Brand Guidelines

Version 1.2

June 2019

**The African
Academy of Sciences**

Vision

Transformed lives through science

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The African
Academy of Sciences

About The African Academy of Sciences

The AAS vision is to see transformed lives (in Africa) through science, technology and innovation (STI). The AAS mission is to leverage resources (partnerships) through research excellence (elected Fellows and programmatic work) and thought leadership (advisory and think tank functions) for sustainable development in Africa.

The AAS has a tripartite mandate of pursuing excellence by recognising leading scholars and achievers; providing advisory and think-tank functions for shaping the continent's strategies and policies; and implementing key STI platforms. The AAS has four platforms:

- AAS Open Research, which is the Academy's innovative, open access platform to enable AAS funded and affiliated researchers to publish immediately, without barriers and with the benefit of transparent review

- The Alliance for Accelerating Excellence in Science in Africa (AESA), which is the programmatic arm of the Academy, created in partnership with the African Union Development Agency (AUDA-NEPAD). AESA provides the funding and agenda setting to catalyse the development and implementation of STI programmes in Africa

- The Coalition for African Research and Innovation (CARI), which is a sustainability platform set up with The AAS and her partners to accelerate STI programmes in Africa

- The Global Grant Community whose core is an innovative and integrated tool—the Good Financial Grant Practice standard—to standardise, simplify and strengthen financial governance of grant funding worldwide.

The AAS is the only continental Academy in Africa, enjoying the support and recognition of AUDA-NEPAD and the African Union as well as several governments and major international partners. These bodies also recognise the think-tank functions of the Academy and its increasing role in setting the research agenda for the future development of the continent.

The current Strategic Plan of The AAS (2018-2022) identifies five strategic STI focus areas:

- Environment & climate change
- Health & wellbeing
- Natural sciences
- Policy & governance
- Social sciences & humanities

This brand manual

Purpose of the brand manual

The AAS' brand manual aims to maintain its identity and promote consistency in its communication materials. The manual governs every aspect of communication at The AAS.

By providing brand guidelines, The AAS is creating an identifiable brand presence that allows employees to sing from the same hymn book. It also outlines The AAS' philosophy, clarifying the correct spelling and use of the brand, images associated with the brand, ways to use The AAS logo, what are people allowed to say about the brand and communication tactics that are preferred or encouraged versus those communication tactics that should not be used.

The brand manual is also a guide for consultant designers who are creating design tools for The AAS communications. These tools include allowable typefaces and styles, a colour palette, image use, text and tone, and the emotion portrayed by The AAS brand.

Benefits of using the brand manual

The brand manual:

- Communicates a consistent look and feel that will help to make The AAS brand recognisable

- Helps The AAS to communicate in a way that inspires passion, confidence and a desire to partner and participate in the Academy's programmes

- Creates a buzz around The AAS that will see policymakers make use of its think tank services, among many other objectives.

- Helps The AAS to tell a compelling story about what it does and how it is relevant to its audience.

Who is the brand manual for?

- The AAS staff should use this manual for communicating about the Academy and when creating stories about their programmes

- The communication department will use it to maximise the impact of communication tools about The AAS

- Designers can use the typography, colour palettes, photography and design elements for creations for The AAS

- The AAS Fellows, Affiliates and grantees who are communicating about the Academy

- The AAS partners who are co-branding with the Academy.

The AAS Brand

The AAS brand is unique to it and must be embodied in its programmes, services, people and experiences.

The African Academy of Sciences

The AAS Brand

Communicating about The AAS

Positioning

This refers to how we want people to experience and remember The AAS. Positioning is embodied in the attributes described in following pages.

Our key messages

The AAS:

- Recognises excellence and celebrate Africa's best talent
- Programmes are designed to build scientific capacity in Africa and promote excellence
- Implements think tank advice.

Leveraging our strengths

How we communicate is important if we are to draw attention to the work of the Academy. We should be authentic and relevant and clearly explain what The AAS does and define it in a way that relates to the interests of the listener.

We can achieve this by leveraging our strengths:

Objectives. Connect what you are relaying to the key messages, vision, mission and mandate of The AAS.

Excellence. Share stories about individuals or collective achievements that demonstrate an impact of The AAS programmes.

Impact. Show the unique ways in which The AAS connects disciplines, programmes and people to transform lives through science in Africa.

Tone and Voice

Our voice and tone allow us to consistently reinforce The AAS' identity. Collectively they create a distinct character that defines The AAS and consistency in how content is delivered.

Use this voice and tone checklist to determine if you are using that which allows The AAS' personality to shine through.

Your communication should be

- ☑ PROFESSIONAL
- ☑ OPTIMISTIC
- ☑ INFLUENTIAL
- ☑ INDEPENDENT
- ☑ HONEST
- ☑ CULTURALLY & SOCIALLY CONSCIOUS
- ☑ OPEN AND AUTHENTIC

Naming

The Academy's name is a brand in itself that should be used consistently. Please note that **the** article in the name is capitalised

Naming programmes

Programmes that have the suffix Africa in their names should mantain these even in the abbreviations.

Correct use	Incorrect use
The AAS	the AAS
DELTAS Africa	DELTAS
GC Africa	GCA
H3Africa	H3A
ReMPro Africa	ReMPro

Correct use of the name

The African Academy of Sciences

Incorrect use of the name

the African Academy of Sciences

The AAS Logo

The AAS logo should be the most consistent component in our communications as it is vital to the brand and is what identifies us.

There should be consistency in how the logo is used as outlined in the guidelines that follow.

*NOTE

The AAS logo should never be recreated or typeset. Only official logo files should be used in communications.

Contact communication@aasciences.ac.ke to access official logo files.

Primary Logo

The African
Academy of Sciences

The redlined dotted box shows the clearance space around the logo at all times.

Secondary logo

X

X

The African
Academy of Sciences

X   X

X
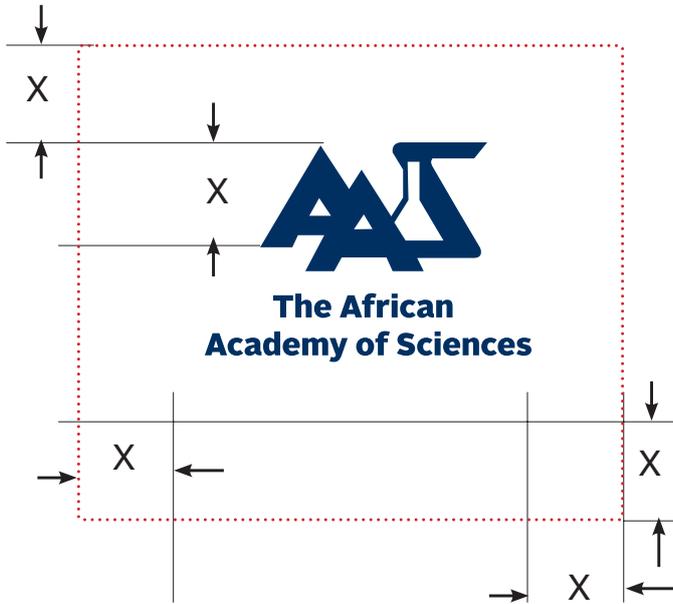
The redlined dotted box shows the clearance space around the logo at all times.

Size

To maintain full legibility, never reproduce the logo at widths smaller than 25mm (for print) or 175 pixels (for screen).

The African
Academy of Sciences

25mm

Logo colour, variations and usage

Primary usage

The primary colour option for our logo is The AAS Blue. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

Secondary usage

The logo can be reversed out to white on darker backgrounds and images.

Limited use logo

The logo can appear in black only for black-and-white and grayscale scenarios.

Logo variations

The African
Academy of Sciences

The African
Academy of Sciences

The African
Academy of Sciences

The African
Academy of Sciences

Wrong Logo applications

DO NOT STRETCH, CONDENSE THE LOGO.

DO NOT ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS OR TYPEFACE.

DO NOT USE THE LOGO ON A DARK BACKGROUND.

DO NOT CHANGE THE COLOUR OF THE LOGO.

DO NOT WRAP, ROTATE OR SKEW THE LOGO IN ANY WAY.

DO NOT ALTER OR REPLACE THE TYPEFACES OF THE LOGO.

DO NOT USE THIS IS OUR OLD LOGO WHICH WE TRANSITIONED FROM WITH THE NEW STRATEGY.

The AAS sub-brand logos

AESA AN INITIATIVE OF THE AAS & AUDA (AFRICAN UNION DEVELOPMENT AGENCY)

cari
Coalition for African Research and Innovation

circle
Climate Impacts Research Capacity Leadership Enhancement

DELTAS Africa
Developing Excellence in Leadership, Training and Science in Africa

GLOBAL GRANT COMMUNITY

Grand Challenges Africa

H3Africa
Human Heredity & Health in Africa

The logos should never be used alone, they must at all times be accompanied by The AAS logo.

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How to use these logos in relation to The AAS logo

All banners to incorporate The AAS digital platforms and where applicable funders

Programmes and platforms with logos should have a strap line indicating:

A programme of The African Academy of Sciences

or

A platform of The African Academy of Sciences

Co-branding

There may be situations when The AAS wishes to align its logo alongside other logos. For example, an announcement of a new partner. When using The AAS logo in conjuction with other logos, always use the preferred spacing. Always ensure The AAS logo is equally proportioned in relation to other logos displayed as illustrated.

Acknowledgement

Fellows

Fellow of The African Academy of Sciences (FAAS)

Affiliates

Affiliate of The African Academy of Sciences (AfAAS)

Partner Logo

The African Academy of Sciences
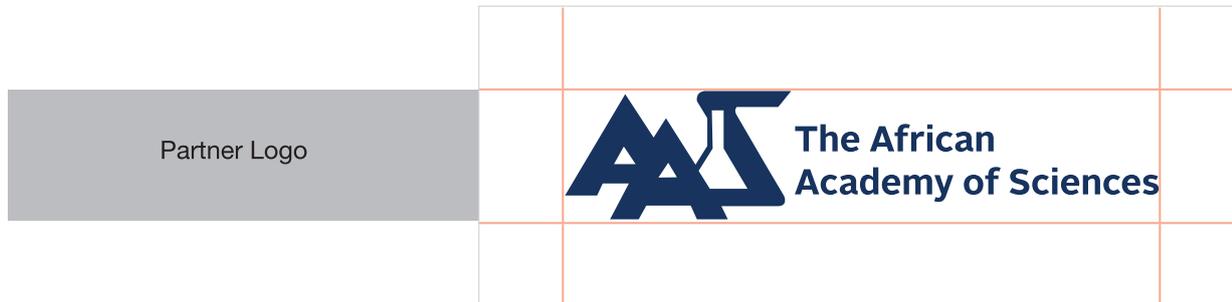
Grantees

The AAS requires grantees to acknowledge the Academy in their communication through the use of its logo in branded materials and a statement acknowledging The AAS (and its partners where relevant) as a funding source in blogs or OpEds and an acknowledgement statement in published journal articles. This can be accessed from the communications department or the grantee's respective funding programme.

An example of an acknowledgement statement

This work was supported through the [insert the name of your programme in full eg Developing Excellence in Leadership, Training and Science (DELTAS) Africa] [insert your grant #]. [Insert short line of the programme eg The DELTAS Africa programme is an independent funding scheme of The African Academy of Sciences supported by Wellcome and DFID]. The views expressed in this publication are those of the author(s) and not necessarily those of The AAS [insert other respective programme partners]

The AAS Colour Palette

The AAS colours are also what define its brand and must be used appropriately to ensure that communication materials reflect a cohesive image or visual story.

One of the primary colours should always be used in significant and meaningful ways throughout any design to act as the identifying colours of The AAS.

The AAS Blue	The AAS Gold

PRIMARY COLOURS

Blue	Green	Red	Orange	Marsh Marigold	Grey

SECONDARY COLOURS
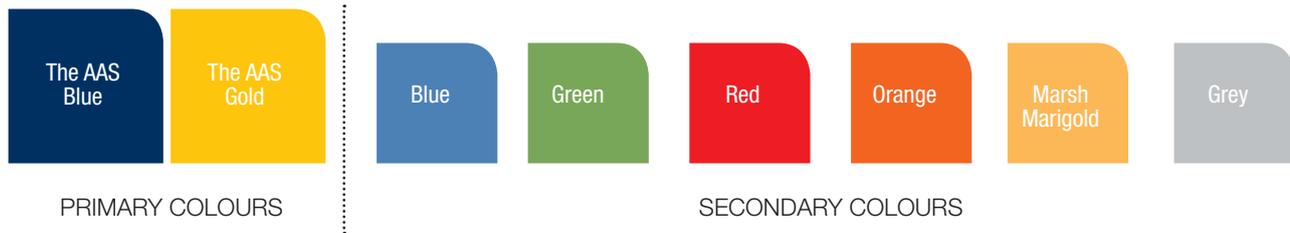
Colour palette definitions

Colour	CMYK	RGB	Hex	Colour	CMYK	RGB	Hex
Corporate Blue	C 100 M 71 Y 10 K 47	R 0 G 50 B 98	#003262	Orange	C 0 M 75 Y 100 K 0	R 242 G 101 B 34	#f26522
Blue	C 73 M 43 Y 9 K 0	R 77 G 130 B 182	#4d82b6	60%			
				25%			
Dark Red	C 23 M 98 Y 100 K 17	R 165 G 36 B 30	#A6241E	Corporate Gold	C 0 M 23 Y 100 K 0	R 255 G 198 B 11	#ffc60b
Red	C 0 M 100 Y 100 K 0	R 237 G 28 B 36	#ed1c24	Green	C 58 M 17 Y 84 K 1	R 121 G 166 B 88	#79a658

Colour palette definitions

	Dark Gold	R208/G139/B011	C016/M048/Y100/K000	#D08B0B
	The AAS Gold	R222/G178/B000	C16.04/M28.46/Y100/K0.12	#DEB200
	ThAAS Blue	R000/G050/B098	C100/M071/Y010/K047	#003A70
	Royal Blue	R46/G49/B146	C100/M100/Y000/K000	#2E3092
	Steel Blue	R0/G113/B155	C090/M049/Y022/K002	#007198
	Turkish Blue	R104/G173/B182	C060/M016/Y027/K000	#68AD86

Forest Green	R6/G93/B52	C090/M037/Y094/K034	#91AD55
Neon Green	R145/G173/B85	C048/M017/Y086/K001	#065034
Wrought Iron	R6/G93/B52	C090/M037/Y094/K034	#91AD55
Dark Grey	R089/G089/B089	C063/M055/Y054/K028	#A6A6A6
Greyy	R166/G166/B166	C037/M030/Y030/K000	#595959

*NOTE: Only use the colour values listed here. They were adjusted for the best reproduction in print and on screen.

The AAS Typography Palette

Typography can add visual meaning to **what** is communicated and is a powerful brand tool. The AAS' typeface is Helvetica and features a diverse range of font size. It is legible and can be purchased online from the Adobe Type Library at www.adobe.com/type and is available for PC and Mac.

The other alternatives are Arial and Calibri, which should be used very minimally.

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Samples of "Arial" typeface family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Samples of "Arial" typeface family

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Samples of "Calibri" typeface family

Lorem Ipsum Dolor Sit amet

Soloreperciat la doloriatum a doluptate dolora exera ad ex.

Otae. Axime vellabo ratiorr ovidunt explab iunto et harum consequam qui blabo. Nis mi, sit pa vel et repedi tem elitem ellandic tempori repro.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut ati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur?

Me nest lanis accumqu ationectia sequisti ulligendam harcien stinim iliqutinis nonsequ aeculles diciis ex sum quam que liquo odipiet, qui bea sum este cum quiatur.

HEADLINE
Helvetica Bold
Size: 30 Pt.
Leading: 36 Pt.
Kerning: Optical
Tracking: –5

SUBHEAD
Helvetica Light Italic
Size: 20 Pt.
Leading:28 Pt.
Kerning: Optical
Tracking: –5

LEAD-IN / PULL QUOTE
Helvetica Bold
Size: 14 Pt.
Leading: 17 Pt.
Kerning: Optical
Tracking: –5

BODY
Helvetica Regular
Size: 10 Pt.
Leading: 12 Pt.
Kerning: Optical
Tracking: –5
Space After: 5 Pt.

In Microsoft Word use
Helvetica Regular
Size: 11 Pt.
Leading: 14.5 Pt.

CALLOUT
Helvetica Semibold
Size: 8 Pt.
Leading: 9 Pt. Tracking: –5

The AAS Photography

Our photographs should tell a story and reflect the impact of our work together with representing The AAS brand.

We encourage photos such as profile photos with a blurred background, action/engaging photos that show researcher(s) in the lab, in the field, creative all staff group photos, at meetings/events, in the community etc.

*NOTE
Upload your own photos and/or download and use photos by The AAS by visiting our gallery page on the website.

The AAS should receive signed photo releases from identifiable individuals, especially those who may be the focus of the photos, authorising the use of their photos where they are used for commercial purposes.

Crediting format

The AAS images should be credited in all publication formats with a brief description on the photo contents

Crediting should be in one of the following formats:

For The AAS owned photos: © The AAS, Kenya/2014 where "The AAS" denotes our Organisation, "Kenya" denotes the country where photo was taken and "2014" denotes the year.

For images not owned by The AAS, the credit line information recommended by the photographer or agency should be followed.

Crediting placement

Photographs should be credited beneath the image, flush right or: vertically beside the image, flush left or right bottom.

or:

on a separate 'credits' page, to include the page reference and position on the page where the image appears.

©The AAS, Kenya/2019

©The AAS, Kenya/2019

©The AAS, Kenya/2019

©The AAS, Kenya/2019

©The AAS, Kenya/2019

Guidelines in practice
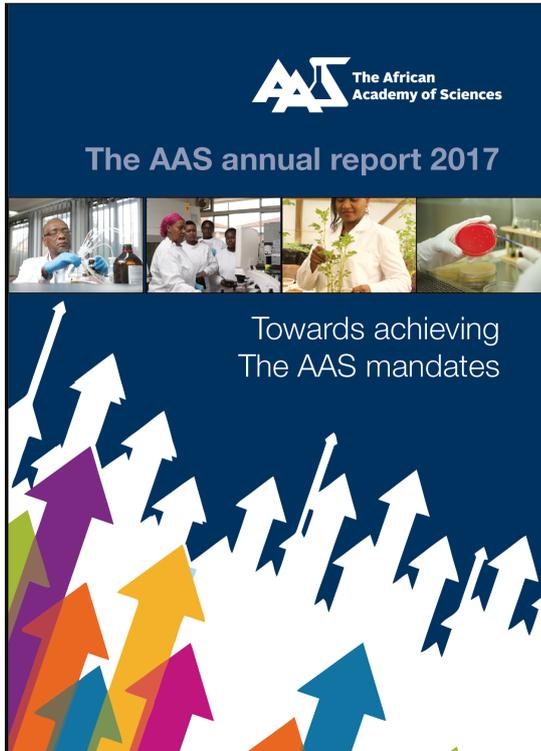
The African Academy of Sciences

The AAS annual report 2017

Towards achieving
The AAS mandates

The African
Academy of Sciences

Effective mentoring strategies I

In developmental mentoring models, mentees are expected to be on the driving seat and autonomous in goal setting while their mentors encourage and support their learning and growth. There is no line of accountability, but both partners should learn from the mentoring relationship. The following strategies should enhance efficiency in your mentoring relationship.

Developing mentorship goals

Enrol into The AAS Mentorship Scheme having reflected on your professional strengths and needs that will key in the mentoring relationship. On your first meeting with the mentor/mentee, agree on mentoring goals based on your needs or strengths. These should be achievable within the timeframe of the relationship. The mentoring goals can cover, but are not limited to, scientific expertise; career pathways advice; policy engagement; leadership; interdisciplinary collaboration; communication; entrepreneurship; publishing; fundraising; grant management; networking; well-being at the workplace; visibility; research management; scientific citizenship; student supervision, managing administrative duties, as well as balancing work and family life.

The mentoring agreement

A template is provided to enable you to articulate and record your mentoring goals, mode of communication, and timeframe for the mentoring relationship. This document partially formalizes the relationship and enables you to come back to reflect on your goals at different stages of your mentoring relationship. Signed Mentoring Agreements should be shared with the Mentoring Coordinators for evaluation and learning purposes.

Your first meeting

Upon matching mentors with mentees, the Mentoring Coordinator facilitates the first mentor-mentee meeting and guides you to discuss your mentoring goals and outline them in the Mentoring Agreement. Because the first meeting is virtual, you are advised to prepare in advance a life story, a book, or event, that impacted you and that reflects your values and purpose. This will enable you connect with your mentoring partner. You should also discuss your preferred modes of communication, ground rules, preferred names, and time management, among other essentials you may find necessary.

Structuring mentoring sessions

It is the responsibility of the mentee to share the agenda for each mentoring session at least 24 hours in advance, and summary notes after each mentoring session. Both parties should agree on how to structure the sessions for instance, allocating time for providing updates, reflecting on progress, asking questions, assessing progress towards achieving mentoring goals, and discussing emerging opportunities for the mentee and mentor.

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Guidelines in practice

Prof Nelson Torto
Executive Director

The AAS Strategic Plan 2018-2022

Partnerships
Nurture strategic partnerships

Excellence
Support the best people, places and programmes to undertake relevant research

MISSION
Leverage resources through research excellence & thought leadership for sustainable development

Our People
Provide an enabling environment for learning and growth

VISION
Transformed lives through science

The AAS Tripartite Mandate

Recognising excellence
through The AAS' highly prestigious fellowship and award schemes

Providing **advisory and think tank functions** for shaping Africa's Science, Technology and Innovation (STI) strategies and policies

Implementing key STI programmes addressing Africa's developmental challenges

The AAS Strategic Plan 2018-2022
5 Strategic Focus Areas Driven by Excellence, People and Partnerships

Health & wellbeing

Environment & Climate change

Social sciences & Humanities

Natural sciences

Policy & governance

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Guidelines in practice

Guidelines in practice

**The African
Academy of Sciences**

Support

If there are areas of the brand guidelines that the reader
doesn't understand or is in doubt about, please contact the
communication department at communication@aasciences.ac.ke

asciences　|　**www.aasciences.ac.ke**