

Brand Guidelines

SHARP
Shared Action
on Rule of Law Progress
Programme

Shared Action on Rule of Law Progress – Exit Route (SHARP-ER)

Background

SHARP is implemented by Acted, in consortium with United Efforts Consultancy (UEC) and Stichting Bureau Ensemble (SBE).

Given the project's national scope, sensitive operating environment, and emphasis on dialogue, civic engagement, and rule of law awareness, strategic, coordinated, and context-sensitive communication is essential.

The project foresees a national campaign, dialogue-driven outreach, and low/Mid- visibility modalities, while ensuring compliance with EU visibility requirements and protection of local actors.

PURPOSE OF THIS DOCUMENT

This document defines the brand and communication guidelines for the SHARP-ER project.

It aims to ensure that all communication and visibility materials produced under the project are:

- **coherent and consistent**
- **compliant with EU visibility requirements**
- **sensitive to the local context**
- **aligned with project objectives**

These guidelines apply to all partners, implementing bodies, and communication outputs associated with SHARP-ER.



Brand Positioning

SHARP-ER is positioned as a collaborative governance programme that supports progress in rule of law through dialogue, coordination, and shared responsibility.

The brand reflects:

- collective action rather than individual ownership
- process and learning rather than advocacy
- coordination rather than hierarchy

The brand is **institutional**, **neutral**, and **non-political**.



Brand Architecture

Official Project Name

English:

Shared Action on Rule of Law Progress – Exit
Route (SHARP-ER)

:Arabic

العمل المشترك من أجل تعزيز التقدّم في
سيادة القانون – مسار الخروج

This name must be used in:

- contractual documents
- reports
- agreements
- official correspondence
- EU-facing materials

Acronym Usage

- SHARP , SHARP-ER may be used after first full reference
- The acronym must not be altered or translated
- In bilingual materials, the English acronym remains unchanged

Example:

SHARP (Shared Action on Rule of Law Progress)

Brand Tone and Personality

SHARP-ER communication must be:

- professional
- neutral
- factual
- inclusive
- non-confrontational

The tone should emphasize:

- dialogue and understanding
- cooperation and coordination
- learning and institutional development

The brand must avoid:

- political language
- advocacy framing
- emotive or campaign-style messaging

Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Main Logo



Logo Font



SHARP

Shared Action
on Rule of Law Progress
Programme

SHARP

SAMPLE

SHARP
Shared Action
on Rule of Law Progress
Programme

SAMPLE



Funded by
the European Union



Funded by
the European Union

Color Palette

#DD322F
#008764
#1D1D1B



HEX: #ffffff

HEX: #1D1D1B

HEX: #008764

HEX: #DD322F



Typeface

The SHARP-ER brand uses Panton for English text due to its clarity, modern structure, and strong readability across digital and print materials.

Montaser Arabic is used for Arabic content for its balanced proportions and contemporary style, which ensure legibility while maintaining a formal and institutional tone.

Together, the two typefaces create a coherent bilingual system that supports professionalism, accessibility, and consistency.

English

Panton

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? , . ; ' ' " " () [] { } / - -

The SHARP-ER programme supports coordinated efforts among institutions, civil society, and local actors. Through structured dialogue and cooperation, the programme contributes to strengthening governance practices, enhancing mutual understanding, and supporting progress in the rule of law.

Arabic

Montaser Arabic

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ

ع غ ف ق ك ل م ن ه و ي

أ إ آؤ ئ ة

يدعم برنامج SHARP-ER تنسيق الجهود بين المؤسسات والمجتمع المدني والجهات المحلية. ومن خلال الحوار المنظم والتعاون، يساهم البرنامج في تعزيز ممارسات الحوكمة، وتطوير الفهم المتبادل، ودعم التقدّم في سيادة القانون.

Do's

- ✓ Use the official SHARP-ER logo in its original form
- ✓ Maintain the approved colours, proportions, and typography
- ✓ Ensure the logo is clear and legible at all sizes
- ✓ Display the logo prominently on relevant materials
- ✓ Follow EU visibility requirements at all times
- ✓ Present partner logos according to the agreed visibility hierarchy

Don'ts

- ✗ Do not alter, redraw, or distort the logo
- ✗ Do not change colours, proportions, or typefaces
- ✗ Do not stretch, compress, or rotate the logo
- ✗ Do not use the logo at sizes that affect legibility
- ✗ Do not place the logo in a way that conflicts with EU visibility rules
- ✗ Do not display partner logos in a manner that overrides agreed arrangements

Non-negotiables

> Mandatory donor visibility



Funded by
the European Union



Funded by
the European Union

This Project is funded by the @EUinLibya
هذا المشروع ممول من قبل @الإتحاد الأوروبي في
ليبيا

> Unified hashtags & naming

#SHARPERLibya **#CivilSocietyLibya**
#شاربر_ليبيا **#DialogueForChange**
#منظمات_المجتمع_المدني **#سيادة_القانون**

> No standalone partner branding without alignment

Language and Terminology

The tone of voice for SHARP-ER communication is clear, professional, and neutral. It aims to inform and explain rather than persuade or advocate. Language should be calm, respectful, and inclusive, focusing on processes, learning, and collaboration. Messages should avoid emotional, political, or promotional framing and instead support clarity, understanding, and consistency across all communication.



Clear

Professional

Neutral

Brand & Partner Visibility

- Partner identities must be acknowledged appropriately
- SHARP-ER branding must not override partner visibility
- Visibility arrangements should reflect the collaborative nature of the project



Logo Placement

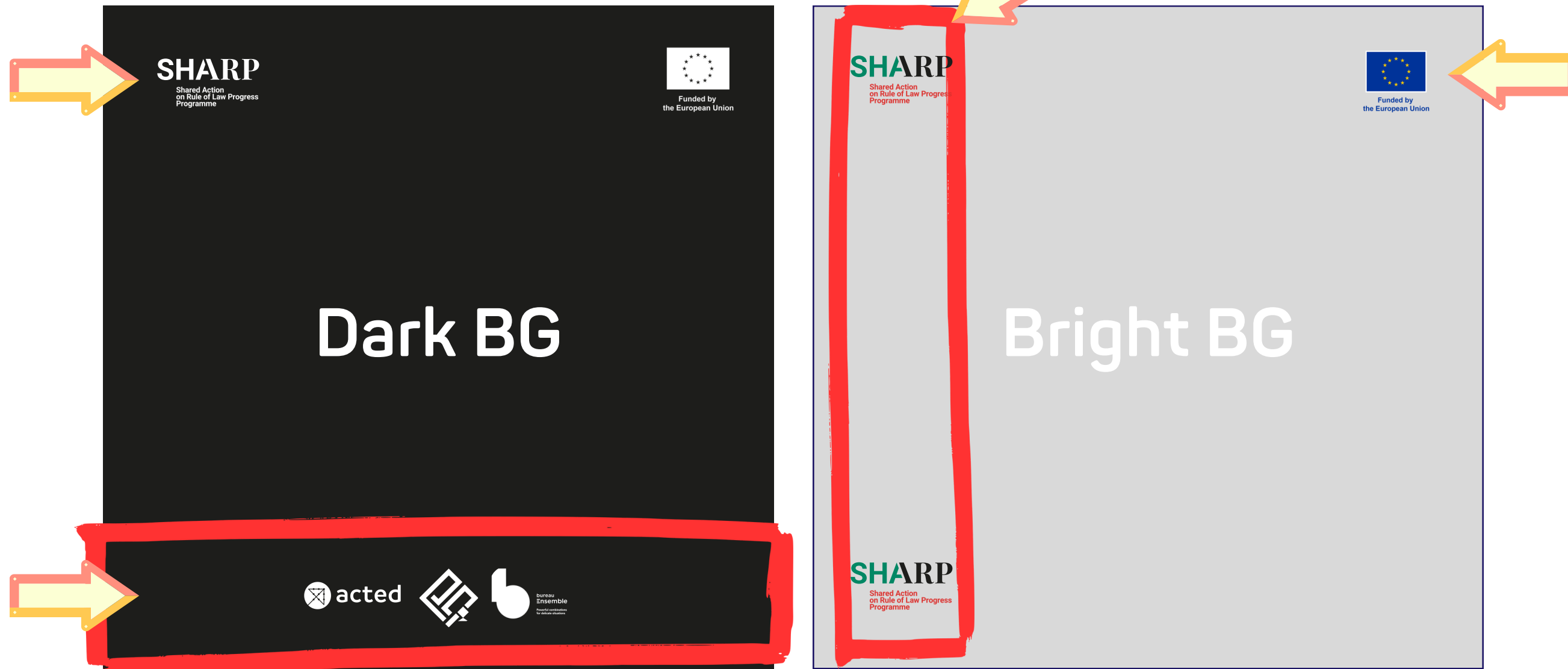
- Partner identities must be acknowledged appropriately
- SHARP-ER branding must not override partner visibility
- Visibility arrangements should reflect the collaborative nature of the project

Safe space to move
Project Logo Vertical

Project logo
Mainly on
the top left

EU Logo always top
right

Safe space to
move consortium
Logos Horizontal



Communication Channels



Social Media

(Partner Preference)
(Meta , Linked in , etc)



Sharp Website



Newsletters



Reports and publications

thank you!