

# **Africa Phytosanitary Program (APP) Train-The-Trainer Workshop**

## **Identity design version 1**

Original logo:



Adjusted logo with darker text  
for improved readability in print.



Logo, color, graphic elements



Warm colors follow the existing APP identity.

A half circle representing coming together, unity, protection.



# Training to keep plants healthy

Strong plant health systems are crucial for food security, economic growth, and environmental sustainability. Effective phytosanitary measures protect our valuable agricultural resources from pests and diseases, ensuring market access and safeguarding livelihoods.

To build a strong national phytosanitary framework, a skilled and knowledgeable workforce is essential. The *Train-the-Trainer Workshop* is designed to equip experienced plant health professionals with the skills and resources needed to effectively train others in key phytosanitary principles and practices.







300 × 150 cm

High-resolution or vector versions of UK International Development and South Africa ministry of agriculture logos are needed.


Roll-up banners




Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention




African  
Union



UK International  
Development


**Empowering countries to use  
science & digital technology  
to protect plant resources  
and facilitate trade**

**Africa  
Phytosanitary  
Programme**





PHASE 1 & 2

Algeria · Cabo Verde · Cameroon · Chad  
Congo · Democratic Republic of Congo · Egypt  
Guinea-Bissau · Kenya · Liberia · Malawi · Mali  
Morocco · Sierra Leone · South Africa · Tunisia  
Uganda · Zambia · Zimbabwe




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Food and Agriculture  
Organization of the  
United Nations




International  
Plant Protection  
Convention



African  
Union



UK International  
Development



Sustainable  
Development  
Goals

**Africa  
Phytosanitary  
Programme**  
(APP) | Phase 2

**Train-the-Trainer workshop**  
23–27 June 2025  
Mpumalanga, South Africa





Photo placeholder

Algeria · Cabo Verde · Chad  
Congo · Liberia · Malawi · South Africa · Tunisia



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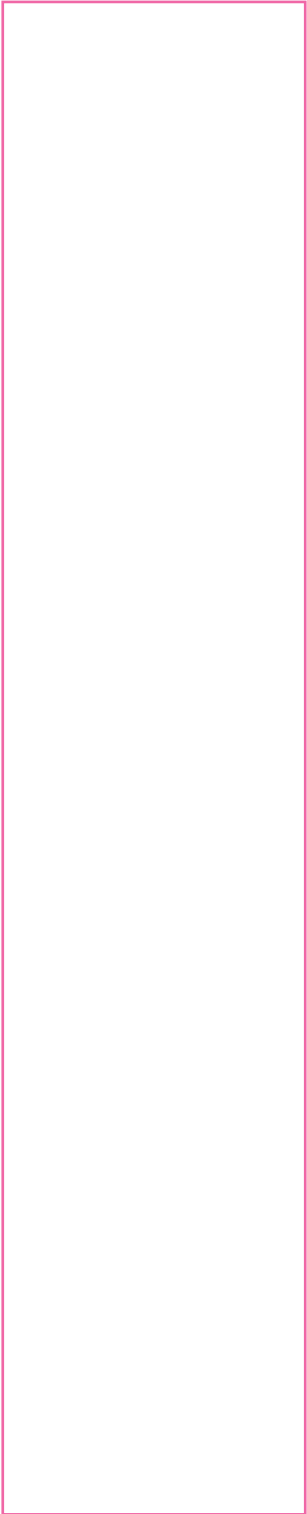


Photo needed.  
80 × 200 cm

6

Teardrop banner



Format template is needed.  
400 × ? cm

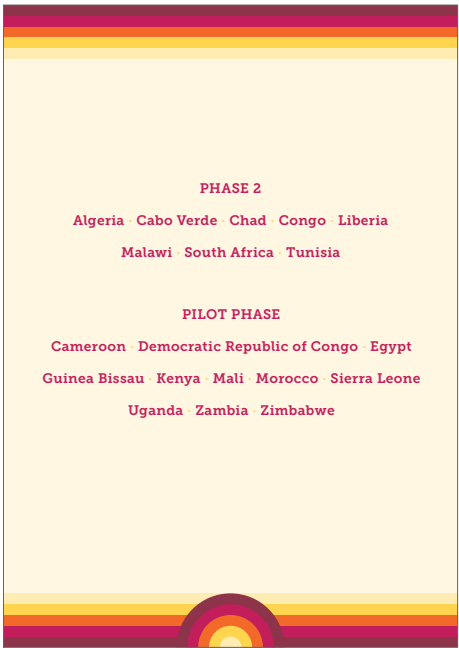
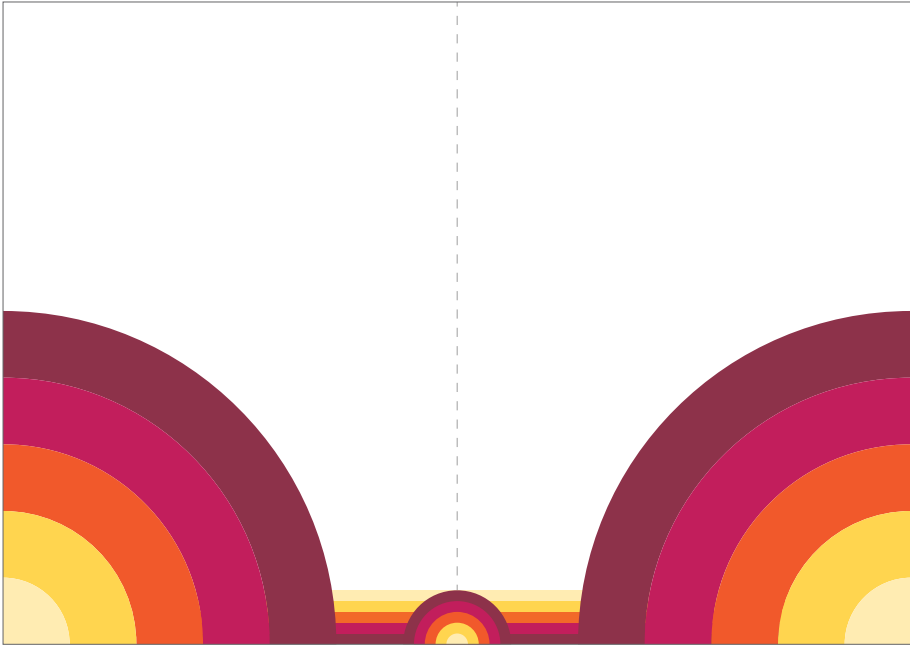
Tote bag



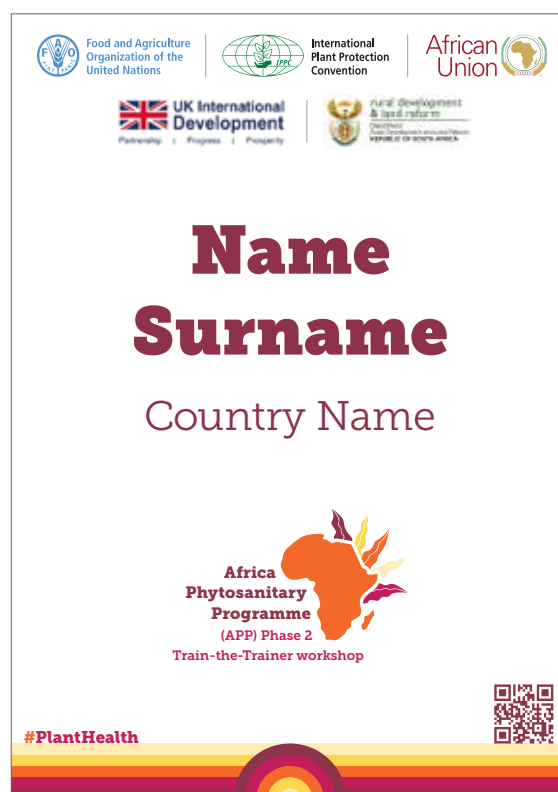
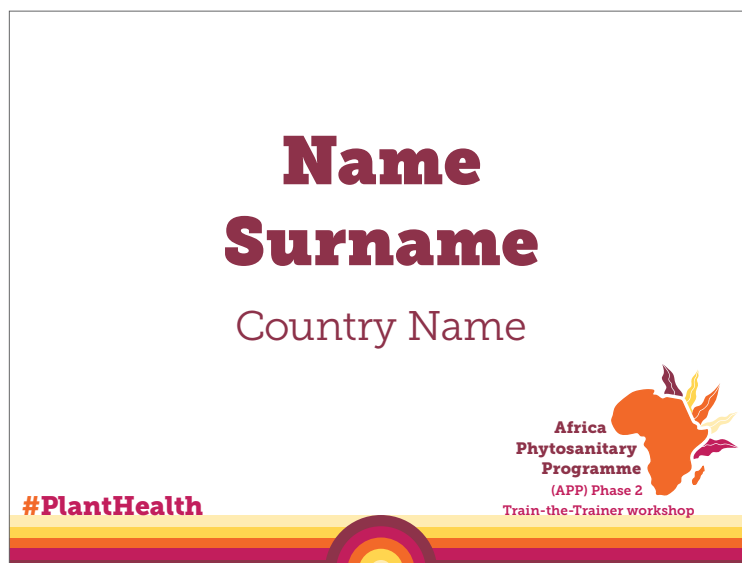
Front and back.



Pocket folder

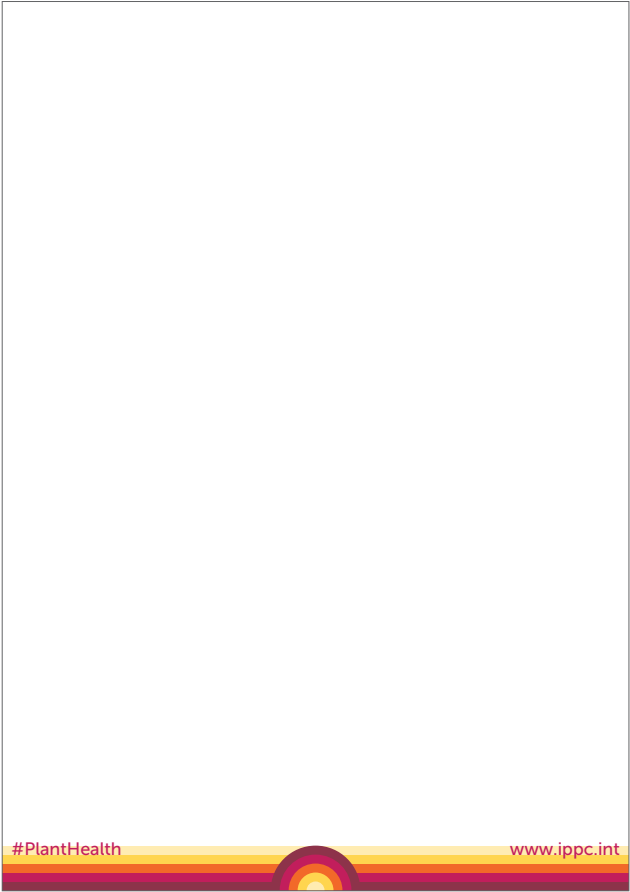


## Name badges and lanyards



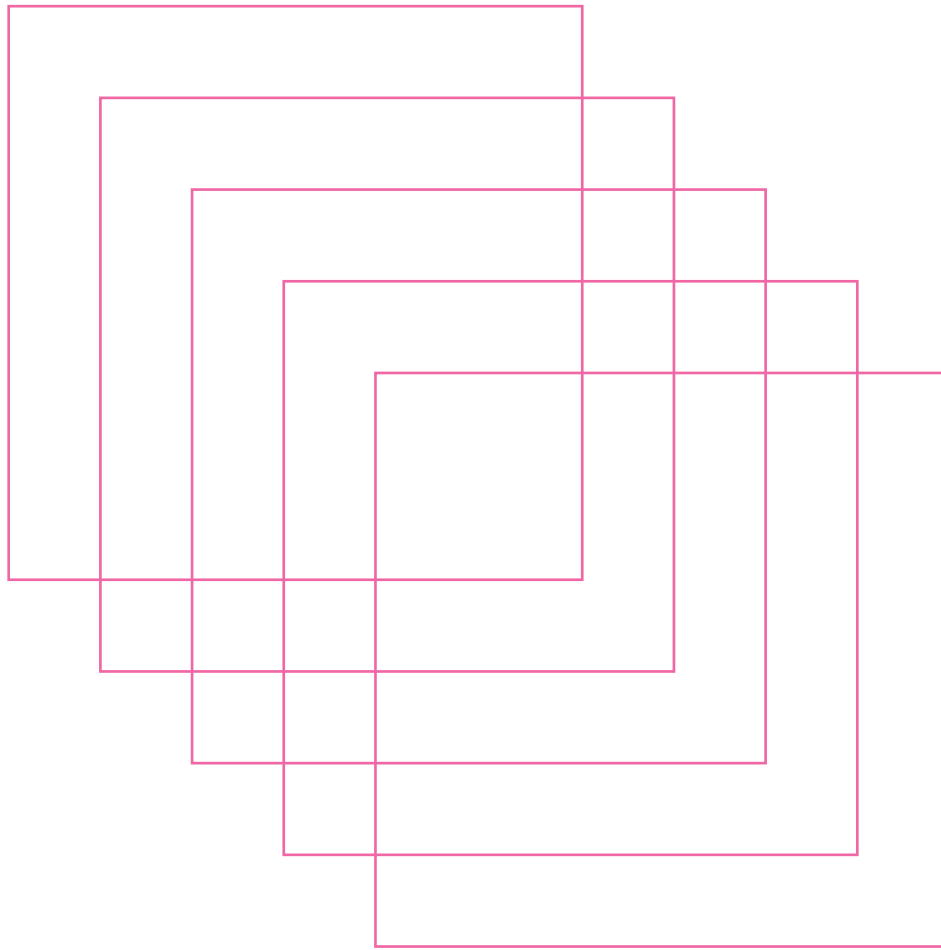
Are **name badges** supposed to be folded for placement on a desk? Specified format is A6.

Lanyards: 14 × 10.5 cm - Are **logos necessary in lanyards**? Too crowded?





## Social media cards



=Todo: 5 pest cards, quote cards, event card with name, venue, date



