



Rabat Process

Euro-African Dialogue on
Migration and Development

Rabat Process

Style Guide and Visibility Manual

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Project funded by the European Union



Project implemented by ICMPD



In the framework of the Support Programme to the Africa-EU Migration and Mobility Dialogue (MMD)

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1. Introduction

- The **Rabat Process** (Euro-African Dialogue on Migration and Development) is an intergovernmental migration dialogue which brings together countries of origin, transit, and destination of the migration routes linking Central, West, and Northern Africa with Europe. It provides a framework for consultation and coordination, addresses common challenges and opportunities arising from migration and mobility, and enables knowledge sharing among partners.
- The Rabat Process receives financial support from **the European Union (EU)**. The EU entrusted the **International Centre for Migration Policy Development (ICMPD)** with the role of providing Secretariat services to the Dialogue and its partner countries ("**Rabat Process Secretariat**"). Together with other Dialogue support initiatives, the Rabat Process Secretariat is being implemented by ICMPD as part of the EU-funded **Support Programme to the Africa-EU Migration and Mobility Dialogue (MMD)**.
- As a **state-driven initiative**, the logos of countries involved in specific Dialogue activities must be placed prominently on all relevant materials, in consultation with the respective countries.
- The **visibility of the Rabat Process** and all key actors and donors must be appropriately ensured on all communications published by the Rabat Process, or actively involving the Rabat Process, following the rules and guidelines contained in this manual.

2. Rabat Process logo

- The complete logo consists of the red circle and the text placed beside it.
- The official languages of the Rabat Process are English and French. The logo is therefore available in both languages and should always be used in the appropriate version.
- The colours and font of the logo may not be modified in any way.
- Besides the standard version of the logo (A), there are two additional logo variations that should be used instead of the standard logo in the context of (B) “labelled” meetings or (C) actions led by reference countries. No other logo variations may be created without the approval of the responsible entities of the Rabat Process.

A - Standard logo

English:



French:



English – greyscale:



French – greyscale:



B - Logo for “labelled” meetings

English:



French:



C - Logo for reference country actions

English:



French:



Placement

- The standard placement of the logo is at the top centre of the cover (or first page) of a publication.
- It should be centred on the page, unless this is not possible due to the particularities of the publication (design, additional logos):
 - If a country/organisation is involved in the activity, their logo should be on the top left and the Rabat Process logo should be on the top right.
 - If two countries or organisations are involved in the activity, their logos are to be placed left and right of the Rabat Process logo (in the header).
 - For cover designs, or if several countries/organisations are involved, it is preferable to place the Rabat Process logo at the top centre of the page and the logos of the countries/organisations below, for instance below the document title.
- Preferably, the logo should be placed on white or light-coloured background to ensure that the font remains visible.
- Also refer to section 4 “When and where to feature the logos” for more details on correct placement.

3. Donor visibility and implementing organisation

- The Rabat Process receives financial support from **the European Union (EU)**. The EU entrusted the **International Centre for Migration Policy Development (ICMPD)** with the role of providing Secretariat services to the Dialogue and its partner countries ("**Rabat Process Secretariat**"). Together with other Dialogue support initiatives, the Rabat Process Secretariat is being implemented by ICMPD as part of the EU-funded **Support Programme to the Africa-EU Migration and Mobility Dialogue (MMD)**. Therefore, the visibility of all above-mentioned entities must be ensured on all publications of the Rabat Process.

European Union logo and disclaimer

- All communications involving the Rabat Process must comply with the [Communication and Visibility Requirements for EU External Actions](#).
- The EU emblem must be placed at the bottom left side of a cover (or in the footer) of a publication unless the design requires a different placement.
- It must be featured together with the following phrase (not to be modified):

English:

Project funded by the European Union



French:

Projet financé par l'Union européenne



In addition, **online and print publications** (particularly those that express thematic views, such as reports, briefings, etc.) must bear the following **disclaimer**:

English:

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of ICMPD and do not necessarily reflect the views of the European Union.

French:

Cette publication a été réalisée avec le soutien financier de l'Union européenne. Son contenu relève de la seule responsabilité de l'ICMPD et ne reflète pas nécessairement le point de vue de l'Union européenne.

For **websites and social media accounts**:

English:

This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of ICMPD and do not necessarily reflect the views of the European Union.

French:

Ce site a été créé et mis à jour avec le soutien financier de l'Union européenne. Son contenu relève de la seule responsabilité de l'ICMPD et ne reflète pas nécessairement le point de vue de l'Union européenne.

For **videos and other audio-visual material**:

English:

This was produced with the financial support of the European Union. Its contents are the sole responsibility of ICMPD and do not necessarily reflect the views of the European Union.

French:

Ce matériel audio-visuel a été réalisé avec le soutien financier de l'Union européenne. Son contenu relève de la seule responsabilité de l'ICMPD et ne reflète pas nécessairement le point de vue de l'Union européenne.

ICMPD

- The **International Centre for Migration Policy Development (ICMPD)** implements the Rabat Process Secretariat as part of the **Support Programme to the Africa-EU Migration and Mobility Dialogue (MMD)**.
- The ICMPD logo must be placed to the right of the EU logo at the bottom (or footer) of a publication, unless the design requires a different placement. In any case, it must be placed to the right or below the EU emblem.
- It must be featured together with the following phrase (not to be modified):

English:



French:



MMD programme

- A reference to the MMD must be included on all publications of the Rabat Process.
- The phrase may be placed in a text box in-between the EU and ICMPD logos or, alternatively, as a phrase stretching over the full page, below the two logos.
- The text should be justified and in the same font size and formatting as the references "Project funded by the EU" (etc.).
- The background and font colours of the text box may be adapted to fit the style of the publication.

English:

In the framework of the
Support Programme to the
Africa-EU Migration and
Mobility Dialogue (MMD)

French:

Dans le cadre du Programme
de Soutien au Dialogue
Afrique-UE sur la Migration
et la Mobilité (MMD)

Logo placement examples

Option 1:

Project funded by the European Union



In the framework of the
Support Programme to the
Africa-EU Migration and
Mobility Dialogue (MMD)

Project implemented by ICMPD



Option 2:

Project funded by the European Union



Project implemented by ICMPD



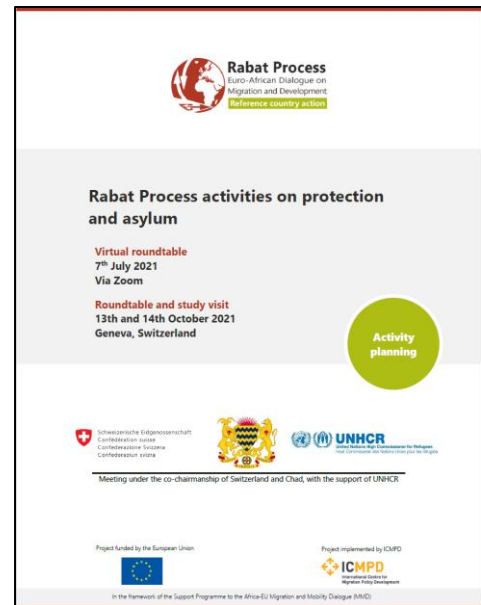
In the framework of the Support Programme to the Africa-EU Migration and Mobility Dialogue (MMD)

4. When and where to feature the logos

- All Rabat Process publications, or publications actively involving the Rabat Process, should feature the logos as described in sections 2 and 3 (**Rabat Process logo, EU emblem, ICMPD logo, MMD reference**).

Logo placement examples

✓ How to do it



Rabat Process logo placed at the top centre of the page, logos of the Co-Chairs left and right aligned.

EU emblem, ICMPD logo and MMD reference at the bottom of the page

× How NOT to do it



- × Rabat Process logo is not prominently placed at the top centre of the page

- × The red accent color is not part of the Rabat Process color scheme (see following section).

- × Rabat Process logo and MMD reference are placed together (MMD reference should be with EU and ICMPD logos).
- × The placement of the EU and ICMPD logos is inverted (EU always first).

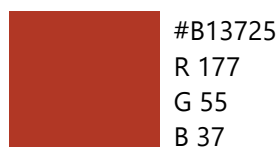


- × Rabat Process logo is not placed on light background and therefore not visible. It should be placed against white or light coloured background.

5. Colours

Primary colours

These are the colours that should be used first in most communication products, and thus comprise the primary colours of the official Rabat Process colour palette.

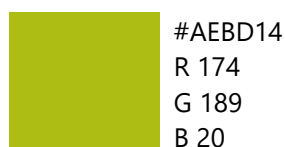


Rabat Process red

The main signature colour of the Rabat Process.

To be used in moderation, mainly as signal colour

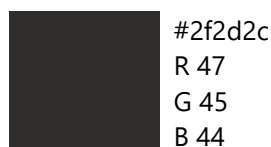
As font color only in moderation



Rabat Process green

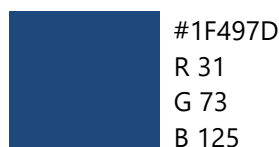
The secondary signature colour of the Rabat Process

Colour of the reference country logo



Rabat Process grey

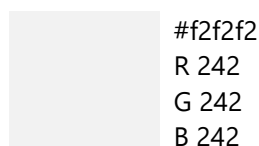
May be used for titles.



Dark blue

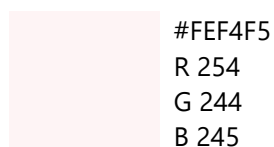
Colour of the label meeting logo

Mainly to be used in the context of publications relating to label meetings. May also be used as font color.



Light grey

May be used as background colour.



Light pink

May be used as background colour.

Secondary colours

To be used as signal colors, font colors or background colors for Rabat Process publications online and in print (website colors, featured images, reports, brochures, etc.). While this list should not be considered exhaustive or obligatory, it is recommended to stick to the agreed color scheme (or shades of these colors) whenever possible.

#FBB822	#F08325	#AEBD14	#CBD067	#1F497D	#60CBE4	#A3BDE4
R 251	R 240	R 174	R 203	R 31	R 96	R 163
G 184	G 131	G 189	G 208	G 73	G 203	G 189
B 34	B 37	B 20	B 103	B 125	B 228	B 228

6. Font

The font family used for standard Rabat Process communications is Segoe UI which provides a consistent typographical style and can be used in various weights (light, regular, bold, black, etc.) and font sizes.

Segoe UI regular should be used for the text body of documents (size 10 or 11), whereas the other font sizes and weights may be used for titles and to highlight certain sections.

Segoe UI is pre-installed on Windows – a fallback font may be Trebuchet or Calibri (i.e. for email communications).

For professionally designed publications, such as reports, the use of Segoe UI is preferable, but another font may be chosen in line with the overall design requirements.

Segoe UI regular

Segoe UI bold

Segoe UI black

Segoe UI light

7. Languages

The official languages of the Rabat Process are **British English** and **French**. All official documents (except internal Steering Committee documents) must be made available in both languages. In exceptional cases, communications may also be made in a third language, for instance the language of the host country of a Rabat Process activity.

For publications in English, the Oxford Dictionary should be used for reference (spelling, language usage, etc.): www.oxforddictionaries.com.

Examples

Centre (British English) vs. center (American English)

Colour (British English) vs. color (American English)

Organisation (British English) vs. organization (American English)

Programme (British English) vs. program (American English)

8. Templates

Templates for most standard documents are available and should be used, unless otherwise indicated.

The following templates are available:

- Meeting agendas
- Standard Rabat Process documents
- Email communications (i.e. save the date, invitation, general announcements)
- Powerpoint presentations
- Press kit