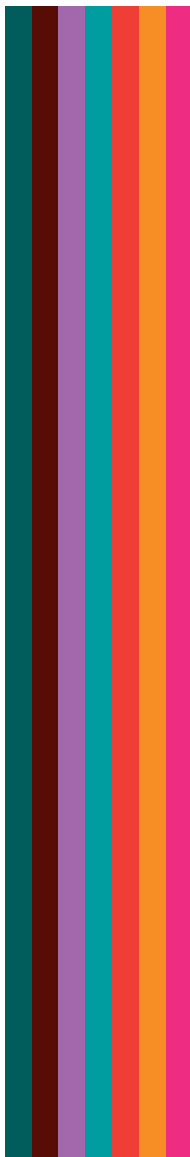


**Agroforestry Living Labs
for Sustainable African Growth**



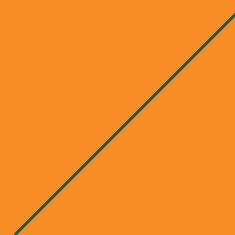
BRAND GUIDELINES

afrogrow-project.eu



**Funded by
the European Union**

OUR VISUAL
IDENTITY SHOULD BE
CONSISTENT AND
EASY TO IDENTIFY.



BRAND LOGO

The AfroGrow Logo



FAVICON

AfroGrow Brown
HEX #4d1610
RGB 77 22 16
CMYK 35 95 95 60



LOGO VERSION

The identity has been adapted for possible uses. The full colour can be used on light coloured background. When used on a dark background it should be in a monochromatic version.



LOGO DON'TS



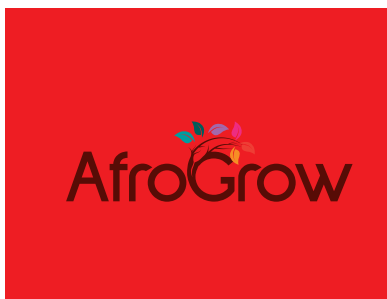
DON'T DISTORT THE LOGO.



NEVER ADD OR REMOVE THE LOGO ELEMENT



DON'T PLACE THE LOGO ON COLORED BACKGROUNDS OTHER THAN APPROVED COLORS.



NEVER ADD SHADOW OR ROTATE THE LOGO POSITIONS



OUR BRAND COLOURS
ENGAGE AND REPRESENT
THE BRANDING VALUE.



PRIMARY COLOR

The AfroGrow Logo is comprised of two elements: the wording and the leaves.

The wording of the Logo is in one colour and the leaves are each a different colour symbolising each different Living Lab.

AfroGrow Brown
HEX #4d1610
RGB 77 22 16
CMYK 35 95 95 60

AfroGrow Orange
HEX #df8d32
RGB 223 141 50
CMYK 0 53 97 0

AfroGrow Blue/Green
HEX #255e5d
RGB 37 94 93
CMYK 100 42 60 27

AfroGrow Blue
HEX #209c9f
RGB 32 156 159
CMYK 100 10 43 0

AfroGrow Red
HEX #cf4339
RGB 207 67 57
CMYK 0 90 85 0

AfroGrow Pink
HEX #cd397f
RGB 207 57 127
CMYK 0 92 16 0

AfroGrow Purple
HEX #9468a8
RGB 148 104 168
CMYK 38 69 0 0

TYPOGRAPHY HELPS
US PROMOTE A
CONSISTENT LOOK
AND FEEL.



BRAND TYPOGRAPHY

SULPHUR POINT

Aa Bb Cc

SULPHUR POINT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv WwXxYyZz
0123456789

ROBOTO

Aa Bb Cc

ROBOTO

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv WwXxYyZz
0123456789

MONTERRAT

Aa Bb Cc

MONTERRAT

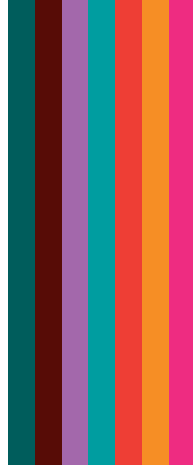
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

**BRAND APPLICATION
IS IMPORTANT.**

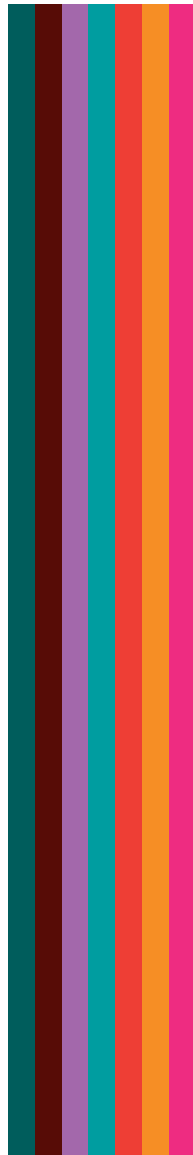


BRAND MOCKUPS





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