Africa Climate Risk Insurance Facility for Adaptation (**ACRIFA**)
Development of the Corporate Brand Identity,

BRAND IDENTITY ASSESSMENT

BRAND IDENTITY

Logo Design

Create a visual identity for ACRIFA's policies on visibility and branding obligations specific to its role as a climate financing partner agency to identify and integrate the funder's image in a range of activities and products.

These may include but are not limited to conferences, meetings, press releases, press conferences, press visits, visits by government officials, publications, websites, display panels, banners, vehicles, supplies and equipment, promotional items, photographs, audiovisual productions, public events and visits, and information campaigns.and support a consistent visual identity and image.

As a followup on a consensus held In July 2023 was built around ensuring that the following key elements are built into the design and operations of the Facililty, and upcoming formal announcement of ACRIFA at the Africa Climate Summit (September 4- 6 in Nairobi), The New York Climate Summit (September 17-24) and building up to the launch of ACRIFA at COP 28
(Nov 30 to December 12th) in Dubai.

AFRICA CLIMATE RISK INSURANCE FACILITY FOR ADAPTATION (ACRIFA)

African Development Bank + African National Governments

Support Africa countries achieve better climate resilient solutions

Strengthen local resilience to the impact of climate change, natural hazards, and other shocks/stressors by building capacity to plan, budget, implement, monitor and report resilience investments in partnership with Governments and Financial partners.

- STATE REGULATORS: Ministries, Departments and Agencies (MDAs)
- Private Sector insurers, Financial institutions, International Partners
- Farmers, Agri Processors, Wholesale/Retail Distributors, SACCOs, Cooperatives

Program components

- Create Policy, legal and regulatory framework for climate smart solutions
- Capacity building technical training
- issue of climate insurance financing solutions
- De-risk & extend credit insurance facility investments in climate adaptation
- Adoption of climate-smart agriculture
- Measuring Climate Results (MRV+)
- developing and promoting inclusive and innovative insurance solutions

Objectives

- To deliver locally-led climate resilience actions such as (climate risk insurance products) and strengthen national governments' capacity to manage climate risks.
- To strengthen local resilience to the impact of climate change, natural hazards, and other shocks/stressors by building the capacity to plan, implement, and monitor resilience investments in partnership with Governments & agricultural stakeholders i.e. processors, distributors, retailers, and farmers
- Private sector technical training and raising awareness on matters climate insurance solutions

What is Africa Climate Risk Insurance Facility for Adaptation (ACRIFA)

Developed with support from the African Development Bank , this new program establishes to promote climate risk insurance as a viable instrument of improving climate risk management, strengthening adaptation addressing short-term and medium-term effects on the African continent

What is Africa Climate Financing

Refers to funds from local, national or transnational financing, drawn from public, private and alternative sources earmarked towards activities that reduce greenhouse gas emissions or build climate resilience.

While there are two main sources – the public and private sector – the private sector provides for most of the funds in climate finance. To complement this, the public sector leverages on this private sector investment by providing incentives and creating a friendly policy and legislative environment to encourage the private sector to adopt more sustainable consumption production practices.

Logo Research

GREEN CLIMATE FUND

ADAPTATION FUND

gef | 30 years

AFRICA CLIMATE CHANGE FUND

CANSA
CLIMATE ACTION NETWORK
South Asia

Climate Change
Africa Opportunities

GAYO
GREEN AFRICA YOUTH ORGANIZATION

MADRE

TEBTEBBA

IOWA CITY
CLIMATE ACTION TODAY
Creating a more livable, equitable & resilient tomorrow

ICCCAD
International Centre for Climate Change and Development

Climate Action 100+
Global Investors Driving Business Transition

WORLD PORTS CLIMATE ACTION PROGRAM
WPCAP

SUSTAINABLE DEVELOPMENT GOALS

Climate Change Awareness Kenya

CVF | CLIMATE VULNERABLE FORUM

GFDRR
Global Facility for Disaster Reduction and Recovery

CREWS CLIMATE RISK & EARLY WARNING SYSTEMS

Global Risk Financing Facility
Supporting Early Action to Climate Shocks, Disasters, and Crises

RATIONALE

The logo model builds to communicate a system and transform approach to potray a sustainable way to solve climate change by the highlighting the nature element, symbols. The use of colour in this execution was to potray both a + ve outlook of a green climate for the future the other shades of colour to show the ecosystem which looks towards green energy solution and sustainabilty

the objective of the logo overall is to deliver a concrete, and a strong description of human & climate solutions and its focus engaged process, to all partners & stakeholders involved.

Directions

LOGO

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Africa Climate Risk Insurance Facility for Adaptation

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