

Salanga & Colmeal — Logo Guidelines

Evolving Identity & Brand Guidelines

Logo Guidance: Salanga & Colmeal

Colmeal is an approach developed and supported by Salanga. The two brands have distinct roles, and it's important to use them clearly and consistently.

Understanding the Relationship

Colmeal is the approach. **Salanga** is the organisation behind it.

In the same way a product carries its own brand, Colmeal has its own identity — but Salanga is always present as the organisation standing behind it.

When to Use the Colmeal Logo

Use the Colmeal logo on materials that are specifically about the Colmeal approach:

- Colmeal guides, toolkits, and training materials
- Colmeal-specific presentations or reports
- T-shirts, banners or branded items for staff working directly on Colmeal
- The Colmeal website and dedicated digital resources

When using the Colmeal logo on documents, always include the Salanga logo as well — to make clear the organisational home of the approach.

When to Use the Salanga Logo

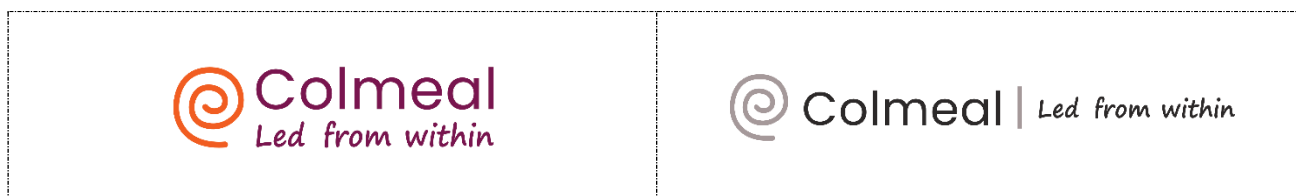
Use the Salanga logo (without the Colmeal logo) when representing Salanga as an organisation:

- Project proposals, partnership agreements, and MoUs
- Correspondence with donors, governments, or partners where Salanga is the accountable entity
- General organisational communications and institutional materials
- Any context where Salanga's partnership or involvement is being shown — rather than the Colmeal approach specifically

Quick Reference

Situation	Colmeal Logo	Salanga Logo
Colmeal guide or toolkit	✓ Yes	✓ Yes
Colmeal training materials	✓ Yes	✓ Yes
T-shirt for Colmeal staff / CMC / Colmeal Committee	✓ Yes	Optional

Colmeal Tarp/Banner	✓ Yes	Optional
Colmeal-specific presentation	✓ Yes	✓ Yes
Partnership / donor report	X No	✓ Yes
Project proposal or MoU	X No	✓ Yes



The logo should be on a solid background or background that is not too busy with appropriate clear space around the logo for it to be legible. There are black and white, horizontal and vertical versions of the logos available to download from our website: <https://salanga.org/colmeal/colmeal-visibility/>

How to Transition

Some partners may have materials printed with the previous 'ColMEAL (Community-led Monitoring, Evaluation, Accountability and Learning)' logo.

The shift to 'Colmeal – Led from within' is designed to be low effort. Here's what this means in practice:

- **No reprinting needed.** No need to reprint or recreate Existing materials — printed documents, banners, T-shirts, or other resources — remain fully valid and can continue to be used as they are.
- **Gradual rollout.** Update gradually as new materials are produced. As you create or refresh documents going forward, please use 'Colmeal' rather than 'ColMEAL'.
- **No translation required.** Colmeal is a proper name and should not be translated. It can be adapted into other scripts (e.g. Cyrillic, Arabic) where needed, but the word itself remains Colmeal.

Questions or feedback?

Please do not hesitate to reach out to us. We're happy to support your team through the transition.