AFRO

General brand
guidelines for
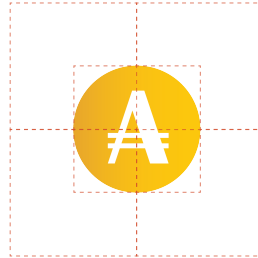Fondation AFRO

December 2018

i

ii

iii

i   Primary AFRO logo.
     Protection space dictated by the
     height and width of the AFRO coin
     as shown.

ii   Primary AFRO icon.
     Use icon as logo depending on
     application.

iii Logo colours.

R: 233 **G:** 169 **B:** 23
C: 0 **M:** 33 **Y:** 92 **K:** 9

Gradient ramp 50%

R: 253 **G:** 200 **B:** 0
C: 1 **M:** 2 **Y:** 100 **K:** 0

R: 87 **G:** 87 **B:** 86
C: 0 **M:** 0 **Y:** 0 **K:** 80

Logo font: **ROBOTO**
Light

Correct

Always use black variation on light backgrounds.

Always use white variation on dark backgrounds.

Do not stretch the logo.
Do not tilt the logo.
Do not use type-only logo.

Incorrect

Correct

Incorrect

Use correct logo variation for image colours and align with protection space around the logo.

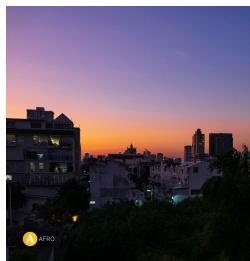Always place logo on the left hand side of image.

Do not use white logo varitation on brighter coloured images.

Do not use black logo variation on darker coloured images.

Do not oversize the logo on the image.
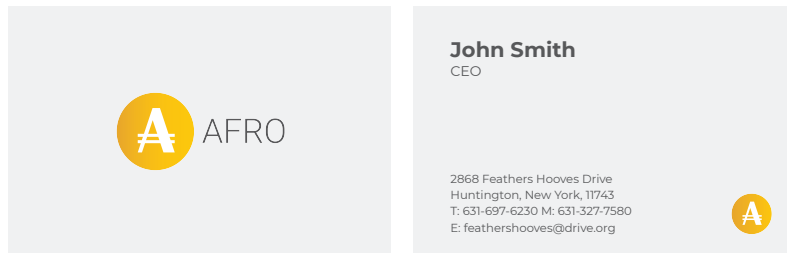
Do not undersize the logo on the image.

Business card Not to proportion

AFRO

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Sample logo placements on
business card and email signature.

Font: Montserrat
Use full font family when necessary.