



Grand Challenges
African Drug Discovery
Accelerator

Brand Identity

GC ADDA Style Guide

Anatomy of the logo

Logo Mark



Logo Type

Grand Challenges
African Drug Discovery
Accelerator

Horizontal Logo

LOGO

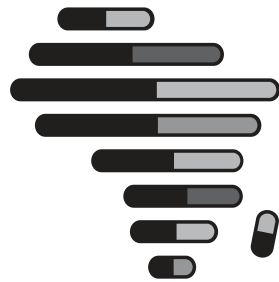
Horizontal Logo - Colour



Grand Challenges
African Drug Discovery
Accelerator

LOGO

Horizontal Logo - Greyscale



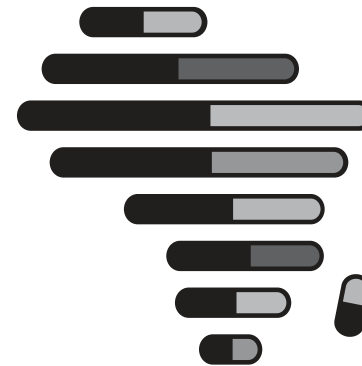
Grand Challenges
African Drug Discovery
Accelerator

LOGO

Logo Mark



Basic Logo



Greyscale

Logo - Unacceptable applications

Do not distort or alter any elements of the logo in any way. For example, do not:



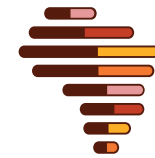
Move elements



Change colour/opacity



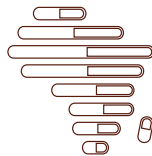
Add elements



Remove elements



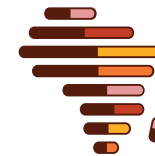
Stretch logo



Outline logo



Add shadows



Change the text

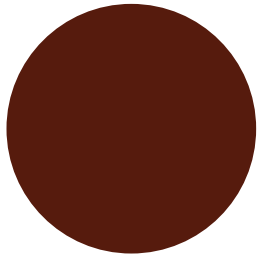
Logo - Clear space

*Always surround the logo with a field of clear space to ensure the prominence and legibility of the logo.
This area is measured using the height of the capital A in the logo (applicable to vertical version too).*

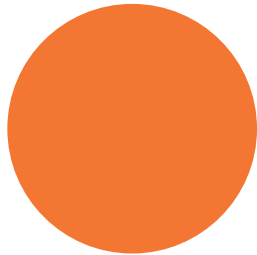


LOGO

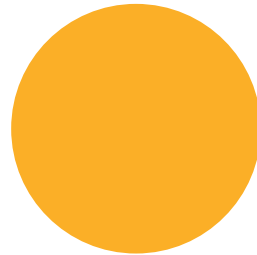
Palette - colour



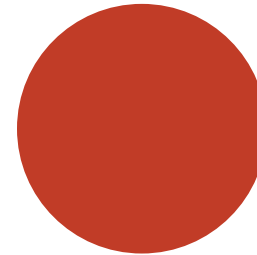
CMYK : 38/87/92/60
RGB : 86/27/13
WEB : #561B0D



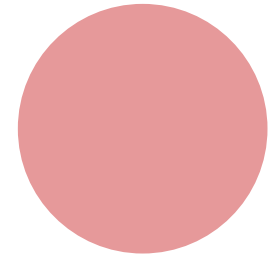
CMYK : 00/66/90/00
RGB : 244/119/50
WEB : #F47732



CMYK : 00/35/94/00
RGB : 252/176/41
WEB : #FCB029

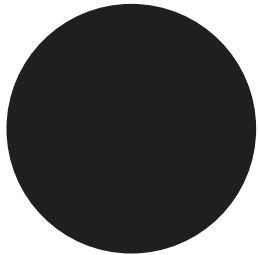


CMYK : 17/90/100/07
RGB : 192/61/39
WEB : #C03D27

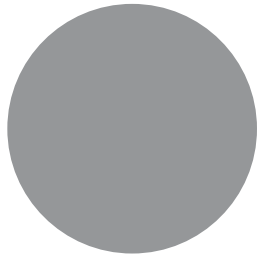


CMYK : 07/47/29/00
RGB : 230/153/154
WEB : #E6999A

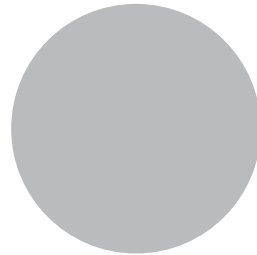
Palette - greyscale equivalent



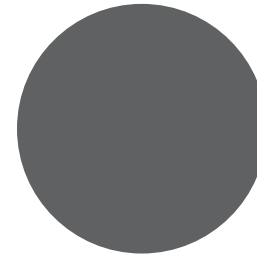
CMYK : 00/00/00/100
RGB : 35/31/32
WEB : #231F20



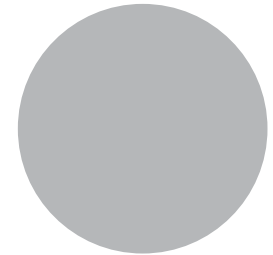
CMYK : 00/00/00/49
RGB : 149/151/154
WEB : #95979A



CMYK : 00/00/00/31
RGB : 186/188/190
WEB : #BABCBE



CMYK : 00/00/00/77
RGB : 96/97/99
WEB : #606163



CMYK : 00/00/00/33
RGB : 182/184/186
WEB : #B6B8BA

LOGO

Typography

aA

PRIMARY TYPEFACE

Adobe Garamond (Regular)
Logo type

aA

SECONDARY TYPEFACE

Helvetica (Font family)
Body copy for presentations, etc

LOGO

Graphic elements



Stylised map of Africa



Capsule icon



Map in reverse



QUILT

Prepared by Fatima Cassim

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