THE**AFRICA**
INSTITUTE

MEDIA BRAND GUIDELINES
V1.0

INTRODUCTION

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that help make The Africa Institute brand instantly recognisable.

The following pages guide you through the core elements. They will assist you in designing and producing consistent collateral with a high degree of creative flexibility.

CONTENT

1.0 LOGO GUIDELINES

1.1
PRIMARY LOGO
VERTICAL

The Africa Institute logo is the most visible element of our brand and is one of our most valuable assets.

Each element and their relationship have been carefully designed. The relationship is fixed and must never be altered. The logo should be used on all The Africa Institute, marketing communications, customer communication and employee communication materials both online and offline.

Correct and consistent usage create a distinctive look and feel that makes The Africa Institute brand instantly recognisable.

Logo

Logomark

Logotype

THE AFRICA INSTITUTE

Always use the approved digital artworks:

AI_Logo_CMYK_BLK_Vertical.eps
AI_Logo_RGB_BLK_Vertical.eps
AI_Logo_WHT_Vertical.eps

1.2
PRIMARY LOGO
COLOURWAYS

The primay Colourway for The Africa Institute logo is Black. This version of the logo should be used on all applications wherever possible.

In cases where the primary colourway cannot be reproduced due to production limitations or darkness of background then the secondary colourway can be used.

Primary Colourway - Black

Secondary Colourway - White

Always use the approved digital artworks:

AI_Logo_CMYK_BLK_Vertical.eps
AI_Logo_RGB_BLK_Vertical.eps
AI_Logo_WHT_Vertical.eps

1.2
PRIMARY LOGO COLOURWAYS

Whenever possible, The Africa Institute Logo should be used in Black. It can be used on The Africa Institute Colour Palette backgrounds or on an image provided there is sufficient contrast.

In cases where the primary colourway cannot be reproduced due to production limitations or darkness of background then the secondary colourway can be used.

Always use the approved digital artworks:

AI_Logo_CMYK_BLK_Vertical.eps
AI_Logo_RGB_BLK_Vertical.eps
AI_Logo_WHT_Vertical.eps

Primary Colourway - Black

1.3
PRIMARY LOGO
EXCLUSION ZONE
& MINIMUM SIZE

Exclusion Zone
To protect the clarity and visual integrity of the logo, it has an exclusion zone. The logo must always appear legible on a clear background. To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements. The minimum exclusion zone must never differ proportionally from the diagram demonstrated on this page. The exclusion zone for The Africa Institute logo is the height marked 'X'.

Minimum Size
To protect the integrity, legibility and impact of The Africa Institute logo, it must never be reproduced in sizes smaller than shown opposite.

Exclusion Zone

Minimum Size - Print

Minimum Size - 14mm High

Minimum Size - Digital

Minimum Size - 70px High

1.4
PRIMARY LOGO PLACEMENT

The fundamental directive on positioning is designed to enhance visibility and prominence of The Africa Institute logo.

Acceptable Positions
The Africa Institute logo allows for maximum flexibility when applying to brand collateral. Example (A), is the primary positioning for the logos. Example (B) is the Secondary Positioning, to be used for Partnership Collaterals.
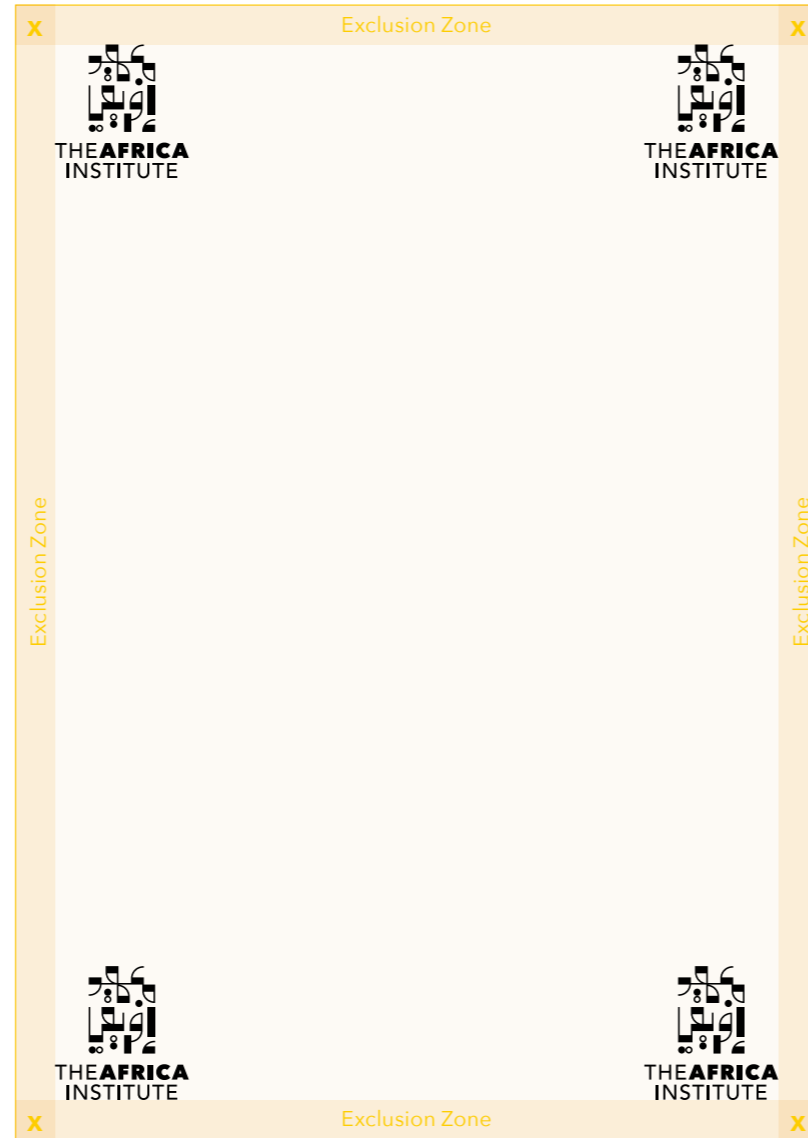
Proportion
As a guide the recommended width of the logo applied on a vertical layout should be 1/6 of the horizontal axis of the document format.

The recommended width of the logo applied on a horizontal layout should be 1/8 of the horizontal axis of the document format.
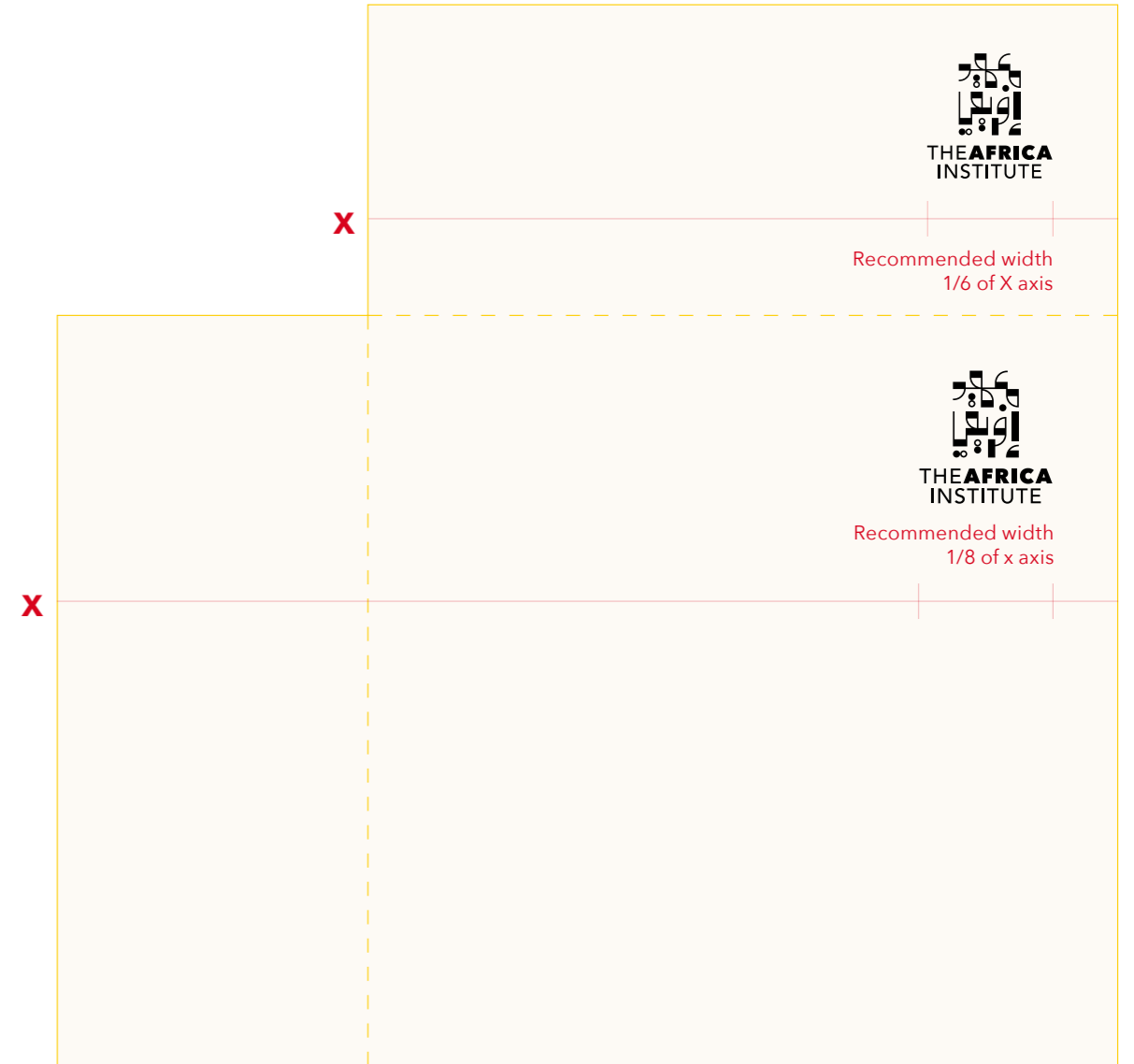
Logo Placement

A. Primary Positioning

Exclusion Zone

THE AFRICA INSTITUTE

THE AFRICA INSTITUTE

X

X

Exclusion Zone

Exclusion Zone

THE AFRICA INSTITUTE

THE AFRICA INSTITUTE

Exclusion Zone

B. Secondary Positioning

Size

Vertical Format

THE AFRICA INSTITUTE

X

Recommended width
1/6 of X axis

THE AFRICA INSTITUTE

Recommended width
1/8 of x axis

X

Horizontal Format

1.5
PRIMARY LOGO
INCORRECT USAGE

The Africa Institute logo should never be represented in colours other than those defined in these guidelines. The logo should never be stretched, condensed, rotated, altered or cropped and the colours should never be changed or have effects applied.

The logo should at all times be presented in a way that it remains legible and uncluttered.

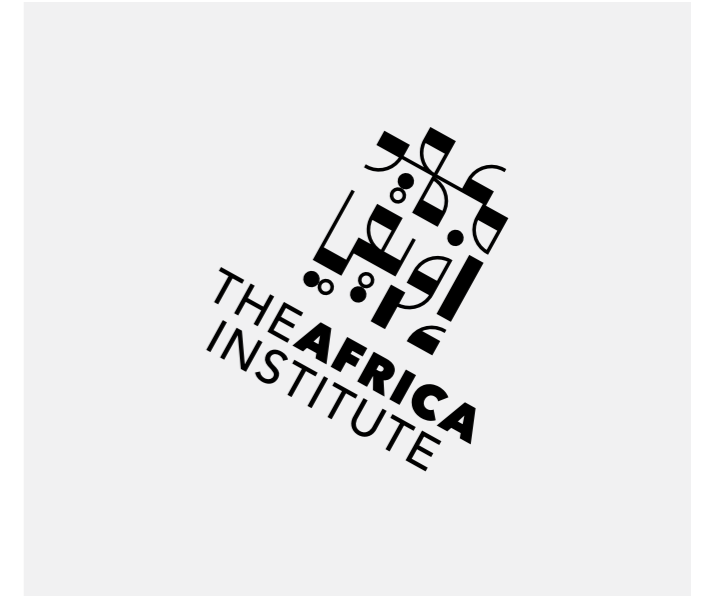A number of examples on how not to use the logo are presented here.
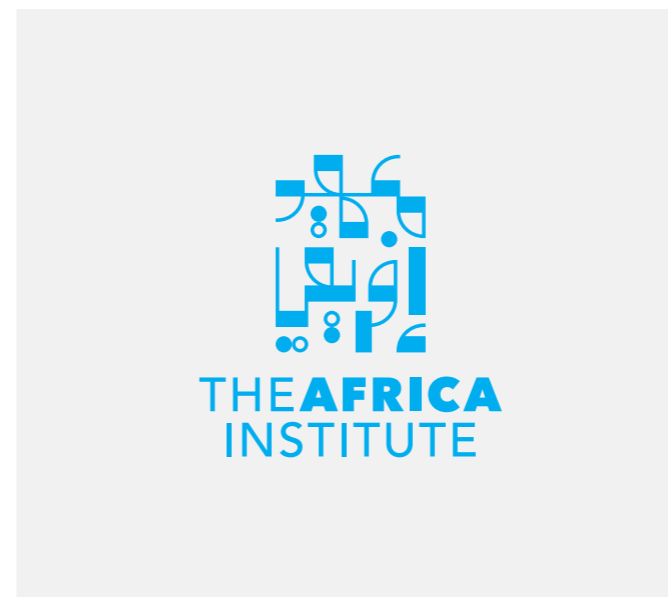
Rearranged
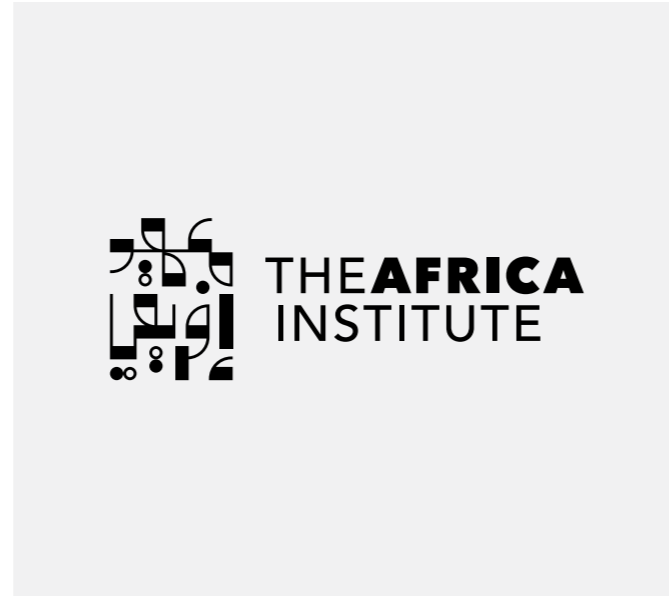
Outlined

Rotated

Stretched

Altered Colours

Applied Effects

1.6
PRIMARY LOGO
CO-BRANDING

The Africa Institute logo is the most important identifier of the organisation. In the context of co-branding materials, it should always be used in accordance with The Africa Institute brand identity guidelines.

Many co-branding instances will require placement of The Africa Institute logo next to another logo. The guide opposite should be used to define the co-branding lockup. Each logo should be sized to be optically equal.
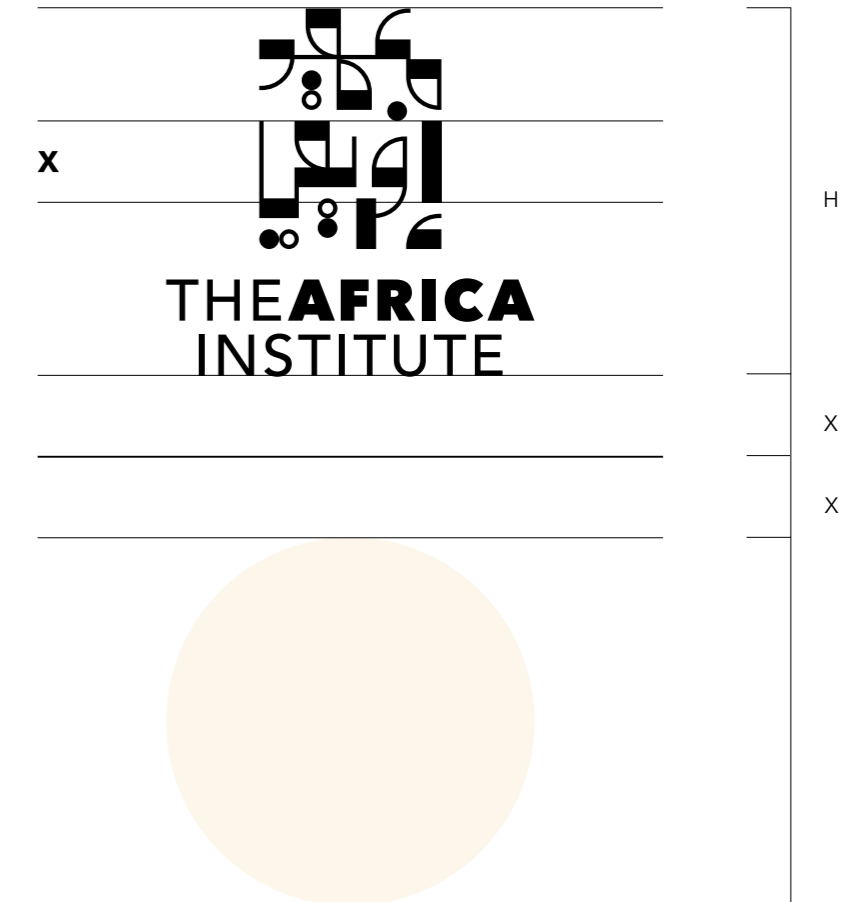
When placed horizontally, a third party logo must match optical and should never exceed the height of The Africa Institute logo.

The left or top placement of The Africa Institute logo indicates brand dominance.

Horizontal Placement
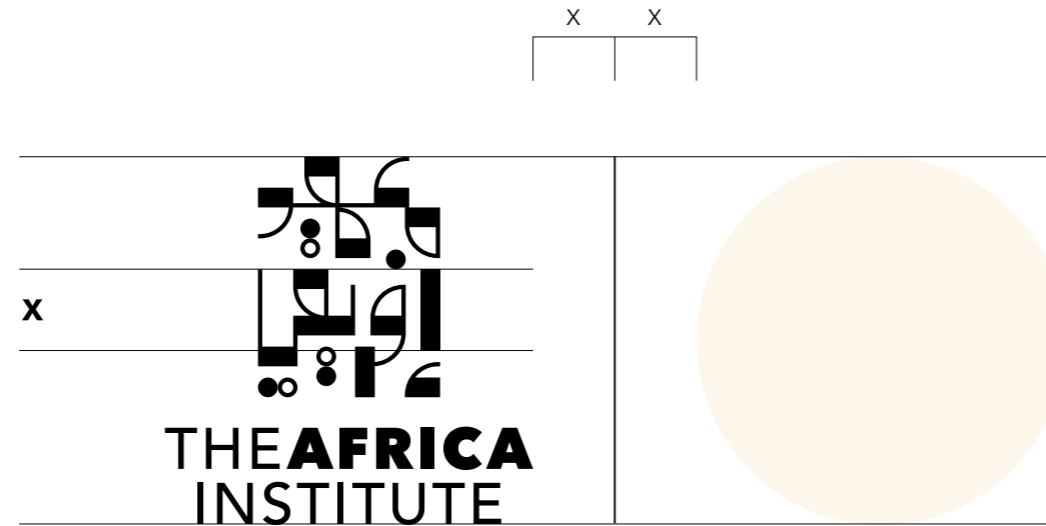
Vertical Placement

2.0 BRAND COLOUR PALETTE

2.1
BRAND COLOURS
PRIMARY PALETTE

The primary palette contains the core colours that should be used in The Africa Institute communications channels. The primary palette constitutes the foundation of The Africa Institute colour system and by staying true to this palette we create a strong and cohesive brand identity that resonates with our brand users.

Our primary colours are The Africa Institute Yellow (PMS 116) and The Africa Institute Black (PMS Process Black)

The Africa Institute colours are preferably printed as 100% solid. In exceptional circumstances requiring a wider range of colour variations, tints can be used. Tints are used most effectively in backgrounds, infographics, tables, or to differentiate the hierarchy of information. The selection of a tint must be carefully considered as certain tints are of limited value.

100%

The Africa Institute Yellow

PMS   116
CMYK 0-10-98-0
RGB   255-205-0
HTML FFCD00

100%
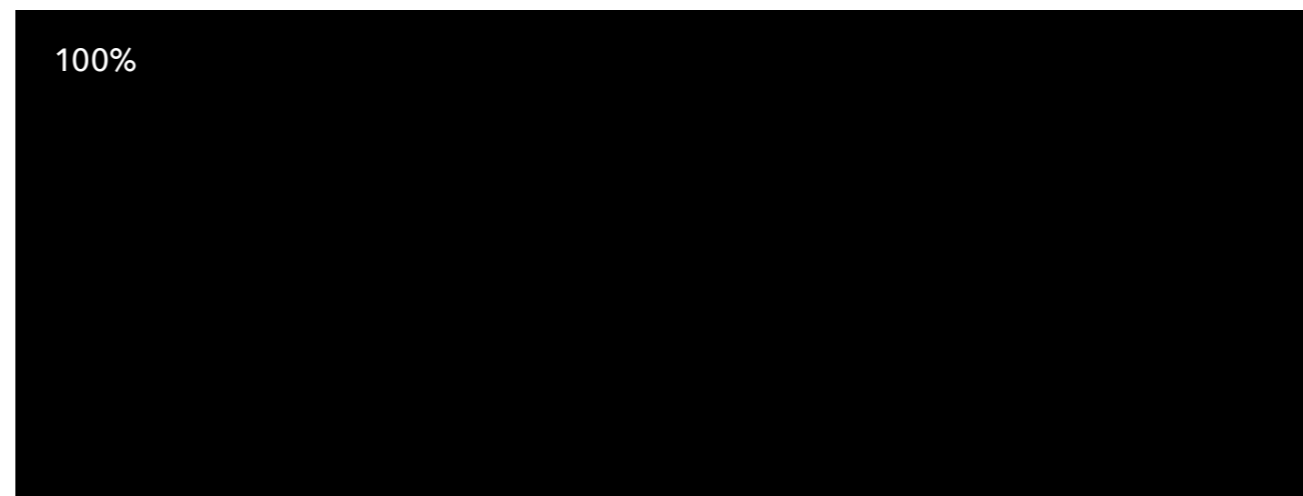
The Africa Institute Black

PMS   Process Black
CMYK 0-0-0-100
RGB   0-0-0
HTML 000000

2.2
BRAND COLOURS
SECONDARY PALETTE

Our secondary colour palette has been designed to contrast with our primary colours and to add energy and agility to our communications.

Colour Reproduction
Whenever possible, colours should be printed by specifying the Pantone® references. If you cannot print the colours in this way, reproduce them from a four-colour printing process.

Colour Matching
Colours will vary noticeably in brightness and shade depending on the type of paper stock or other material, desktop or mobile screens on which they will produced or appear.
Any kind of lamination or varnish will also have a direct effect on the printed colour.
All printed material should be visually matched to Pantone® colour references.

100%

The Africa Institute Blue

PMS   660
CMYK 74-44-0-0
RGB   64-126-201
HTML   407EC9

100%

The Africa Institute Green

PMS   2257
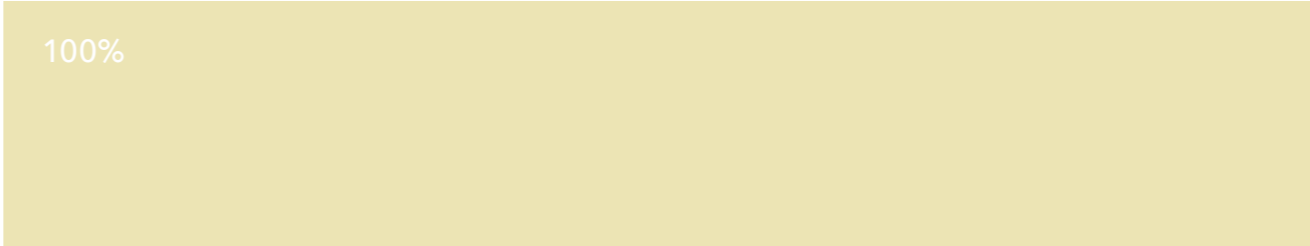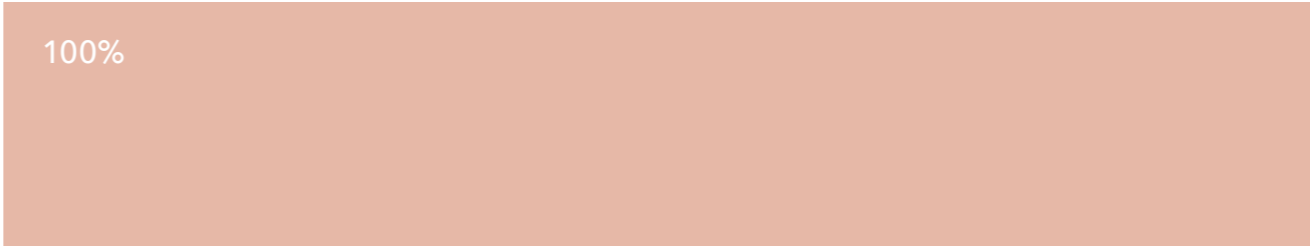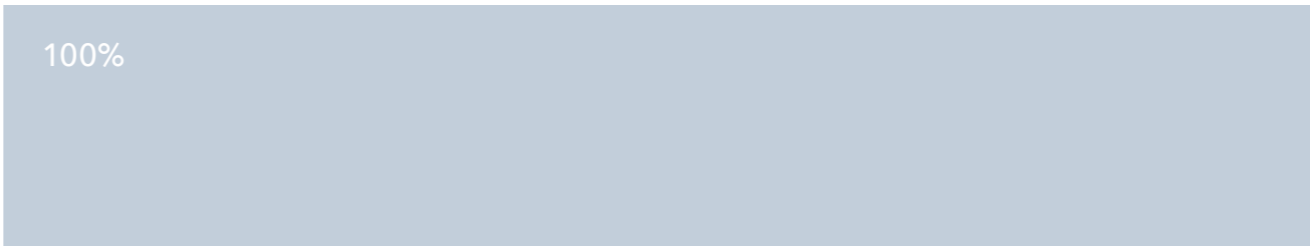CMYK 79-0-91-0
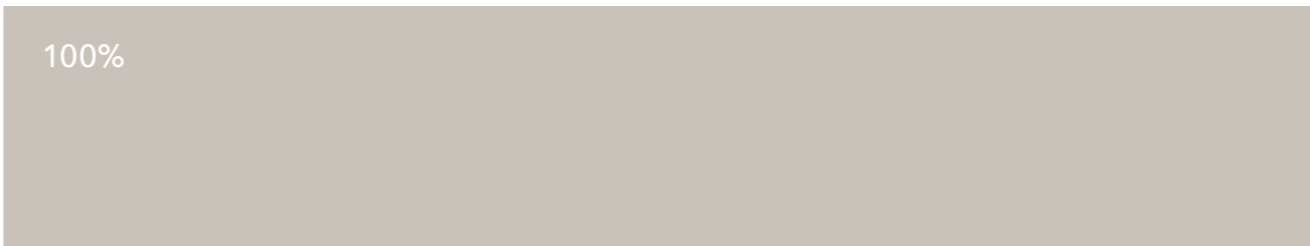RGB   0-173-80
HTML   00AD50

100%

The Africa Institute Red

PMS   2035
CMYK 0-100-100-0
RGB   214-0-28
HTML   D6001C

2.3
BRAND COLOURS
COMPLEMENTARY
PALETTE

The complementary colours in our brand were chosen to enhance our primary and secondary palette, providing additional range to the brand experience.

The complementary palette work well as accent colours or as subtle backgrounds behind typography, graphics or imagery. Tints of the complementary colours may be used to achieve the desired effect but should be used cautiously.

100%

PMS	7499
CMYK	1-1-29-0
RGB	241-230-178
HTML	F1E6B2

100%

PMS	7415
CMYK	1-27-24-0
RGB	230-186-168
HTML	E6BAA8

100%

PMS	538
CMYK	19-9-2-0
RGB	197-207-218
HTML	C5CFDA

100%

PMS	2457
CMYK	46-15-36-4
RGB	139-170-153
HTML	8BAA99

100%

PMS	Warm Gray 2C
CMYK	16-15-16-0
RGB	203-196-188
HTML	CBC4BC

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