AFRICAN VISION of HOPE

Branding & Style Guide

About This Guide

This guide has been developed to define, support, and protect the message of African Vision of Hope through written, verbal, and visual media. The clarity and reach of our message will be significantly impacted by our adherence to the standards outlined in this guide.

The term "communication," as used in this guide, includes any verbal, written and/or visual dissemination of information, through print or digital media. "Communications" include, but are not limited to, flyers, brochures, booklets, magazines, signage, emails, eNewsletters, and websites.

Thank you for supporting the African Vision of Hope brand through consistently applying the standards outlined in this guide.

A PDF version of this guide is available at http://africanvisionofhope.org/brandassets.

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Messaging Standards

"Messaging" communicates the purpose and goals of an organization. The following standards should be followed to maintain consistency across all written and verbal African Vision of Hope communications in order to protect (maintain clarity) and further spread the African Vision of Hope message.

ORGANIZATION NAME

Standards:

!   The organization name should appear in all communications.

!   Do not shorten or abbreviate the organization name in any way.

!   If the organization name is displayed instead of the logo, it should be in either the Trebuchet Regular or Bold font.

Compliant with Standard	Non-Compliant
African Vision of Hope	AVOH

MISSION STATEMENT

Standards:

!   The mission statement should appear in all communications.

!   Do not shorten or add to the mission statement.

Compliant with Standard
So every Zambian child and their family may be released from extreme poverty to fulfill God's purpose for their lives.

3 Es TAGLINE

Standards:

!   This tagline should appear in all communications.

!   Do not shorten or add to the tagline.

!   The African Vision of Hope sun icon should always be used between the words of the tagline. In the tagline, the sun icon should always be colored full-strength AVOH Orange (no tints).

!   The font used for the tagline should always be Trebuchet MS Regular.

Compliant with Standard	
Educate ☀ Equip ☀ Empower	Educate ☀ Equip ☀ Empower

All approved image files of the African Vision of Hope tagline are available at http://africanvisionofhope.org/brandassets. See the chart showing available files on page 5 and "Standards Pertaining to All Brand Assets" on page 6.

ENDING EXTREME POVERTY TAGLINE

Standards:

   !   **Do not shorten or add to the tagline.**

Compliant with Standard
Ending Extreme Poverty...One Child at a Time

Logo & Icon Standards

Logos and icons serve to quickly identify an organization. The following standards should be followed to protect the integrity of the logo and icon as well as maintain consistency across all African Vision of Hope communications.

All approved variations and file formats of the African Vision of Hope brand assets (logos, icons, and taglines) are available at http://africanvisionofhope.org/brandassets.

* = PREFERRED FILE FOR PRINT/SCREEN		FOR PRINT USE		FOR SCREEN USE	
The most recent versions of the checked files are available at http://africanvisionofhope.org/brandassets.	Illustrator EPS (vector) **Fully editable with Adobe Illustrator software (fonts required)**	Illustrator EPS (vector) *transparent background outlined text*	300 DPI CMYK JPEG *white background*	72 DPI RGB JPEG *white background*	72 DPI RGB PNG *transparent background*
AVOH logo - for light background		✓*	✓	✓	✓*
AVOH logo - for dark background		✓*			✓*
AVOH logo - black			✓		
AVOH logo - grayscale			✓		
Sun icon - orange		✓*	✓	✓	✓*
Sun icon - black			✓		
Sun icon - grayscale			✓		
3 Es tagline - for light background	✓	✓*	✓	✓	✓*
3 Es tagline - for dark background	✓	✓*			✓*
3 Es tagline - black			✓		
3 Es tagline - grayscale			✓		
Hope Legacy logo	✓	✓*	✓	✓	✓*
Hope Legacy logo - black			✓		
Hope Legacy logo - grayscale			✓		
Hope Legacy logo - without AVOH		✓*	✓	✓	✓*
Hope Legacy logo - without AVOH - black			✓		
Hope Legacy logo - without AVOH - grayscale			✓		
Hope Legacy tree icon		✓*	✓	✓	✓*
Hope Legacy tree icon - black			✓		
Hope Legacy tree icon - grayscale			✓		

STANDARDS PERTAINING TO ALL BRAND ASSETS

In this section,"brand assets" refers to all logos, icons, and visual representations of taglines.

Standards:

! Never place a brand asset on a background that is so dark/light, busy, or colored in a way that any part of the asset is not easily understood. Never place other text on top or behind an asset. No elements should touch or overlap an asset.

! Do not create any alternate versions of assets. Do not alter, add, or subtract any text or visual elements to/from the assets. Only the approved variations and file formats found at http://africanvisionofhope. org/brandassets are permitted to be used.

! Always scale assets proportionally. Do not make an asset taller or wider than it is in its original file.

> To scale an asset proportionally, hold down the Shift key and drag out from a corner.

Scaled Proportionally	Not Scaled Proportionally	

THE AFRICAN VISION OF HOPE LOGO

The African Vision of Hope logo has a down-to-earth, tribal feel with a sun icon that communicates the hope of the African Vision of Hope message.

Standards:

- **!** **This logo should appear in all communications unless the Hope Legacy logo is used instead.**
- **!** **Leave adequate, equal "white" or blank space around all four edges of the logo. Use the size of the sun for guidance on the minimum amount of space to leave. See bottom example at right.**
- **!** **Do not use this logo as a watermark. Use the sun icon instead.**
- • This logo was built from the font "Reynold Art Deco".
- **!** **"Reynold Art Deco" should not used elsewhere in African Vision of Hope branding.**
- • The version of the logo for use on light backgrounds (top at right) uses Rich Black and AVOH Orange from the Essential Palette.
- • The version of the logo for use on dark backgrounds (middle at right) uses Light Ivory and AVOH Orange from the Essential Palette.

All approved image files of the African Vision of Hope logo are available at http://africanvisionofhope.org/brandassets. See the chart showing available files on page 5 and "Standards Pertaining to All Brand Assets" on page 6.

THE AFRICAN VISION OF HOPE SUN ICON

The African Vision of Hope sun icon is used as part of the African Vision of Hope and Hope Legacy logos as well as the 3 Es tagline. It may also be used alone and as a watermark.

Standards:

- • This icon uses AVOH Orange from the Essential Palette.

All approved image files of the sun icon are available at http://africanvisionofhope.org/brandassets. See the chart showing available files on page 5 and "Standards Pertaining to All Brand Assets" on page 6.

THE HOPE LEGACY LOGO

The Hope Legacy logo features a tree--a classic symbol of legacy, time, and growth. The movement in the tree trunk is reminiscent of a road or path-- symbols for the concept of journey and the future. The foliage of this tree is made from the sun icon, which communicates the hope of the African Vision of Hope message.

Standards:

- **!** This logo should appear in all communications related to Hope Legacy.
- **!** When using the asset files with transparent backgrounds, take care not to place this logo on dark backgrounds.
- **!** Leave adequate, equal "white" or blank space around all four edges of the logo. Use the size of the "H" for guidance on the minimum amount of space to leave. See bottom example at right.
- **!** Do not use this logo as a watermark. Use the tree icon instead.
- The fonts used in the Hope Legacy logo are Trebuchet MS Regular ("Hope Legacy") and Bold ("African Vision of Hope").
- This logo uses Taupe and Rich Black from the Essential Palette with Deep Plum and Avocado from the Complimentary Palette.

All approved image files of the Hope Legacy logo are available at http://africanvisionofhope.org/brandassets. See the chart showing available files on page 5 and "Standards Pertaining to All Brand Assets" on page 6.

THE HOPE LEGACY TREE ICON

The Hope Legacy tree icon is used as part of the Hope Legacy logo. It may also be used alone and ask a watermark.
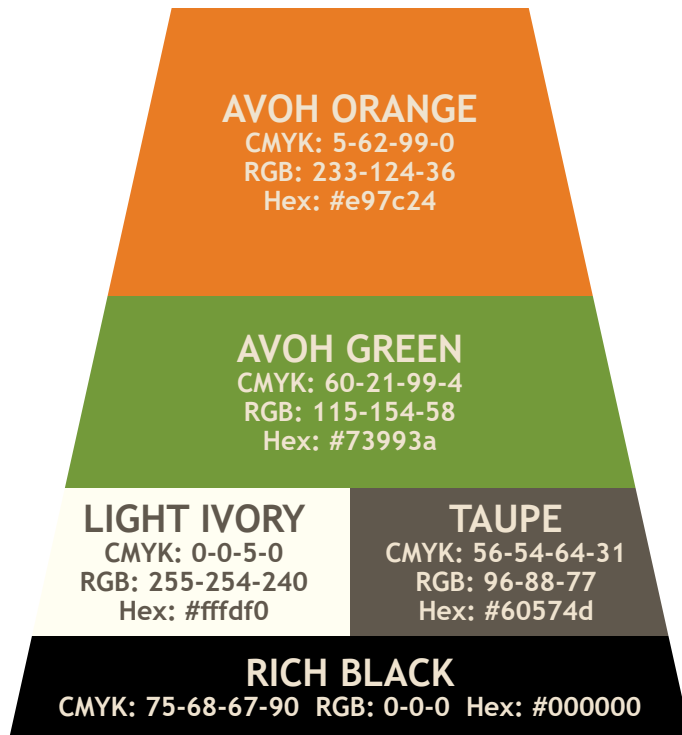
Standards:

- This icon uses Taupe from the Essential Palette and Avocado from the Complimentary Palette.

All approved image files of the tree icon are available at http://africanvisionofhope.org/brandassets. See the chart showing available files on page 5 and "Standards Pertaining to All Brand Assets" on page 6.

Color Standards

ESSENTIAL PALETTE

AVOH ORANGE
CMYK: 5-62-99-0
RGB: 233-124-36
Hex: #e97c24

AVOH GREEN
CMYK: 60-21-99-4
RGB: 115-154-58
Hex: #73993a

LIGHT IVORY
CMYK: 0-0-5-0
RGB: 255-254-240
Hex: #fffdf0

TAUPE
CMYK: 56-54-64-31
RGB: 96-88-77
Hex: #60574d

RICH BLACK
CMYK: 75-68-67-90   RGB: 0-0-0   Hex: #000000

Tints Shown: 100%, 80%, 60%, 40%, 20%

The Essential Palette frames the African Vision of Hope visual message. This natural, earthy palette inspires a sense of humility and authenticity that describes the people of Zambia and the work of African Vision of Hope. The colors of the Essential Palette compliment the backbone of the African Vision of Hope visual message--photographs taken on the mission field.

Standards:

! All colors in the Essential Palette should appear in all communications.

- AVOH Orange is the primary color in the Essential Palette and should always be a primary or secondary color in the color palettes of all communications.

- AVOH Green is the secondary color in the Essential Palette and should always be secondary to AVOH Orange. AVOH Green should be a secondary color (if AVOH Orange is primary) or tertiary/accent color (if AVOH Orange is secondary) in the color palettes of all communications.

- AVOH Orange, AVOH Green, and Rich Black should be used together carefully so as not to create too much contrast and detract from the richness and warmth of the Essential Palette. Plenty of neutral color (Light Ivory, Taupe, etc.) should be used to balance saturation and maintain palette complexity and sophistication.

- Black should be used sparingly. Taupe is a softer, more inviting option, as Light Ivory is a warmer alternative to White. When black is desired, always use Rich Black (instead of 100% black) if possible.

- Tints of Essential Palette colors may be used alongside full strength colors so long as the integrity of the Essential Palette is maintained.

The African Vision of Hope Essential Palette and tint palettes are available in CMYK and RGB as loadable swatch libraries for use with Adobe Creative Suite programs at http://africanvisionofhope.org/brandassets.

COMPLIMENTARY PALETTE

The Complimentary Palette offers additional color options to facilitate variety and flexibility in communications while maintaining consistency with the African Vision of Hope visual message.

Pure White and Medium Ivory serve as additional neutrals. Pure White and Aged Blue offer a fresh contrast to Essential Palette colors. Aged Blue and Deep Plum, falling between AVOH Orange and AVOH Green on a the color wheel, add fullness to the combined color palettes and can also function somewhat as neutrals, depending on use. Burnt Orange and Avocado are included to support and reinforce the primary color, AVOH Orange, and the secondary color, AVOH Green.

PURE WHITE CMYK: 0-0-0-0 RGB: 255-255-255 Hex: #ffffff	**DEEP PLUM** CMYK: 72-66-44-28 RGB: 76-76-94 Hex: #4c4c5e
MEDIUM IVORY CMYK: 6-9-18-0 RGB: 239-227-207 Hex: #efe3cf	**BURNT ORANGE** CMYK: 29-66-100-18 RGB: 160-93-22 Hex: #a05d16
AGED BLUE CMYK: 23-2-13-0 RGB: 194-226-222 Hex: #c2e2de	**AVOCADO** CMYK: 75-35-99-25 RGB: 67-109-46 Hex: #426c2e

Standards:

- Colors in the Complimentary Palette may function as a primary, secondary, or tertiary/accent colors in the color palettes of communications.
- If a Complimentary Palette color is used as a primary color, AVOH Orange must be used as a secondary color with AVOH Green as a tertiary/accent color.
- If AVOH Orange is used as a primary color, a Complimentary Palette color may be used as a secondary color (alongside AVOH Green) or as a tertiary/accent color.
- **!** **Tints of Complimentary Palette colors may not be used in the color palettes of any communications.**

The African Vision of Hope Complimentary Palette is available in CMYK and RGB as loadable swatch libraries for use with Adobe Creative Suite programs at http://africanvisionofhope.org/brandassets.

BRINGING THE PALETTES TOGETHER: THE AFRICAN VISION OF HOPE COLOR WHEEL

All colors from the Essential Palette and Complimentary Palette are shown here together in the African Vision of Hope Color Wheel. Colors slices are sized according to their intended use in proportion to one another.

! **The only colors permitted to be used in African Vision of Hope communications are those that appear in the Essential Palette or Complimentary Palette, or are tints of Essential Palette colors.**

Typeface Standards

The following standards should be followed to maintain consistency across all African Vision of Hope communications. The only fonts permitted to be used in African Vision of Hope communications are those that appear in this section.

BASE FONT FAMILY

The base font family, Trebuchet MS, was chosen because it echoes the font used in the African Vision of Hope logo, is clean and versatile, and is widely available (including for use in Constant Contact).

Standards:

! **Trebuchet MS is to be used for all body copy. No other font should be used for body copy, but if there is no way to use Trebuchet MS, Arial should be substituted.**

- Trebuchet MS may also be used for headlines, pullquotes, etc.

Trebuchet MS Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=`[]\;',./
!@#$%^&*()_+~!{}|:"<>?

Trebuchet MS Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=`[]\;',./
!@#$%^&*()_+~!{}|:"<>?

Trebuchet MS Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=`[]\;',./
!@#$%^&()_+~!{}|:"<>?*

Trebuchet MS Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=`[]\;',./
!@#$%^&*()_+~!{}|:"<>?

DISPLAY FONTS

Two display fonts with hand-written qualities, "True Sketch Regular" and "spoon regular" have been selected to add variety and a humble, human character to African Vision of Hope communications.

Standards:

- Display fonts may be used in headlines, pullquotes, etc.
- **!** **Avoid using display fonts for large blocks of copy.**

True Sketch Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=`[]\;',./
!@#$%^&*()_+~!{}|:"<>?

spoon regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[]\;,./
!@#$%&*()_+~ !{}|:<>?

True Sketch Regular and spoon regular may be purchased from MyDesignDeals.com:
You'll find "spoon regular" in this pack: https://crmrkt.com/Opg6
And "True Sketch Regular" here: https://crmrkt.com/3N5b

Other Standards

The following standards should be followed to maintain consistency across all African Vision of Hope communications.

SPACING IN TEXT

Standards:

! **Use one space between sentences for smooth visual flow.**

Compliant with Standard	Non-Compliant: Double Spacing
She went to the village. She brought hope.	She went to the village. She brought hope.

PUNCTUATION

Standards:

! **Use the serial comma for clarity.**

Compliant with Standard	Non-Compliant
She taught them to read, write, and speak English.	She taught them to read, write and speak English.