



About SAGCOT

The Southern Agricultural Growth Corridor of Tanzania ("SAGCOT") Initiative is a Public-Private Partnership that was initiated at the World Economic Forum (WEF) Africa (WEFA) Summit in Dar es Salaam in 2010. Its implementation period runs for 20 years concluding in 2030. Its ultimate objective is to boost agricultural productivity, improve food security, reduce poverty and ensure environmental sustainability through the commercialization of smallholder agriculture. The mandate of the Partnership is to achieve this objective by catalysing responsible private sector-led agriculture development, within an ever-improving business environment. The Partners' implementation arrangements are governed by the following partnership principles:

- engaging smallholder farmers and ensuring environmental sustainability through their investments;
- partnering with others to promote a harmonised approach and improve synergies within and across priority value chains;
- maintaining engagement, communication and support for the SAGCOT Centre Ltd (SCL);
- contributing to the resolution of policy and infrastructure constraints; and
- considering new and innovative financing mechanisms.

The history of SAGCOT

The SAGCOT Centre Limited (SCL) was established as a limited company by guarantee in 2011. The SCL works as a broker and catalyst of partnerships among registered partner organizations to incubate initiatives around inclusive, sustainable and viable agricultural value chains. The key role of the SCL is to facilitate partners to deliver on inclusive, sustainable and commercially viable agricultural value chains in the SAGCOT Corridor. By having the visibility of and connection to actors in the whole ecosystem, the Centre's role is to:

- inform private and public investment about partnership opportunities as well as priority policy reforms to achieve the SAGCOT objectives;
- track progress, through monitoring and evaluation, within the partnership, ensuring follow up of partner commitments and progress towards their objectives;
- encourage and facilitate active participation of the private sector in promoting a cohesive partnership;
- promote policy and regulatory reforms necessary for achieving SAGCOT objectives;
- derive lessons, adopt approaches to cluster planning and partnership facilitation, and to communicate on behalf of the SAGCOT Partnership; and
- promote the SAGCOT partnership, and its opportunities, to a wider audience and array of both regional and international partners.

Our vision

A transformed, commercially viable agriculture sector in Tanzania that enhances food security, improves livelihoods and ensures environmental sustainability.

Our mission is to catalyze responsible and inclusive agricultural investments in Tanzania's Southern Corridor.

Introduction

These are the brand guidelines for the SAGCOT Centre Ltd, a quick reference guide to assist in the accurate communication of the SAGCOT brand.

They should answer any questions you may have about the use of our logo, colour palettes, typefaces and imagery and give an indication of how to style our publications and visual output.

It is important to following these guidelines in order to create a consistent look and feel for the organisation. The more disciplined we are in the expression of our brand, the stronger the impression we create. It will assist us in the effective communication of our vision and strategy to members, investors, customers and all interested parties.

For any queries on the brand guidelines and their usage; or to request our logo package, please contact:

Nancy Kiondo
Communications Team
SAGCOT Centre Ltd
n.kiondo@sagcot.com

SAGCOT brand rationale

The SAGCOT logo design is inspired by several things:

The graded leaves: this symbolizes the arch of the toss of tea pickers. Smallholder farmers are the backbone of agriculture in Tanzania. They work tirelessly in their effort to produce the farm yields to positively transform theirs and the nation's quality of life through healthy food and wealth of agricultural exports.

The graded leaves: this symbolizes motion and progress. The leaves in this logo represent SAGCOT partners who contribute tirelessly to ensure the realisation of a sustainable and inclusive agricultural industrial complex which transforms lives.

The Colour green: this symbolizes the vast lands of Tanzania, whose greenery and lushness is a daily symbol of the fertility and untapped potential of the arable lands of the Southern Highlands of Tanzania.



Contents

Our logo	6
Using our logo - exclusion zone	7
Using our logo - dos and don'ts	8
Using our logo - separated devices	9
Our colour palette	10
Our typefaces	11
SAGCOT photography	12
Core photography	13
Support photography	14
SAGCOT stationery	15
SAGCOT literature	16
Advertising	17
Signage	18
Social media	19
PowerPoint presentation	20

Our logo

Our logo is the flag for our organisation - the most visible and therefor the most crucial part of our communications.

It is important that the logo is applied properly wherever it appears. The following pages explain how it should be used.

The SAGCOT logostyle must always appear alongside the leaf device. However, the leaf device may be used without the logostyle as a display piece or an extra level of branding, but only where the full identity of the company is not in doubt.

In it's full form the logo is the main company identifier. It should only be used in the configurations supplied.

Never attempt to remake the logostyle.

Always try to use the main, full colour logo whenever possible.



A grey, half-tone and a black and white version are available for occasions when only monochrome printing is possible.



Using our logo - exclusion zone

It is important to reproduce our logos clearly.

To ensure prominence and legibility, our logo always needs to be surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logo can be placed from the edges of the page.

The construction of the exclusion zone for the logo is based on the capital 'O' in the logostyle. This applies as a whole letter on the right and bottom, and a half letter on the left and top. (The leaves don't need as much space as the type)



Using our logo - dos and don'ts

Our logo must be reproduced on backgrounds which allow it to be seen clearly. Always ensure a good contrast between the colours of the logo and the background it sits on.

Don't place the logo on a complicated background.

Don't re-colour or reduce the colours of the logo.

Don't distort the logo.



Using our logo - separated devices

The leaf element of our logo can be used as separated devices for display purposes and to add an extra level of branding.

Use them behind text or in plain spaces.

They are available in solid green or as a gradated motif.



Our colour palette

Colour is a powerful means of identification. Through consistent application, our colour palette will become an essential tool in building a distinctive and recognisable identity.

Where possible, the SAGCOT colours should feature on all communications.

Use percentage tints to increase the range.

Supplementary colours are also available. They should only be used in support of SAGCOT Green and SAGCOT Grey, never instead of.

And again, use percentage tints to increase the range.

SAGCOT GREEN

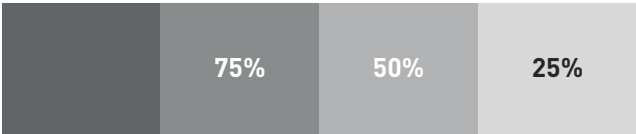
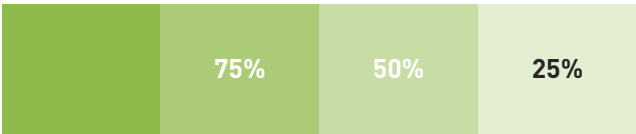


CMYK 55% cyan, 0% magenta, 100% yellow, 5% black
RGB R121, G185, B62
PMS 368
HEX 79b93e

SAGCOT GREY



CMYK 55% cyan, 45% magenta, 44% yellow, 32% black
RGB R95, G98, B99
PMS 431
HEX 5f6263
or 70% black (always prefer the full colour grey)



CMYK 50% cyan, 65% magenta, 0% yellow, 10% black
RGB R127, G98, B16
PMS 2587
HEX 7f62a0



CMYK 20% cyan, 80% magenta, 80% yellow, 10% black
RGB R184, G79, B62
PMS 718
HEX b84f3e

Our typefaces

The SAGCOT corporate housestyle font is DIN, which has been chosen for its clean and modern characteristics.

In text use DIN Light and DIN Bold.

For small titles within text use DIN Bold in SAGCOT Green.

When creating a headline in larger sizes, use DIN Regular in SAGCOT Grey or Green.

Where it is technically not possible to use the corporate typeface, for example in word-processed internal documents, screen-based programs such as MS PowerPoint and email signatures, use Calibri Regular and Bold.

In Word based templates we use Calibri Regular at 11pt.

Never use a serif font.

DIN Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SAGCOT photography

Positive, imaginative and action oriented

Photography is essential to the SAGCOT brand. It gives the company a face and has a distinct personality. It is the best opportunity to engage people in what we are trying to achieve as a company. It is possibly the most important element of the brand as it paints a picture of what our activities look like in Tanzania and tells the SAGCOT story. It shows how we see our partners, how we value and treat the environment and how we execute our activities on the ground.

We aim to use imagery to make an impact and to create a positive, imaginative and action-oriented vision of the company.

Images should be carefully chosen to complement the subject matter within the sector, catch the reader's attention and inspire them to read more.



Core photography

We have an image library that covers SAGCOT's operations. The selection on this page demonstrates the range of options that follow the principles of the photographic theme.

This style of imagery should be the lead image in your communication.

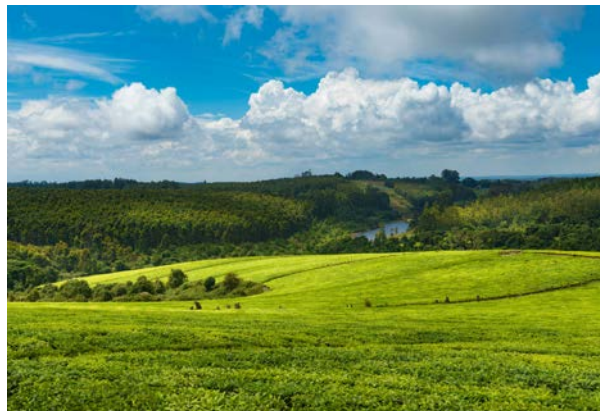


Support photography

To support the core photography, additional imagery may be used.

These examples show a style of supporting imagery to use in print or online.

To contrast the large scale 'core' imagery used as the lead image, support imagery of close-up detail shots or general landscapes could be used to set the scene around the story. These can be different views or crops from the same location, or details of people or equipment.



SAGCOT stationery

Templates or printed versions of all company stationery are available.

There should be no need to remake any of these.



SAGCOT Centre Ltd.
5th Floor, Ikon Building
Bains Avenue, Masaki
PO Box 80945 Dar es Salaam, Tanzania

Dar: +255 (0)22 260 1024
Iringa: +255 (0)26 270 2510
info@sagcot.co.tz

sagcot.co.tz



XXXXXX XXXX
Communications

T +255 (0)22 260 1024
F +255 (0)22 260 2368
M +255 (0)
E @sagcot.co.tz

SAGCOT Centre Ltd.
5th Floor, Ikon Building
Bains Avenue, Masaki
PO Box 80945 Dar es Salaam
Tanzania

The Southern Agricultural Growth Corridor of Tanzania

sagcot.co.tz

SAGCOT literature

When creating literature for SAGCOT, the general identity principles should always be followed.

The publication on this page shows how one of our value chain documents looks. This example applies to brochures and leaflets alike.

When creating a piece of literature there are a number of general principles that should be followed:

Always ensure the logo is clearly visible either on a well-contrasted background or in a clean area of the page.

Ensure the key message is clear by using a strong, memorable headline.

Use imagery that follows our core photography concept, illustrating the aims and quality of our organisation.

Ensure the tone of voice is appropriate to the audience of your publication.

Always ensure the call to action is clear, for example, our website address.



Advertising

The advertising examples on this page show how media spaces can be used, from A4 print adverts to billboards.

When creating an advertisement:

Always ensure the logo is clearly visible either on a well-contrasted background or in a clean area of the page.

Ensure the key message is clear by using a strong, memorable headline.

Use imagery that follows our core photography concept, illustrating the aims and ambitions of our organisation.

Only use the minimum amount of body copy needed to get the message across.

Always ensure the call to action is clear, for example, the website address.



Full page and half page Ads are represented here.

Signage

The same rules apply to indoor and outdoor signage:

Ensure the logo is clearly visible.

Make the key message or instruction clear and legible.

Use DIN Regular capitals in SAGCOT Grey for the descriptor and range it with the baseline of the logo.

Use a SAGCOT Green vertical separator as shown.

Refer to the exclusion zones on page 7 for positioning of the logo.



Social media

When directing people to SAGCOT's social media, only these icons should be used.

The profile icon can be used as SAGCOT's profile image on its social media accounts.

For banners on social media pages such as Facebook and Twitter, use our logo in a clear space alongside a carefully-cropped image from our core photography archive.

This is one occasion where using the exclusion zone around our logo is not necessary.

Facebook



Twitter



Youtube



Instagram



Profile icon



Email signatures should be configured using our main logo, a vertical dividing rule in SAGCOT green and your individual coordinates in Calibri regular and bold, in SAGCOT grey.

Always highlight our web address in SAGCOT green.



Nancy Kiondo Communications Intern
SAGCOT Centre Ltd.
5th Floor, Ikon Building, Plot Number 153, Bains Avenue
P.O. Box 80945, Dar es Salaam, Tanzania
Mobile: +255 653 671 310
Dar +255 (0) 22 260 1024 Iringa: +255 (0) 26 270 2510
www.sagcot.co.tz

PowerPoint presentation

This design shows the cover page of our internal and external PowerPoint presentation.

It immediately expresses the SAGCOT personality, brand and vision.



Subsequent pages carry the SAGCOT logo in the same position but reduced, the page title in the same position, slightly reduced and the footer with our message and web address.

Other content will depend on the subject matter, but always range the text or image to the left with the S of SAGCOT in the logo.



We are all responsible for upholding our brand and ensuring that it is consistently represented internally and externally, so that together we build a strong corporate and brand identity.

This document is not meant to stifle creativity, but to give agencies and staff alike some guidance in the creation of our profile.

If you have any questions or concerns about our brand guidelines, contact:

Communications Department

SAGCOT Centre Ltd.

5th Floor

Ikon Building

Plot Number 153

Bains Avenue

P.O. Box 80945

Dar es Salaam

Tanzania

Dar +255 (0) 22 260 1024

Iringa: +255 (0) 26 270 2510

www.sagcot.co.tz