

AFRICAN INDUSTRIES GROUP BRAND GUIDELINES

VOLUME 1 | JANUARY 2023



THE BRAND AND ITS GUIDELINES

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

What is a Brand?

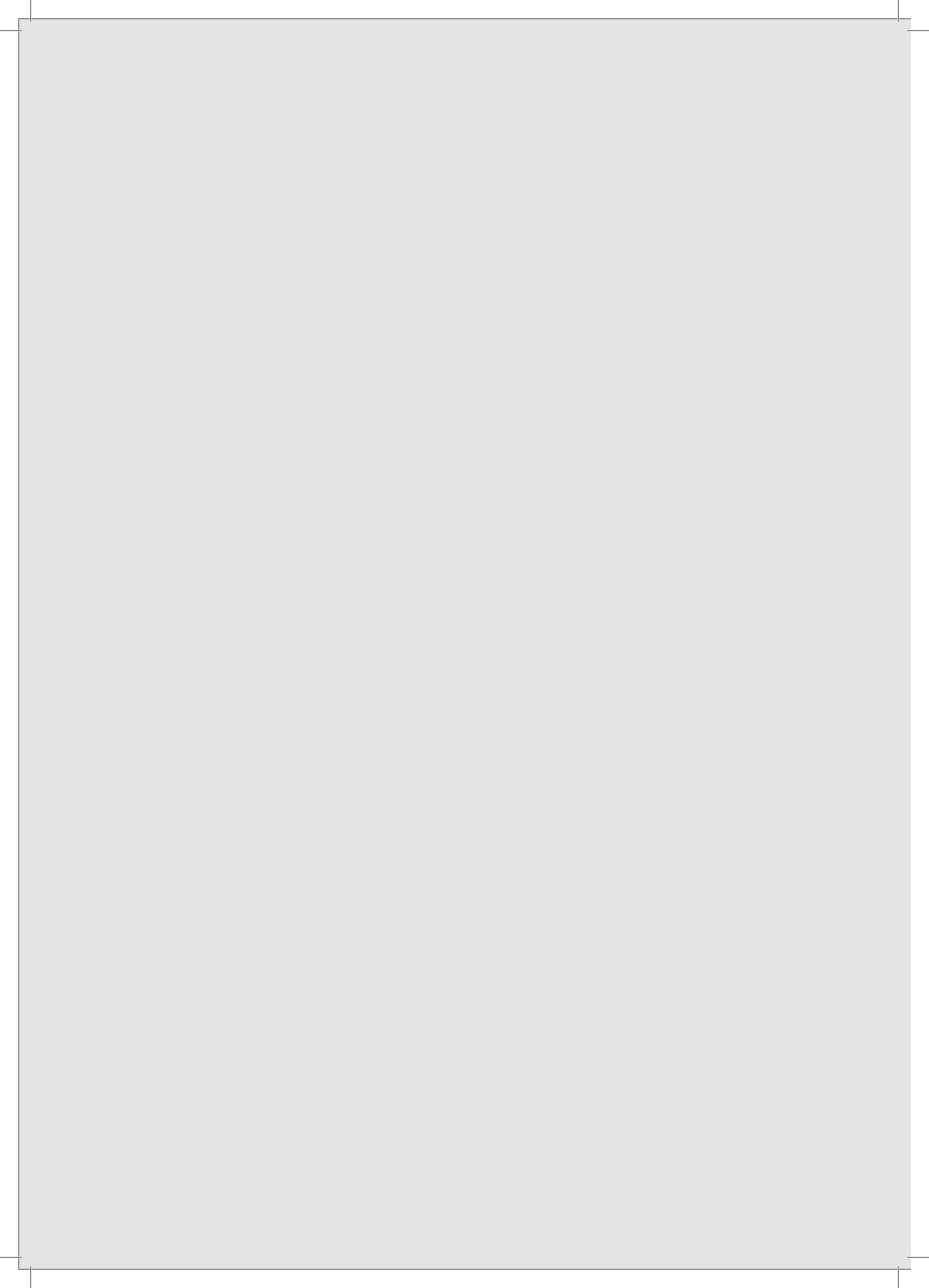
A brand represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

Why use these Guidelines?

African Industries Group needs to manage how its brand is represented across all visual media in various different situations.

This document has been created to fulfil this purpose and the guidelines explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of African Industries Group and its companies.



**CORPORATE AND LOGO
IDENTITY USAGE**



Serving Nigeria since 1971

STANDARD MEASUREMENTS



MINIMUM CLEARANCE AREA

The clear space is the minimum distance surrounding our logo that should remain free of competing graphic elements and text. It also shows the minimum distance the logo should be from the edge of a printed piece. This clear space is 4mm.



MINIMUM SIZE

Minimum Size will depend on Artwork size. Always maintain aspect ratio.



AIG POSITIVE LOGO

PREFERRED VERSION: FULL-COLOR

The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials.

Corporate logo without the tag line will be used as an alternative due to size/space issues in creative designs



ALTERNATE VERSIONS: BLACK AND WHITE

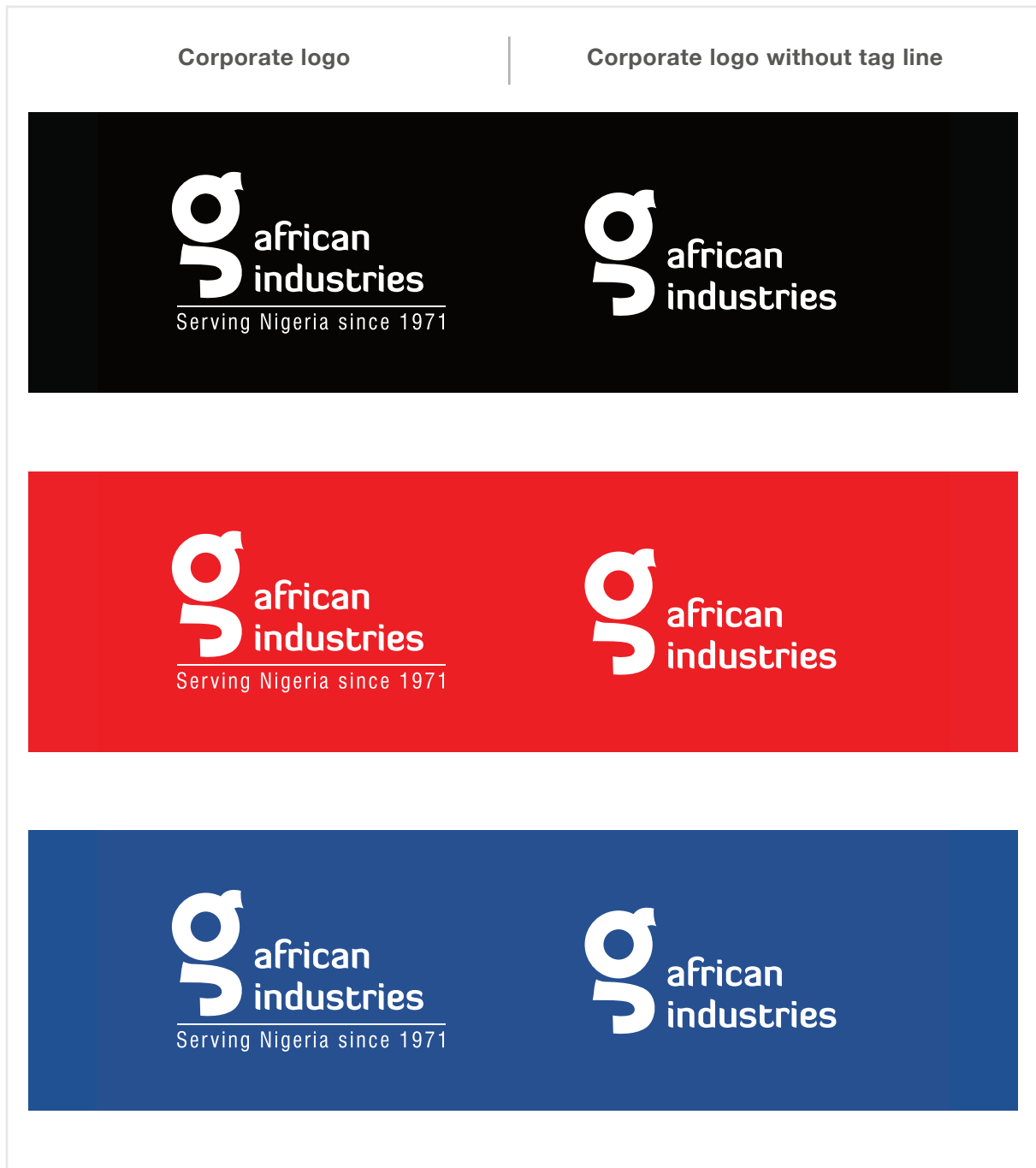
When applying the logo in one-color applications use the black and white version on a white or light colored background.



AIG NEGATIVE LOGO

DARK BACKGROUND

The alternate version should be used on all dark backgrounds.



HOW WE USE TYPOGRAPHY

Each product uses a different font to show the product name:



*Examples are shown on the following pages.

UNACCEPTABLE LOGO USES

Do not create new logos or other graphic symbols for any reason. These items compete for attention and detract from the African Industries Group

- ▶ Do not change the font

*Only the fonts used for AIG in the corporate logo are acceptable.



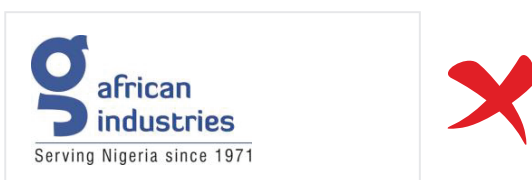
- ▶ Do not stretch



- ▶ Do not add visual effects



- ▶ Do not create new color combinations



- ▶ Do not rotate



- ▶ Do not place a shadow OR highlight behind or beneath



- ▶ Do not place a shadow OR highlight behind or beneath



- ▶ Do not place a shadow OR highlight behind or beneath



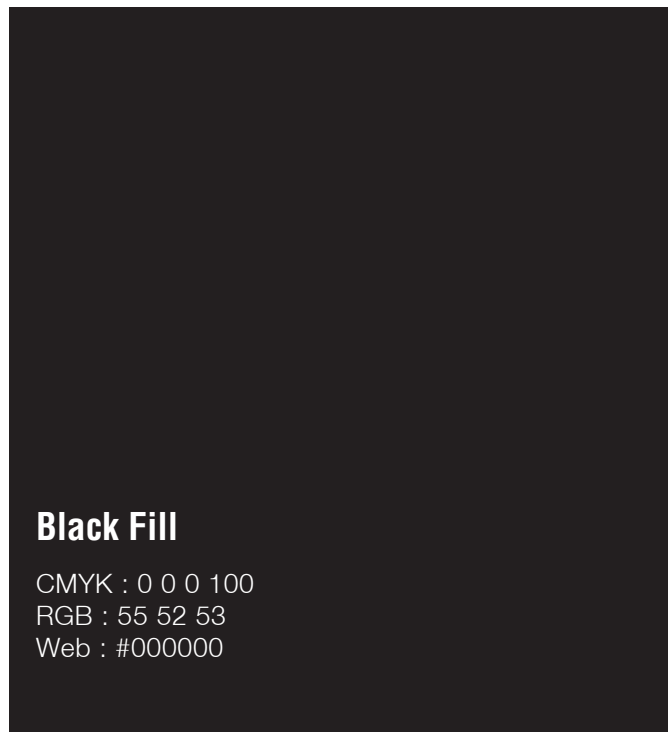
- ▶ Do not change the logo colours on the Dark Background



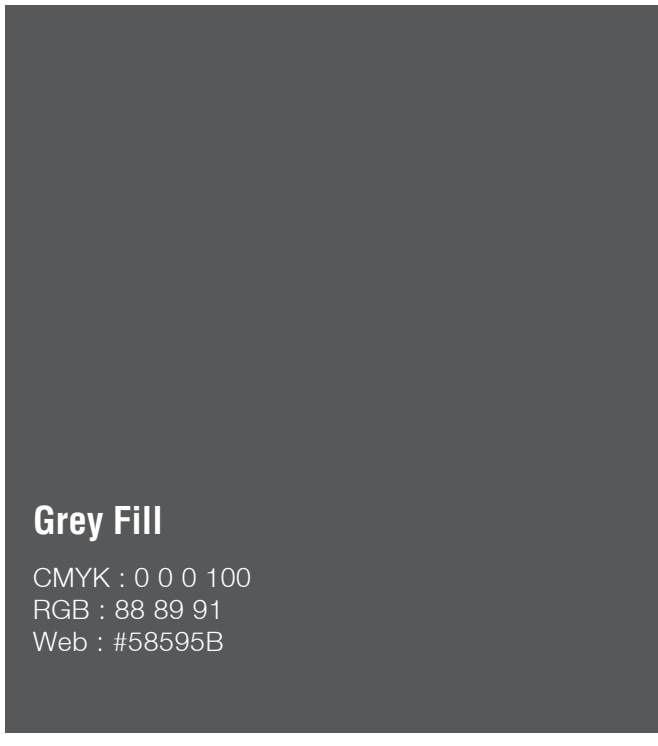
- ▶ Do not change the logo colours & font on the Dark Background



CORPORATE PRIMARY COLOUR PALETTE



CORPORATE SECONDARY COLOUR PALETTE



CORPORATE TYPOGRAPHIC SYSTEM

Typography can be used to catch the eye and create interest. In order to be consistent, these typefaces should be used for their respected applications.

We have chosen these typefaces to keep all communication uniform yet lively.

GUIDELINES

- Use letterforms as originally designed. Don't condense, extend, skew or otherwise manipulate.
- Limit the number of variations of the chosen type families within a publication to avoid confusion.
- In most cases restrict color use to black or white.
- Ensure there is enough of a differentiation in type size between headline text and regular text to avoid confusion.

EXCEPTIONS

In advertising, headlines or titles can be treated as graphic elements rather than words. In these instances, the rules about our typographic system may be ignored.

SPECIAL FONT

01

DIAVLO BLACK

DIAVLO BOLD

DIAVLO MEDIUM

DIAVLO BOOK

DIAVLO LIGHT

PRIMARY FONT

01

HELVETICA TEXT BLACK

HELVETICA TEXT MEDIUM

HELVETICA TEXT REGULAR

HELVETICA TEXT LIGHT

HELVETICA TEXT ITALIC

02

Yu Gothic (Bold)**Yu Gothic (Semi Bold)**

Yu Gothic (Regular)

Yu Gothic (Light)

SECONDARY FONT

01

GARAMOND BOLD

GARAMOND REGULAR

*GARAMOND MEDIUM ITALIC**GARAMOND ITALIC*

02

Coneria Script Demo Regular

03

SWIS721 CNBT

SWIS721 CNBT

04

Leelawadee (Bold)

Leelawadee (Regular)

