



GET.invest Design Manual

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Ministry of Foreign Affairs of the
Netherlands



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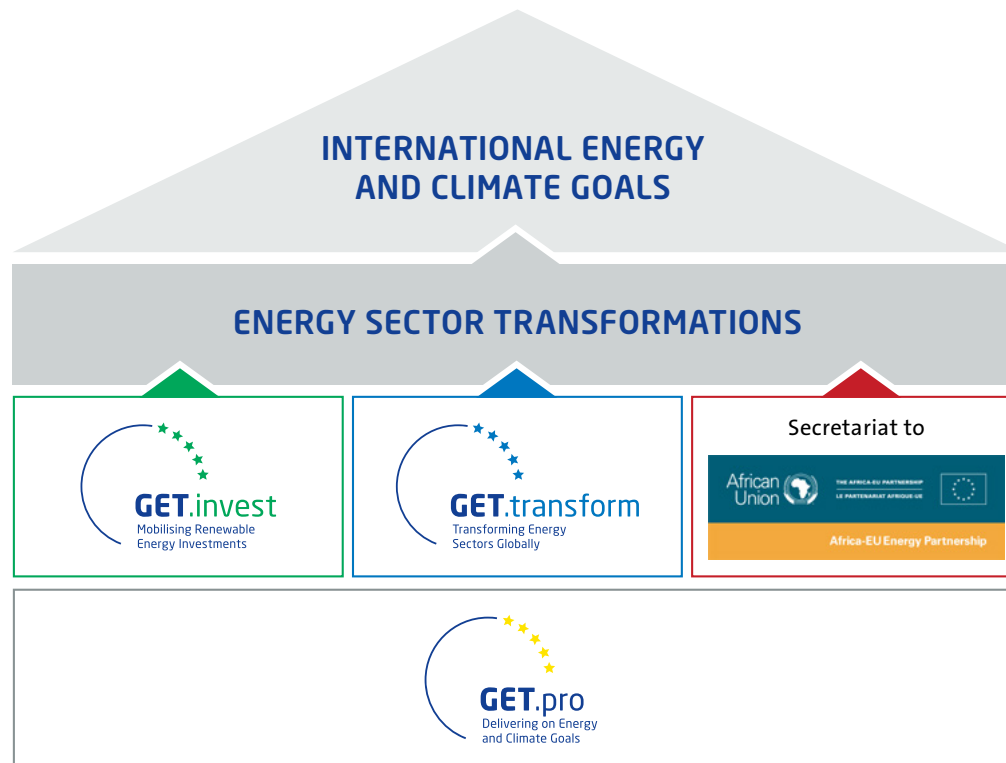
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1.1 Brand structure



GET.invest is a European programme that mobilises investment in clean energy.

Services are primarily aimed at private sector companies, project developers and financiers to build sustainable energy markets in sub-Saharan Africa, the Caribbean and the Pacific. They comprise tailored access-to-finance advisory services for clean energy developers, a funding database, market information and financial sector support to increase local currency financing. Additionally, GET.invest collaborates with business associations on events and networking opportunities.

Together with the Access to Energy Institute, GET.invest implements the data and transaction platform Prospect.

Since 2022, GET.invest serves as the Team Europe One Stop Shop to help developers navigate and access European support and financing instruments.

GET.invest is hosted on the multi-donor platform GET.pro, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and co-funded by the European Union, Germany, Norway, the Netherlands, Sweden and Austria.

1.2 Brand filters

Connecting
Clear
Future-oriented



With the help of brand attributes, it is possible to review and ultimately filter ideas for brand design and user experience. This is referred to as brand filters.

The following brand filters were defined for GET.invest's brand identity:

Connecting

- The logo consists of a circle as the connecting form and symbol for globality.

Clear

- The design is reduced to the essentials.
- The layout uses a lot of white space, reduced elements and a few fonts.

Future-oriented

- The logo system is scalable and can be expanded for future instruments.
- The typeface Neo Sans is highly legible and has a clean, modern and expressive look which makes it perfect for editorial or publication design.

2.1 Layout



The **GET.invest logo** is part of the GET logo family (GET.pro, GET.invest, GET.transform).

The GET logos build on the old EUEI PDF logo, but have been reduced to the essentials. They speak a clear and modern design language with a high recognition value. The stars and blue EU colour create a clear reference to the logo of the European Union and convey its spirit.

The new logo is modular in design so that it can be applied to an entire **brand family**. The word mark GET (Global Energy Transformation) stands for the **brand core** and forms a firm basis. Depending on the instrument, the brand addition (pro, invest or transform) is used.

In order to complement the abbreviation GET.invest with contextual aspects, it is necessary to always use the logo with the descriptor »**Mobilising Renewable Energy Investments**«. Only in a few exceptional cases, like the use of very small image sizes, is this affix no longer required. Here a special short version should be applied.

The font styles Neo Sans Pro Bold and Regular are used for lettering.

There must be a **minimum distance** between neighbouring objects, which corresponds to the height of the word mark.

2.2 Dimensions and adaptations



28 mm
(e.g. brochures, fact sheets, letterpaper)



16 mm
(e.g. flyer, postcard, business card)



10 mm or less, no descriptor
(e.g. ballpoint)



variable size,
min. 18 mm height to ensure 10 mm min. height
of the EU logo
(e.g. co-branding purpose)

Height and proportion of the logo are defined for each format. The logo should always be used with recourse to the original file.

The logo height of **28 mm** applies to the standardised format DIN A4, related formats as well as square formats (e.g. 210 x 210 mm).

Smaller versions, such as postcards, flyers, etc. must show a logo of **16 mm** height. This includes format DIN long (105 x 210 mm), DIN A5, DIN A6 and intermediate sizes.

Very small formats require the application of a short logo version without descriptor. This refers to logo sizes with a height of **10 mm or less**.

If the GET.invest logo is one among many and cannot be accompanied by those of GET.invest's donors (e.g. on material of partner conferences, partner websites, etc.), the combination of the GET.invest and EU logo has to be applied. The overall height depends on the minimum height of the EU logo of 10 mm and is adapted to the **co-branding** logos.

Resizing may only be performed proportionally and at regular intervals. The logo must not be distorted.

2.3 Colours



EU Blue

CMYK 100 80 0 0
RGB 11 60 152
Hex #0B 3C 98



Invest Green

CMYK 77 0 79 0
RGB 21 190 105
Hex #15 BE 69

The **logo colours** derive from colours used by the European Union (Reflex Blue) and RECP (dark green), the predecessor of GET.invest.

Although the stars of the GET.invest logo form a visual bridge to the EU logo, they are set in the brand colour of GET.invest.

The colour values refer to the **colour profiles** PSO Coated v3 and sRGB.

2.4 Usage



4C positive (on neutral background)



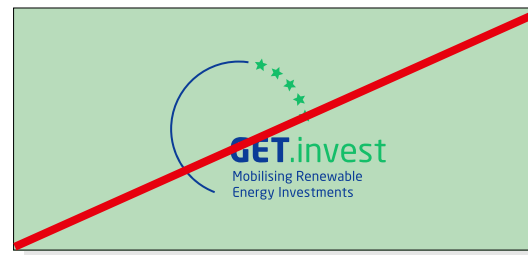
1C positive (black)



1C negative (white)



no distortion or tilting



no placement on low-contrast background



no placement on busy background

The logo is to be used in **colour** (4C). The positive version should always be placed on white or neutral background with a homogeneous surface and sufficient contrast.

The **monochrome versions** (1C positive and negative) are only to be used in exceptional cases where the reproduction of the original version is not possible.

The logo should never be distorted or tilted in any way. It should also not be placed on a busy or low-contrast background which interacts with the logo and interferes with **legibility**.

2.5 Application of donor logos

GET.invest is co-funded by



GET.invest est cofinancé par



GET.invest é co-financiado por



GET.invest is implemented by GIZ and co-funded by the European Union, Germany, Norway, the Netherlands, Sweden and Austria.

A bar of all donors is to be displayed on the **front page** of all information materials. According to language it is marked with the **addition** “GET.invest is co-funded by”, “GET.invest est cofinancé par”, or “GET.invest é co-financiado por” respectively.

In the **imprint** the donor bar is displayed without the addition following an explanatory text.

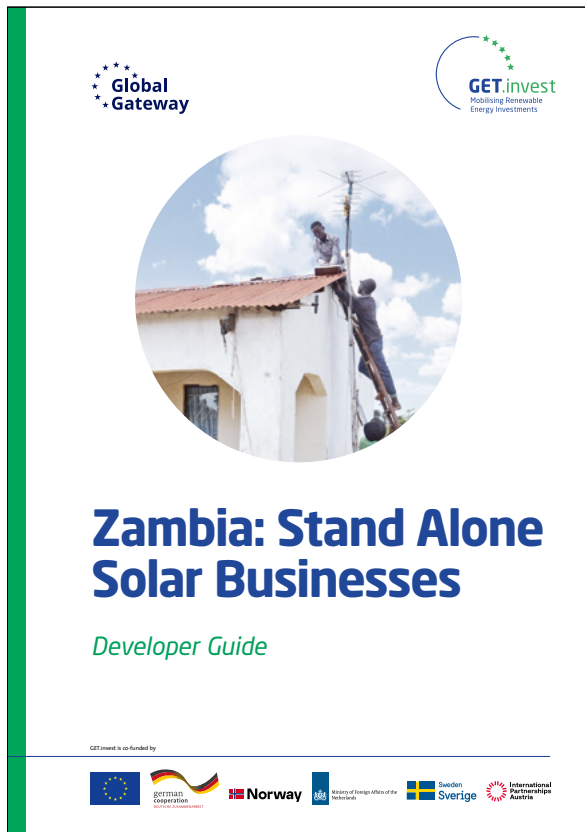
The logos are sorted by financial contribution, ranging from the highest to the lowest contribution. The **order** of the logos must always be maintained.

The logos should only be placed on a **white background**. In fact, the logo bar will have to be displayed on top of a white layer if the background makes this necessary.



As of 2025, the Global Gateway logo should also be displayed on communication materials whenever the full logo bar appears. For more information, please see the [Global Gateway Strategy Brand Guidelines](#).

2.6 Placement



Large publication



Fact file

LARGE PUBLICATIONS AND FACT FILES

Logos serve as the sender of the communication. It is therefore important that they are **optimally placed** and **clearly visible** on all information materials.

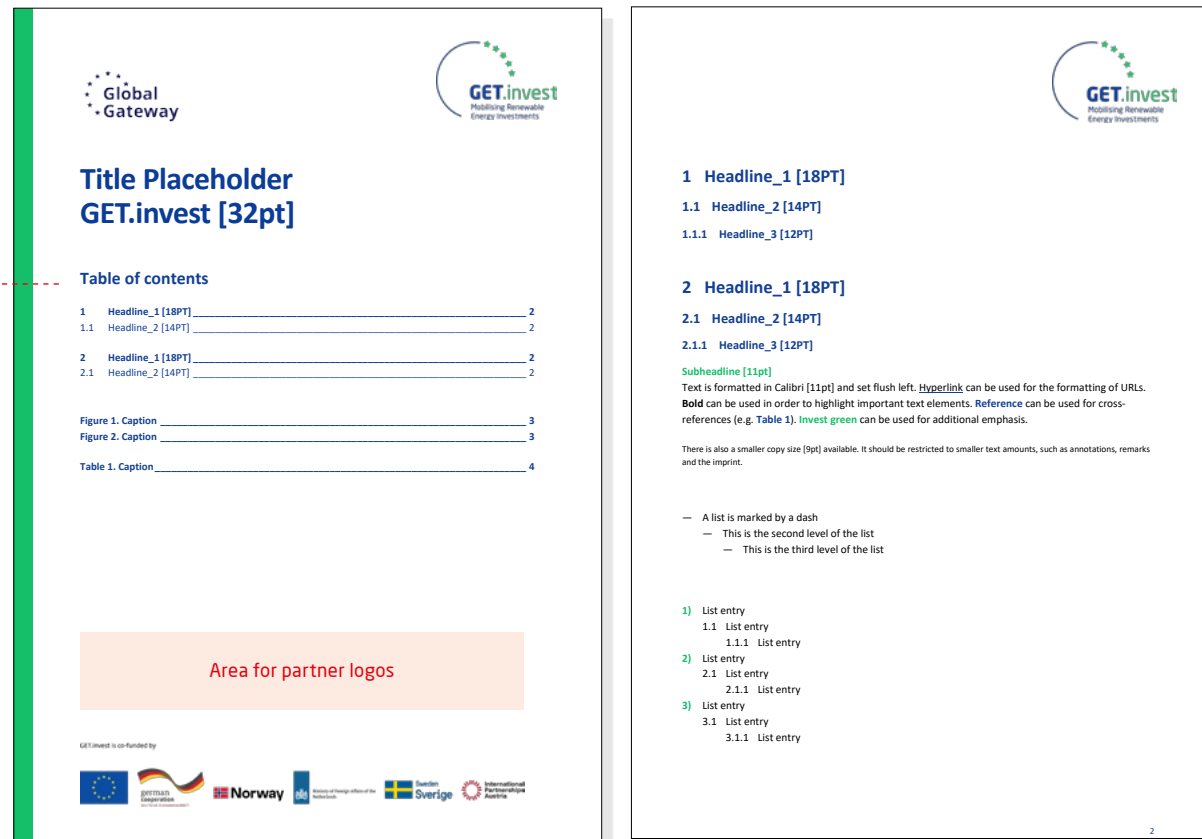
The **GET.invest logo** is placed in the **top right corner** of the title page.

The **donor bar** is always placed in the **footer**.

The **Global Gateway logo** is placed in the **top left corner** of the title page.

It is sufficient to show the logos **only once** instead of placing them on every page.

2.6 Placement



Title page

Following page

WORD DOCUMENTS

Word files do not need to comply with the professional GET layout. They carry a more **informal character** which is easy to adapt for the non-design expert.

The **first page** of Word files differs from the rest of the pages by displaying the vertical colour bar and the logos of the donors. The horizontal line above the donor logos is omitted. The GET.invest logo is placed on every page in the upper right corner.

To save space, **content** can be placed directly under the title. Without content, the **headline** is moved down below the top third of the page (see dotted line).

In case of contribution by partners or consultants to the activity, **partner logos** might be included on the cover. They can be placed above the donor bar at a visible distance (see highlighted area).

3.1 Large publications

ENGLISH VERSION

Published by

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registered offices

Bonn and Eschborn, Germany

GET.invest

Friedrich-Ebert-Allee 32 + 36
53113 Bonn, Germany

T +49 228 44601112
E info@get-invest.eu
I www.get-invest.eu
I www.giz.de

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Place and date of publication

Brussels, [month] [year]

Author/Responsible/Editor

[Name]

Design and layout

[Company], [web address]

Photo credits

© [Name], [page X, Y, Z]

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On behalf of

GET.invest is a leading European programme that mobilises investment in clean energy, closing the gap between finance demand and supply. It is co-funded by the European Union, Germany, Norway, the Netherlands, Sweden and Austria; hosted on the multi-donor platform GET.pro (Global Energy Transformation Programme); and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).



Large publications, e.g. reports and brochures, include the information mentioned here.

In addition, the logos of the donors (see [Section 2.5](#)) are displayed in a predefined order.

The imprint is situated at the beginning of the publication following the cover page or half-title.

The donor logos are placed on the front and again under the imprint. However, the representation under the imprint can also be moved to the half-title.

3.1 Large publications

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Publié par

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Sièges de la société
Bonn et Eschborn, Allemagne

GET.invest

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I www.get-invest.eu
I www.giz.de

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Lieu et date de parution

Bruxelles, [month] [year]

Auteur/Responsable/Rédaction

[Name]

Conception/Maquette

[Company], [web address]

Crédits photos

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Sur mandat de

GET.invest est un programme européen de premier plan qui mobilise des investissements dans des énergies propres, en comblant le fossé entre l'offre et la demande de financement. Il est cofinancé par l'Union européenne, l'Allemagne, la Norvège, les Pays-Bas, la Suède et l'Autriche ; fonctionne sur la plate-forme du programme mondial de transformation énergétique (GET.pro) ; et mis en œuvre par la Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

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3.1 Large publications

PORTUGUESE VERSION

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Sede registada em
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GET.invest

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I www.giz.de

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Em representação de

O GET.invest é um programa europeu de referência que mobiliza investimentos em energia limpa, reduzindo o fosso entre a procura e a oferta de financiamento. É co-financiado pela União Europeia, Alemanha, Noruega, Países Baixos, Suécia e Áustria; executado no âmbito da plataforma do Programa Global de Transformação Energética (GET.pro); e implementado pela Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

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3.2 Short publications

ENGLISH VERSION

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Short publications, e.g. fact sheets, include the information mentioned here.

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The donor logos are placed on the front. Another depiction on the back is not required.

3.2 Short publications

PORTUGUESE VERSION

Publicado por

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Short publications, e.g. fact sheets, include the information mentioned here.

The imprint is situated at the end of the publication in the footer.

The donor logos are placed on the front. Another depiction on the back is not required.

4.1 Use of colours



EU Blue

CMYK 100 80 0 0
 RGB 11 60 152
 Hex #0B 3C 98

Usage: cross-initiative, headlines, structuring elements



Invest Green

CMYK 77 0 79 0
 RGB 21 190 105
 Hex #15 BE 69

Usage: GET.invest only, vertical colour stripe, headlines, highlighting, tables, diagrams



Pro Grey

CMYK 20 9 10 45
 RGB 130 139 140
 Hex #82 8B 8C

Usage: cross-initiative, subordinate text elements, flat elements, highlighting, headlines, tables, diagrams

— gradation in
10, 20 or 25% steps

In order to maintain a clear and distinctive look only a few colours are used for the GET initiatives.

EU Blue is the basic colour for the GET brand family. It applies to all communication materials and is used for logos, headlines and structuring elements.

In order to distinguish the GET initiatives from each other and to create a high recognition value, each initiative is characterised by its own brand colour.

GET.invest uses **Invest Green**. This includes the logo (stars and word mark), the colour stripe, headlines and highlights as well as the background for texts, tables and diagrams.

Pro Grey can also be used as an additional colour for design elements, but should only be used secondary to Invest Green as it is mainly used by GET.pro.

All colours can be halftoned in steps of 10, 20 or 25%. This may be necessary, e.g. for the differentiation of diagrams or backgrounds. Key design elements must always be displayed in full tone.

Note: The colour values refer to the colour profiles PSO Coated v3 and sRGB.

4.2 Use of colours for digital data visualisation

First-level colours



EU Blue

RGB 11 60 152

Hex #0B 3C 98



Invest Green

RGB 21 190 105

Hex #15 BE 69



Pro Grey

RGB 130 139 140

Hex #82 8B 8C

Second-level colours



Invest Yellow Egg

RGB 244 182 42

Hex #F4 B6 2A



Invest Grey Sky

RGB 124 142 174

Hex #7C 8E AE



Invest Bordeaux

RGB 148 16 82

Hex #94 10 52



Invest Lila

RGB 163 103 195

Hex #A3 67 C3

Third-level colours



Invest Light Brown

RGB 162 112 53

Hex #A2 70 35



Invest Red

RGB 219 59 53

Hex #DB 3B 35



Invest Orange

RGB 255 122 0

Hex #FF 7A 00



Invest Light Blue

RGB 99 180 209

Hex #63B4D1



Invest Dark Green

RGB 58 140 85

Hex #3A 8C 55



Invest Red-Brown

RGB 173 85 85

Hex #AD 55 55

For cases where the standard colours do not suffice, additional colours are defined, e.g. for charts and graphs with several items.

The classification into first, second and third degree colours shows the procedure for colour selection. Third degree colours should only be used if the first and second degree colours are exhausted.

4.3 Fonts

Headline

Neo Sans Std Regular
Neo Sans Std Italic
Neo Sans Std Medium
Neo Sans Std Bold

Copy

TheSans B5 Plain
TheSans B5 Plain Italic
TheSans B7 Bold

PRIMARY TYPOGRAPHY – FOR PROFESSIONAL USE

Neo Sans Std is the defining font of GET. The font family was designed by Sebastian Lester and is distributed by Monotype (www.myfonts.com). It is an ultra-modern, expressive and at the same time very reader-friendly typeface with very clear and open shapes.

It is mainly used as a **headline font**. Headlines are set in EU Blue and can be combined with the Pro Grey brand colour of the GET.pro initiative.

TheSans serves as a further corporate typeface. This font family was created by Luc(as) de Groot in 1994 and published by LucasFonts (www.lucasfonts.com).

It is used for **continuous texts** which are set in black.

All texts are set **flush left**.

Headline

Calibri Bold

Copy

Calibri Regular
Calibri Italic
Calibri Bold

SECONDARY TYPOGRAPHY – FOR INTERNAL USE

Working with internal documents (Word), presentations (PowerPoint), as well as applications that require a system font, appropriate substitute fonts have been selected.

For **headlines** the font style Calibri bold is used. It is set in EU Blue.

For **copy** the font style Calibri regular is selected. It is set in black.

The font is distributed by Monotype (www.myfonts.com).

4.3 Fonts

Headline

Exo 2 Regular
Exo 2 Bold

Copy

Open Sans Regular
Open Sans Italic
Open Sans Bold

SECONDARY TYPOGRAPHY – WEB

If the corporate fonts are not available for the presentation of the website, Google fonts (<https://fonts.google.com>) can be used as a fallback option.

Exo 2 can be used for headings and **Open Sans** for copy.

4.4 Styles

Styles on
cover page
(variable)

Title 01 [34–60 pt]

Title 02 [34–60 pt]

SUBTITLE 01, SUBTITLE 02 [8–23 pt]

Styles on
inside pages

OVERLINE [14 pt]

Headline [34 pt]

Teaser, introduction, quote [25 pt]

SUBHEADLINE 01, TABLE/BOX/FIGURE NUMBERING [10 pt]

SUBHEADLINE 02, TABLE/BOX/FIGURE HEADLINE [10 pt]

TABLE HEAD [8 pt]

Small quote [8,5 pt]

1) Footnote [6 pt]

PARAGRAPH STYLES USING NEO SANS PRO

Neo Sans Pro is a very distinctive font with a high recognition value. To guide the reader through the information, the corporate font is used for **key elements** such as headlines and diagrams.

The clear and tidy character of the information structure is further enhanced by using **EU Blue** on these elements.

In order to better differentiate the individual GET initiatives, **subordinate text elements** such as subtitles, categories or introductory texts use the **Invest Green** colour.

If required, the combination of styles and sizes on the cover can vary to create a **distinctive look** for a range of media. However, this must be done with a sense of proportion and be closely aligned with the pre-defined templates. See also **Section 4.4** for further examples.

4.4 Styles

Subheadlines	Subheadline 03 <i>Subheadline 04</i> Copy apitatis di il inus etum nonempo rrovid enietus, coria quodi quatiors rerspel ecest, ipsam, quaepra non postotas qui que proviti dero <u>www.url.org</u> velisquat. Inciendem explitat laborep emphasis dolorpo ribusam sit, odit hitas atur, sit aliqua ipsus. Obis evel eum quos et adit velessitiae dionser natquibernam con nobissi nvellup cross-reference iditatur?
URL	
Emphasis	
Cross-reference	
Highlighted paragraph	Copy apitatis di il inus etum nonempo rrovid enietus, coria quodi quatiors rerspel ecest, ipsam, quaepra non postotas qui que proviti dero consed molorest offici ide velisquat inciendem. Explitat laborep emphasis dolorpo ribusam sit, odit hitas atur, sit aliqua ipsus. Obis evel eum quos et adit dionser natquibernam con nobissi nvellup tatectem iditatur?
Table body	Intermediate table header Table copy
List	— This is a list with m-dashes. — This is a list with m-dashes. — This is a list with m-dashes.
List with numbers	1) This is a list with numbers. 2) This is a list with numbers. 3) This is a list with numbers.
Small print, imprint, copyright	Small copy apitatis di il inus etum nonempo rrovid enietus, coria quodi quatiors rerspel ecest, ipsam, quaepra non postotas qui que proviti dero consed molorest offici ide velisquat. Inciendem. Explitat laborep udignieni accus dolorpo ribusam sit, odit hitas atur, sit aliqua ipsus. Obis evel eum quos et adit velessitiae dionser natquibernam con nobissi nvellup tatectem iditatur?

PARAGRAPH STYLES USING THESANS

TheSans is ideal for the legibility of **mass texts**, both in printed and digital form.

The Invest Green colour is used for marking **structuring elements** such as subheadlines and numbering. It can also be used for highlighting paragraphs (25% inking).

Text elements within **paragraphs** and intermediate table headers are emphasised by bold black. URLs are underlined with a thin EU Blue line and cross-references are set in bold EU Blue.

Lists are set with a black dash or as enumerations with numbers or lowercase letters in bold Invest Green.

Small print is used for marginal information like imprint, copyright.



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Sweden Sverige



International Partnerships Austria

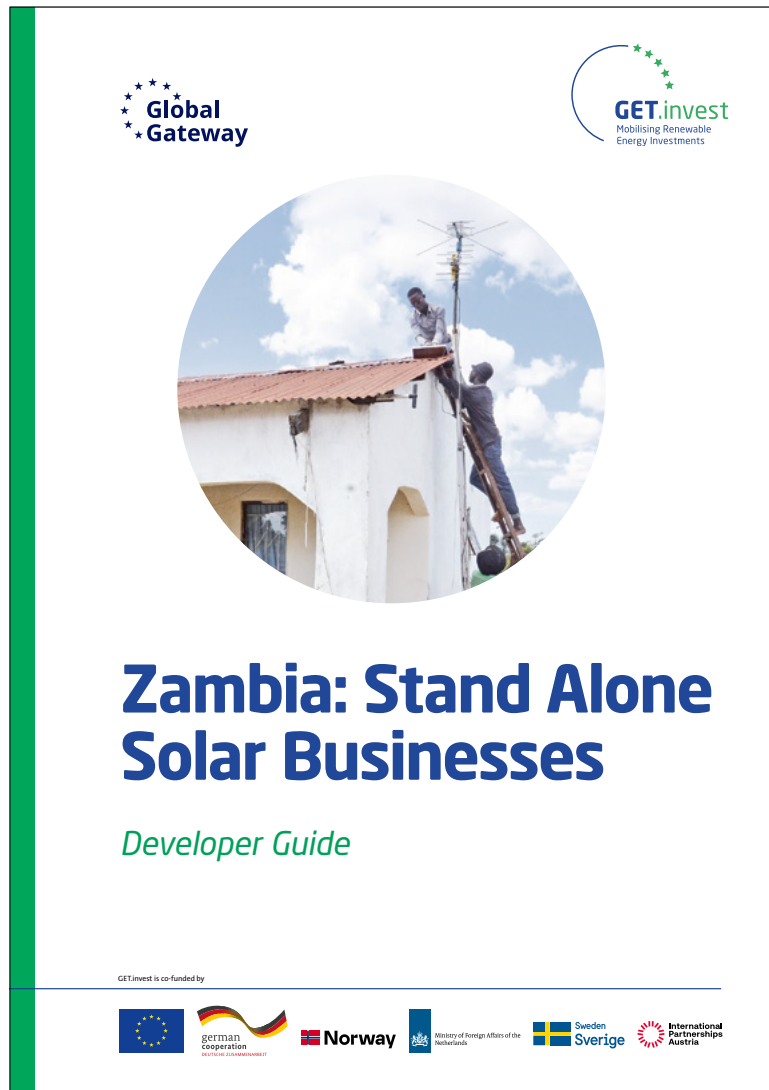
SYSTEMATICS

In the **vertical** direction a coloured **bar** in the margin (main programme colour that creates the identity) characterises the layout and forms a stable and secure basis.

In the **horizontal** direction, a fine EU Blue **line** runs from the bar, which can be freely used in position and width.

The **circular image mask** as a visual is one possible solution. It can, but does not have to be applied exclusively in this form.

The **logo** of the instrument is positioned in the upper right corner.



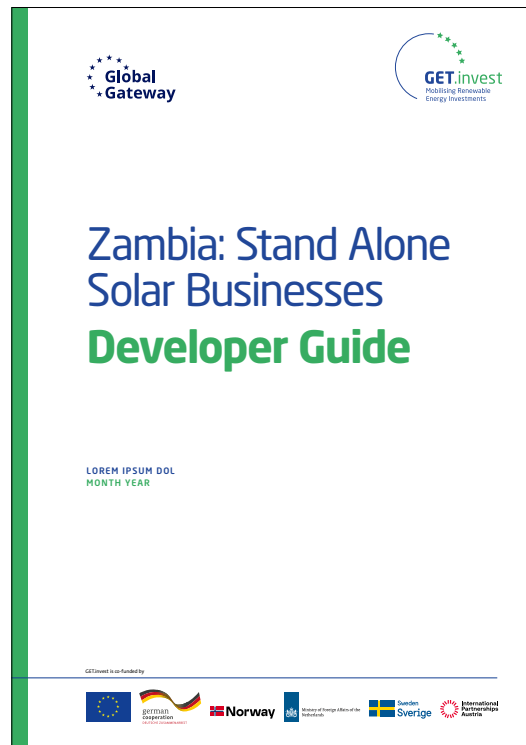
SYSTEMATICS – COLOUR BAR

For **DIN formats**, the colour bar is 1/30th of the narrow side of the format, but at least 7 mm wide.

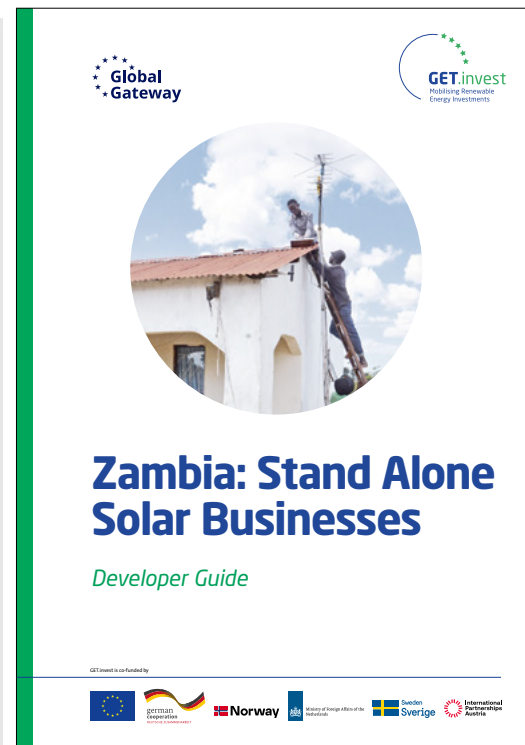
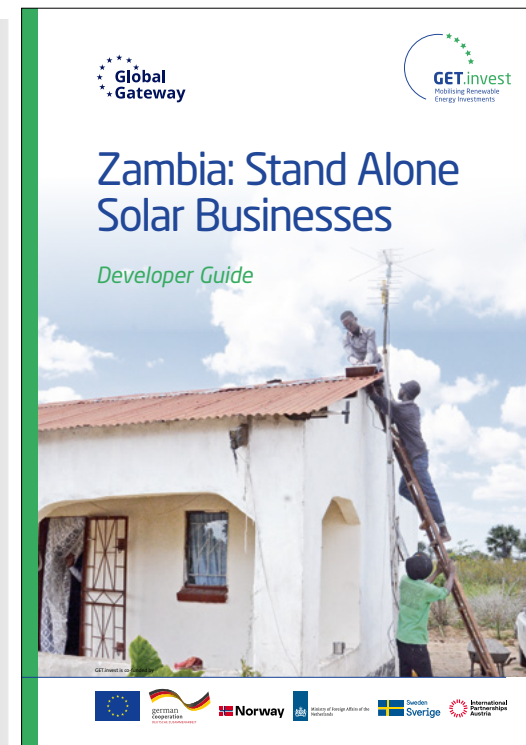
For **very small formats** (e.g. business cards), 1/13th of the width of the portrait format or 1/20th of the width of the landscape format serves as orientation.

For **very large formats** (e.g. pullup banners), 1/20th of the width of the portrait format or 1/30th of the width of the landscape format serves as a guide.

4.5 Cover



cover with text only

cover with text
and picture maskcover with text
and wallpaper

All three layout principles can be applied as needed.

4.6 Lines

GET.invest in a nutshell

European multi-donor programme

Beneficiaries: **private sector business and project developers**

Programme duration: **04/2018–09/2021**

Co-funded by: **the European Union, Germany, Norway, the Netherlands, Sweden, Austria**

CONTACT

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GET.invest s/c Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ)
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The **blue line** is used as a structuring element for additional information. It can be used flexibly in height and width and always runs to one side in the trim.

GET.invest is co-funded by



 **Norway**



 **Sweden**
Sverige



4.7 Tables

TABLE 1. Rough estimate of potential captive PV uptake by 2025

CATEGORY BREAKDOWN	POTENTIAL UPTAKE	
	%	MW
Commercial A	10	14.0
Commercial B	10	6.8
Commercial C	15	5.5
M-industrial A	10	1.0
M-industrial B	15	8.2
M-industrial C	10	21.8
L-industrial A	2	1.3
L-industrial B	0	0.0
Total	—	58.6

TABLE 2. Market sizing calculations

Population	15,473,905
Of which rural	58.2%
Of which urban	41.2%
Number of households	3,034,099
Of which rural	1,765,846
Of which urban	1,268,253
Average household size	5.1
Electricity access	—
Electrification rate, rural	4.40%
Electrification rate, urban	67.30%

Horizontal lines

- A 2 pt line marks the table header, even without text.
- 0.75 pt lines underline intermediate headlines or are used for further subdivisions. An additional line break is inserted before succeeding intermediate headlines.
- 0.25 pt lines structure the table body.

Vertical lines

- Vertical white separations between columns in 4 pt provide better readability and a clean look.
- They can be omitted when using Word or PowerPoint.
- If a heading refers to several columns, the underline is pulled through and not subdivided.

Colouring

- The header text is set in Neo Sans and displayed in Invest Green like the underline.
- Table rows can be emphasized in black bold TheSans and with rasterised Invest Green background.

Alignment

- Headlines/subheadlines are aligned downwards and, depending on the column contents, to the left or right.
- The table contents are aligned upwards and left-justified. Numbers can be aligned to the right.

Tables are **numbered** continuously.

4.8 Boxes

BOX 1. Political map of Zambia

According to the 2015 Living Conditions Monitoring Survey Report, approximately 30% of Zambian households are electrified, with 67.3% and 4.4% of households electrified in urban and rural areas, respectively. Approximately **420,000 urban households** and **1.7 million rural households** currently do not have access to electricity – based on an average household size of 5.1.

The Government of Zambia maintains an official target of achieving 51% rural electricity access by 2030 (REMP, 2009). Despite an abundance of domestic energy sources, with technical potentials for hydropower and solar power being particularly strong, Zambia imported 13 million kWh in 2014 (CIA, 2017).

25% Invest Green

25% Pro Grey

Box 2. Ability and willingness to pay for electricity

Understanding the customer ability and willingness to pay for electricity services is key for a mini-grid developer in Zambia. These parameters will vary by location depending on factors such as economic activities, electricity service options availability, remoteness of the site, etc. Developers should therefore carry out their own site-specific surveys in order to collect customer data and design and size each mini-grid. Nevertheless, national level information on ability and willingness to pay for rural households can provide useful guidance.

Actual payments for electricity

For the electricity tariffs being paid by existing mini-grid customers see [Section 5.5](#).

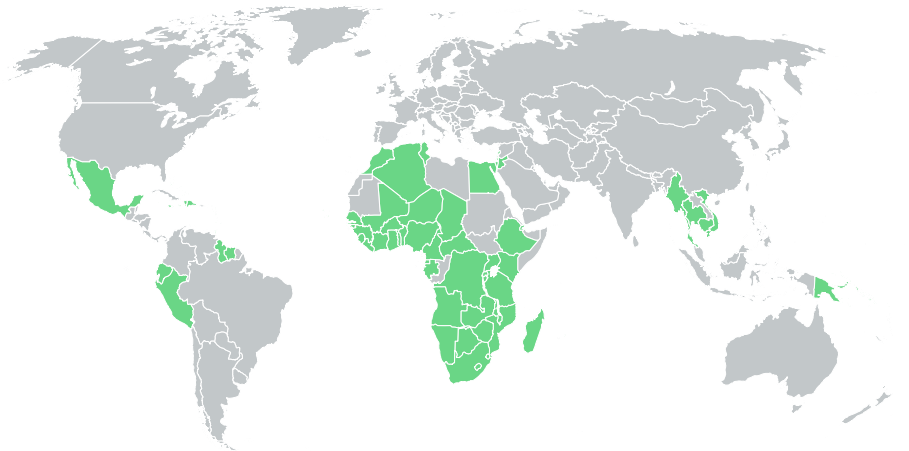
Boxes can be used to provide the reader with in-depth information and reflect the colours of the initiative.

They are coloured Invest Green, but can also be highlighted in Pro Grey if required.

Boxes are **numbered** continuously.

4.9 Diagrams and infographics

FIGURE 1. Selected countries



Diagrams and infographics not only convey important information, but also have a decisive influence on appearance. As image elements, they reflect the colours of the initiative and attract the reader's attention.

Presentation should be flat and clear and, as far as possible, use limited text and formal language.

All figures are **numbered** continuously.

FIGURE 2. Sustainability chart

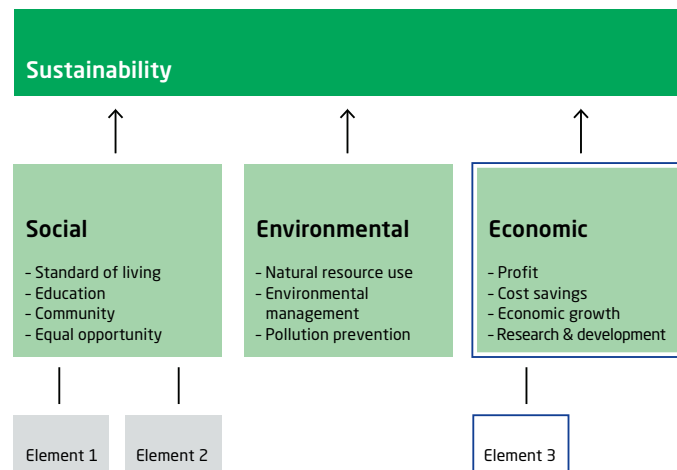
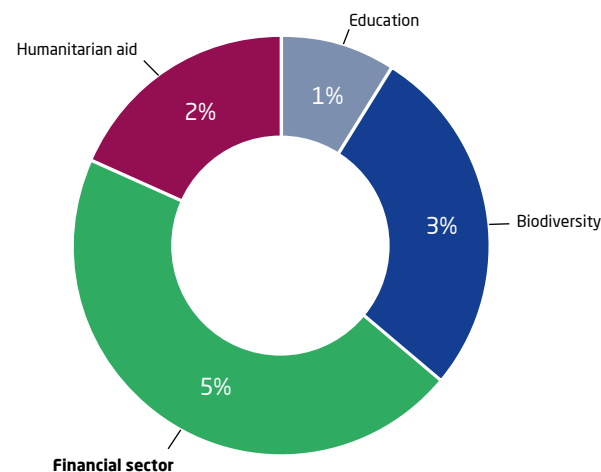


FIGURE 3. Distribution



4.10 Images



THE BASICS

The first image that GET.invest's stakeholders see often determines whether or not they are willing to find out more about the instrument. This is why it is particularly important that all the images used have a consistent tone and convey messages that promote GET.invest's corporate image. The choice of photos has a decisive influence on effect and perception. They can convey emotions, topicality and personality.

4.10 Images



IMAGE CONTENT

GET.invest's images concentrate on the essentials and on making clear, visual statements. They do not attempt to convey complex information. The following aspects serve as guidelines for content selection. Potential image content could be:

Dos

- Results of our work
- Process leading to results of our work
- Technologies and technical appliances (renewables) – often small-scale
- Contented people; individuals who use or benefit from technologies
- Private sector context (e.g. matchmaking)
- Results of cooperation and positive developments (e.g. newly created jobs)
- Target situation and not current situation
- Respectful interactions
- Equal rights and gender balance
- Ideally, photos should be from GET.invest's projects or with a clear connection to its activities
- Balance of technologies and nationalities for photo series (GET.invest is a global endeavour and should not be restricted)

4.10 Images



IMAGE CONTENT

Don'ts

- Meaningless landscape shots
- Clichés of developing countries, i.e. typical fundraising images (poverty, hunger, suffering, etc.)
- GIZ staff prominent in foreground (possible exception: advice sessions, matchmaking, etc.)
- Try to avoid generic stock images (these may be used by other projects in other contexts and hence create confusion)
- Drawings, illustrations, collages and montages



IMAGE DESIGN AND COMPOSITION

Good image content doesn't necessarily make a good image. In fact, the way a picture is shot and composed often determines its overall quality. When selecting pictures, please consider the following aspects:

Best practices

- Good image resolution
- Authentic, spontaneous, believable and exciting (not artificial)
- Close and clear
- Simple composition
- Uncluttered (not too much action or too many people)
- Realistic and vivid colours, good lighting
- Visible faces and open postures (no backs to the camera)
- Eye-level shots
- Camera only observes and does not "play a role"
- Ideally, photos should have a similar colour range if used together in a document

4.11 Choice of paper

PURPOSE OF USE	FORMAT	NAME OF PAPER	GRAMMAGE COVER	GRAMMAGE CONTENT
Business stationery				
Letter paper	DIN A4	Enviro Top	—	90 g/m ²
Business card	85 x 55 mm	Enviro Top	—	300 g/m ²
Information material				
Fact sheet	DIN A4	Enviro Top	—	150 g/m ²
Flyer	105 x 210 mm	Enviro Top	—	150 g/m ²
Brochure (<= 16 pages)	DIN A5 + A4	Enviro Top	250 g/m ²	90 g/m ²
Folder	220 x 305 mm	Enviro Top	300 g/m ²	—
Publications				
Annual report	DIN A4	Enviro Top	250 g/m ²	90 g/m ²
Brochure (> 16 pages)	DIN A4	Enviro Top	250 g/m ²	90 g/m ²

ENVIRO TOP

Enviro Top is the corporate paper for all GET publications.

It is a purely **recycled paper** with registered Ecolabel and **1.25 cm³/g in volume**. It impresses with its whiteness, contrast and a pleasant surface. The paper is distributed by Papier Union (www.papierunion.de).

Grammage g/m²: 70, 80, 90, 100, 120, 150, 170, 190, 250, 300
Composure of material, certification: 100% recovered paper/ Blauer Umweltengel, FSC® certified

If the specified paper is not available, a similar white recycled paper should be used. If recycled paper is not available, use white uncoated paper. Environmental labels such as the “Nordic Environmental Label”, the FSC certificate (Forest Stewardship Council), the “EU Ecolabel” or the “Blue Angel” should be taken into account when making a selection.

Furthermore, “climate neutral” printing should be used where possible.

5 APPLICATION EXAMPLES

5.1 Fact sheets

THE SERVICES

INFORMATION AND DATA 280+ entry funding database Data monitoring, reporting and verification platform Prospect, developed with the Access to Energy Institute	MOBILISATION Cooperation with industry associations Events and matchmaking sessions for the sector	EDGE FINANCE Mobilising local currency finance through coaching, training and resources for domestic financial institutions	FINANCE ACCESS ADVISORY Unlocking finance for clean energy projects and companies through tailored advisory support and coaching
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THE PARTNERSHIPS

GET.invest operates through strong partnerships. These are key to amplifying the programme's effectiveness, sharing knowledge and expanding its outreach. As such, GET.invest is embedded in an ecosystem that connects with a wide range of actors – both those supporting the private sector to mobilise clean energy investment and capital providers responding to this need. By working directly with financiers, it ensures that project proposals meet their requirements and expectations.

To ensure effective information flow and alignment with market needs, the programme engages with industry associations. In addition, GET.invest maintains flexible cooperation with a broad range of development programmes and initiatives.

THE CONTEXT

The programme is a joint initiative of several European development partners, including the European Union, Germany, Norway, the Netherlands, Sweden and Austria. GET.invest operates on the platform of the Global Energy Transformation Programme (GET.pro), implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

GET.INVEST PIPELINE, 2016 - 06/2025

Discover stories from our portfolio

get.invest.eu

in GET.invest

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GET.invest ist Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
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Introducing GET.invest

GET.invest is a leading European programme that mobilises investment in clean energy, closing the gap between finance demand and supply. Since 2016, the programme has supported over 600 projects and companies on their journey to financial close – driving energy market development and unlocking partnerships and investment.

THE CHALLENGE

Systemic barriers to clean energy investment persist. While there is broad consensus that private sector engagement and private capital are essential, the gap between demand and supply for finance remains – and may even be widening.

At the same time, the clean energy landscape is becoming more complex. Projects and firms require financing solutions that match their needs, while the financial ecosystem itself is evolving: new funds are emerging, mandates are shifting and risk appetite is declining. Early-stage capital has become even scarcer.

diverse business models such as grid-connected power, green hydrogen, e-mobility and mini-grids. These activities are complemented by events and collaborations with associations for outreach and mobilisation, advisory support for domestic financiers, as well as information products.

GET.invest also delivers the Team Europe One Stop Shop for Green Energy Investments – a single-entry point for green energy projects and companies to access support and financing under the Global Gateway strategy of the European Union.

THE APPROACH

GET.invest offers proven services to help overcome these challenges. At its heart, the programme provides tailored advice to energy project developers and companies on accessing finance. Support covers the full spectrum of clean energy initiatives – from smaller, innovative ventures to utility-scale infrastructure projects. It is technology-agnostic, encompassing



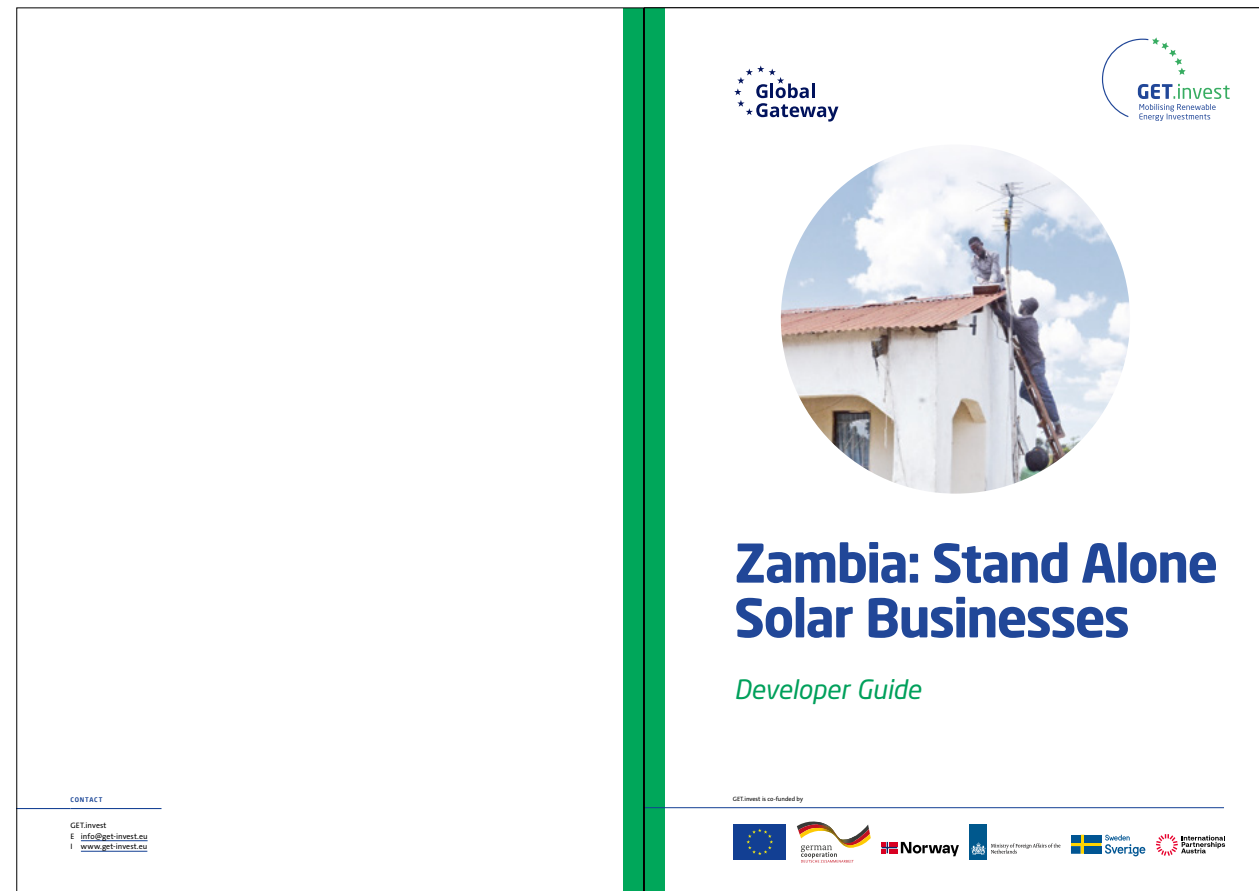
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DIN A4

Front and back page

5.2 Large publications



DIN A4

Front and back page
Developer Guide example

5.2 Large publications

GET.INVEST MARKET INSIGHTS – NIGERIA: POWERING ELECTRIC MOBILITY
DEVELOPER GUIDE

SECTION 2

E-Mobility in sub-Saharan Africa



Source: [Bastion](#)

12

GET.INVEST MARKET INSIGHTS – NIGERIA: POWERING ELECTRIC MOBILITY
SECTION 2 – E-MOBILITY IN SUB-SAHARAN AFRICA

The transportation sector is one of Africa's most energy-intensive sectors and a major consumer of fossil fuels. Africa's transportation emissions – which account for approximately one-quarter of the region's total greenhouse gas (GHG) emissions – are growing rapidly, driven by factors such as increasing urbanisation, the widespread import of inefficient used vehicles and a lack of fuel economy standards across the region.⁶ These trends highlight an urgent need for countries to transition away from fossil fuels in the transportation sector and encourage the adoption of electric vehicles (EVs) and other sustainable mobility solutions in order to reduce emissions in line with sustainable development goals.

Electric mobility (e-mobility) has wide-ranging environmental, social and economic benefits and enables countries to pursue low-emission, climate-resilient development. In sub-Saharan Africa, the transition away from fossil fuels in the transport sector is critical, especially for countries with large, densely-populated urban centres where pollution from transportation often accounts for about half of CO₂ emissions.⁷ The advent of EVs allows countries to reduce their reliance on imported fossil fuels, providing cost savings, boosting productivity and improving air quality and public health by decreasing emissions from internal combustion engine (ICE) vehicles. When compared to petrol or diesel-powered ICE vehicles, EVs are eco-friendly, reduce noise pollution and have low O&M costs. The African e-mobility sector, which is still nascent, is growing rapidly in West Africa, led by Ghana, Benin and Togo, and continues to develop in East Africa, where Kenya, Rwanda, Tanzania and Uganda are the largest markets.

6) "Transport and Climate Change Global Status Report - 2nd Edition: Africa Regional Overview" Partnership on Sustainable Low Carbon Transport (SLOCAT), (2021) <https://ncc-gcc.com/wp-content/uploads/2021/06/2.1-Africa-Regional-Overview.pdf>

7) "Nigeria's T, Taxi, E, and E-mobility Market: A new market and counting: The opportunity for two-wheel e-mobility in sub-Saharan Africa" Persistent Energy, (2022) <https://persistent-energy.com/content/uploads/2022/02/Production-The-opportunity-for-two-wheel-e-mobility-in-sub-Saharan-Africa.pdf>

8) Casanovi, J., Engel, H., Kandari, A., and Puri, C., "Power to move: Accelerating the electric transport transition in sub-Saharan Africa," McKinsey & Company, (2022) <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/power-to-move-accelerating-the-electric-transport-transition-in-sub-saharan-africa>

2.1 POLICY AND REGULATORY FRAMEWORK FOR E-MOBILITY

In many countries across sub-Saharan Africa, the e-mobility sector lacks sufficient policy and regulatory support, as it is often left out of national energy policies or electrification plans. Government policies, regulations, strategic roadmaps and incentives can help guide development of the sector and de-risk much-needed investment across the EV value chain. Several countries across the region have already adopted policy and regulatory frameworks to promote e-mobility, led by Benin, Togo, Ghana, Ethiopia, Kenya, Rwanda, South Africa and Uganda (Table 1).

A key policy challenge for sub-Saharan Africa will be to promote sustainability in the transport sector and avoid the risk of becoming a dumping ground for the world's used ICE vehicles. Specifically, with developed countries rapidly adopting four-wheel EVs, used ICE vehicles will be available for export into sub-Saharan Africa. To address this, African countries can impose restrictions on the importation of used ICE vehicles, provide tax exemptions and credits for EVs, and set long-term targets for a percentage of all registered vehicles to be electric powered by a certain year.⁹ Governments can also set up carbon pricing schemes to incentivise e-mobility adoption.

Donor agencies are also assisting governments across sub-Saharan Africa with development of supportive policy and regulation to scale up e-mobility. For example, the African Development Bank (AfDB) Sustainable Energy Fund for Africa (SEFA) provided a EUR 1M grant to the Green Mobility Facility for Africa (GMFA) to support the creation of an EV enabling environment, the design of EV business models and guidelines for the public and private sector, and the development of a bankable pipeline of e-mobility projects in seven African countries.¹⁰ Under its Global Electric Mobility Programme, the UN Environment Programme (UNEP) is helping more than 10 African countries develop e-mobility policies, roadmaps and standards for vehicle fuel economy, batteries and charging infrastructure.¹¹

9) "15 million: Sustainable Energy Fund for Africa grant to drive electric mobility shift in seven African countries," African Development Bank, (11 January 2023); <https://www.afdb.org/en/news-and-events/press-releases/15-million-sustainable-energy-fund-afdb-grant-drive-electric-mobility-shift-seven-african-countries-58508>

10) UNEP Global Electric Mobility Programme: <https://www.unep.org/programme/topics/transport/what-we-design-at/electric-mobility-programme>

Inside pages

Developer Guide example

13

5.3 Word templates



Title Placeholder GET.invest [32pt]

Table of contents

1	Headline_1 [18PT]	2
1.1	Headline_2 [14PT]	2
2	Headline_1 [18PT]	2
2.1	Headline_2 [14PT]	2
Figure 1. Caption		3
Figure 2. Caption		3
Table 1. Caption		4

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1 Headline_1 [18PT]

1.1 Headline_2 [14PT]

1.1.1 Headline_3 [12PT]

2 Headline_1 [18PT]

2.1 Headline_2 [14PT]

2.1.1 Headline_3 [12PT]

Subheadline [11pt]
Text is formatted in Calibri [11pt] and set flush left. Hyperlink can be used for the formatting of URLs. **Bold** can be used in order to highlight important text elements. Reference can be used for cross-references (e.g. Table 1). **Invest green** can be used for additional emphasis.

There is also a smaller copy size [9pt] available. It should be restricted to smaller text amounts, such as annotations, remarks and the imprint.

— A list is marked by a dash
— This is the second level of the list
— This is the third level of the list

1) List entry
1.1 List entry
1.1.1 List entry
2) List entry
2.1 List entry
2.1.1 List entry
3) List entry
3.1 List entry
3.1.1 List entry

2

DIN A4
Front and following page

5.4 Business cards



Page 1



Page 2

Business cards for GET.invest staff

85 x 55 mm

printed double-sided

5.4 Business cards



Business cards for consultants

85 x 55 mm

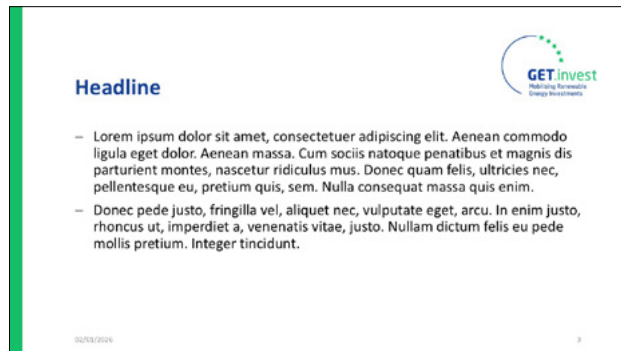
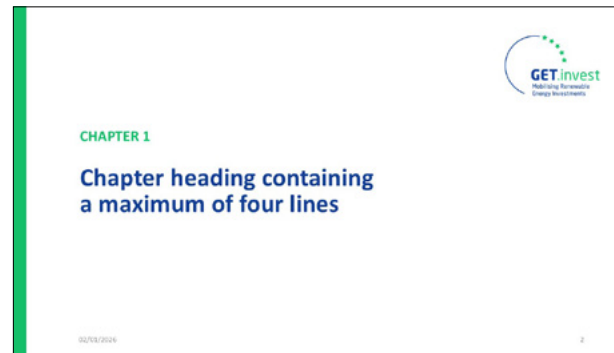
printed single-sided

5.5 Pull-up banners



85 x 200 cm

5.6 PowerPoint presentations



Master pages

16:9

top left: front page

top right: chapter markers

bottom left: inner page

bottom right: last page

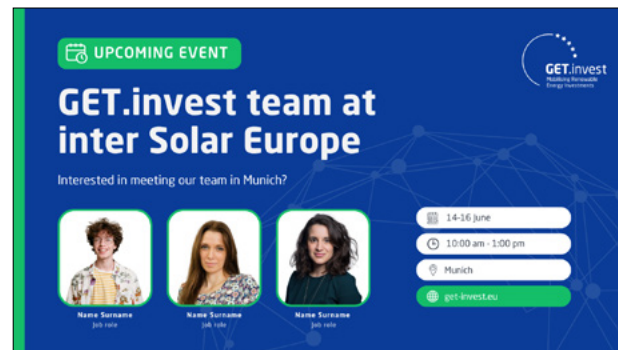
5.7 Website



Landing page
www.get-invest.eu



5.8 Social media cards



Social media card examples

1600 x 900 pixels

Text and photos can be customised.

5.9 E-background



E-background

1920 x 1080 pixels

For use as a background on video calls.

Imprint

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