



BRAND GUIDELINES



A reference for how we look, sound, and show up—across every platform, partnership, and printed page.

DATE
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Everything a team member or partner needs to represent SAO Uganda consistently.

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0 INTRODUCTION

1.1 About Share An Opportunity Uganda

ShareAnOpportunityUganda (SAOUganda) is a Christian child-centered non-governmental organization that began its operations in 1991 and was officially registered as an NGO in 2002. The organization is affiliated with the Baptist Union of Uganda and operates in various districts across Uganda, including Abim, Buikwe, Mbale, Lwengo, Kalungu, Sironko, Kaberamaido, and most recently, Kibuube District in Western Uganda. SAO Uganda focuses on community development, with a particular emphasis on child protection, sustainable livelihoods, youth employability, institutional development, and disaster management.

Vision

A holistically developed child within the community.

Mission

To empower communities to provide for holistic child development.

1.2 Purpose of These Guidelines

Consistent, well-used brand guidelines turn a good organization into a recognizable, trusted one.

WHY BRAND GUIDELINES MATTER

- **Strategic clarity** — a clear brand architecture helps everyone understand the breadth and depth of SAO Uganda's work.
- **Consistency and cohesion** — a shared visual and verbal framework keeps design, language, and style aligned across every communication.
- **Brand equity** — consistent application makes the brand more recognizable, trusted, and valuable over time.
- **Efficient communication** — clear rules make it faster for teams and partners to produce on-brand materials.
- **Stakeholder understanding** — partners and stakeholders can see how the organization's priorities and parts fit together.

HOW THE GUIDELINES SHOULD BE USED

- **Internal teams** should align all internal and external communications with the brand — from emails and presentations to reports and internal documents.
- **Partners** should adhere to the guidelines to accurately and consistently represent SAO Uganda in co-branded materials and communications.
- **All stakeholders** should use the guidelines as a reference to understand and support the brand, building a shared understanding that strengthens relationships and common goals.

02 VISUAL IDENTITY

2.1 Logo



- **2.1.1 Primary Logo** — reserved for the primary SAO Uganda logo file and clear-space / minimum-size rules.

- **2.1.2 Secondary Logos / Lock-ups** — for alternative versions or program-specific lock-ups (e.g. with program names), including guidance on when and how to use them.



SHARE AN OPPORTUNITY
UGANDA

2.2 Color Palette

- **2.2.1 Primary Colors** — core brand colors with names, HEX, RGB, and CMYK values, plus usage guidance.



Red
#d5323e



Mastered Yellow
#f6c71c

- **2.2.2 Secondary Colors** — White and Maroon

2.3 Typography

- **2.3.1 Primary Font(s)** — Gill Sans MT
- **2.3.2 Secondary Font(s)** — Poppins.

2.4 Imagery

- **2.4.1 Photography Style** — reserved for the desired tone of photography (e.g. authentic, vibrant, community-focused) with examples.



Children have to be portrayed with dignity



Community Impact

2.5 Visual Examples

Reserved for examples of the brand elements applied together across website, social media, reports, and merchandise.



A holistically developed
CHILD
within the community.

Mission
To empower communities to
provide for holistic child
development.



Tshirts



Pullup banners

03 VERBAL IDENTITY

3.1 Brand Voice and Tone

SAO Uganda maintains a formal, aspirational, and **supportive** communication voice—reflecting its Christian values, professional standards, and mission-driven focus on empowering children, youth, and communities.

TRAIT	WHAT IT SOUNDS LIKE	WHERE IT'S USED
Formal	Professional, clear, respectful language with correct grammar and structured formats — reinforcing credibility and reliability.	Reports, donor communications, press releases
Aspirational	Hope, vision, and purpose — messaging that looks forward and inspires with stories of change and progress.	Campaign materials, website content, social captions
Supportive	Empathetic, uplifting language that shows care, collaboration, compassion, and the dignity of every individual.	Newsletters, field reports, internal staff updates

FORMAL — APPLICATION EXAMPLE

"We appreciate your continued partnership in advancing child-focused development. Your support enables us to deliver impactful programs across our project districts."

Used in reports, donor communications, or press releases

ASPIRATIONAL — APPLICATION EXAMPLE

"Together, we envision a Uganda where every child is confident, every youth is empowered, and every community is flourishing. Our work today is planting the seeds for that future."

Used in campaign materials, website content, or social media captions

SUPPORTIVE — APPLICATION EXAMPLE

"We walk alongside caregivers, teachers, and community leaders — supporting them with training, resources, and hope to nurture the next generation."

Used in newsletters, field reports, and internal staff updates

INTEGRATED — ALL THREE TONES COMBINED

"At Share An Opportunity Uganda, we are committed to promoting child-friendly education and community transformation. We believe that with collective effort and God's guidance, lasting change is possible. Thank you for standing with us as we support every child to reach their God-given potential."

Suitable for a welcome note in an annual report or funding proposal

3.2 Key Messaging

1. Children and Youth at the Centre

Core message: SAO Uganda exists to empower children and youth to become confident, capable contributors in their communities.

"We believe every child and youth deserves a chance to thrive." · "Our interventions are child-centered and youth-focused, guided by their needs and potential."

2. Community-Led Transformation

Core message: Change is sustainable when communities are empowered to lead their own development.

"We work hand in hand with communities to create lasting solutions." · "Our approach emphasizes participation, ownership, and local leadership."

3. Faith-Based, Values-Driven Work

Core message: Our work is guided by Christian values, compassion, and service to others. "Rooted in faith, we serve with love, integrity, and commitment." · "We believe in holistic transformation — spiritual, physical, and social."

4. Partnerships that Empower

Core message: Collaboration with stakeholders — churches, donors, government, and civil society — is key to impactful development.

"Together with our partners, we multiply impact." · "We build strategic relationships to advance shared goals."

5. Building Resilience and Sustainability

Core message: We equip individuals and families with tools to break the cycle of poverty and build sustainable futures.

"Our projects promote self-reliance, skills development, and income generation." · "We support communities to grow resilient in the face of economic and environmental challenges."

6. Education as a Foundation for Change

Core message: Quality, inclusive, and child-friendly education is a pathway to lasting change.

"We advocate for learning environments where children feel safe, supported, and inspired." · "From early childhood to vocational training, we invest in education at every stage."

7. Accountability and Integrity

Core message: We are transparent, accountable, and committed to stewarding resources responsibly.

"We ensure that every contribution makes a difference." · "Our programs are evidence-based, and our impact is measurable."

3.3 Terminology

Child-Centered / Child-Focused

An approach that prioritizes the needs, rights, and well-being of children in all programs and interventions.

"Our child-centered approach ensures that every child is seen, heard, and supported."

Community Transformation

The process of empowering communities to achieve holistic and sustainable change across social, economic, and spiritual dimensions.

"We facilitate community transformation by equipping local leaders and families with the tools to drive their own development."

CYCC Project (Children and Youth in a Confident Community)

SAOU Uganda's flagship initiative aimed at creating confident, resilient children and youth within supportive, thriving communities.

"The CYCC Project focuses on child safety, education, and economic resilience."

Early Childhood Development (ECD)

Interventions that support the growth and learning of children from birth to age 8.

"Our ECD centres provide safe, stimulating environments for young children to thrive."

Church and Community Transformation (CCT)

A faith-based approach where churches mobilize communities for sustainable development through training and discipleship.

"Through CCT, churches are becoming agents of transformation in their communities."

Sustainable Livelihoods / Economic Empowerment

Efforts to improve household income and resilience through skills training, microfinance, and entrepreneurship.

"We train youth and caregivers in vocational and business skills to promote sustainable livelihoods."

Safe and Supportive Environments

Spaces—whether at home, school, or in the community—where children are protected, nurtured, and empowered.

"We work to create safe and supportive environments where children can learn and grow."

Holistic Development

A comprehensive approach that addresses the physical, emotional, social, economic, and spiritual needs of individuals and communities.

"Our holistic development model ensures that no aspect of well-being is left behind."

Empowerment

The process of enabling individuals or communities to take control of their lives and make informed choices.

"We empower youth to be agents of positive change."

Partner / Partnership

Individuals, churches, organizations, or institutions that collaborate with SAO Uganda to achieve shared goals.

"Our partnerships strengthen impact and sustainability across all project areas."

04 APPLICATIONS

4.1 Digital Presence

Website Design Guidelines

OVERALL LOOK AND FEEL

- **Tone:** formal, supportive, aspirational.
- **Style:** clean, minimalist, with easy navigation.
- **Color scheme:** earthy tones — greens (growth), blues (trust), and warm accents (hope).
- **Typography:** professional, easy-to-read fonts (e.g. Lato, Roboto, Open Sans).

KEY SECTIONS TO INCLUDE

- **Homepage** — powerful banner image or video, mission statement, current highlights.
- **About Us** — vision, mission, core values, leadership team, history.
- **Programs** — clear summaries of CYCC, CCCD, CCT/CCMP, Tree Planting, and other initiatives.
- **Impact** — real-life stories, statistics, testimonials.
- **Get Involved** — volunteer, partner, donate, careers.
- **News & Media** — blog posts, updates, media features, reports.
- **Contact Us** — easy to find, with an embedded map, contact form, and social links.

TECHNICAL BEST PRACTICES

- Mobile-friendly and responsive design.
- Fast loading speeds and search engine optimized (SEO).
- Accessibility features (alt text for images, readable fonts).
- Secure (HTTPS) and updated regularly.

PLATFORM PRESENCE

Maintain active profiles on **Facebook, Twitter (X), Instagram, LinkedIn, and YouTube.**

BRANDING

- Use the official SAO Uganda logo (high resolution).
- Keep a consistent bio/description across platforms: "A Christian NGO empowering children, youth & communities in Uganda through education, child protection, economic resilience & faith-based development."

VISUAL CONSISTENCY

- Branded templates for posts (quotes, updates, stats, events).
- Consistent use of the SAO color palette and fonts.
- Quality photos: real, human-centered, high-resolution images with consent.

CONTENT GUIDELINES

- **Frequency:** Aim for 3 posts per day, diversified across themes.
- **Content mix:** program highlights, community stories, partner/donor appreciation, staff features, key dates/events/holidays, educational and faith-based messages.

TONE BY PLATFORM

- **Facebook / Instagram:** warm, story-driven, supportive.
- **Twitter / X:** concise, action-oriented, timely.
- **LinkedIn:** professional, focused on partnerships and organizational growth.

ENGAGEMENT

- Respond to comments and messages within 24 hours.
- Use hashtags strategically (e.g. #ChildCentered, #CommunityTransformation, #SAOUganda).
- Tag partners and donors when appropriate.

EMAIL COMMUNICATION

- Use professional email signatures (name, title, organization name, logo, website, and phone).
- Begin with formal greetings: "Dear [Name/Team]."
- Maintain clarity and conciseness.
- Close politely and appreciatively: "Kind regards," "In service," "Warmly."

NEWSLETTERS

- Using engaging subject lines.
- Include a personal note from a leader or team member.
- Highlight key impact stories, upcoming events, and ways to get involved.
- Include clear calls to action (e.g. "Learn more," "Donate," "Share").

DIGITAL REPORTS / PDFS

- Use branded templates with the SAO logo, fonts, and colors.
- Professional layout with clear sections, visuals, and infographics.
- Include key messages and success stories with quotes or testimonies.
- Use high-quality images with captions.

GENERAL BEST PRACTICES ACROSS DIGITAL PLATFORMS

Always align language with SAO Uganda's personality—formal, aspirational, and supportive. Prioritize truthful storytelling and dignity, avoiding sensationalism. Respect data privacy and obtain consent for image use. Keep all platforms updated regularly to reflect current projects and impact. Ensure content aligns with SAO Uganda's Christian identity and development mission.

4.2 Print Materials

Reserved for guidelines covering brochures, reports, and other printed collateral.

4.3 Merchandise

Reserved for guidance on applying the brand to promotional items.

4.4 Partnerships and Co-branding

Reserved for rules on how the SAOUganda brand should be represented alongside partner logos, including logo placement and sizing.

4.5 Restrictions

Reserved for specific restrictions on brand usage.



Share An Opportunity Uganda

**P.O. Box 75013, Kampala Plot No. 1448,
Kitala Zone, Kanyanya
Opposite St. Peter's Catholic Church
Tel: 0414595115,
Email: info@saouganda.org
www.saouganda.org**