



FCI4Africa

BRAND GUIDELINES



Funded by
the European Union

in f X YouTube

fci4africa.eu

ABOUT

Fair Food and Trade Systems for Africa Through Food Convergence Innovation

FCI4Africa aims to enhance sustainable, fair, and healthy food systems within Africa, focusing on free and fair trade, non-tariff measures, harmonisation, and digitisation in food systems, alongside promoting knowledge development through open science and digital platforms.



LANDMARK



VERTICAL



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HORIZONTAL



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LOGO



VARIATIONS



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PRIMARY COLORS

	HexCode	RGB	CMYK	PANTONE
	#58A679	88 166 121	87 0 67 0	6163 C
	#C7652B	199 101 43	7 72 100 0	1595 C
	#838386	131 131 134	0 0 0 60	Cool Gray 8 C

SECONDARY COLORS

HexCode	CMYK	HexCode	CMYK
 #AEB83B	43 11 98 0	 #9C2C2F	21 100 100 15
 #E0A136	0 42 93 0	 #6B4441	41 76 66 41
 #D1B0AE	13 35 24 1	 #452F31	47 86 70 71
 #AC8480	24 49 39 12	 #C83D41	0 92 77 0

COLORS





TYPOGRAPHY

PRIMARY FONT

PROXIMA NOVA

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY FONT variants

ABC

ABC

ABC

ABC

SECONDARY FONTS (suggested)

Georgia

ABC
abc

Utopia

ABC
abc



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DO NOT USE IRRELEVANT COLORS

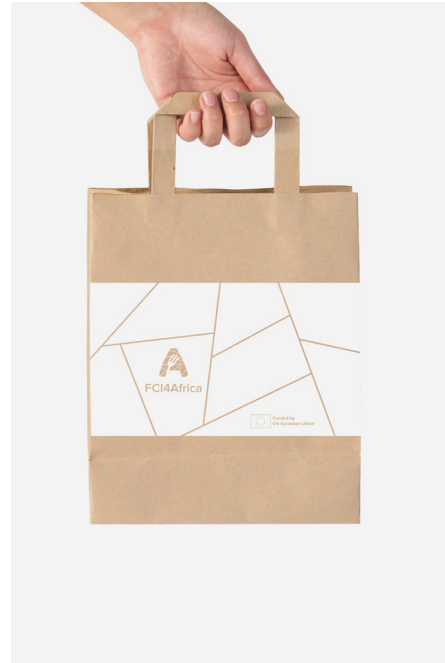
DO NOT DISTORT, REMOVE OR CHANGE LOGO ELEMENTS AND TYPOGRAPHY

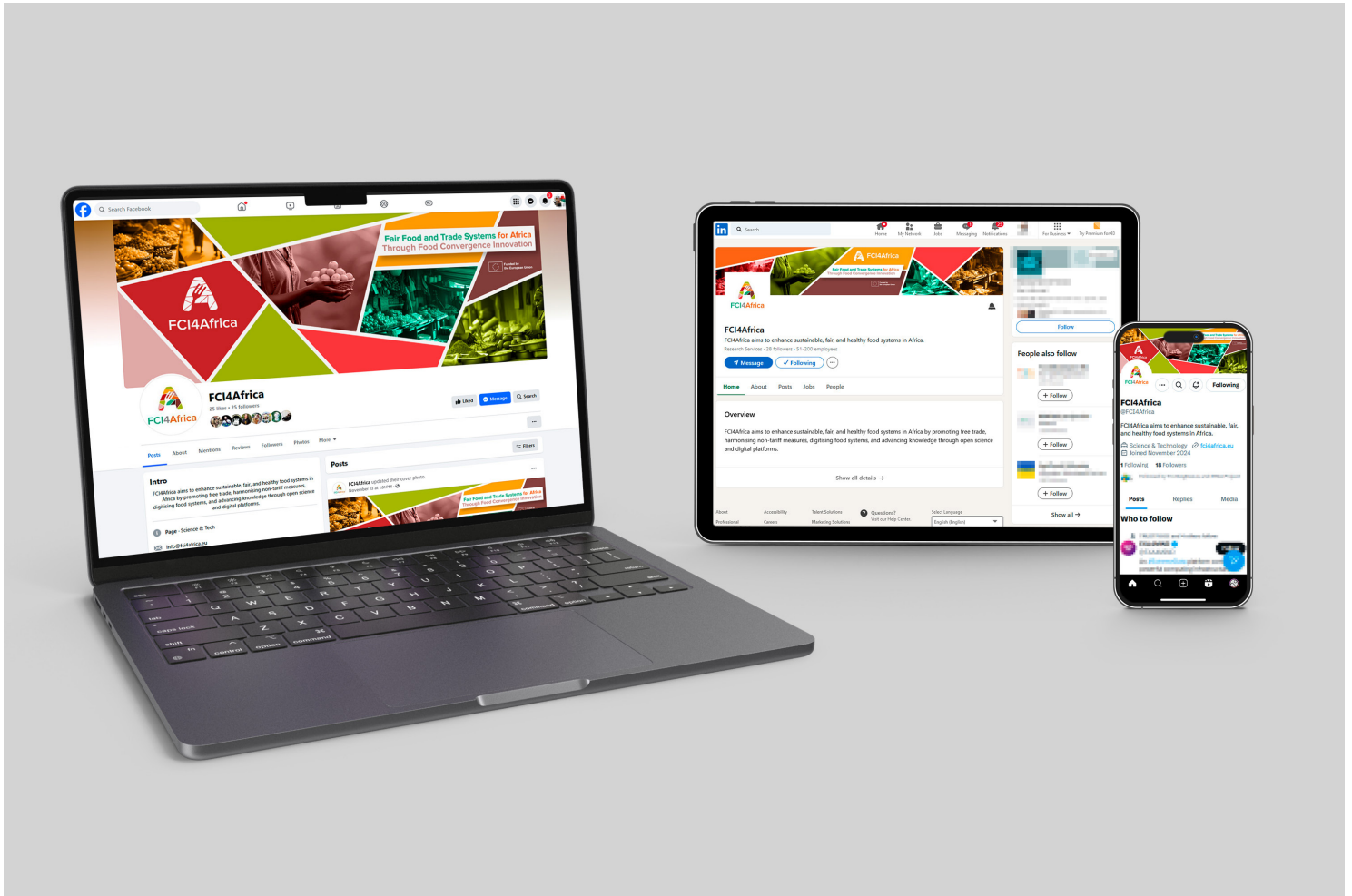
DO NOT ADD SHADOW, FRAMES OR STROKE

AVOID



USE EXAMPLES





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