



Branding and Identity Guide

The Ashesi brand and logo are integral parts of our worldwide image and identity. We must be careful of how and where the Ashesi is used to ensure we maintain the integrity of our organization.

This guide has been developed to help you clearly understand our policies towards the use of the Ashesi logo in a variety of mediums, as well as type faces and a color palate to help you produce materials that maintain the brand’s integrity. We would request that you seek approval from the Ashesi University College Marketing Committee before creating any media that reproduces the Ashesi logo.

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The Logo

The Ashesi logo, a hand drawn symbol, borrows from the tradition of "Adinkra design", used by the Akan people of Ghana to embody their knowledge, their moral and ethical beliefs, and their history.

Ashesi's logo is a visual representation of Ashesi's mission. The lower part is in the shape of a stool whose support structure consists of three pillars. These correspond to Ashesi's core values of scholarship, leadership and citizenship. Stools hold significant cultural meaning for the Akan people of Ghana. The circle above the stool depicts a morning sun and symbolizes a new beginning. It is also the center of an eye, which symbolizes intellectual exploration and discovery. At a distance, the mark as a whole resembles a person standing under a roof, reflecting Ashesi's focus on the people in and around its community: students, teachers, parents and members of the broader society.

Approved Official Logos:



Two color Logo

Black :

CMYK: 0-0-0-100

Red :

CMYK: C=24, M=88, Y=74, K=15,

Pantone: 1807,

RGB: R=146, G=61, B=65

PMS: 193



One color Black Logo

Black : 0-0-0-100



Reverse One Color Red Logo

Note: the reverse logo can be used with different background colours, provided there is sufficient contrast with the white logo

Using the Logo

Using the Ashesi logo in a consistent manner is essential to maintain a positive brand identity for our organization. When using the Ashesi logo we require the following guidelines are followed to ensure that the Ashesi brand is associated with a high quality standard.

Guidelines:

- Only authorized artwork should be used when reproducing the Ashesi logo.
- Please do not attempt to create new versions of the Ashesi logo or seal and media (print, screen, etc.) There are approved versions of these materials for distribution upon approval. If you would like to use any of these items, please feel free to Contact the Ashesi University Marketing Committee with your request or questions.
- The Ashesi Logo consists of two parts, the symbol and accompanying “Ashesi” logo type.
- The Ashesi name may never be translated into another language.
- Do not alter the positional relationship between the symbol and the word “Ashesi”.
- The Ashesi logo should not be used in a reproduction smaller than 2cm or .87 inches in height.
- The Ashesi symbol and logo type must always be printed together, not individually.
- Do not attempt to type or write the Ashesi name under the symbol on your own. Please request the digital logo file from the University for all replications.
- When writing Ashesi in a paragraph it should appear in upper and lower case letters as illustrated in these paragraphs.
- When describing the university, you must write “Ashesi University College.” Do not use, “Ashesi University.”

Using the Color Logo:

The Ashesi two-color logo should be used whenever possible. This logo can be used on a white or light background as shown in the examples to the right



Using the Black Logo:

The Ashesi black logo may be used when printing on a light colored background. There should be sufficient contrast between the image and the background to clearly see the logo. See example to the right



Using the Logo with borders:

When placing a border around the logo please be sure that there is at least one letter length of space on each side of the logo. This spacing will help ensure that the logo is not crowded by the border or another image. See example to the right.



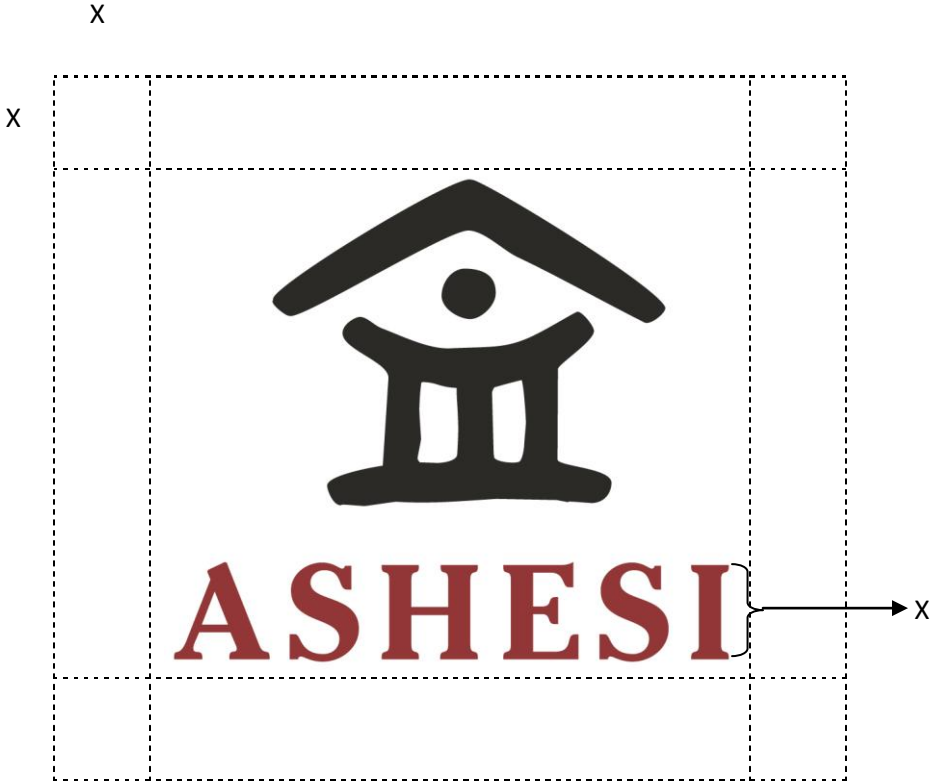
Using the reverse Logo:

The reverse logo may be used when printing on a dark background. There should be sufficient contrast between the image and the background to clearly see the logo. See example to the right.



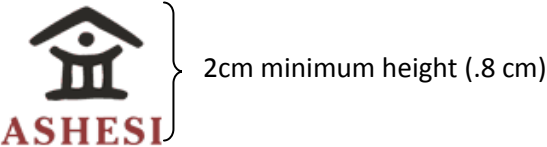
Clear Space and Logo Design

Clear space is very important around the Ashesi logo to ensure that the presentation is clear and consistent. When using the Ashesi logo keep the area around the logo clear and uncluttered. The amount of space around the image should increase proportionally to the size of the logo you plan to use. As a guide please use the height of the Ashesi lettering. There should be a least one letter length around every side of the logo at all times. See example below:



Minimum Size

You may select the size of the Ashesi logo based on the type of communication you are creating and the printing technique to be used. For most applications, the minimum size (vertical height) of the logo is 2 cm or 7/8 of an inch. In rare instances such as putting the logo on a small postcard or a lapel pin, the logo may be slightly smaller than the recommended size shown below.



Unacceptable Logo Uses

Below is a list of a few common errors made when using the Ashesi logo.

- Do not use unapproved logos. Only use the approved logos listed on Page 2 of this guide



- Always resize the logo proportionately horizontally and vertically. Do not widen or elongate the logo.



- Do not print the Ashesi logo on a color that does not allow the logo to stand out or that clashes with colors in the logo.
- Do not print the logo on top of a background with another pattern or design
- Do not alter the logo in any way



- Do not use the logo to create another pattern or graphic
- Do not change the color of any of the logo elements

The Ashesi Seal



Ashesi's Seal includes the same symbol as the logo but is imprinted with two additional characters in the rim of the seal. The criss-crossed symbol seen on the left side of the seal is called **dagaz**, which means day in the Runic alphabet, and is believed to have been developed by the peoples of Northern Europe in the 2nd and 3rd centuries A.D. It is a symbol of light, breakthroughs and success. The circular symbol featured on the seal's right side is an Adinkra symbol from Ghana. It is called **adinkrahene**, which means highest, best, or king, and is a symbol of excellence. The seal is Ashesi's highest form of recognition and should only be used in special circumstances.

The seal may only be used on official Ashesi documents such as the graduate diploma, contracts, official correspondence and staff certificates. The seal should not be used on web pages, brochures, letterhead or other promotional materials.

As with the Ashesi logo the Ashesi seal must not be changed or altered in any manner. Below are the approved versions of the seal:



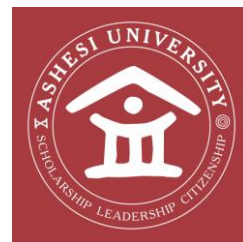
Standard Color Seal



Standard Black and White Seal






Seal with gold border



Seal on color background

Color Palette

Below are some suggested colors that go well with the Ashesi logo. Though we do not prohibit the use of other colors we suggest that the colors below would serve to enhance any document featuring the Ashesi logo.

| | | | |
|---|--------|---------------------|-----------------|
|  | Tan | CMYK 18, 34, 54, 9 | RGB 192 155 116 |
|  | Orange | CMYK 18, 69, 100, 5 | RGB 197 103 40 |
|  | Yellow | CMYK 23, 38, 99, 1 | RGB 238 204 97 |
|  | Sky | CMYK 30, 16, 0, 0 | RGB 170 195 236 |

Fonts

Consistent font usage on official Ashesi materials is another aspect of maintaining Ashesi's identity. All employees and vendors producing materials for Ashesi such as business cards, letterhead, web pages or documents, posters or brochures should use approved fonts from the list below:

Printed Documents:

Calibri

FUTURA

Garamond

Times New Roman

Website and web documents:

Verdana

Mission Statement

Ashesi's Mission Statement conveys the guiding principles of the organization. We are happy for people use our mission statement to describe the work that we are doing. However, If you choose to use the Ashesi Mission Statement please do not modify it in any way.

Mission Statement: To educate a new generation of ethical, entrepreneurial leaders in Africa; to cultivate within our students the critical thinking skills, concern for others and courage it will take to transform a continent.