



BRAND GUIDELINES

Version 1 | 27.08.2020

Introduction

This document is a set of guidelines to help you properly represent The Youth Café to the world.

The recommendations and resources in this document are designed to make it easier to communicate our work effectively.

The guidelines were developed by the Graphic Designer and Lettering Artist Damilola, with reference to the Brand Guidelines document for People Powered designed by Matt See, and through three months of experience with working as a Graphic Designer and social media intern for the organisation.

Please use the guidelines to develop new materials and content, to help The Youth Café have strong, accessible, and consistent communications. And if something doesn't work, let staff know and we can keep improving the guidelines!

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Brand Platform

Our vision

We exist to model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability practices by utilizing innovative research, policy, and advocacy actions.

Our mission

Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future. That's true here in Africa and it's true around the world.

Our values

Shared Responsibility and Accountability:

To dependably achieve promised results for team, stakeholders, and community.

Harmony and interdependence:

To recognize that each of us needs all of us and we strive to work together in accord.

Creativity and Diversity:

To discover and nurture new ideas and innovations and consistently solicit diverse perspectives.

Commitment to community and Ubuntu:

To recognize that everyone has a responsibility for the welfare of others

Legacy:

To value prominence, being well known for our positive contributions.

Respect:

To prioritize the recognition of the dignity of other people in all aspects of organizational leadership and decisions.

Our name

Our name is treated in full caps within our logo to help convey the power, strength and importance of our organization.

However, when we're writing about our organization, The Youth Cafe should be treated as a proper name and title case should be used.



Our name used in full caps in one of it's logo forms.

The Youth Café

How our name should be written out in documents (Title Case).

Our Logo

Our Logo

Our logo is inspired by the power and energy of young people around Africa. Our role is to help lead a paradigm shift towards the recognition and support of the youth to harness their potential to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire political change. Young people are a tremendous and essential asset worth investing in. We hope to open the door to an unparalleled multiplier effect as our message spreads.



Primary Logo

Our primary logos are bright purple and white (set over an African map illustration) and should be used whenever possible.



This variant below would be used for all social media pages (Facebook, Instagram, Twitter, LinkedIn, Whatsapp) as it can fit in perfectly to most social media profile picture and cover formats (square and circle)



Logo + descriptor

A descriptor lock up was developed to help build awareness around our role as a pan-African youth empowerment entity working to connect, amplify the voices and empower young people. If we are introducing ourselves for the first time to an audience or organization, we should use this logo. For audiences that know us, revert back to the primary logo.

The logo is presented as a white text lock-up on a solid purple rectangular background. The main text 'THE YOUTH CAFÉ' is in a bold, uppercase, sans-serif font. Below it, the tagline 'Empower | Amplify | Connect' is written in a smaller, lowercase, sans-serif font, with vertical bars separating the three words.

THE YOUTH CAFÉ
Empower | Amplify | Connect

Logo + descriptor

Variations

These additional lockups have been developed for varying circumstances and space constraints. Make sure to select the lock up that works best for your communication. For more horizontal spaces, select the side-by-side logo lock up. For a more formal piece, select the full caps stacked version.



Empower | Amplify | Connect

Clear space

Be sure to keep The Youth Café logo a reasonable distance from other trademarks, competing text, graphic devices or images on a page.

Allow a minimum of clear space on all sides of the logo equal to the “Y” from the logo as shown here.



minimum size

Make sure to keep the logo at a size that is legible and retains impact. The width of the logo should not be less than 1.25 inches whenever possible. If the logo is placed on items such as pens, USB drives, etc., which may require a smaller logo, please make sure that our name is clear and can be easily read.



Logo variations: Black + White

If single ink jobs are required, choose an all black or all white logo file. Please note that The Youth Café logo should never be placed in a holding shape, but can be placed on fields of color, as shown here (black). It can also be placed over photography, as long as the background does not impact legibility



Logo variations: Colour

While we should make every possible effort to use our primary logo colours, we can utilize other colors to differentiate offerings, countries, or services (Mentors program, Newsletter, etc).

Please note The Youth Café logo should never be placed in a holding shape, but can be placed on fields of color, as shown here. It can also be placed over photography, as long as the background does not impact legibility.



Logo Usage: Signatures

There are certain programs and offerings that are core to our mission, vision and values.

In order to tie these programs closely to our organization, we have developed special logo signatures examples for The Youth Café Internships, Volunteer, Member, and Program.

Make sure to use these on any communication that deals specifically with these offerings.



Logo Usage: Photography

At times, it will be necessary to place The Youth Café logo on top of photographs or other artwork. When doing this, please use the following guidance to ensure a clean layout and maximum impact:

- Use the purple/black logo on top of light backgrounds in order to retain contrast. You may use the logo variation with just the words if the africa outline cannot fit or would make it illegible. Also, avoid busy backgrounds to ensure legibility.
- Use the white version on top of images with darker backgrounds.



Logo Usage: Partnerships

Co-branding helps illustrate our unique relationship with partners and the organizations we work with globally. Whenever possible, our partners and clients should use our logo as depicted here.

**THE YOUTH
CAFÉ**

Partner Logo

**THE YOUTH
CAFÉ**

Partner Logo

Incorrect Usage

To maintain the integrity of The Youth Café logo, and to promote consistency, it is important to use the logo as described in these guidelines.

These examples illustrate possible misuses of The Youth Café logo that should be avoided.

A. Do not place the Africa sign outside

B. Do not stretch or compress the logo

C. Do not use text effects.

D. Do not outline the logo



Color + Typography

Color Palette: Primary

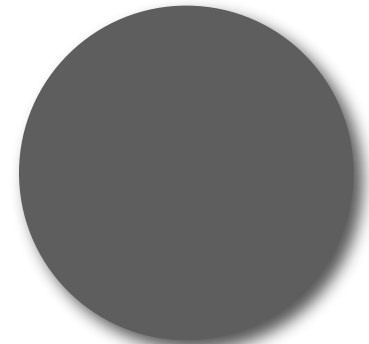
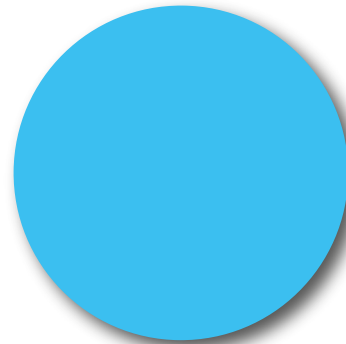
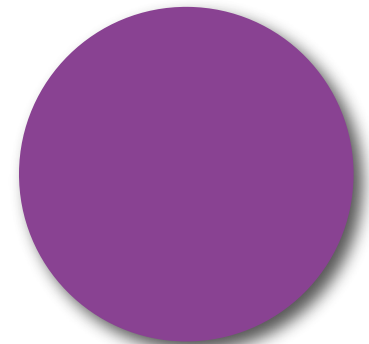
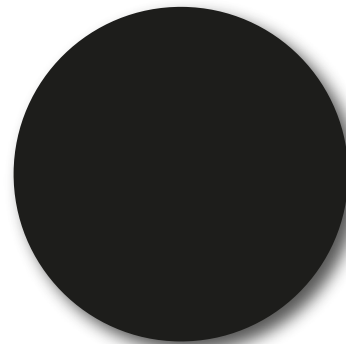
The primary colors within our visual identity are a white over a dark purple background, which help evoke a strong, yet open and accessible feel. These should be used for headlines, backgrounds, and be the dominant colors on any single piece.



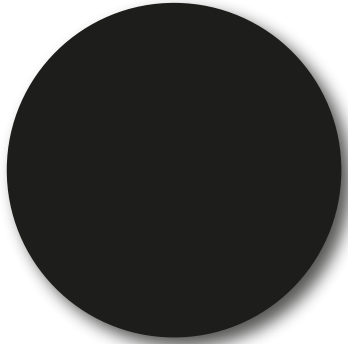
Color Palette: Secondary

Our secondary color palette is important and grounded, and complements our primary palette without overwhelming it. A little goes a long way with these colors. Use them as accents, for icons, sub headings, or to differentiate sections in a given communication. The following pages contain color breakdown information.

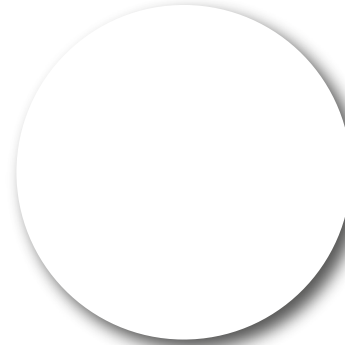
Share these pages with designers and printers to ensure consistency in printed and digital assets.



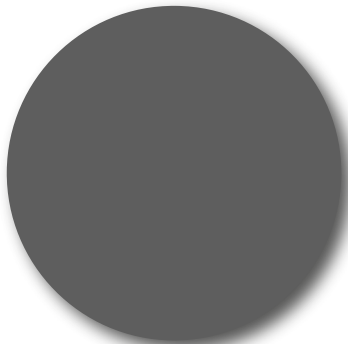
Color Palette: Breakdown



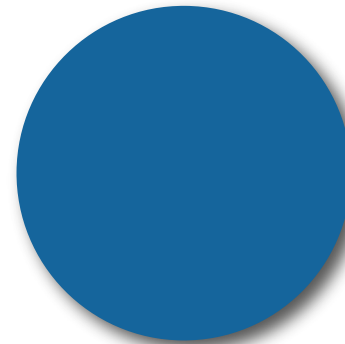
CMYK: 0/0/0/100
RGB: 29/29/27
#1D1D1B



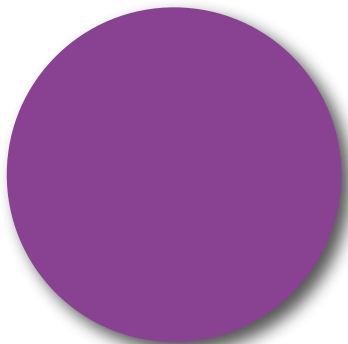
CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF



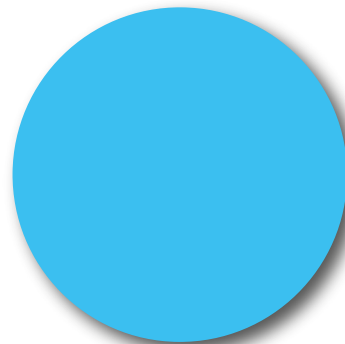
CMYK: 58/48/47/38
RGB: 94/94/94
#5E5E5E



CMYK: 0/0/0/0
RGB: 21/101/156
#15659C



CMYK: 57/85/0/0
RGB: 137/66/146
#894292



CMYK: 76/0/0/0
RGB: 0/201/255
HEX: 00C9ff

Myriad Pro

Primary Typography

Myriad Pro is a universally accessible and versatile font. Comprised of rounded, circular letter forms, Myriad adds personality to headlines and subheads, and its many weights make it flexible and usable under myriad circumstances (as it's name implies).

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&()_+*

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

Secondary Typography

Callibri is a friendly, yet semi-formal looking sans serif font. It has a large type family and is therefore very flexible. It can be used either formally (letters, grant proposlas) or informally (social media posters).

Callibri

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()_+

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&()_+*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()_+

ITALICS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&()_+*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()_+

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&()_+*

Georgia

Serif Typography

Georgia is a serif typeface that looks clean, formal, and the same time, classy. This typeface should be used in writing the more formal documents such as official letters, grant proposals, and research reports.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&()_+*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*()_+

ITALICS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&()_+*

Type scale: 8.5" x 11"

H1
Myriad Pro Regular: 50pt

This is how we treat
a headline.

H2
Callibri Bold: 30pt

This is how we treat a subhead.

H3
Myriad Pro Semibold: 22pt

Section heads should be treated like this.

H4
Georgia Regular: 12pt

Paragraph headings and highlighted text can be treated like this.

Body
Georgia Regular: 50pt

Main body copy should be treated like this.

Captions
Myriad Pro Regular: 50pt

Captions should be treated like this.

Photography + Graphics

Photography: Full Colour

Photography is one of the most engaging and effective tools we can use to bring The Youth Cafés story to life. Photography can be split into two buckets; Process-focused and Result-focused.

(A) PROCESS-FOCUSED

When photographing the process, focus on capturing active participation and the diversity that powers our work, including but not limited to differing ages, genders, and ethnicities.

(B) RESULT-FOCUSED

When photographing the result (or a result) of our work, focus on capturing active and dynamic shots that illustrate the human value and benefits of the work

A.



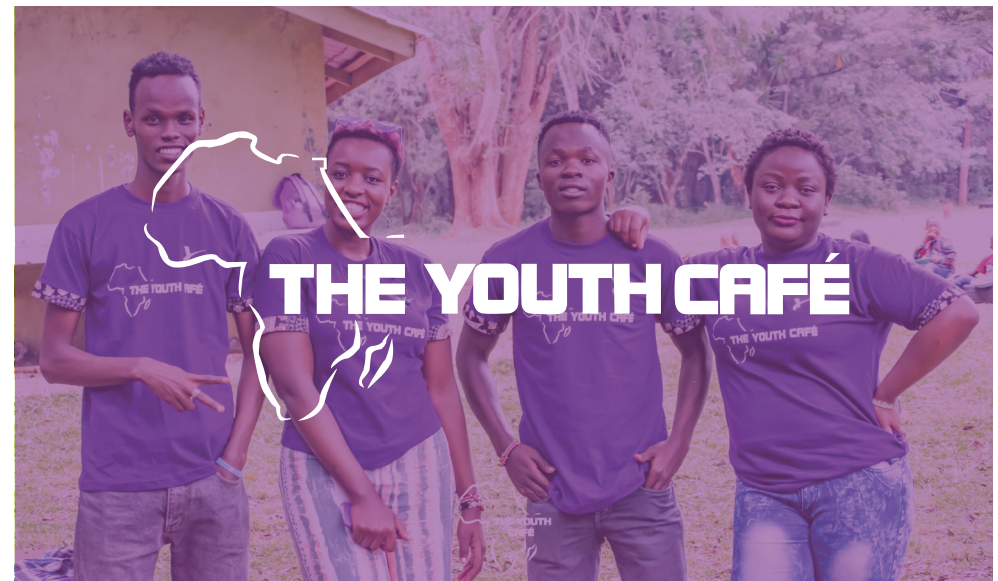
B.



Photography: Texture

Photography can also act as a texture behind type or an image placed below, above or beside type to add visual interest to slides or assets, as seen here. A simple purple overlay with reduced opacity (50%–75% depending on the photo) will achieve this look.

YOUNG VOICES MATTER



Photography: Duotone

Another texture approach, these duotones further reduce the importance of the image and act strictly as texture, adding visual interest to slides or communications. To achieve this look, set a black and white photo to 15%–25% opacity and place it over a field of color.



Slide Design

We have additional elements in our graphic toolkit that we can draw upon for slide design

Our mission

Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future. That's true here in Africa and it's true around the world.

Our vision

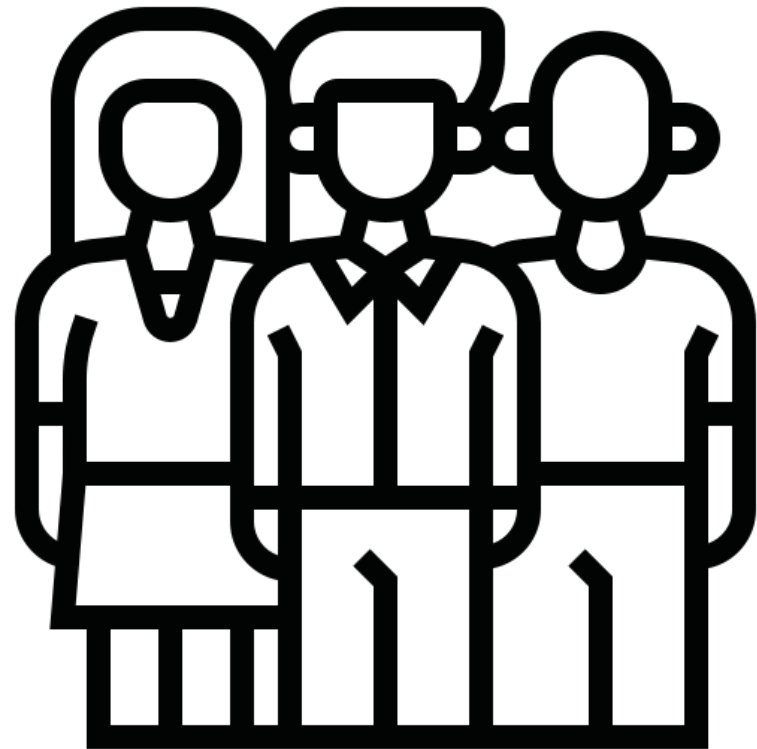
We exist to model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability practices by utilizing innovative research, policy, and advocacy actions.

Icons

Icons help express our complex work in a universal, easy-to-understand way. We have icons for the core types of work we do, as well as the Youth our work surrounds.

They are glyph inspired and are there to represent the three aspects of our work:

- 1) Empower
- 2) Amplify
- 3) Connect

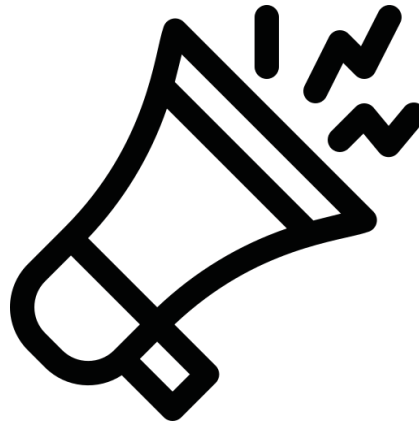


Icons: Our Work

Empower



Amplify



Connect



Thank You !



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