



THE AFRICAN CAPACITY BUILDING FOUNDATION

Brand Identity Manual & Guidelines

Welcome to the African Capacity Building Foundation (ACBF) Brand Identity Manual

This guide serves as a reference for maintaining a consistent brand presence across all platforms. It highlights ACBF's visual identity elements, including the logo, color palette, typography, imagery, and applications, ensuring a cohesive look across digital and print assets. Adhering to these guidelines helps preserve the integrity and impact of the ACBF brand.

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Section 1:

Defining Our Brand

Shaping Africa's Future through Capacity Development

The African Capacity Building Foundation (ACBF) is the leading institution for capacity building on the African continent. As a specialized agency of the African Union, we enable transformative human and institutional development by effectively implementing impactful programs throughout Africa.

Our mission: To develop the human capital and institutions required to enable Africa's inclusive and sustainable development.

Our Vision: A prosperous, resilient, and Inclusive Africa

Our Values: Accountability, Innovation, Excellence, Partnership, Communication

**Our identity shapes our work;
our impact defines our brand.**

ACBF is more than an institution - it's a community of passionate individuals driving Africa's development through capacity building. Our brand reflects who we are: collaborative, innovative, resilient, and committed to excellence.

Above all, it represents the best of what we bring as colleagues, partners, and changemakers. At ACBF, we are building Africa's future, one capacity at a time.

Brand Voice and Tone

ACBF's brand voice is authoritative, engaging, and accessible. It showcases our position as a leader in capacity building and our dedication to empowering African nations.

Here's what we are:

- Empowering: We build the capacity of individuals and institutions to recognize their potential and drive sustainable development.
- Authoritative, yet Approachable: Our expertise is clear, but we communicate it in a way that is inclusive and easy to understand.
- Optimistic: We emphasize opportunities, showcasing the potential for change through skills development.
- Insightful and Evidence-Based: Each message is supported by research, data, and proven strategies.
- Pan-African and Collaborative: We champion African solutions for African challenges, emphasizing partnerships and shared progress.

The voice and tone of ACBF must consistently embody these core principles:

- Clarity: Messages should be clear, concise, free of jargon, and easy to understand.
- Credibility: Statements should be backed by data, research, or real world examples.
- Compassion: Communications should reflect understanding and respect for the diverse contexts across Africa.
- Confidence: Our work creates an impact, and our tone should convey the assurance of a trusted leader.



Section 2: Design Elements

Our Logo

The ACBF logo embodies progress, unity, and professionalism, reflecting the organization's mission to drive sustainable development across Africa.

- The interlocking letters symbolize collaboration and interconnectedness.
- The arc represents transformation, continuity, support, and growth the core principles of ACBF's impact.
- The green and yellow color scheme reinforces the organization's core values of sustainability, innovation, inclusivity, and development.

Designed for consistency and adaptability, the logo ensures a strong and recognizable presence for ACBF across various digital, print, and physical applications.

PRIMARY LOGO



SECONDARY LOGOS/ TAGLINES



Language Versions of the Logo Tagline

The ACBF logo is available with a tagline in both English and French. The choice of language should align with the primary language of the target audience or the communication material. It is important to use the correct language version consistently across all applications to maintain clarity, accessibility, and brand integrity.



Sub-brands

The ACBF logo serves as the foundation for its sub-brands, such as the Uбора Academy logo. Incorporating the ACBF logo into sub-brands ensures unity, coherence, and shared purpose across all initiatives.

Sub-brand designs must align with ACBF's visual identity while reflecting the unique characteristics of specific programs or initiatives. This approach enhances brand recognition and strengthens the association between ACBF and its diverse endeavors.



Acceptable Color Versions



Safe Zone

To ensure the logo's visibility and impact, a clear space must be maintained around it.

This safe zone is equivalent to 1/5th of the logo's height. No text, imagery, or graphical elements should encroach into this area. This spacing rule ensures the logo appears uncluttered and maintains its visual integrity across all applications.



Incorrect Logo Usage

X Do not mix the colors around



X Do not stretch the logo



X Do not add shadows or any styles



X Do not use colors that are not in the logo



X Do not add outlines



X Always keep a safe space around the logo



X Do not alter the proportions or dimensions



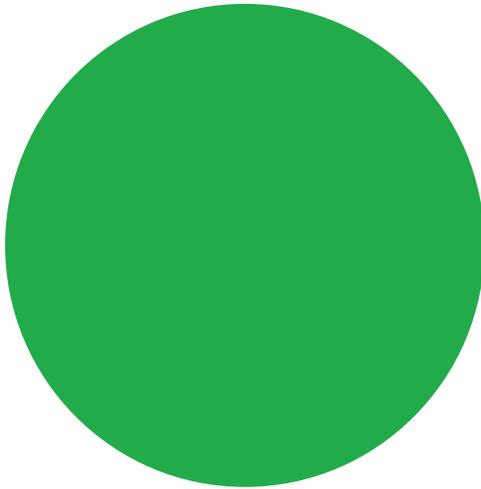
X Do not rotate the logo



X Do not use the logo on cluttered or low-contrast backgrounds



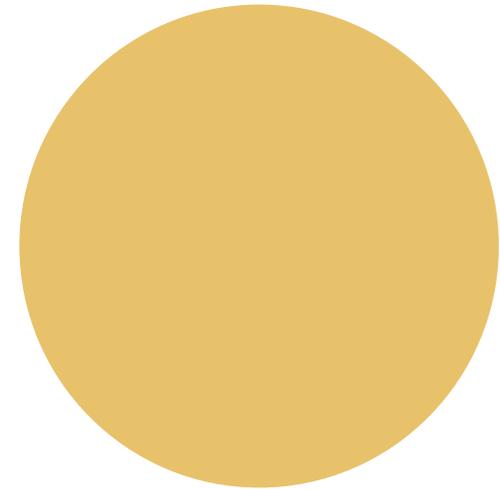
Color Palette



Primary Color - Green

Symbolism - Sustainability, Growth, and Development

Hex: #116AA4A
RGB: 22, 171, 75
CMYK: 81, 4, 100, 0



Secondary Color - Yellow

Symbolism - Inclusivity, Creativity and Innovation

Hex: #E8C16B
RGB: 232, 194, 107
CMYK: 9, 22, 68, 0



Typography

PRIMARY TYPEFACE

Raleway is ACBF's primary font due to its modern, sophisticated, and professional appearance. As a geometric sans-serif, it conveys a sense of stability, innovation, and trustworthiness, which aligns with ACBF's mission and brand identity. The font's elegant letterforms and versatility make it ideal for headings, titles, and brand messaging, ensuring a strong visual impact across all platforms.

Raleway

Aa Bb Cc Dd Ee Ff Gg

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SECONDARY TYPEFACE

Roboto complements Raleway as the secondary font, providing high readability and a neutral, clean aesthetic. As a humanist sans-serif, Roboto is optimized for digital and print applications, making it well-suited for body text, captions, and supporting content. Its functional design ensures excellent legibility at small sizes, maintaining clarity and consistency across various media formats.

Roboto

Aa Bb Cc Dd Ee Ff Gg

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Typography Hierarchy

To maintain a clear and structured typographic system, ACBF uses Raleway for headings and titles, ensuring a strong visual presence with bold and extra-bold weights. Subheadings and callouts also use Raleway but in medium and semi-bold weights to create a distinct yet cohesive structure.

For body text and paragraphs, Roboto is used in regular and medium weights, providing excellent readability for reports, articles, and digital content. Captions and labels utilize Roboto in light and regular weights, ensuring clarity without overwhelming the main content. This hierarchy ensures a balanced, professional, and accessible typographic system that enhances ACBF's brand communication across all platforms.

Main Heading - Raleway ExtraBold

Building Africa's Future Through Capacity Development

Sub-Heading - Raleway Bold

Empowering Institutions for Sustainable Growth

Body Text - Roboto

Africa's long-term development depends on strong institutions, skilled professionals, and innovative policies. ACBF is committed to strengthening the continent's capacity by providing technical support, funding, and knowledge resources to governments, organizations, and individuals. Our programs focus on leadership development, economic policy enhancement, and institutional reform, ensuring that African nations are equipped to drive sustainable growth. By fostering partnerships and investing in capacity-building initiatives, ACBF is shaping a future where Africa's development is led from within.

Graphical Elements

The arc in the ACBF logo can be used as a versatile graphical element to enhance brand identity across various communications. It can serve as a framing device, background accent, or subtle divider to create visual flow and cohesion.

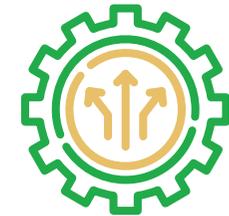
Whether incorporated in print materials, digital assets, or presentations, the arc reinforces ACBF's dynamic and forward-moving vision. When used thoughtfully adjusting opacity, scale, or positioning it maintains brand consistency while adding a distinctive and modern design touch.



Iconography

Icons are a powerful tool for communicating ideas quickly and effectively. For ACBF, they should be simple, modern, and aligned with the brand's professional and innovative image.

Maintaining a consistent line weight and style across all icons ensures visual uniformity, while incorporating brand colors green and yellow helps reinforce ACBF's broader visual identity. To enhance clarity and accessibility, icons should remain minimalistic, avoiding overly complex designs that may detract from their effectiveness.



Imagery and Visual Storytelling

Imagery powerfully conveys ACBF's mission, values, and impact. Photographs and graphics must reflect professionalism, collaboration, authenticity, and inclusiveness, aligning with ACBF's commitment to capacity building and sustainable development.

Guidelines for Effective Imagery:

- Utilize high-quality photographs with natural lighting and minimal editing to create a realistic and relatable aesthetic.
- Feature diverse teams and individuals engaged in meaningful work, emphasizing themes of innovation, empowerment, and community impact.
- Incorporate photographs from ACBF events and initiatives whenever feasible.
- When using stock images, ensure they align with ACBF's branding and possess a valid marketing license.

By adhering to these guidelines, ACBF can craft a compelling visual narrative that enhances its communications and bolsters brand recognition.



Brand Application Across Platforms

Social Media Branding and Engagement

Social media plays a vital role in ACBF's engagement strategy, allowing the organization to connect with diverse audiences, highlight its impact, and enhance brand recognition. All social media content should align with ACBF's mission, values, and visual identity to ensure a cohesive and professional presence across platforms.

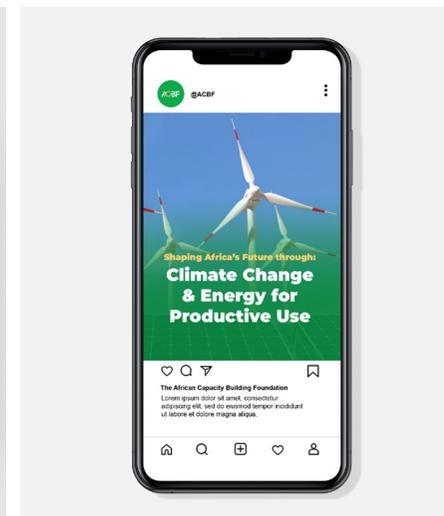
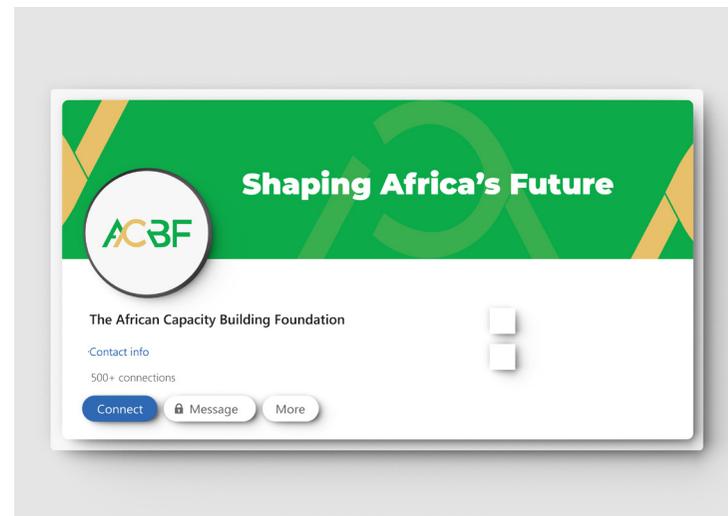
Key Social Media Guidelines:

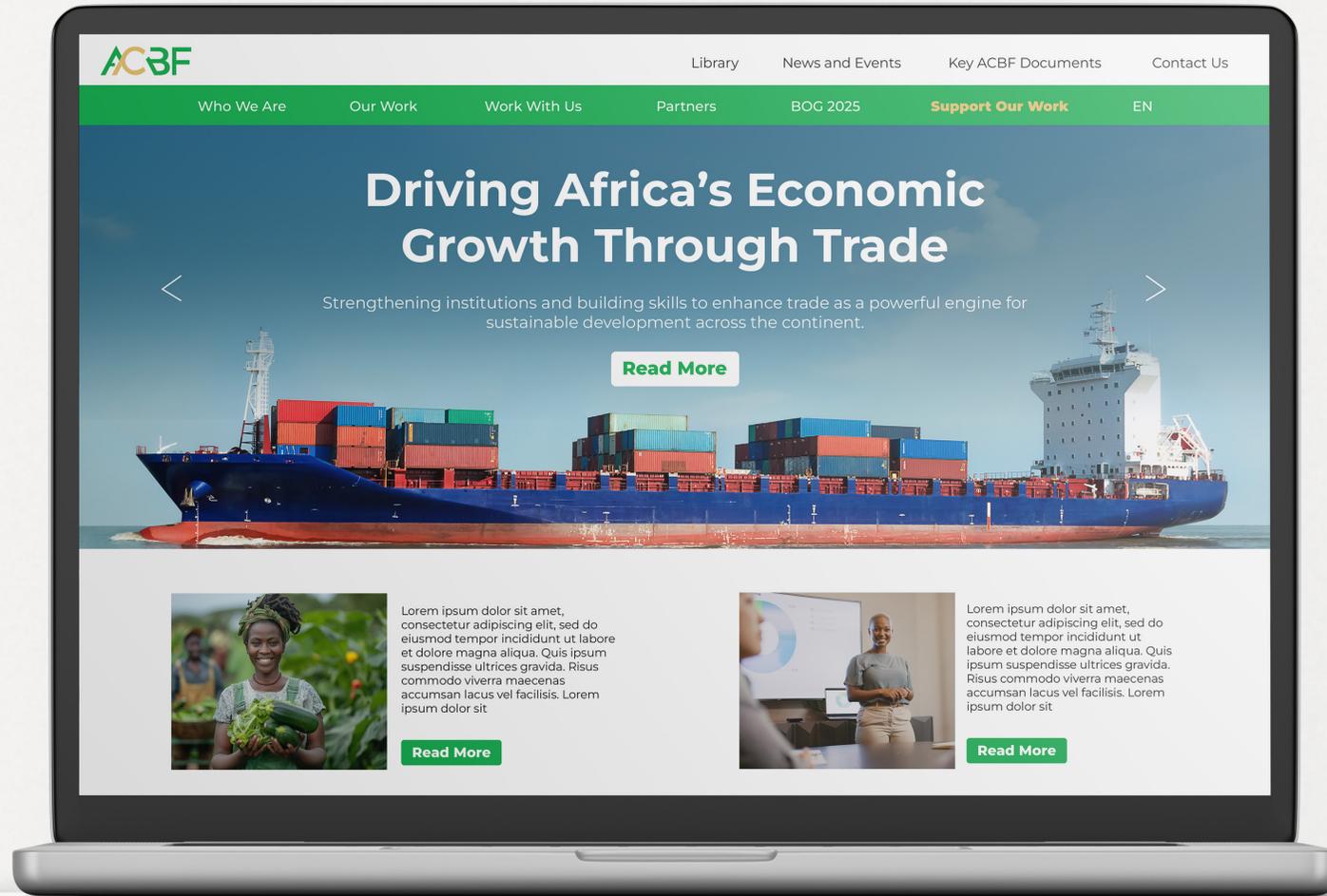
- Profile images: Use the official ACBF logo.
- Cover images: Include the logo, relevant visuals, or essential messaging supporting current campaigns.
- Brand colors and typography: Ensure consistency with ACBF's green and yellow color scheme and designated fonts.

Content approach:

- Prioritize compelling visuals with minimal text for clarity and engagement.
- Ensure all posts align with ACBF's mission, values, and professional tone.
- Encourage audience interaction through thought leadership, insights, and key updates.

Following these guidelines, ACBF upholds a cohesive and professional brand presence across digital channels, enhancing its influence and impact within the development community.







NAME & SURNAME

Position (Eng)

Position (Fr)

+263 772345678

+263 772345678

myemail@acbf-pact.org

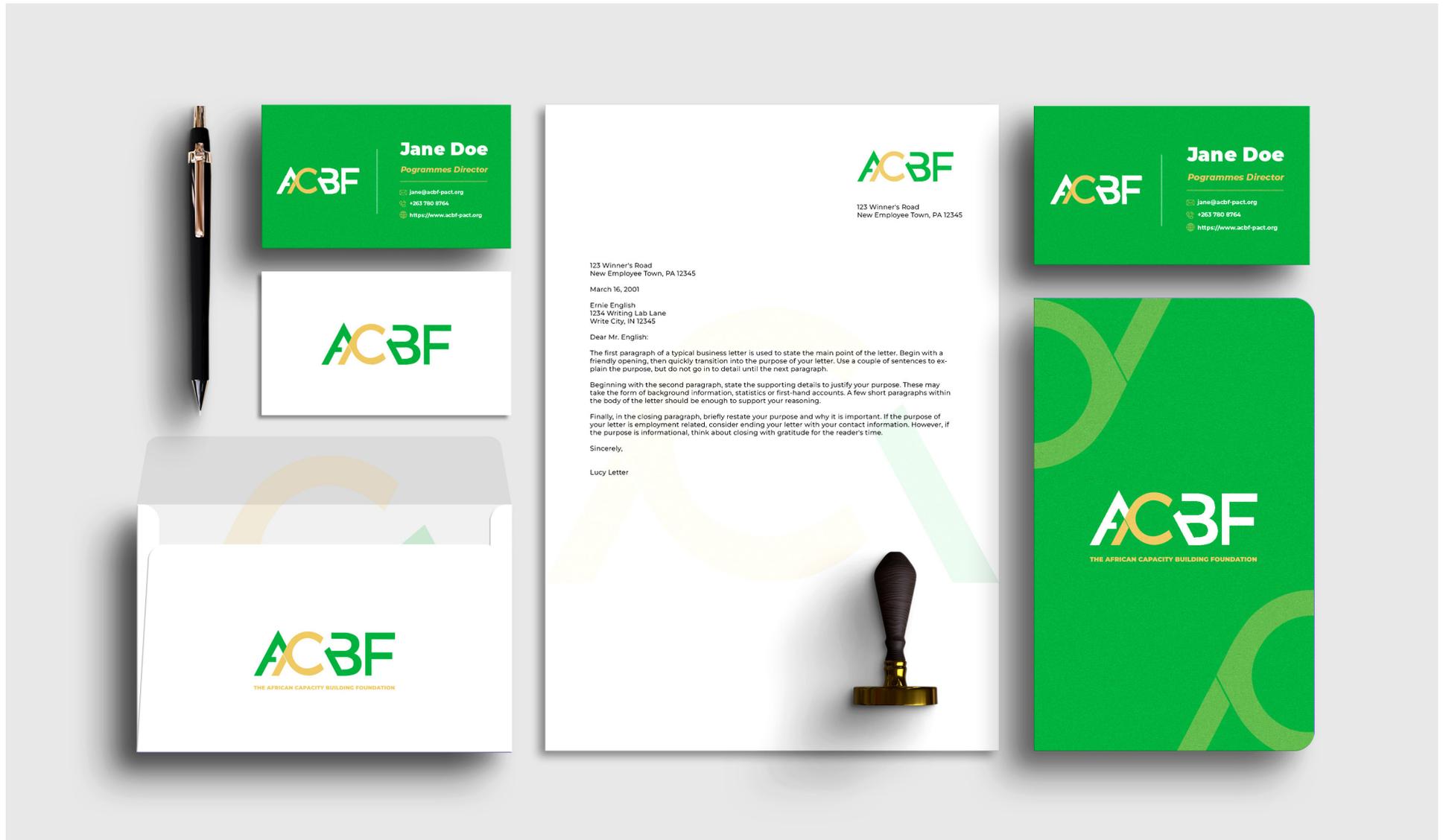
www.acbf-pact.org

2 Fairbairn Drive, Mount Pleasant, Harare, Zimbabwe

ACBF



Print Assets







ACBF



Our mission

To develop the human capital and institutions required to enable Africa's inclusive and sustainable development.



Our Vision

A prosperous, resilient, and Inclusive Africa



Our Values

Accountability, Innovation, Excellence, Partnership, Communication

ACBF

KEY IMPACT AREAS:



Climate Change and Energy for Productive Use



Agribusiness and Food Sovereignty



Trade as an Engine of Economic Development



Economic and Social Governance

ACBF

Shaping Africa's Future





Physical Assets









Section 3:

Do's and Don'ts

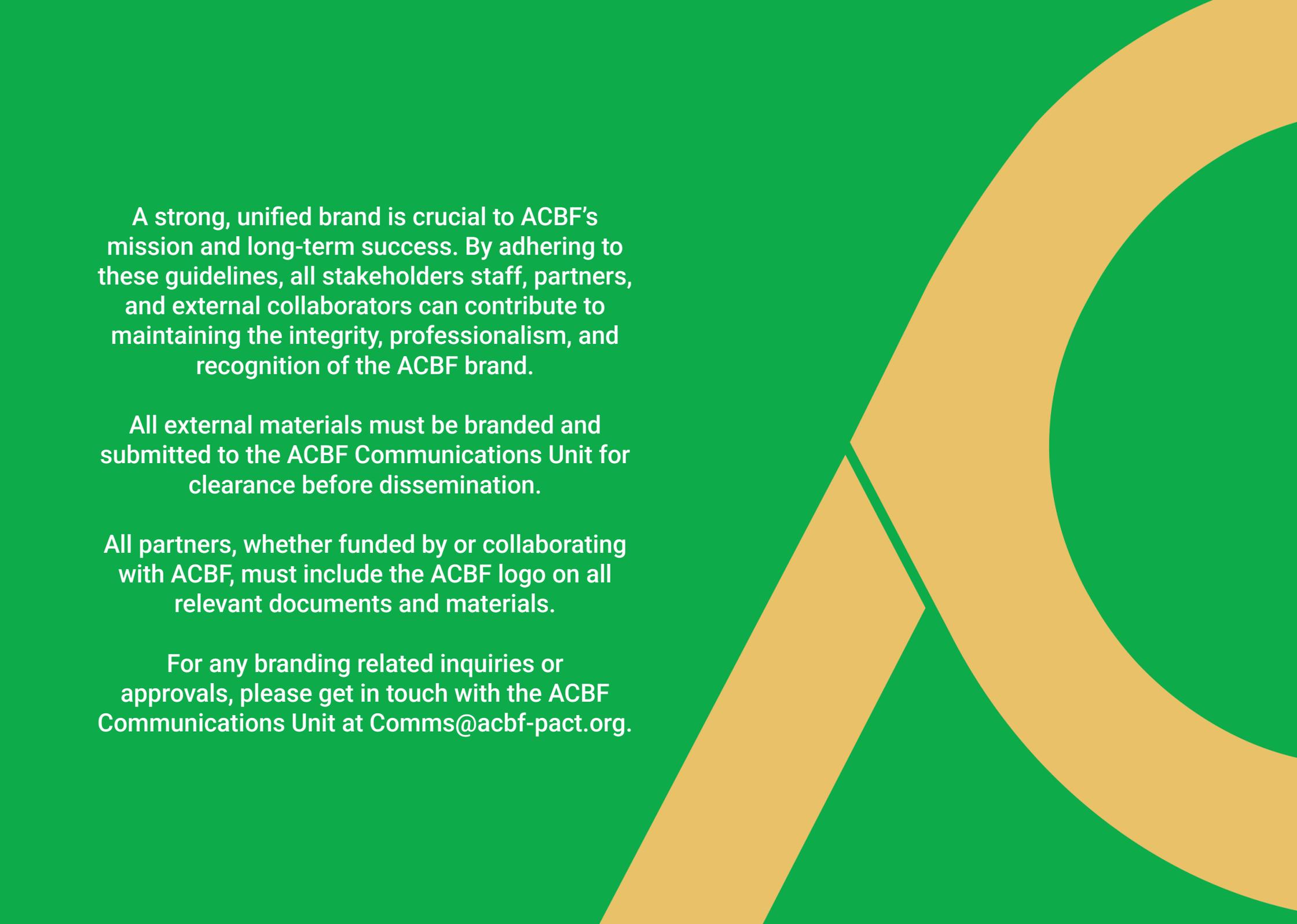




- Do use the Mission and Vision Statements accurately.
- Do embody and promote the Core Values in all communications and actions.
- Do maintain a professional and informative tone in formal communications.
- Do adopt an engaging and relatable tone for social media and community interactions.
- Visual Identity: Do adhere to the logo usage guidelines.
- Do use the specified color palette for all brand materials.
- Do follow the guidelines for print and digital materials.
- Do use designed templates for merchandise and promotional materials.



- Don't alter the mission and vision statements. Avoid paraphrasing or modifying these statements in any communication.
- Don't contradict the Core Values in any ACBF representation. Avoid actions or statements that conflict with these values.
- Don't use casual language in formal reports and documents. Avoid slang or informal language in professional settings.
- Do not modify or distort the ACBF logo. Do not change its colors, add effects, or alter its proportions.
- Do not use unapproved colors in brand materials, and avoid introducing new colors not part of the established palette.
- Don't disregard layout and design guidelines for brand materials.
- Avoid creating off-brand marketing or informational materials.
- Don't use unofficial merchandise designs.
- Avoid creating merchandise that the brand team hasn't approved.
- Don't create off-brand content. Avoid messages that don't align with ACBF's values or objectives.



A strong, unified brand is crucial to ACBF's mission and long-term success. By adhering to these guidelines, all stakeholders staff, partners, and external collaborators can contribute to maintaining the integrity, professionalism, and recognition of the ACBF brand.

All external materials must be branded and submitted to the ACBF Communications Unit for clearance before dissemination.

All partners, whether funded by or collaborating with ACBF, must include the ACBF logo on all relevant documents and materials.

For any branding related inquiries or approvals, please get in touch with the ACBF Communications Unit at Comms@acbf-pact.org.