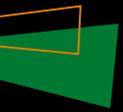




# BRAND GUIDELINES



DRAFT 2, OCTOBER 2022



# Introduction

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**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.**

## Core elements

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## 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 logo



### Social media

Our social media avatar image uses the icon separately from the logotype.



Reversed



Core logo without full name



Reversed without full name

## Core elements

# LOGO SIZE, PLACEMENT & EXCLUSION ZONE

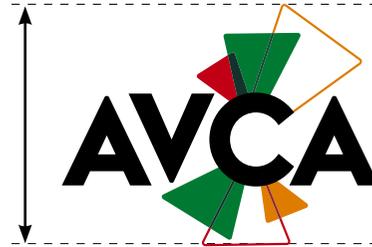
**Coherence and clarity are vital for building a strong and confident brand.**

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



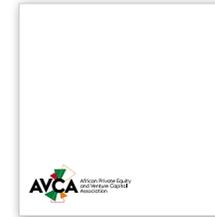
### Exclusion zone



Top left



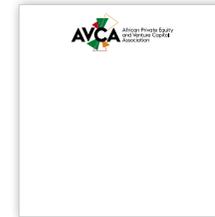
Top right



Bottom left



Bottom right



Centred top



Centred bottom



Our logo also works well centred for video title and end frames

Core elements

# STRAPLINE STRUCTURE AND POSITIONING

Our strapline is an important part of our brand and should appear in the same visual space as the logo.

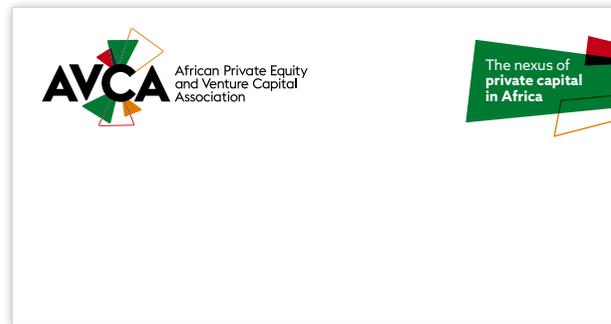
Please use the suggested strapline structures and placements when designing communications.



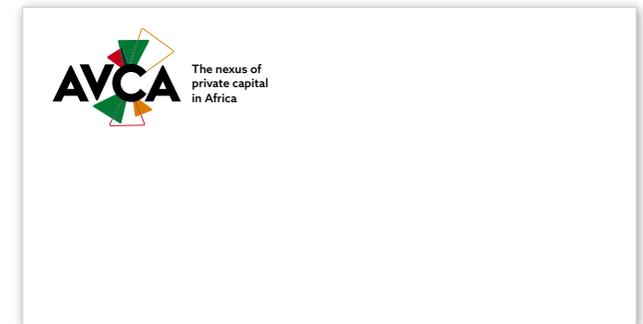
Strapline within a horizontal radiating graphic



Strapline within a vertical radiating graphic



Strapline within an overlay radiating graphic



Strapline next to the logo



Small strapline with underline



Large strapline with emphasised 'private capital in Africa'

## Core elements

# COLOUR

**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.

## Supporting colours

**Pantone 5467**  
RGB 24 51 47  
HEX #18332F  
CMYK 88, 37, 59, 80

**Pantone 400**  
RGB 196 191 182  
HEX #C4BFB6  
CMYK 20, 17, 19, 0

**Pantone 3405**  
RGB 0 175 102  
HEX #00AF66  
CMYK 92, 0, 85, 0

**Pantone 329**  
RGB 0 104 94  
HEX #00685E  
CMYK 100, 0, 55, 42

**Pantone 316**  
RGB 0 72 81  
HEX #004851  
CMYK 100, 10, 29, 68

**Pantone 222**  
RGB 122 33 70  
HEX #7A2146  
CMYK 21, 100, 7, 52

**Pantone 1235**  
RGB 255 184 28  
HEX #FFB81C  
CMYK 0, 25, 94, 0

## Core colours

▷ **Pantone 356**  
RGB 0 122 51  
HEX #007A33  
CMYK 91, 0, 100, 26

▷ **Pantone 3517**  
RGB 193 0 22  
HEX #C10016  
CMYK 0, 100, 96, 6

▷ **Pantone 138**  
RGB 222 124 0  
HEX #DE7C00  
CMYK 0, 54, 100, 1

## Core elements

# TYPOGRAPHY

### 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](https://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.

### Primary typeface

AZO SANS REGULAR  
AZO SANS MEDIUM  
AZO SANS BOLD

#### Please note:

We can use uppercase for headlines that are short and concise. For longer headlines, please use sentence case to enhance accessibility.



### System typeface

Arial Regular  
Arial Bold

Core elements

# PHOTOGRAPHY

**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.

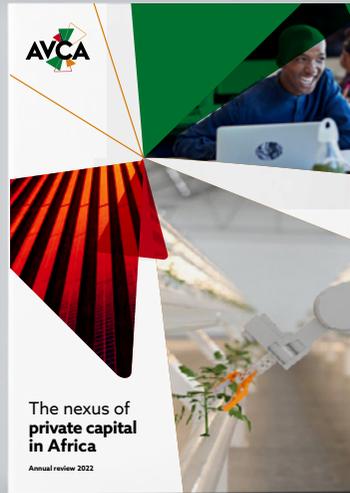
If commissioning photography, always consider where the final images may be used. For instance, the background may need clear space for headings, copy and our logo.

## 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](https://www.gettyimages.co.uk), [istockphoto.com](https://www.istockphoto.com) or alternative image libraries

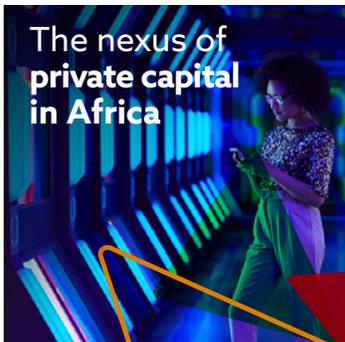


Core elements  
**OVERVIEW**



# 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.



Interacting with images



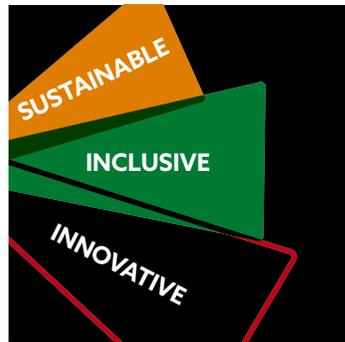
Interacting with type



Framing images



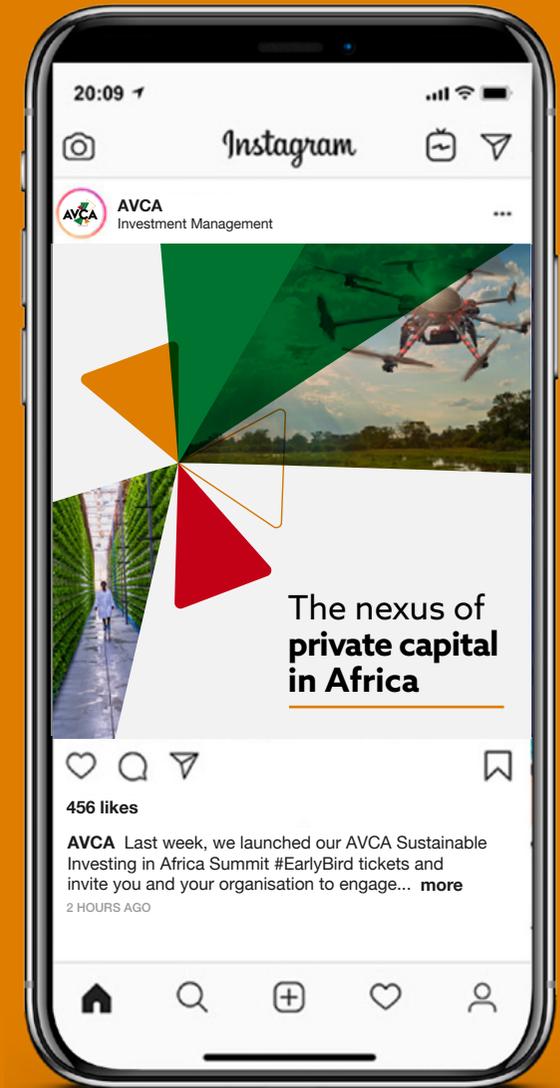
Image overlay



Highlighting copy



Screen/page divide



# Core elements

## RADIATING GRAPHIC

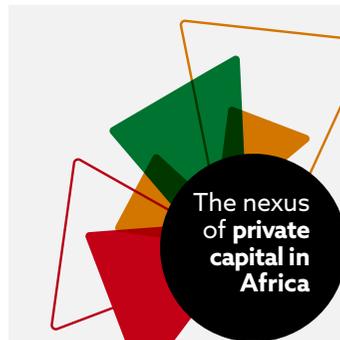
Our radiating graphic can be used in its solid form, outlined or layered. Use it to help add a sense of positive influence, connection and animated momentum.



Overlay arrow



Outline interaction



Connected



Progression



Layered interaction



Radiating



Core elements

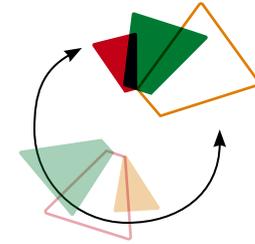
# RADIATING GRAPHIC — BEST PRACTICE

**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.**

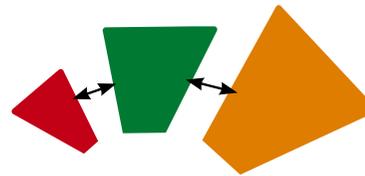
Here are some things to consider when creating your designs.



Our radiating graphic is directly taken from the core icon in our logo.



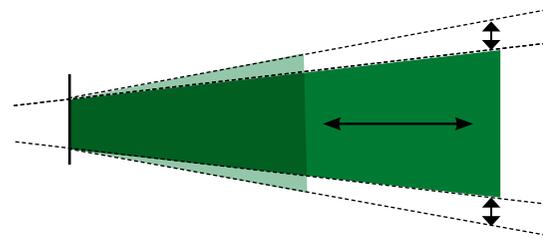
The angle can be rotated in any direction.



The spacing inbetween the individual components can be increased. Ensure it maintains fluidity and doesn't feel disconnected.



The individual components can be used as stand alone graphics.



The radiating graphic can be extended, but always ensure it expands with an outwards trajectory.

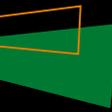


Multiply



Transparency

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%.



GET IN TOUCH  
**ANY QUESTIONS?**

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Need help with our brand?

Contact the marketing and communications team for advice and guidance.

[persia.castellani@avca-africa.org](mailto:persia.castellani@avca-africa.org)