

Brand Identity Guidelines

Introduction

Why these guidelines?

They are here to help us ensure that we always present Ushahidi in clear and coherent fashion.

Who are they for?

- Anyone producing Ushahidi branded collateral
- Ushahidi team members
- Ushahidi partners

Logo files, document templates and other graphical assets can be obtained by contacting the communications team at comm@ushahidi.com.



To ensure clarity and consistency of the Ushahidi brand, it is very important to use the primary logo at all times.

Primary Version



Secondary Version

In some cases, to add additional context, you may want to use the logo with the tag line.



The Ushahidi logo may only be reproduced either in its primary form, red and black, or in its reversed form, white on a dark background.

Red and Black



Alternate Backgrounds

A variety of dark backgrounds may be used. Please use good judgement to ensure there is sufficient contrast between the foreground and background.



For maximum impact and legibility, the logo must always be surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

The clear space surrounding the logo must be equal to the height of the "i" in "Ushahidi".



Maintaining Integrity

To maintain the integrity of the Ushahidi brand, consistent and proper usage of the logo is essential.



Do not place the logo on a busy background or a background with low contrast.



Do not combine the logo with other graphical elements and/or text



Do not distort or stretch the logo.



Do not present the logo in an off-brand color (see section 4 for more information)



Do not separate any part of the logo from the whole and combine it with other elements.

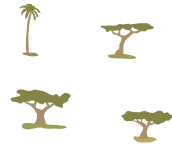


Do not add any effects to the logo.

The following illustrations are part of the Ushahidi brand. They should only be used as supporting graphical elements.



illus. 1 - Baobab Tree



Illus. 2 - Assorted Trees



Illus. 3 - Nairobi Skyline



Illus. 4 - Aid Distribution



Illus. 5 - Mother & Children



Illus. 6 - Ushahidi Panorama

There are four Ushahidi brand colors. When applying them, please ensure you follow the specifications listed below.

PMS: Pantone Matching System

CMYK: 4-colour process = Cyan, Magenta, Yellow, Black

HTML: web safe hexadecimal values

RGB: Digital Red, Green, Blue values

Ushahidi Black

This should be used as the primary text color for all documents and promotional materials.



C: 0
M: 0
Y: 0
K: 0

HTML: #000000

R: 0
G: 0
B: 0

Ushahidi Red

This should only be used as a background or an accent colour. On layouts where the logo is present, be sure to use this color sparingly.



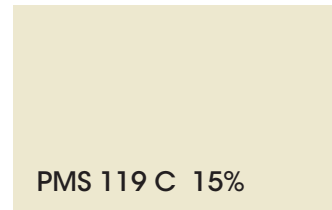
C: 0
M: 90
Y: 100
K: 51

HTML: #8A1F03

R: 138
G: 31
B: 3

Ushahidi Tan

This should only be used as a background or an accent colour.



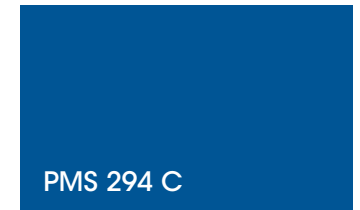
C: 0
M: 2
Y: 25
K: 7

HTML: #EEE6CE

R: 238
G: 230
B: 206

Ushahidi Blue

This color should only be used in formal documents. It may be used for headlines, bold text and document titles.



C: 100
M: 58
Y: 0
K: 21

HTML: #005596

R: 0
G: 85
B: 150

The Ushahidi brand typeface families are ITC Avant Garde Gothic Std and Arial. For sake of simplicity, 5 type weights have been selected to be used throughout the organization.

You can use both typefaces for headings and body text, but DO NOT mix the two – use one or the other. No other typeface(s) should be used alongside or independently of ITC Avant Garde Gothic Std and Arial

Arial

Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> ‘
Regular Italic	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNopQRSTUVWXYZ</i> <i>1234567890!;:/?,.@%&*()£\ <+> ‘</i>
Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> ‘
Bold Italic	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNopQRSTUVWXYZ</i> <i>1234567890!;:/?,.@%&*()£\ <+> ‘</i>
Narrow Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> ‘

ITC Avant Garde Gothic Std

Book	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> `
Book Oblique	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNopQRSTUVWXYZ</i> <i>1234567890!;:/?,.@%&*()£\ <+> `</i>
Demi	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> `
Demi Oblique	<i>abcdefghijklmnopqrstuvwxy</i> <i>ABCDEFGHIJKLMNopQRSTUVWXYZ</i> <i>1234567890!;:/?,.@%&*()£\ <+> `</i>
Demi Condensed	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ 1234567890!;:/?,.@%&*()£\ <+> `