OPEN FUTURE ETHIOPIA

Opening Doors to a Brighter Future

Brand Identity Manual & Guidelines

VERSION 1.0
AUGUST 2026

A guide to our visual identity, voice and communication standard

This Brand Identity Manual serves as a comprehensive reference for ensuring a consistent and recognizable representation of Open Future Ethiopia (OFE) across all communication channels and materials. It outlines the organization's core visual identity elements including the logo, color palette, typography, imagery, graphic elements, and their appropriate applications to ensure a cohesive and professional brand presence across both digital and print platforms.

Consistent application of these guidelines strengthens Open Future Ethiopia's identity, enhances credibility, reinforces public trust, and ensures that every communication reflects the organization's mission, values, and commitment to creating lasting social impact.

CONTENTS

01 Who We Are
02 Our Values
03 Brand Voice and Tone
04 Our Logo
08 Color Palette
09 Typography
11 Iconography
12 Graphical Elements
13 Social Media Branding and Engagement
15 Imagery and Visual Storytelling
17 Photography: Do's and Don'ts
18 Print Assets
23 Digital Assets
24 Brand Usage Guidelines

Who We Are

Expanding Opportunities and Resources for Underserved Communities to Thrive with Dignity

Open Future Ethiopia (OFE) is an Ethiopian -led, locally registered, non-governmental, non-profit organization committed to expanding access to opportunities and resources for vulnerable communities. Guided by the belief that every individual deserves the resources and opportunity to thrive with dignity

Our Vision: We envision a world where every individual has the resources and opportunities to thrive with dignity.

Our Mission: To equip vulnerable communities through education, livelihood opportunities, and integrated support, enabling them to build resilient and stronger futures for themselves.

Our Values

EQUITY: We ensure fair and inclusive access to opportunities, resources, and services by removing barriers and empowering marginalized communities.

EXCELLENCE: We strive for the highest standards of performance, innovation and accountability to create the greatest possible impact for the communities we serve.

HOLISTIC SUPPORT: We address the interconnected needs of communities through integrated solutions that promote education, livelihoods, well-being, and resilience.

COLLABORATION: We believe sustainable change is achieved through partnerships, community participation, and collective action.

EMPOWERMENT: We value empowerment and believe in equipping communities with the tools and resources they need to thrive.

Brand Voice and Tone

Open Future Ethiopia's brand voice is empowering, compassionate, trustworthy, and inclusive.

The voice and tone of OFE must consistently embody these core principles:

1. Empower, Don't Patronize:We recognize people's strengths and potential rather than portraying them as helpless.

2. Inspire Hope Through Action Communicate optimism grounded in meaningful action.

3. Be Human and Respectful:Use language that respects dignity.

4. Be Clear and Accessible:Avoid unnecessary jargon and explain technical concepts in straightforward language.

5. Be Evidence-Based: Support claims with facts, outcomes, and measurable impact whenever possible.

Our Logo

The Open Future Ethiopia logo is a modern and dynamic symbol that represents opportunity, growth, resilience, and continuous progress.

The opening within the circular symbol represents an open door, the impression of open pathways leading toward new opportunities and brighter futures.

Its flowing, interconnected forms represent the pathways we create for individuals and communities

While the green and orange colors express hope, empowerment, and positive transformation.

PRIMARY LOGO
WITH NAME



SECONDARY LOGO
/TAGLINES



Opening Doors to a Brighter Future,

Language Versions of the Logo

The OFE logo is available witha name in both English and Amharic. The choice of language should align with the primary language of the target audience or the communication material.

PRIMARY LOGO
WITH AMHARIC NAME



AMHARIC TYPOGRAPHY

Power Geez Unicode 1 shall be used as the standard Amharic typeface for OFE. It must be used consistently for the Amharic name in the OFE logo and for all Amharic text appearing in official printed materials.

Acceptable Color Versions



Incorrect Logo Usage

- X Do not add shadows or any styles.
- X Always keep a safe space around the logo.
- X Do not use the logo on cluttered or low-contrast backgrounds.
- X Do not mix the colors around.
- X Do not use colors that are not in the logo.
- X Do not alter the proportions or dimensions.
- X Do not stretch the logo.
- X Do not add outlines and Do not rotate the logo.

Safe Zone

To ensure the logo remains clear, visible, and impactful, a minimum clear space must be maintained around it. The safe zone is equal to **1/5 of the logo's total height.** No text, i magery, borders, or other graphic elements may enter this area. Maintaining this clear space prevents visual clutter and preserves the logo's integrity and legibility across all applications.



Color Palette

Primary Color - Green

Green represents Growth, Hope, Opportunity Resilience, and Sustainable development

Hex #5D9C11
CMYK 40, 0, 89, 39
RGB 93, 156, 17

Secondary Color - Orange

Orange represents Energy Optimism, Innovation Empowerment Leadership

Hex #B95803
CMYK 0, 52, 98, 27
RGB 185, 88, 3

Typography

PRIMARY TYPEFACE

Montserrat is OFE's primary font due to its modern, and professional appearance. providing high readability and a neutral, clean aesthetic. Montserrat is optimized for digital and print applications, making it wellsuited for body text, captions, and supporting content. Its functional design ensures excellent legibility at small sizes, maintaining clarity and consistency across various media formats

Montserrat Montserrat Montserrat
Aa Bb Cc Dd Ee Ff Gg
0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Typography Hierarchy

Main Heading - Montserrat ExtraBold

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Sub-Heading - Montserrat Semi Bold

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Body Text - Montserrat Medium

OFE Re-registered and accorded legal personality with registry number 2320 on January 28, 2020 as a local CSO in accordance with the civil society organization Proclamation No. 1113/2019.

Iconography

Icons are a powerful tool for communicating ideas quickly and effectively. For OFE, they should be simple,modern, and aligned with the brand's professional and innovative image.

Maintaining a consistent line weight and style across all icons ensures visual uniformity, while incorporating brand colors green and yellow helps reinforce OFE's broader visual identity. To enhance clarity and accessibility, icons should remain minimalistic, avoiding overly complex designs that may detract from their effectiveness.



Graphical Elements

The Open Future Ethiopia (OFE) logo may be used as a subtle, low-contrast graphic element to reinforce brand identity across print and digital communications.

It can serve as a watermark, background accent, or decorative element to create visual consistency and cohesion. When applied with appropriate opacity, scale, and positioning, the logo enhances designs while maintaining brand integrity and reinforcing OFE's vision.



Social Media Branding and Engagement

Social media is an important channel for Open Future Ethiopia (OFE) to connect with communities, partners, supporters, and the wider public. All content should reflect OFE's mission, values, visual identity, and commitment to "Opening Doors to a Brighter Future."





Key Social Media Guidelines

Profile Images: Use the official OFE logo without modification.

Cover Images: Use relevant, high-quality visuals with the OFE logo and, where appropriate, the tagline.

Colors & Typography: Consistently use OFE's approved brand colors, and approved fonts. Visual Content: Prioritize clear, authentic, and engaging photographs, graphics, and videos with minimal text.

Content: Share stories, achievements, opportunities, and updates that reflect OFE's mission and values.

Tone: Communicate in a professional, inclusive, respectful, and empowering manner.

Safeguarding: Protect the dignity, privacy, and safety of communities and individuals, especially children and vulnerable groups.

Imagery and Visual Storytelling

Photography is an important part of OFE's communication. Images should reflect our mission, values, and impact while portraying individuals and communities with dignity, respect, authenticity, and inclusion.

Key Guidelines

- **Dignity First:** Portray people as empowered individuals and active participants not as victims or objects of pity.
- **Obtain Consent:** Always seek informed consent before taking or publishing photos. Individuals have the right to refuse without any impact on the services they receive.
- **Protect Children and Vulnerable People:** Take extra care with children and vulnerable individuals. Never publish images that may compromise their safety, privacy, or dignity.
- **Capture Authentic Moments:** Prioritize natural, candid images showing people participating in meaningful activities rather than overly staged poses.

Imagery and Visual Storytelling

- **Use Respectful Angles:** Photograph people at eye level or slightly below. Avoid angles that make subjects appear weak, inferior, or helpless.
- **Show the Full Story:** Where possible, capture a combination of:
  Wide shots – showing the place and context.
  Medium shots – showing people engaged in activities.
  Close-ups – capturing meaningful details, expressions, and interactions.
- **Show Impact, Not Pity:** Focus on learning, participation, collaboration, empowerment, and positive change.
- **Quality and Authenticity:** Use clear, well-lit photographs with natural colors and minimal editing.
- **Brand Consistency:** Ensure photographs and graphics are professional, inclusive, and consistent with OFE's visual identity.
- **Use Images Responsibly:** Stock images must be appropriate, authentic-looking, and properly licensed for use.

Photography: Do's and Don'ts








Print Assets

Business Cards



Letterhead, and Footer



Print Assets

Roll-up banners







Print Assets

Vest



Light Box



Print Assets

Paper Bag



Mug



Print Assets

Brochures



Digital Assets

Web-site



Brand Usage Guidelines

- Use OFE's approved Vision, Mission, and Core Values exactly as defined.
- Ensure all communications, actions, and representations reflect OFE's values,mission, and organizational objectives.
- Use a clear, professional, and respectful tone in all reports, proposals, presentations, publications, and digital communications.
- Always use the official OFE logo without modification. Do not alter its colors, proportions, orientation, or add visual effects.
- Use only the approved OFE color palette, typography, and visual elements to ensure brand consistency.
- Follow the brand guidelines for layout, spacing, imagery, and graphic design across all print and digital materials.
- Create communication materials that accurately represent OFE's identity and maintain a consistent visual and verbal style.

A strong and consistent brand is essential to advancing Open Future Ethiopia's (OFE) mission and strengthening its impact. By following these guidelines, staff, partners, consultants, and external collaborators help protect the integrity, professionalism, and recognition of the OFE brand.

All external communication and branded materials must comply with these guidelines and be submitted to OFE Administration for review and approval before publication or distribution.

For branding guidance, approvals, or questions, please contact the OFE Administration at info@openfutureet.org.

THANK YOU!