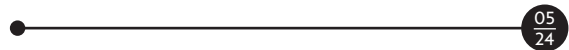


# Graphic charter



# Introduction

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This document brings together all the components of LuxDev's new identity.

LuxDev's graphic charter aims to ensure the graphic consistency of all the Agency's communication tools and products in order to guarantee a clear and uniform visual identity.

As compliance with LuxDev's graphic standards is a guarantee of professionalism and authenticity, these standards must be scrupulously observed for all internal and external publications, both paper and digital.

In the event of collaboration with an external communications or production agency, it is imperative that this charter is shared with them before they begin to execute their mandate, so that they can follow it to the letter.

For any clarification or assistance, please do not hesitate to contact the Communications department, which is at your disposal and will provide you with support at the following address: [communications@luxdev.lu](mailto:communications@luxdev.lu).

The new charter has no retroactive effect and does not require any changes to documents published before its entry into force. Only documents published after 3 June 2024 must comply with the new graphic charter.

# Symbolism of the logo

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## The dots

Our mission is to play an active part in implementing the Luxembourg Government's Development Cooperation policy.



The blue dots represent our partners on the four continents of Africa, Asia, Latin America and Europe.

The red dot represents our Agency.

In the field, LuxDev's work consists of strengthening partner countries' ownership of their own development, i.e. developing their capacity to exercise real control over their own development policies and strategies. As a catalyst, it is essential that we support our partners in their efforts to bring about change, without taking their place, and by creating sustainable synergies with them through precise and targeted actions. This approach is symbolised by the meeting of the red dot, representing LuxDev, and the blue dot, which represents our partners in the regions where we operate.

The visual interpretations of this meeting are manifold:

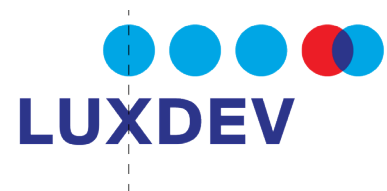
- the red dot meets the blue dots and vice versa;
- the red and blue dots overlap to create something new in the centre;
- the red dot creates a dynamic to accelerate the movement and sustain the initial impetus of the blue dot.

## Positioning the symbol

The choice of positioning for the symbol of our logo is not insignificant.

Its offset from the letters LuxDev aligns the first point with the "X", which is the symbol of the Luxembourg Aid & Development logo. This shows our alignment with the policies and orientations of Luxembourg Cooperation.

The dots that extend to the right create a dynamic movement that illustrates the progress of development in our partner countries.



## The text

The text below LuxDev is a clear indication of who we are: the Luxembourg Development Cooperation Agency.

Please note that the logo is only available in English.

## The colours

Red and blue refer to Luxembourg's national colours. They create a direct visual link between Luxembourg Cooperation and LuxDev.

The navy blue of the text is a fusion of red and blue.

# Technical specifications, variants and rules for using the logo

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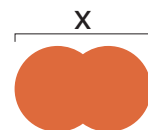
The logo exists only in English and is available in four versions: colour, shades of grey, black and white.

It is forbidden to use the colours of the logo, with the exception of the Communications department.

It is forbidden to use the font of the logo. This font is strictly reserved for the logo.



Minimum width: 20 mm



Font: Suisse Int'l' bold and semi-bold

Colours:

-  Luxembourg blue | 100 - 0 - 0 - 0
-  Luxembourg red | 0 - 100 - 100 - 0
-  Dark blue | 100 - 100 - 0 - 0

## The logo in colour

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- preferred version;
- to be used on a white background;
- to be used on a coloured background with the agreement of the Communications Department.

## The logo in shades of grey

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- to be used on a white background if it is not possible to use the colour version ;
- to be used on a coloured background with the agreement of the Communications Department.

## The logo in black or white

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- to be used only if the other variants cannot be used.

**ON A COLOURED BACKGROUND, YOU SHOULD CONSULT THE COMMUNICATIONS DEPARTMENT TO FIND OUT WHICH VARIANT TO USE.**

# Not allowed!

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## The LuxDev logo

It is forbidden to modify or alter the logo in any way whatsoever.



It is forbidden to change the colour of the LuxDev logo.



It is forbidden to resize the LuxDev logo out of proportion.



It is forbidden to change the font of the LuxDev logo.



It is forbidden to stick the logo to another element. A distance equivalent to the two merged points (●●) of the minimum symbol around the logo is mandatory. It is forbidden to use the LuxDev logo in a width of less than 20 mm.



width = 18 mm

Logo too small

Don't hesitate to contact the Communications Department ([communications@luxdev.lu](mailto:communications@luxdev.lu)) if you have any questions about the logo.

# The colours

## LOGO COLOURS

Only the Communications department is authorised to use these colours.



Luxembourg blue  
0 - 0 - 0 - 0



Luxembourg red  
0 - 100 - 100 - 0



Dark blue  
100 - 100 - 0 - 0

## THE AGENCY'S CORPORATE COLOURS AND THEIR GRADIENTS

In order to facilitate the publication of documents in the field and at headquarters, LuxDev has decided to use the colours of the Luxembourg Cooperation charter.

RGB values (Red - Green - Blue) should be used if the document is to be consulted on a screen (screen/web).

CMYK values (Cyan - Magenta - Yellow - Black) are reserved for printing.

To extend the colour palette, gradients are possible. Below, five gradations of each main colour are shown as examples. All percentages are permitted. **NO OTHER COLOURS** are permitted in graphics or text elements.



### TERRA COTTA

CMYK : 10-71-85-0  
RGB (screen/web) : 194-99-56 | #c26338



CMYK 8-58-70-1  
RGB #cc8156



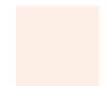
6-45-54-0  
#d79e79



4-32-38-0  
#e3bb9e



3-19-23-0  
#eed7c4



0-7-8-0  
#faf2ec



### OCRE

CMYK : 5-37-100-0  
RGB (screen/web) : 222-168-30 | #dea81e



CMYK 4-30-84-0  
RGB #e4b846



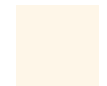
3-19-55-0  
#eed28a



3-17-48-0  
#f0d799



2-10-29-0  
#f6e7c2



0-3-9-0  
#fdf8ec



### WATER

CMYK : 60-25-0-10  
RGB (screen/web) : 118-152-199 | #7698c7



CMYK 53-25-4-0  
RGB #90a9d2



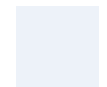
41-20-4-0  
#a9bbdc



29-14-2-0  
#c3cee7



17-9-1-0  
#dbe1f1



6-3-0-0  
#f3f5fb



### GRASS

CMYK : 50-20-90-0  
RGB (screen/web) : 136-160-74 | #88a04a



CMYK 48-16-73-2  
RGB #9eaf66



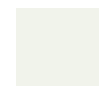
38-12-57-1  
#b4c087



26-9-41-0  
#cbd1a9



16-6-24-0  
#e0e3cc



5-2-8-0  
#f5f6ef



### BLACK\*

CMYK : 0-0-0-100  
RGB (screen/web) : 0-0-0 | #000000



CMYK 0-0-0-95  
RGB #242429



0-0-0-85  
#454449



0-0-0-70  
#6d6c71



0-0-0-50  
#a09ea2



0-0-0-20  
#dddcdc

#### \*When to use deep black | CMYK : 30-30-30-100

- large areas of black (large surface) ;
- black overprinting;
- large fonts.

# Typefaces

## FONT EXCLUSIVELY RESERVED FOR THE LOGO

### SUISSE INTL'

## FONTS RESERVED FOR THE COMMUNICATIONS DEPARTMENT AND/OR EXTERNAL SERVICE PROVIDER

### VERLAG

Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#

**DESIGNER**  
**HOEFLER & CO**  
Contact address for  
licences:  
TYPOGRAPHY.COM

### ITC AVANT GARDE GOTHIC

Pro Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#
Pro Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#
Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +"*{ }%&/()=?`°€\$£@!©[ ]#

**CONCEPTEUR**  
**MONOTYPE**  
Contact address for  
licences:  
FONTS.ADOBE.COM

## FONT AVAILABLE FOR DAILY CORRESPONDENCE

For day-to-day correspondence, work documents, PowerPoint presentations, e-mails, etc., the defined font is **Aptos - corps 10**. This font is only available in the Office M365 suite. **Microsoft prohibits the download of the Aptos font and its use outside the Office M365 Suite.**

### APTOS

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +»*{ }%&/()=?€\$£@!©[ ]#
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +»*{ }%&/()=?€\$£@!©[ ]#
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz 1234567890   +»*{ }%&/()=?€\$£@!©[ ]#



# Pictograms

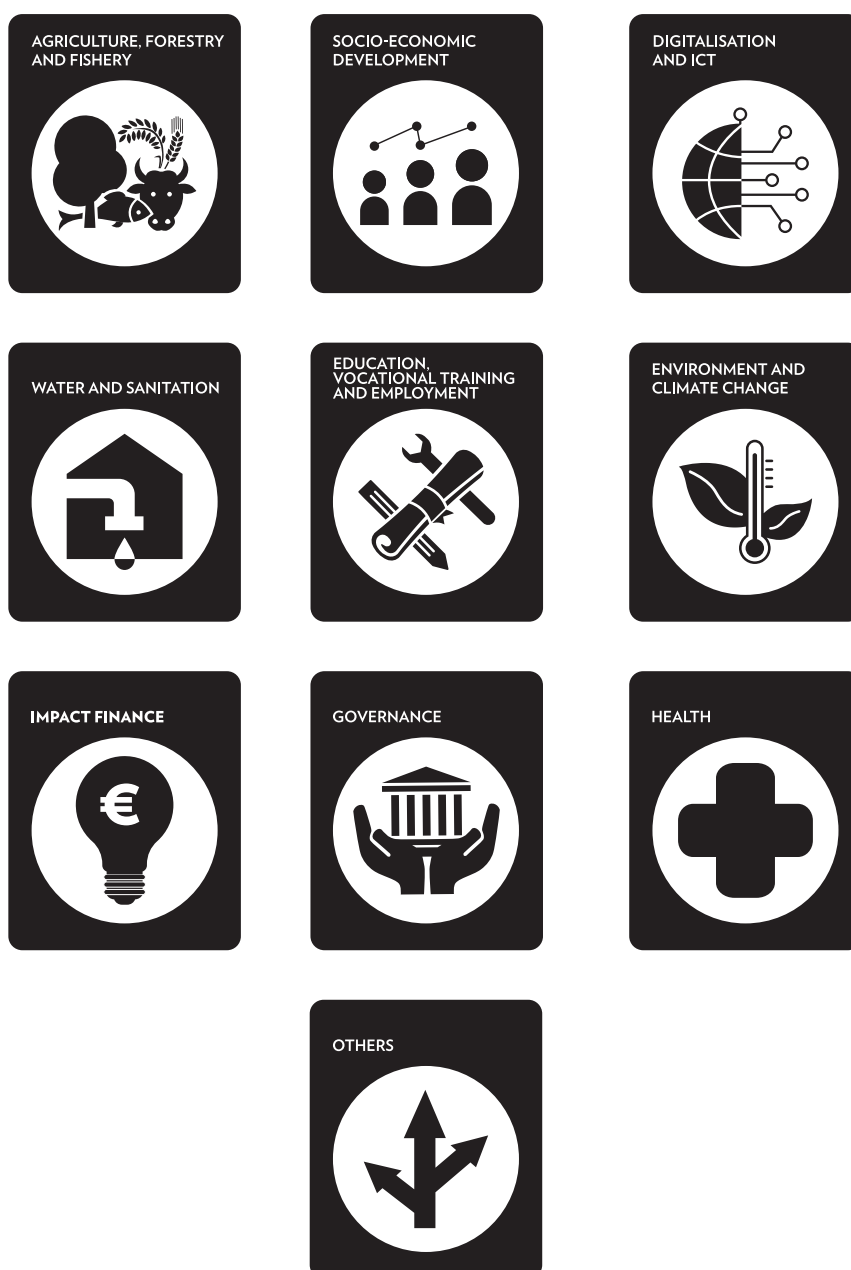
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Pictograms (pictos) are used to symbolise the sectors of Luxembourg Cooperation. The pictograms below must be used.

The pictograms can be used with or without the rectangle. The colours of the pictos must correspond to the Agency's graphic charter.

The names of the sectors must also be respected.

It is mandatory to contact the Communications Department ([communications@luxdev.lu](mailto:communications@luxdev.lu)) if you need a specific pictogram not shown on this page.



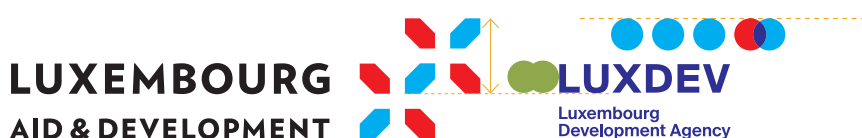
# Co-signatures

Due to the nature of its activities, LuxDev is regularly required to incorporate external logos into its documents. These logos have their own graphic charter which must be respected.

Co-signature applies when a communication product is developed on the basis of the Agency's visual identity, when it is co-signed in equal parts by LuxDev and other partners and when no other graphic rules apply.

## POSITIONING OF THE LOGO IN RELATION TO THOSE OF LUXEMBOURG COOPERATION AND THE MINISTRIES

The LuxDev logo must never exceed the size of the Luxembourg Cooperation logo and must respect the minimum authorised size of our logo as well as its protection zone (●●●●).

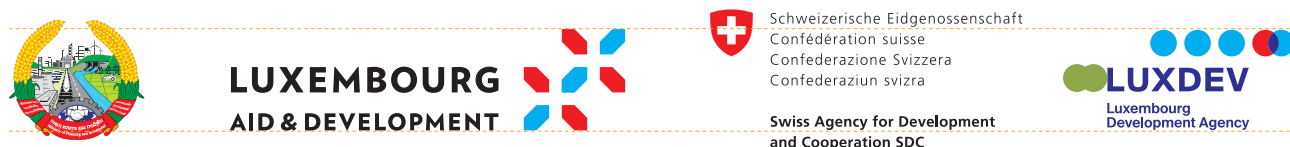


As regards the association with the various ministries, the LuxDev logo is aligned at the top of the Ministry's logo symbol and at the bottom of the baseline in red.



Direction de la coopération  
au développement et  
de l'action humanitaire

## EXAMPLES OF LOGO POSITIONING IN RELATION TO OTHER PARTNERS



# Co-branding

## CO-BRANDING WITH LUXEMBOURG COOPERATION

In the case of co-branding of communication products based on the visual identity of the Luxembourg Cooperation, reference should be made to the graphic charter of the Luxembourg Cooperation. This applies in particular to the development of the project/programme communication kit, which includes leaflets, factsheets, rollups and presentation banners, designed to present Luxembourg Development Cooperation projects/programmes.

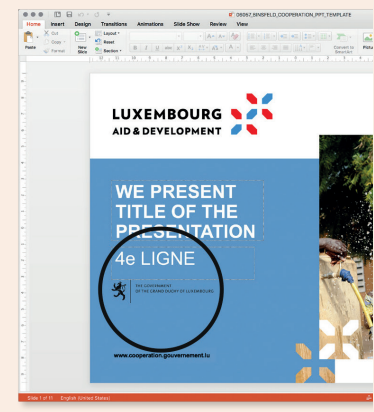
The graphic charter of the visual identity of Luxembourg Cooperation is available on request from the LuxDev Communications department: [communications@luxdev.lu](mailto:communications@luxdev.lu)

### Extract from the Luxembourg Aid & Development charter on co-branding

#### CO-BRANDING - IMPLEMENTATION PARTNERS

Unlike the four-colour "Luxembourg - Aid & Development" logo, which is always placed on a white background, the implementing partner's logo must always be placed on a background bearing one of the four secondary colours. To guarantee legibility, it is strongly recommended that the monochrome black or white version is used.

The size of the partner logo must always be smaller than that of the "Luxembourg - Aid & Development" logo.



## Co-branding of communication products based on the Agency's visual identity

When co-branding communication products based on the Agency's visual identity, care must be taken to ensure that all logos included in the document are the same size.

When integrating logos from different types of partners, as far as possible, the logos of donors should be grouped together with those of operational partners.

**TRANSFORMATION TOWARDS SUSTAINABLE FOOD SYSTEMS - KWIHAZA**  
RWA/025

**SECTOR** Food security  
**DURATION** 18 months (January 2021 - December 2022)  
**TARGET GROUPS** Cooperatives, producer groups, and SMEs and entrepreneurs, with a particular focus on women.  
**SECTORIAL POLICIES AND REFERENCE STRATEGIES**

- development of a National Strategy for the Aquaculture sector
- gender-sensitive approach supporting SMEs in agriculture through training and access to finance
- differentiated and context-specific agricultural practices

**INSTITUTIONAL ANCHORAGE**

- main Ministry of Agriculture and Animal Resources (MINAGRI)
- other institutions: Rwanda Agriculture and Animal Resources Development Board (RAAB), Rwanda Inspectorate, Competition and Consumer Protection Authority (RICA), National Agricultural Export Development Board (NAED), Rwanda Standard Board (RSB), University of Rwanda (UR)

**BUDGET** EUR 15.5 million (Luxembourg contribution: EUR 5.5 million; EU contribution: EUR 10 million)  
Additional EUR 2 million contribution from Luxembourg in preparation

The Kwihaza project, funded by the European Union and Luxembourg Cooperation, and implemented by Enabel, is a transformation initiative in Rwanda's agricultural sector. This sector is vital for the country's economy, employing 70% of the workforce and contributing over a third to the gross domestic product.

The EUR 15.5 million project, spanning four years, is designed to enhance the fisheries, aquaculture, and horticulture value chains. The project targets cooperative, producer groups, and SMEs and entrepreneurs, with a particular focus on youth and women. It aims to increase production, per capita consumption, and income in these sectors.

To achieve its goals, Kwihaza will implement integrated interventions, including improving access to finance and technical knowledge, managing post-harvest losses, adopting climate-smart practices, and optimizing production technologies. These coordinated efforts aim to drive sustainable growth, increase employment, improve household income, and enhance food and nutrition security across Rwanda. The project aims to leverage government support for agricultural SMEs, utilizing direct grants, calls for proposals, or contracts with European public entities, facilitated by a technical team from Enabel.

A key focus is addressing the critical need in animal feed quality and quantity vital for the development of aquaculture and other livestock enterprises. For the aquaculture value chain, a comprehensive farm-to-fork approach will be adopted to ensure food safety and environmental protection. Consequently, in the horticulture sector, strategies will be implemented for post-harvest loss reduction and value addition, contributing to the overall efficiency and sustainability of the sector.

Partners involved in the implementation of the project include public entities such as the Rwanda Agricultural and Animal Resources Development Board (RAAB), Rwanda Inspectorate, Competition and Consumer Protection Authority (RICA), Ministry of Agriculture and Animal Resources (MINAGRI), National Agricultural Export Development Board (NAED), Rwanda Standard Board (RSB), as well as University of Rwanda (UR) and the Luxembourg-based NGO ADP as development partner (ADA).

RWA/025

To contribute to the transition towards socially and environmentally inclusive food systems with the development of the value chains in the aquaculture, fishery and horticulture sectors.

To increase in a sustainable way the production, per capita consumption and income generated by fish, aquaculture and horticulture quality products, with a focus on women and youth.

**Result 1** The capacities of smallholder producers, active in the targeted value chains, are enhanced to efficiently improve quality and quantity of production, minimize post-harvest losses and improve access to local and regional markets.

**Result 2** SMEs and existing young entrepreneurs, active at different levels of the targeted value chains are strengthened to operate in an inclusive and sustainable way, create decent jobs and contribute to more sustainable food systems.

**Result 3** A sustainable environment for inclusive value chains development and sustainable food systems is strengthened.

**EXPECTED CHANGES/RESULTS**

The objective is to transition to socially and environmentally inclusive food systems by increasing in a sustainable way production, per capita consumption, income, and jobs, in the targeted aquaculture and horticulture value chains.

The expected results include:

- enhanced capacities of smallholders and producer groups leading to reduced post-harvest losses and improved market access
- strengthened and sustainable private sector, promoting income generation and job creation
- improved regulatory and innovation environment fostering sustainable food systems

**MAIN ACTIONS**

- direct grants and facilitating access to finance and insurance for SMEs in agriculture
- implementing climate-smart and environmentally sustainable agricultural practices
- comprehensive analytical studies to inform effective interventions
- addressing challenges such as the quality and quantity of animal feed, which are critical for aquaculture and other livestock enterprises
- post-harvest loss management and value addition in the horticulture sector

**ACHIEVEMENTS AND NEXT STEPS**

In its inception phase, the project has supported a National Aquaculture Strategy and identified gaps in information necessary for developing the fisheries and aquaculture value chains. Next efforts will focus on comprehensive value chain assessments for the fisheries, aquaculture, and horticulture sectors, which will provide critical insights into market demands, production costs, and existing challenges, leading to design sustainable interventions.

Model farms and SMEs have been identified in the aquaculture sector, to be the basis for dissemination of Best Aquaculture Practices, supported by training of master trainers, currently being tendered. Another significant effort will be the capacity development of cooperatives and producer organizations, enhancing their professional management and business viability. The project will also develop a National Aquaculture Environment and Biosecurity Plan to ensure sustainable and safe production.

Additionally, the Kwihaza project will focus on Business Development Services for SMEs, aiding in areas like financial management and market linkage, thereby strengthening the overall ecosystem supporting these enterprises in the agricultural sector.

**CONTACT LUXDEV**  
Rwanda office  
Farmers Building - SNV office | KG 622 St. Kimihura Kigali City, RWANDA

**luxdev.lu**  
f t x y

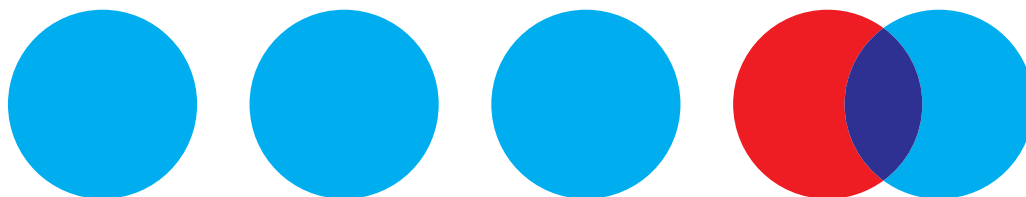
**LUXEMBOURG AID & DEVELOPMENT** **Enabel** **LUX DEV**



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