AFRICOMPASSION ACADEMY

Brand Guidelines

2024

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Brand

Africompassion's School for Hope stands as a beacon of transformation in Kogaja, a village nestled in the Mara region of northwest Tanzania on the Kenyan border. Dedicated to breaking the cycle of poverty, we provide access to clean water, education, and medical care, empowering families and children towards self-reliance. More than a place of learning, our school embodies the power of compassion and community-driven change, reflecting our commitment to fostering lasting transformation in the lives of those we serve.

"Africompassion Academy Truth, Honor, Courage „

" Africompassion School for Hope „

Africompassion Academy represents hope and empowerment for impoverished children. As an initiative of Africompassion Organization, we are committed to breaking the cycle of poverty through education and embodying self-reliance. Our name reflects our mission to uplift communities and provide opportunities for growth. By utilizing the full name, Africompassion Academy - Truth, Honor, Courage & Africompassion School for Hope, we emphasize our core values and purpose. Any other names or abbreviations are not authorized, ensuring the clarity and strength of our brand identity across all platforms and materials.

Logo Identity

Symbolism

AfriCompassion Academy logo stands as a beacon of the institution's core values: Truth, Honor, and Courage. The shield design signifies the robust support and protection the academy offers, with each symbolic icon conveying the school's educational ethos and aspirations.

Truth is depicted by the balanced scales, emphasizing the academy's commitment to truth and equitable education.

Honor is symbolized by the hands cradling a heart, indicating the academy's respect and reverence for the value of each individual.

Courage is represented by the lion, signifying the strength and bravery that the academy instills in its students to face challenges.

Flaming Torch symbolizes the role of education as a guiding light, illuminating the path towards a brighter future and dispelling the darkness of ignorance.

Logo Usage

For use on white backgrounds

For use on black/dark backgrounds

Usage Guidelines

Black & white version of the logo have been created for use in an instance when the full colour logo cannot be used. For example, it should be used on darker colour backgrounds, in order to ensure there is suficient contrast between the logo and the colour behind it. These are the only colour variations of the logo to be used

Logo Usage

HOPE

58px

Usage Guidelines

The logo should be used with the space of given 'HOPE' word reference around the logo. This is applicable to all the places where our logo will be placed.

The logo should be used in its original form on white, different shades of gray as well as brand's red & yellow color.
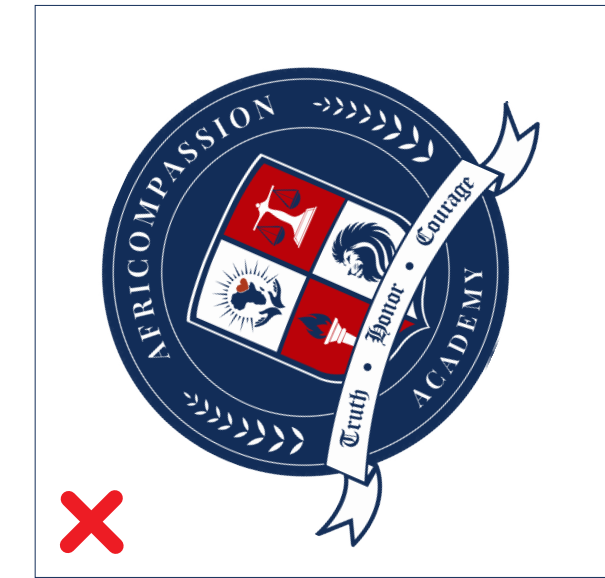
Logo Don'ts

Detach/remove any elements of logo

Stretch/skew the logo in any ways

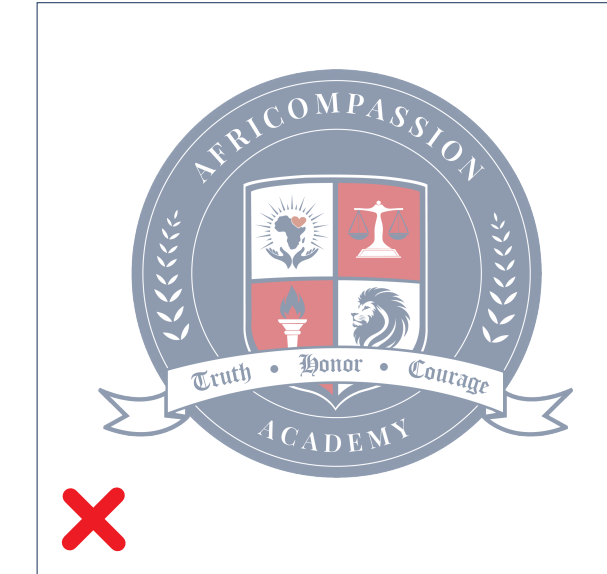Change the color of the logo & its elements

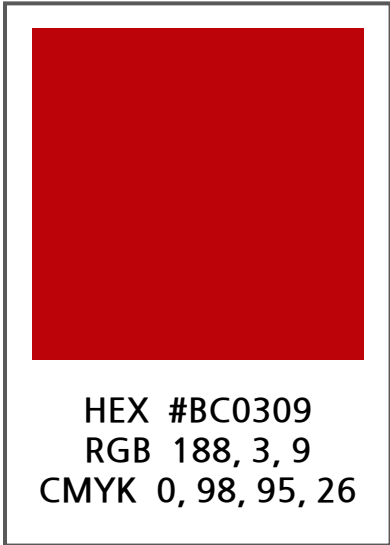Rotate the logo

Place on conflicting backgrounds

Change fontsyle

Rearrange elements
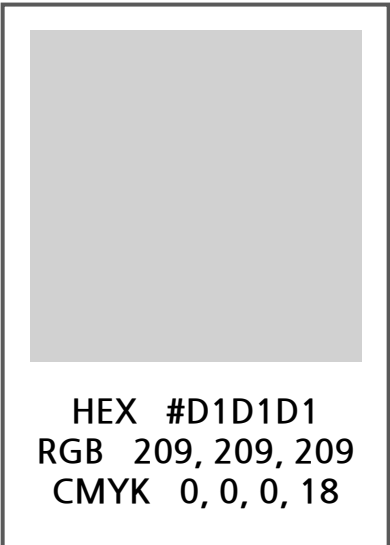
Change the opacity or resolution

Colors

Primary Palette

HEX #132E59
RGB 19, 46, 89
CMYK 79, 48, 0, 65

HEX #BC0309
RGB 188, 3, 9
CMYK 0, 98, 95, 26

Secondary Palette

HEX #E5B547
RGB 229, 181, 71
CMYK 0, 21, 69, 10

HEX #D1D1D1
RGB 209, 209, 209
CMYK 0, 0, 0, 18

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Usage Guidelines

Use the primary color palette for all branding and primary communications to reinforce the brand identity.

The secondary palette should be used for supporting graphics, backgrounds, and to create a balanced design aesthetic.

Always ensure that there is sufficient contrast between the text and background for readability.

Refer to this color guide before the production of any branded materials to ensure accuracy.

Typography

Primary Font

Playfair Display

Headings,
Titles, Subtitles

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 !

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 !

Secondary Font

NanumGothic

Body Text

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 !

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 !

Typography Usage

Usage Guidelines

Empowering Minds

In our school, diversity is celebrated, and inclusivity is our guiding principle. We believe that education is the key to unlocking endless possibilities and shaping a brighter tomorrow. With a commitment to fostering a culture of respect, understanding, and acceptance, we empower our students to embrace their uniqueness and strive for excellence in all they do.

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education."

- Martin Luther King Jr.

Playfair Display Bold, 32pt on 35pt leading

NanumGothic Regular 18 pt on 24pt leading

Playfair Display Italic 18 pt on 24pt leading

NanumGothic Regular 18 pt on 24pt leading

Letterhead

Usage Guidelines

Portrait : A4

Name/Date/Correspondence : Playfair Display or NanumGothic | 9pt | 12pt leading

Address : Playfair Display or NanumGothic | 9pt | 12pt leading

Letter content : Black | Ranged left

Text : Playfair Display or NanumGothic Regular | 11pt | 14pt leading | Black | Ranged left Single-spaced | Line space between paragraphs

Africompassion Academy

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info@africompassion.org
(801) 884-9765

Name Surname
Senior Executive
Address goes here. Street, City, Country
Email address here
000-123-456-789

Signature here
NAME SURNAME
Africompassion Organization

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Flag Design

4ft

6ft

Conceptualization

In crafting the Africompassion Academy flag, we seamlessly merged the iconic Tanzanian flag with our school logo and substituting the national colors with our own red and blue. This flag, measuring 6ft x 4ft, embodies our unique identity and commitment to excellence in education and compassion-driven initiatives.

T-Shirt Design

T-Shirt Design

Thank You

AFRICOMPASSION ACADEMY

Schools contact details & address