

Aasaman Nepal



✓ Education
X Child Labor

COMMUNICATION AND VISUAL GUIDELINES

SEPTEMBER 2023

Message from the executive director

Welcome to the Aasaman Nepal (ASN) communication and visual guidelines. Our aim is to strengthen communication position, have different and easily recognize by our target population, Government, partners, and other relevant institutions. Guidelines provide us incorporate, effective and systematic way for the communication and dissemination. All print, audio, video and digital platform will must follow the guidelines for the unification and recognizable appearances of the ASN.

Guidelines have been prepared based on key elements of publication and promotional items from communication and visualization perspectives. It firms foundation, set of benchmarks, and consistence for the implementation and adaptation for the creative as well as maximum impact on the relevant target population in order to achieve our goals. Guidelines enables us to explain who we are, what we do and why our work is important in a concise and coherent manner. It also helps us to differentiate the ASN from other organizations from the communication & visualizations perspectives. By building a strong brand guidelines, we can improve acceptance and understanding of the ASN and our working methods, enhance our reputation, foster trust and strengthen our relationships.

Both the content and the presentation of communication products should reflect guidelines also for the reliable and effective organization that is compassionate, professional, evidence-based, action-oriented, people-focused, respectful and multicultural.

Be different and recognizable.

Nawal Kishor Yadav

Executive Director

Aasaman Nepal

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1. Brief Introduction about the ASN

ASN 'A pioneer organization for education and nutrition, is one of the leading Terai-based NGOs led and managed by social activists since its establishment in Dhanusha, Janakpur in 1999. ASN has been engaged in developing and implementing programs aimed at the protection, promotion, and fulfilment of child rights in Nepal. Currently, ASN has been working in the different districts / provinces under 6 Thematic Areas as Education/Child Protection, Women Empowerment, Livelihood / Natural Resource Management, Disaster Risk Reduction, Health/ Nutrition and Good Governance.

Vision

ASN envisages a society where all children are grown up in an enabling environment enjoying all of their rights to achieve their full potential.

Mission

ASN facilitates a process in creating an enabling society that respects, protects, promotes, and fulfills the right of children where all children equally enjoy all of their basic rights.

Goal

ASN empowers marginalized communities and key stakeholders towards creating inclusive, responsible, and accountable governance mechanisms to ensure the rights of all children as enshrined in the legal and policy frameworks are respected, protected, promoted, and fulfilled.

Principles

All children should be enabled in attending formal day schools full-time. Children's attending night schools or non-formal education centers are defined as child labor.

Every out of school child is a child labourer. The definition of child labor, therefore, encompasses every non-school going child of school age, irrespective of whether the child is engaged in wage or non-wage work, working for the family or others, employed in hazardous occupations, employed on daily wages, or a contract basis as bonded labor.

All work/labor that a child is engaged with is hazardous as it harms their overall growth and development.

There must be the total abolition of child labor. Any legal and policy framework that supports continuing child labor is completely unacceptable.

Any justification perpetuating the existence of child labor must be condemned. Any arguments intending to justify, for whatever reason, the existence and/or continuation of child labor in any form are all anti-children.

Values

Trust in people's power and participatory approach: ASN believes in the capacity of marginalized communities, including poor and other social categories, to determine their destiny provided that they are given the opportunity, encouragement, and tools.

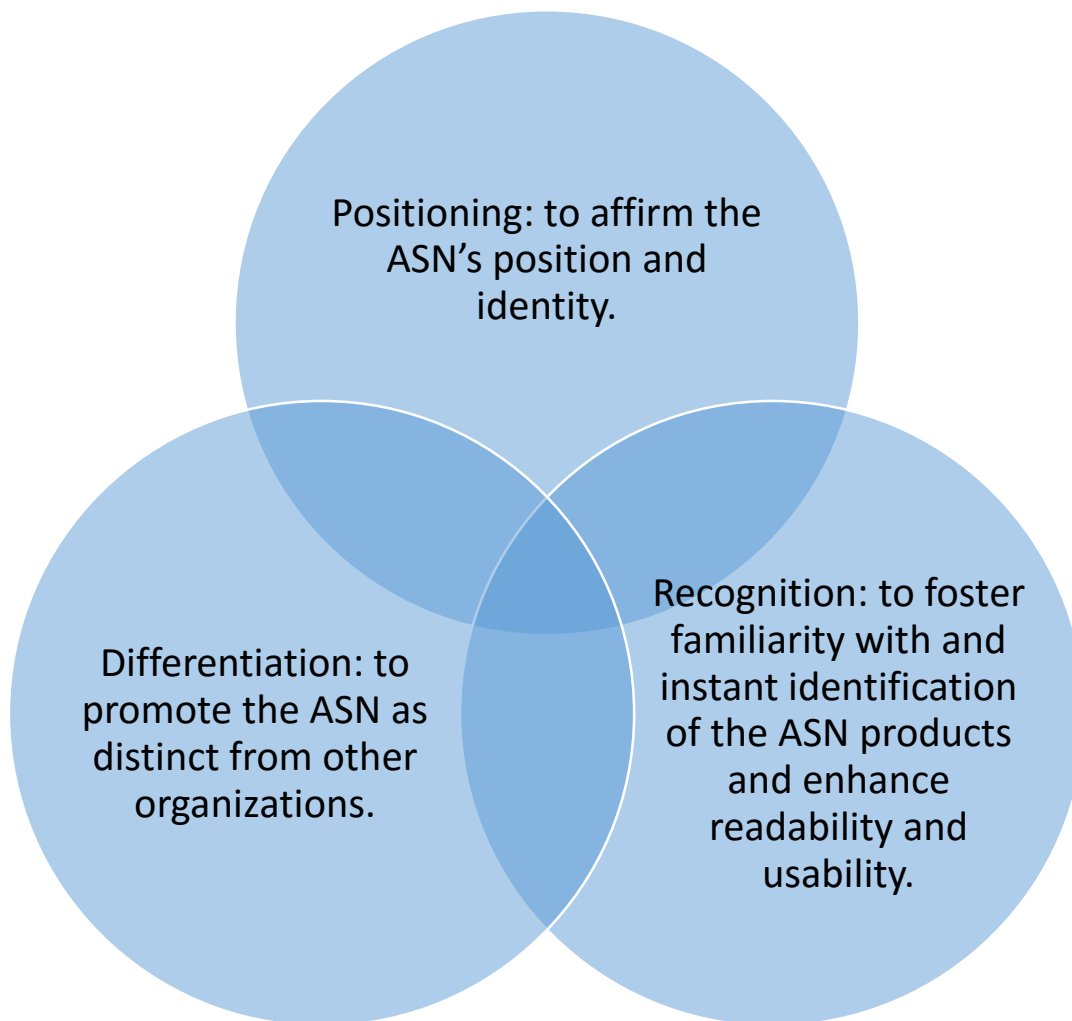
Respect for local culture and communities: ASN believes development efforts should be culture-sensitive and gaining the respect and trust of local communities is a reciprocal process. Hence, ASN encourages and promotes open and empathetic dialogue between its staff and the communities it aims to serve as a means of gaining local trust and respect, and promoting participation and equity.

No to all forms of discrimination: ASN condemns discrimination and makes a conscious effort to eradicate all forms of discrimination based on caste/ethnicity, gender, economic status, and/or political ideology, among others.

Human Right-based Approach to Development: ASN sees the basic needs of people, for which the state has an obligation, as their fundamental rights and makes a conscious effort to mainstream a human rights-based approach to all its program and projects.

2. Communication and visual guidelines

The purpose of the ASN's communication and visual guidelines are to promote our brand. There are mainly three goals of the guidelines.



Communication and visual guidelines are made up of a number of elements that combine and create a powerful identity. Certain elements are fixed across all communications, these are; logotype, color palette, strapline (which can be translated), typefaces, co-branding and the use of the Photos. These are the elements in order to use symbol, and words as visual elements with messages to enhance communications with target audiences.

Communication language

Official communication language of ASN is Nepali and English. However, ASN identify and respect all the local languages in the working areas, use optimum for the smooth execution of project activities. The communication must be clear, verified, relevant and accurate.

Spokesperson

Executive Director (ED) is the chief spokesperson of the ASN. In the supportive role of executive director, communication focal person, program head, sector lead and program manager and senior team member play roles as assigned by the ED. The ED of ASN represent and explain priorities and decision to the public.

Logo

The logo is the ASN's strongest visual symbol. Our logo expresses our determination. It ensures instant recognition and embodies what the organization stands for. It is therefore crucial that the logo should be used consistently and correctly in the publication and promotional items.

Based on the ASN legislation (*5th amendment 2079 BS, annex 1*), logo & stamp will be as– in the rectangle (Aaytakar) shape, there will be sign of a woman and child formed with the mixture of the sky blue and white color. Above the logo, ASN will be written in sky blue. Below the logo, the letter written as: √ **Education** with green color (*ticked sign should be left close to Education*) and x **Child Labor** with red color (*crossed sign should be left close to Child labor*) – are scalable.

Total elements (*Aasman Nepal _logo_ √ Education _ x Child Labor*) must always be resized together so that the right proportions are retained. See the logo below for the better understanding.



Logotype: Logotype must be endorse in all the publication and promotional items that we create. It is strong, direct and full-bodied. The logotype should not be ever separated such as name, logo, brand lines, or modified, nor translated.

Use of the logo: The logo must be consistently applied across all communication tools of publication and promotional items.

File formats: While the logo always remains the same visually, different files must be used depending on the type of production and the ultimate use.

Dimension: ASN logo is to appear in the mixed color including Skye Blue, Green, Red and white. This logo can be used as below:

- In white background: colorful logo can be used. **Compulsory**
- Black or dark color background: white color logo use. (*only in the condition when color logo is not possible*)
- White color or light background color: black, blue color (*only in the condition when color logo is not possible*)
- Logo should not be less than 13 mm in any kind of publication or promotional items.
- Full logo with 100% resolution will be acknowledged for the use.
- Based on the size of publication or promotional items, logo can be maximize.



To maintain the standard for using and displaying variants of the ASN logo in print and electronic media, all employees and concerns must follow the guidelines of logo usage.

Care must be taken when transferring the logo files to suppliers or other organizations. Ensure that usage is strictly controlled in accordance with the ASN's guidelines on the use of the name and Photo of the ASN by providers of goods and services.

Any use of the ASN logo together with the logo with the other organizations or suppliers must be expressly authorized by the ASN – use of the logo by unauthorized persons is strictly forbidden.

Follow the below basic but vital things in order to use the ASN logo in the better and proper ways,

Do	Don't
Consistently use the correct logo on all communication and promotional materials. There should be a protected area of at least 5 mm around the logo	Use logo less than 100% resolution and less than 13 mm high.
Ensure that the rectangle shape with ASN in blue color, ✓ Child Education in green color and ✕ Child Labor in red, Background will be always white.	Distort the logo. modify or alter the Logo, change scale, skew or rotate the Logo
Ensure that logo appears in blue; if the product is printed in black and white, the pages containing the logo should be printed black and white. <i>(only in the condition when color logo is not possible)</i>	Use different language versions of the logo together.
Ensure that the text in the rectangle shape (Arial 16) is not modified.	Attach any other graphic elements to the logo to produce what appears to be a new logo.

Ensure that the background of the rectangle is always in white.	Use the campaign line with the logo and design new or different logo. Vendors may not use the Logo to advertise their businesses as clients on vendor websites and promotional pieces without our written permission.
DO ensure that the ASN communication has approved the use of the logo on the communication materials of other organizations.	Modify the Logo during the joint program or publication. Shrinkage the logo in the contrast with the other organizations.
✓ The logo should be positioned in the bottom right-hand corner of the publication like book, report, notepad folder, booklet, and flyer. ✓ On the back cover, logo should be positioned in the bottom left-hand corner as a mirror Photo of the front cover. ✓ The logo should be of equal size on the front and back covers.	
For the further advice, contact communication for the better placement and proper use of logo.	

3. Product Categories

Letter pad: This is an institutional product. Logo should be place on top of the bottom left-hand corner. ASN in Nepali language (above) and ASN in English language (below) and Janakpurdham, Dhanusha, Estd 1999 A, D. will be written below in the center of the same way. In the right hand side of letter pad, ASN registered number (District Administration Office Dhanusha) above and Social Welfare Council registration number will be mention in below. There will black draw line.

Again, 1 inch space black draw line from the end, and then telephone number will be mentioned in left hand side and email id will be written in the right hand side. For the precise, please follow the annex. Letter pad is a centralized product and no permission to online design and create new one by offices ASN head office will print and send to the offices as per required.

Regarding the paper, it should be 100 - 110gsm in mat paper.

Book, Reports, Guideline, Policies and Institutional publications: The logo should be positioned in the bottom right-hand corner of the publication on the covers. On the back cover, logo along with the main official address should be positioned in the bottom left-hand corner as a mirror image of the front cover. The logo should be of equal size on the front and back covers.

Leaflets & Flyers, IEC Materials, and Note pad & Folder: The logo should be positioned in the bottom right-hand corner of the publication on the covers. On the back cover, logo along with the main official address should be positioned in the bottom left-hand corner as a mirror image of the front cover. The logo should be of equal size on the front and back covers.

Cover Photo: product requires (all category) best and effective action oriented image from the archive in order to use on the cover page in the center along with the proper alignment and margin. Photo should carry caption, copy right and photo consent with varied content.

Spine: if product requires spine and space is wide enough, accommodate the logo at its minimum size of 13 mm and place the name of the product (that is title of the product).

Promotional Items: ASN produces promotional items (Bag, T-shirt, Cap, Jacket, pen, and if any) as per required. Promotional items should be genuine and self-life will be counted during the production time. Logistics and administration departments will be involved for the further process and verification. Regarding the logo placement, generally place in the center. But in a joint product we prefer in the bottom right-hand corner of the promotional items on the covers.

Publication & Promotional Items size (A4, A5, A6, reports, book, postcards and posters A1, A2 or any products) of the publication and promotional items will be decided based on the requirements. The logo must always be at least 13 mm high. Standard sizes for different types of products, can increase the standard size of the logo in order to get-up on the product.

Reference numbers (Date of printing | ASN) should appear on all products. For example, 2023 | ASN. The number is positioned in the bottom left-hand corner of the front cover and adjusted to the binding.

Business card: follow the present one with unification. We will discuss end the end of year 2023 for a new change.

Identity Card: follow the present one with unification. We will discuss end the end of year 2023 for a new change.

Paper Quality: All ASN products should be printed on glossy paper. But can be use uncoated paper (or matt coated if uncoated is impossible for cost or other reasons) if budgets allow.

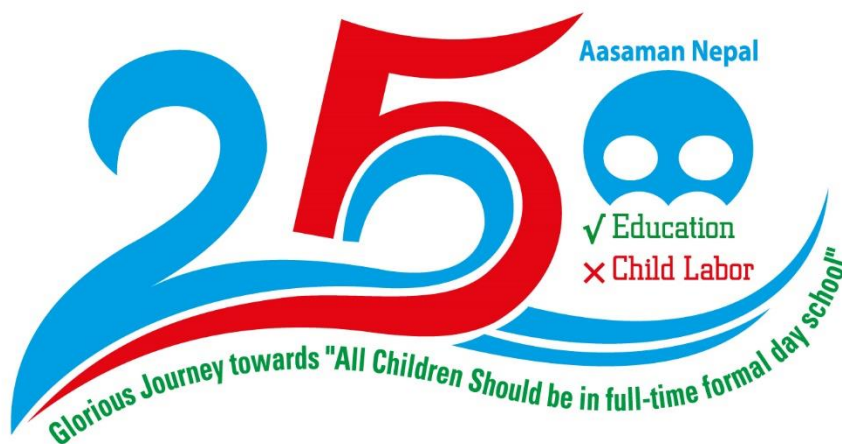
The preferred paper for ASN publications is Edixion, a white offset paper which is woodand chlorine-free, matt and ageresistant.

Matt coated paper provides an acceptable alternative. The weight/thickness of the paper (expressed in grammes per square meter) influences the feel of the publication and

Should be chosen with care. The choice will vary according to the size and thickness of the publication (ask the communication, printer or graphic designer for advice). The cover

will normally be a heavier paper than the inside page Paper will be selected based on the nature & volume of the products.

Branding for specific year or theme or campaign: The logo is the ASN's strongest visual symbol, ensuring instant recognition. In exceptional circumstances, a specific logo or other graphic device may be created for particular branding purposes. Sample is shown below; only be used in the context for which they were designed. For example, silver jubilee.



Sharing ASN logo

In most of the cases, we need to share logo with the partners. In that case, ASN logo appears together with another organization's logo, there should be a protected area of at least 5 mm around. Each logo should be given the same visual importance, and their size adjusted accordingly. ASN should be placed in the right hand side. But in the joint, mutual understanding works for the further collaboration.

4. Font

ASN primary typeface is Arial for English. This provides a family of fonts which are available in a number of weights that allow versatility across a wide range of designed and printed applications. Arial is one of the most widely available typefaces, meeting all requirements for legibility and accessibility. Arial Font is a sans-serif typeface that is based on Neo-grotesque style.

Font	Font size for Title	Font size for Sub title	Font size for Body	Remarks
Arial	16	14	12	Strictly applied to all communication products
Preeti & Unicode	22/18	20/16	18/14	
For the further advice, contact communication for the typeface				

ASN primary typeface are Preeti and Unicode Nepali for the Nepali product. Preeti font is one of the first Nepali computer and web fonts made in the Nepali language. It has become the most popular Nepali font. It is one of the most well-known and conventional Nepali fonts.

Unicode is a uniform encoding for the different type of font all over the world. The word "Unicode" is a unique, unified, universal encoding. Nepali unicode is unique or fixed set of code to display Nepali font or character. It is an online tool that convert Roman English unicode to Nepali unicode.

These fonts for their strategic typographic features (clarity, readable, stack ability, fullness of character sets, cross platform capability, ease of use and download) as well as their unique aesthetic qualities (modern, focused, friendly).

5. Text alignment

Alignment determines the appearance and orientation of the edges of the paragraph: left-aligned text, right-aligned text, centered text, or justified text, which is aligned evenly along the left and right margins. For example, in a paragraph that is left-aligned (the most common alignment), the left edge of the paragraph is flush with the left margin.

ASN use the content with the justified alignment along with the vertical alignment that position the text within a section of a document relative to the top and bottom margins.

6. Colors

The color range reinforces the visual guidelines and ensures that products have a coherent look. Colors can be used to create a link between different products that are either similar or on the same subject.

The **main colors** have been selected to convey warmth, professionalism and proximity to people who need our help. Select main color from the chart, which shows you all the available colors, based on the cover photo and/or the subject of your publication. Use the main color for the elements of the document that require maximum emphasis, such as titles, major info graphics, etc.

ASN main color is sky blue (color composition of logo)

The **secondary colors**, used in conjunction with the main selection, give visual contrast and impact. Find the main color you have chosen in the Color Sets section. From the same line, choose: (a) a secondary color and (b) a cover background. Secondary colors should be used for highlighting elements in the second level of the hierarchy, such as subtitles, minor info graphics, quotes, etc.

ASN secondary color is green (color composition of √ Education of logo)

The **neutral colors** – or white – provide a discreet background for the ASN's logo to ensure its prominence. From the same line, choose one or more warm (W) or cool (C) inside neutral colors. Match warm backgrounds with warm neutrals and cold backgrounds with cold neutrals. Neutral colors should mainly be used as section backgrounds for infographics and additional data. The purpose of these colors is to provide contrast within a document and highlight particular parts where neither main nor secondary colors can be used.

ASN neutral color is white. However, neutral color will be finalized based on the product that should be more eye friendly and attractive.

7. Color Palettes

This range of colors and combinations is available for all publications. The most readable alternative (black or white) has been selected to appear on the color block. The color range reinforces the visual guidelines and ensure that products have a coherent look. Colors can be used to create a link between different products that are either similar or on the same subject.

Use color palettes

-  Select main color from the chart, based on the cover photo and/or the subject of your publication.
-  Find the main color from the Color Sets* section. From the same line, choose: (1) a secondary color and (2) a cover background.
-  From the same line, choose one or more warm (W) or cool (C) inside neutral colors.
-  Apply the colors on the products.

8. Photography

A picture is worth a thousand words" is a proverb in multiple languages meaning that complex and sometimes multiple ideas can be conveyed by a single still Photo, which conveys its meaning or essence more effectively than a simple verbal description.

Therefore, both moving (video) and still (photography) are an integral element for the communication and visual guidelines. Through the Photos, we can disseminate the information for the wider population.

-  Photo can communicate quickly and effectively about the activities.
-  Photo should be action oriented rather than formal events. Feel a sense of 'connection' with the subject or issue.
-  Photo should be focused on 5W & 1H (where, when, who, whom, which and How)
-  Photo can engage the people for the wider information dissemination.
-  Photo also motivate and inspire existing the people and help influence decision-makers for the working issues.
-  Photo should be at its maximum resolution, as the standard resolution setting is generally insufficient for professional print purposes. Always provide the highest resolution Photo available with (normally 300 dpi).
-  Do not alter the photo in any way which changes the context or distorts reality.
-  Avoid cropping whenever possible. If you crop, ensure the message in the photograph has not been altered.
-  Ensure the graphic designer replaces digital photo files with those provided by the photolithographer in the graphic design files before going to press.

Photo captions: Avoid simply stating the obvious and describing what is happening in the photo. A caption should be reinforces or adds to the message in the text and tells the story behind the photo. Caption should be short, simple and informative.

Photo credits: All photos must bear the name of the photographer and copyright information in the following manner: © Full name of photographer/ ASN. In the first case, if the name of photographer is not available, use "© ASN" only. Photo credits should be placed discreetly within the Photo.

Consent: Before record, shoot or take a photo, need to take oral or verbal consent in the program. For using a Photo in the ASN publication & promotional items, must ensure written consent. For people up to the age of 18, the parent, guardian must provide consent for the further use. For people who cannot understand, read or fill in the consent form, a representative of their choice should provide the consent on their behalf. Respect local culture, religious and community and reflect our mission, vision, principles, and values. For details, See annex

9. Audio & Video (AV)

Website, Audio & Video, Microsoft Power Point or other presentations & transparencies: The logo should be positioned in the bottom right-hand corner.

Reflecting ASN's brand is as important in audio & video as it is in any other form of communication work. With forethought and planning, audio & video can successfully convey the message related with the Education & Child Protection, Health & Nutrition, Women Empowerment, and Natural Resource Management/Livelihood, Disaster response & Humanitarian and Good Governance. ASN Audio & Video should be focus on convey work initiation by giving priority to the child Education.

Tailor an AV to the targeted population using simple and jargon-free language. In the AV people tell their own story in their own words, as far as possible/appropriate. AV should be realistic, informative, quickly and clearly. It should be professional voiceover to motivate and inspire so that the viewer will respond and understand in the better way. Lastly, AV should be focus on appropriate, action scenes (rather than just interview or voiceover)

All graphics and titles used in the AV should reflect or be inspired by the ASN's font and current approved logo should always be used. Any other graphics, titles and subtitles/captions should be based on ASN typeface, size to suitable for the subject matter of the AV.

Website

ASN is managing official website for the wider communications in order to promote & disseminate about the organization works. The content must be review, verified and approve by the communication focal person, senior team and executive director.

YouTube Chanel

ASN has provision to manage and operate a YouTube channel to publish and broadcast video and documentary content to the wider audience for the sharing of innovative approaches, unique practices, case stories and awareness message.

Aasaman Nepal: <https://www.youtube.com/user/TheAasaman>

10. Advertising

ASN may place advertisements or purchase advertising in prime time or other required time for the information dissemination. ASN advertising is defined as any message, conveyed in the Nepal or abroad, and paid for by ASN for placement in media such as newspaper, television, radio, internet, and Over the Top (OTT) Platforms.

In order to ensure the reliability and effective advertising: Ensure advertising campaigns and products are aligned with ASN priorities, ASN Strategic Plan, ASN working theme and messages, with consent from the communication unit. In the same way, ensure all advertising campaigns properly designed and ensured by the communication focal person /senior team/executive director. Note: *communication and procurement department work closely for the effective.*

11. Social Media Sites (Facebook Page, Twitter, LinkedIn etc.)

Facebook: Organization has created own Facebook Pages for promoting campaigns and advocacy on social issues. Communication Focal Person, IT Department in consultation with Executive Director can create, update message on Facebook Page as per the organization need and publish content with approval from the respective sector lead/program manager/authorized personnel.

Aasaman Nepal Page: <https://www.facebook.com/AasamanNepal>

Aasaman Nepal: <https://www.facebook.com/yestoeducationnotochildlabor>

Nik Shiksha Dia: <https://www.facebook.com/promotingqualityeducationNE>

All children should be in full time formal day school:
<https://www.facebook.com/fulltimeformaldayschool>

Instagram: https://www.instagram.com/aasaman_nepal/

LinkedIn: <https://www.linkedin.com/company/aasaman-nepal>

Things to do _____

1. *In coordination with Information Technology, will develop email signature and power point template of the ASN.

Email signature will be follow as:

Name of Staff

Designation

Logo

Social Medial icons like FB,

2. *Note: we will develop ASN social Media Guideline very soon.

12. Annex

1. ASN letter pad :
2. ASN product size (A4, A5, A6 A1depend on the category of products).
3. Banner size: logo should be always in the proper size (not less than 11mm) depend on the size and place.
4. ASN color palette: Blue, Green, and Neutral (can discuss with designer, supplier for the details based on the product).
5. ASN main, secondary and neutral color: Main color Blue, Secondary color Green and Neutral color will be based on the product. But white will be always background color of the logo.
6. Photo content form: See the annex (Individual, group & program and below 18 years). Photo consent is compulsory.

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