Our brand guidelines contain the elements and inspiration you need to create distinctive and powerful communications.

Use the key visual elements to help amplify your content and build a coherent brand across all channels.

Contents

Core elements
- Logo 03
- Logo size, placement and exclusion zone 04
- Strapline structure and positioning 05
- Colour 06
- Typography 07
- Photography 08

Visual system
- Overview 09
- Radiating graphic 10-11
- Radiating graphic – best practice 12

Get in touch 13
Core elements

LOGO

Our logo is the core element of our identity and should be applied to everything we create.

Colourways
Our logo is available in a range of variants to ensure it’s visually powerful and accessible across all environments.

Core
Use on white or pale backgrounds.

Reversed
Use on black or very dark backgrounds.

Core/reversed without full name
This version of our logo can be used when the full name is not required or mentioned elsewhere in the same visual space.

Accessibility
Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

File formats
Always reproduce our logo from a master reference. It’s available in the following formats:

EPS/AI Use with professional design applications, such as the Adobe Creative Suite. These vector files can be scaled to any size without losing quality.

JPEG Use for all Microsoft software, such as Word and PowerPoint.

PNG Use for websites, social media and emails. Unlike JPEGs, PNGs allow for a transparent background.
Core elements

LOGO SIZE, PLACEMENT & EXCLUSION ZONE

Coherence and clarity are vital for building a strong and confident brand.

Our logo must always be used in the correct colour combination, with sufficient space around it and in the right size and proportions.

Please don’t modify or add to our logo in any way.

Exclusion zone

Keep this space free from any other logos, text or graphics. We recommend that this clear space is the height of the lower section of the ‘A’ in our logo.

Logo sizing

This is just a guide – reduce or enlarge proportionately for different sizes.

Minimum size 16mm or 100 pixels

A5/DL 21mm

A4 30mm

A3 42mm

Exclusion zone

Our logo also works well centred for video title and end frames.
Our strapline is an important part of our brand and should appear in the same visual space as the logo.

Please use the suggested strapline structures and placements when designing communications.
Our colour palette is made up of three core colours and black. Use them proudly across our communications to help us stand out from the crowd.

We also have seven supporting colours to add contrast and flexibility. Our core colours should always be the most dominant.

Undisciplined colour usage will dilute the impact of our identity. Therefore you should only use colours from our palette.

The palette has been designed to allow for contrast, impact and vibrancy when used across both digital and printed applications.

Tints are permitted.

**CMYK**
For all four colour printed materials – from brochures to event banners and merchandising.

**RGB**
For on-screen and web use – PowerPoint, video and online etc.

**HEX**
For web and other digital applications.
Primary typeface – AZO Sans
AZO Sans is our primary typeface.

It has been chosen for its bold, balanced and accessible characteristics.

AZO Sans should be used for all externally commissioned and professionally designed materials.

AZO Sans is an Adobe font
fonts.adobe.com

System typeface – Arial
Arial is our Microsoft Office system typeface.

Arial is used for all our internally produced materials. These may include PowerPoint presentations, Word templates, forms, typed letters and email signatures.

Please note:
We can use uppercase for headlines that are short and concise. For longer headlines, please use sentence case to enhance accessibility.
Photography is a powerful storytelling tool. It is important that our images reflect our members and the innovation, industries and communities we champion.

Our photography is inclusive, aspirational and authentic. They should feel observational and spontaneous rather than staged. We want to visually represent the diverse individuals, business and sectors we engage with. Their personalities, passionate commitment and impact.

Our natural reportage style of image works well for most communications. You should always feel like you are part of that moment. Use them to showcase the story and impact of investment in Africa.

If commissioning photography, always consider where the final images may be used. For instance, the background may need clear space for headings, copy and our logo.

Copyright
All imagery shown are for visual representation only. If you are planning to use a particular image ensure you have permission from the copyright holder before use. To purchase stock imagery please visit; gettyimages.co.uk, istockphoto.com or alternative image libraries
Core elements
RADIATING GRAPHIC

Our radiating graphics can be used in multiple ways to enhance your content. They can animate and interact with headlines or images. Use them to create distinctive communications and effectively promote our work.
Core elements

**RADIATING GRAPHIC**

Our radiating graphic can be used in its solid form, outlined or layered. Use it to help add a sense of positive influence, connection and animated momentum.
Our radiating graphic is one of our core elements in our visual system. Taken directly from our logo, it represents innovation, growth, influence and unlocking Africa’s potential.

Here are some things to consider when creating your designs:

- The angle can be rotated in any direction.
- The spacing inbetween the individual components can be increased. Ensure it maintains fluidity and doesn’t feel disconnected.
- The radiating graphic can be extended, but always ensure it expands with an outwards trajectory.
- When our radiating graphic is used on images, a colour overlay works best (using the Adobe multiply tool). If the image is too dark, try using a transparency percentage of 60-80%.

The individual components can be used as stand alone graphics.

**AVCA Brand Guidelines**
GET IN TOUCH
ANY QUESTIONS?

Need help with our brand?
Contact the marketing and communications team for advice and guidance.
persia.castellani@avca-africa.org