Africa Connect 3

BRANDING GUIDELINES

v1.0 – 2020

GÉANT

The AfricaConnect3 logo is the purest part of the brand and cannot be altered in any scenario, which means that its proportions and line weight always remain the same.

The coloured version of the logo should only be used in conjunction with the brand colours and should appear reversed out white of non-brand colours. Please only use the master artwork rather than redrawing the graphic symbol.

GÉANT

10mm/28px

We have specified minimum sizes of our logo to ensure it always looks its best. You should always use the correct artwork of our logo and avoid using any undersized version.

There are no strict rules when it comes to positioning our logo—you can place it in any corner or centre it at the top or bottom of the page.
Wherever you place it, make sure there is the minimum amount of clear space between our logo and the edge of the communication.

africaconnect3.net

africaconnect3.net

GÉANT
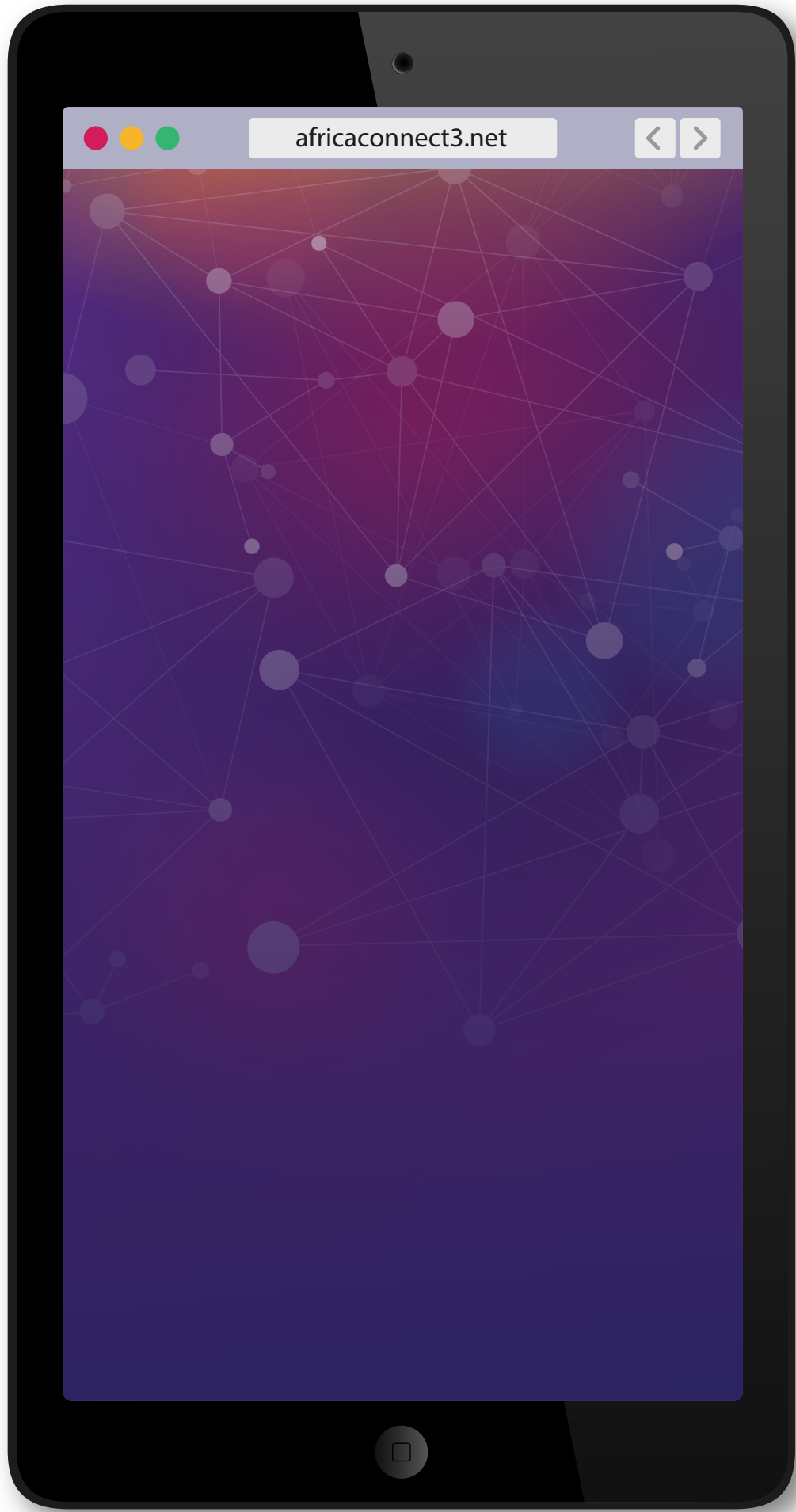
Our logo should make a statement in every medium.
When using AC3 logo over photography, make sure there is enough contrast to make it legible. We recommend reversing out the logo in white if the image is dark (top-left picture). If an image is lightly toned, we suggest using the logo in our brand colours (top-right picture). If there is enough contrast, you could experiment using the white variations (bottom-left picture).

In movie streams and mobile loading pages the logo can be placed at the centre of communications.

GÉANT

BODY FONTS

Myriad Pro
Condensed

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Myriad Pro
Bold Condensed

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*Myriad Pro
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TITLE FONTS

**Myriad Pro
Bold Condensed**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

(Preferably all caps and kerning +10)

Myriad Pro Bold

Lorem ipsum dolor sit amet

WEB FONTS

OpenSans

Lorem ipsum dolor sit amet, consectet adipiscing elit, sed diam nonummy nibh euismod tincid

**BE
BOLD**

PRIMARY COLOURS

CMYK: 0, 56, 81, 0
RGB: 242, 135, 59
HEX: f2873b

CMYK: 100, 95, 28, 17
RGB: 40, 40, 100
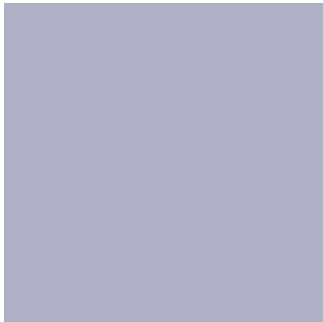HEX: 282864

SECONDARY COLOURS

CMYK: 1, 33, 88 0
RGB: 247, 181, 43
HEX: f7b52b

CMYK: 72, 0, 70, 0
RGB: 53, 181, 112
HEX: 35b570

CMYK: 75, 92, 0, 0
RGB: 103, 47, 143
HEX: 672f8f

CMYK: 36, 29, 13, 1
RGB: 175, 176, 198
HEX: afb0c6

CMYK: 11, 97, 40, 2
RGB: 210, 28, 92
HEX: d21c5c

All colours in our brand colour palette complement each other.
Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within one design.
Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

GÉANT

It's important that our colours are as distinctive as our brand.
How you use AC3 colours establishes the mood of a communication.
You could use multiple colours at once to create a richly vibrant
illustration or you could simply feature the AC3 logo in one colour.

Instead of using all of our brand colours together, use
combinations of brighter and muted brand colours to create bold
and sophisticated palettes.
On this page you can find a few examples of approved brand
colour combinations.

CONTACT DETAILS

If you have any questions about these
guidelines, please get in touch.

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