transport. They work with communities, partners, and governments to address transport challenges across sub-Saharan Africa.”

## Under 60 words

“Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, Transaid works with communities, partners, and governments to address transport challenges across sub-Saharan Africa.”



An ETS rider and bicycle ambulance in rural Zambia.

# How to Talk about Transaid



This next section is a guide on how to explain Transaid's work and mission.

## Transaid's mission

**Transaid's goal is to transform lives through safe, available, and sustainable transport.**

Everyone has the right to travel safely without the fear that they may not come home because of a lack of training, or dangerous vehicles and roads. Everyone has the right to access healthcare. Every person should have the opportunity to build the skills they need to transform their future.

## What Transaid does

"Transaid is an international development organisation that transforms lives through safe, available, and sustainable transport. Transaid works with communities, partners, and governments to address transport challenges across sub-Saharan Africa."

"Transaid works to improve road safety and access to healthcare across sub-Saharan Africa."

"Transaid's partner-led approach to improving road safety focuses on promoting safe driver behaviour and advocating for quality truck, bus and motorcycle training with long term programmes in Ghana, Kenya, Tanzania, Uganda and Zambia. The charity encourages the exchange of knowledge and skills at national, regional, and global levels to deliver sustainable change to driver training standards across sub-Saharan Africa."

"Transaid's partner-led approach to improving access to healthcare includes establishing emergency transport systems, primarily in rural areas, to reduce the barriers to healthcare posed by lack of transport. The charity also works to strengthen health supply chains in collaboration with local partners and governments."

"Transaid shares knowledge and skills with international partners and governments in order to create change. By working with local partners to implement programmes, Transaid can make a lasting and sustainable impact."

## The need

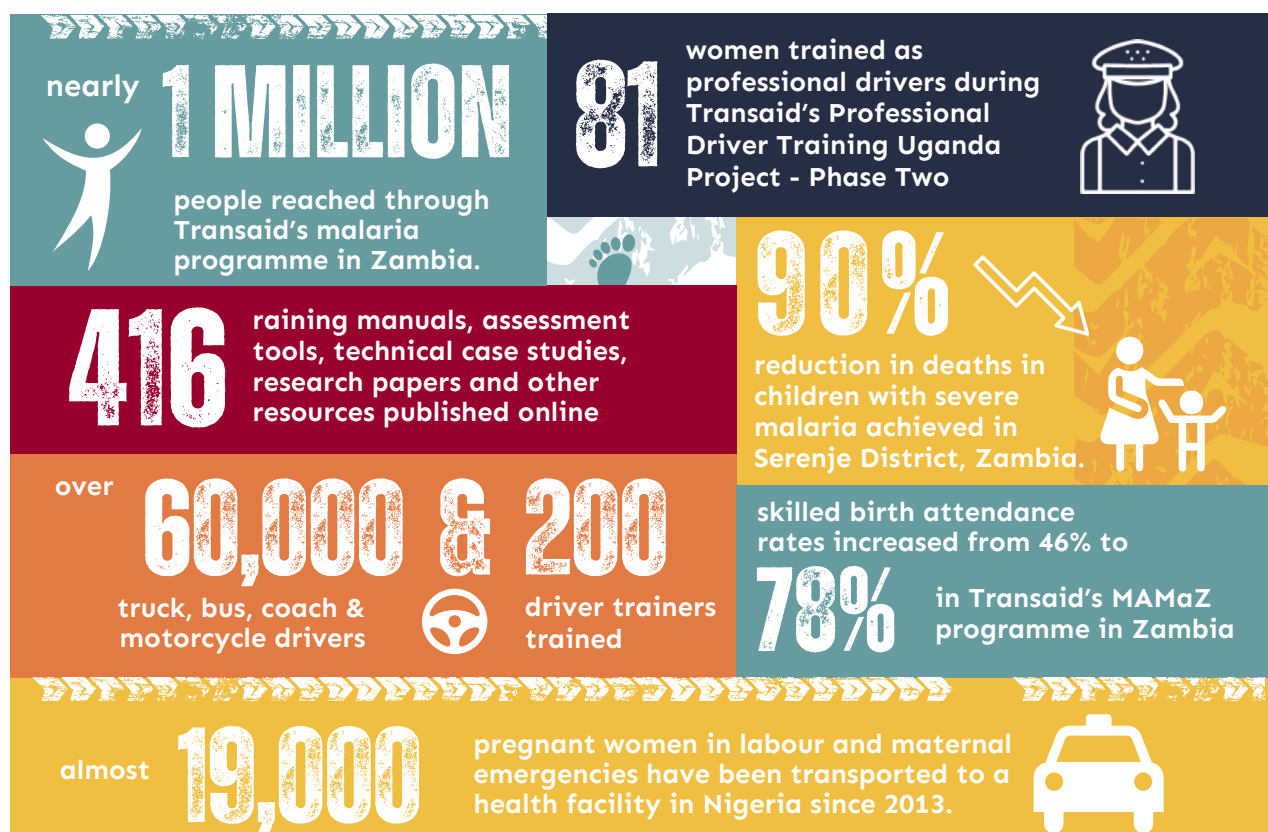


Below are some useful statistics to explain why improving road safety and access to healthcare is important.

- There were an estimated 1.19 million road traffic deaths in 2021.
- Road traffic injury remains the biggest killer of children and young people aged 5–29 years.
- The African Region has the highest fatality rate at 19 deaths per 100 000 population in 2021.
- The African Region is the only region worldwide to see an increase in road traffic deaths - up by 17% from 2010 to 2021.
- In 2023, the WHO African Region accounted for 94% of malaria cases and 95% of malaria deaths globally.
- 76% of all malaria deaths in the WHO African region were among children aged under 5 years in 2023.
- Nearly every minute, a child under five dies of malaria. This translates into a daily toll of over one thousand children under age 5.
- A maternal death occurred almost every two minutes in 2020.
- Sub-Saharan Africa alone accounted for 70% of maternal deaths.

(Source: World Health Organisation)

## Transaid's impact



## How does Transaid promote sustainability?

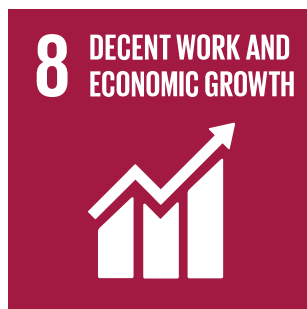
Transaid puts sustainable and accountable practices at the heart of what they do.

The 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its core are the 17 Sustainable Development Goals (SDGs), aiming to end poverty, improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our land and sea.

Transaid's work aligns closely with several of the UN's Sustainable Development Goals. These include working to reduce poverty and inequality, improve good health and well-being for all, and promote decent work and economic growth.

Sustainability and Environmental, Social, and Governance (ESG) factors are increasingly important for businesses to consider in their operations and decision-making.

Transaid works to establish a sustainable long-term framework through its work with local partners, and maintains an extensive sphere of influence through its work with global partners to deliver programmes. By partnering with Transaid, you can be part of an ongoing social movement to build a more sustainable future for all.



## How Transaid works towards the Sustainable Development Goals (SDGs)

3.1

By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births



Transaid's MAMaZ programme increased skilled birth attendance rates from 46% to 78% in the districts where it operated.

[Share Esther's story.](#)

3.3

By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases



Transaid's MAMaZ Against Malaria programme (MAM@Scale) has seen a staggering **90%** reduction in deaths in children with severe malaria in 10 districts across Zambia.

[Share Anshal and Wiseman's story.](#)

3.6

By 2030, halve the number of global deaths and injuries from road traffic accidents



With the support of the Puma Energy Foundation, Transaid and partners developed [a new training curriculum and instructor's manual](#) in Ghana. Over a two-year period in the project, more than 2,000 HGV drivers received refresher training in accordance with the new standard.

8.5

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



Transaid's Professional Driver Training Uganda Project Phase Two trained 891 drivers, including 81 women.

[Share Kate's story.](#)

11.2

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons



Transaid and partners have trained more than 200 professional driver trainers across sub-Saharan Africa.

[Share Daniel's story.](#)

# Real Stories



When talking about Transaid, you can share real stories from the people working alongside Transaid's programmes. You can find interviews and stories under '[news](#)' on Transaid's website.

Below are some example stories from Transaid's library.



## PDT - Daniel Fiase, professional driver trainer in Ghana

Transaid's Professional Driver Training (PDT) programme in Ghana began in 2021 with funding from the Puma Energy Foundation. The project aimed to improve road safety by raising training standards for professional drivers, and concluded in July 2024 with the launch of a new national heavy goods vehicle (HGV) driver training standard.

Daniel Fiase is a driver trainer who has been driving HGVs for four years, and joined Transaid's Training of Trainers (ToT) in November 2021.

**"I learned other things just by doing them, but with Transaid I could understand the consequences and benefits of doing it a certain way, and that is how I want to learn."**

[Read Daniel's full story.](#)



## PDT - Kate, a graduate from the Professional Driver Training Uganda Project Phase Two (PDTU-2)

PDTU-2, part of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Employment and Skills for Development in Africa (E4D) programme, aimed to upskill drivers be safer on the roads and to take advantage of employment opportunities safer. It was implemented jointly by Transaid and Safe Way Right Way (SWRW) on behalf of GIZ E4D.

**"I encourage women to come and train, go out and work, have a skill, this is something that will never die. You can practice it anywhere, any day. Once you have mastered that, you will be ok."**

[Read Kate's full story.](#)





## Access to healthcare - Anshal, Community Health Volunteer (CHV)



In September 2019, CHV Anshal and his wife Betsheba awoke to their two-year old son, Wiseman, convulsing. Anshal quickly put his training into practice, administering a pre-treatment suppository called RAS which helped calm some of Wiseman's symptoms of severe malaria. They then travelled to the nearest health facility using the community's bicycle ambulance, where Wiseman received further treatment and recovered.

**"Previously, there was no hope. There were so many cases of severe malaria here and there was nothing anyone could do. Now, I am very happy, without this project, anything could have happened to my son."**

[Read Anshal and Wisemans' full story](#)



## Access to healthcare - Josephine, CHV and ETS rider



Josephine Mupeta lives, and grew up in, Chief Serenje, a small community in the larger district of Serenje, Zambia. Josephine is a CHV, and explained that severe malaria had a particularly devastating effect in Chief Serenje. One month, ten children died.

Josephine was interviewed in 2018 and again in 2024. In 2018, Josephine said: **"The bicycle ambulance is the best thing that has happened to this community. I see people going about their daily lives in my community who otherwise wouldn't be alive today."**

When asked why she became a CHV and ETS rider, Josephine said that her older sister died from pregnancy complications: **"If a bicycle ambulance had been available to us at that time, my sister would still be alive today."**

[Read Josephine's 2018 story](#)



In 2024, Transaid interviewed Esther, Josephine's granddaughter. While pregnant, Esther began to feel unwell, and her husband Joy sought Josephine's advice. Josephine found that Esther's contractions were increasing in frequency and pain, and so advised that they go to the health facility.

Josephine cycled with her granddaughter in the bicycle ambulance trailer for almost two hours and over difficult terrain. Upon arrival at the facility, Esther was referred to Chitambo hospital, where she received a life-saving caesarean section.

Smiling and sharing a shy laugh with her grandmother, Esther says: **"I am thankful to the rider as well as Transaid. Without them, maybe I was thinking that I would not be alive today."**

[Read Esther and Josephine's story](#)



# Copy notes

**Spellings: Default for Transaid is English (UK) spelling:**

adviser  
decision-maker, decision-making  
email  
focused  
healthcare  
ongoing  
orientate  
policy-maker, policy-making  
preventative  
programme (when writing about our programmes)  
program (when writing about computer programs)  
roll-out (noun) with hyphen (but 'to roll out the scheme...'when verb)  
sector-wide  
s, not z, in the suffix '-ise' and 'isation'. Exception: immunize,  
immunization

**Transaid should be used in the singular and never spelt 'TransAid'.**

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[transaid.org](http://transaid.org) / Registered charity: 1072105 / Patron: HRH The Princess  
Royal

# Glossary

Acronym	Full name	Explanation
ETS	Emergency Transport System(s)	Transport designed to bridge the gap between communities and healthcare facilities, appropriate to context. For example, ETS has utilised ox-carts and bicycle ambulances in Zambia, public minibuses in Madagascar, and taxis in Nigeria.
ToT	Training of Trainers	A capacity-building approach where selected individuals receive specialised training to develop the skills, knowledge, and methodologies needed to train others effectively
PDT	Professional Driver Training	-
NHWC	National Helmet Wearing Coalition	Formed in 2021 by Transaid and partners to bring together multiple stakeholders to address motorcycle safety in Kenya. Funded by the FIA Foundation.
PDTU	Professional Driver Training - Uganda	Transaid's professional driver training programme in Uganda, funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Employment and Skills for Development in Africa (E4D) programme
DSaG	Driving Safety across Ghana	One of Transaid's projects in Ghana, funded by the Puma Energy Foundation, with the main aim of rolling out driver training to a greater proportion of heavy goods vehicle (HGV) drivers in Ghana.
ITC	Industrial Training Centre	Transaid's professional driver training partner in Zambia.
NIT	National Institute of Transport	Transaid's professional driver training partner in Tanzania.
SWRW	Safe Way Right Way	Transaid's professional driver training partner in Uganda and Kenya.



transaid

[www.transaid.org](http://www.transaid.org)

UK Registered Charity Number: 1072105

