



Brand Guidelines



August 2019, Version 001

Preface



The ACE branding

The original ACE logo portrayed willingness to help, nature and positivity. While these values still stay strong in the ACE brand, incorporating new elements have now become a necessity.

The integration of smartphone technology with clean energy has come to the forefront of the company, and therefore this must be illustrated in the visual that people see first, the ACE branding.

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Our Purpose



Vision

Our vision is a world where clean energy and connectivity is for everyone.

Mission

Our mission is to eliminate the worst forms of poverty on a platform of clean energy and smartphone technology.

Visual Identity

ACE Logo



The ACE logo

The ACE logo incorporates community, helping people, and cooking. The community aspect is portrayed through the use of a circle of people together. The reference to people is demonstrated through the use of individuals in an outwards-facing circle in three different ACE colours. Finally, cooking is subtly illustrated through the use of the hexagon shape, which symbolises the ACE One burning chamber, and the heads of the people make up the spokes which hold the ACE One together.



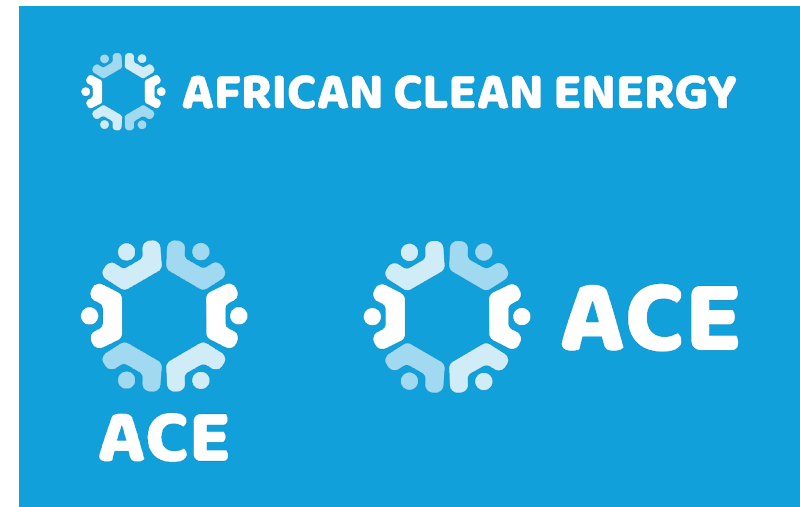
Monochrome ACE Logo



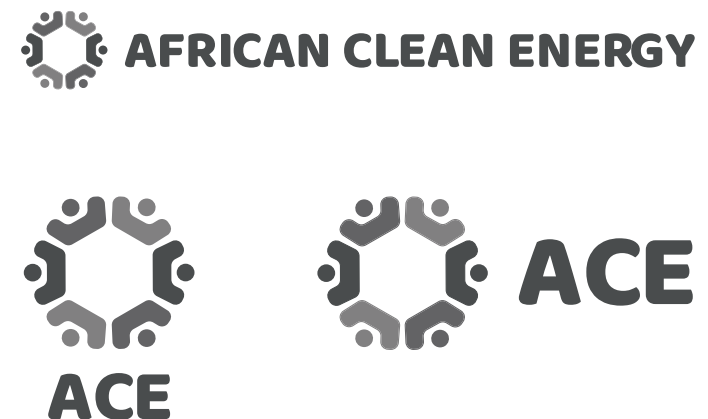
The monochrome ACE logo

For digital and print purposes, sometimes it will be necessary to use a monochromatic version of the ACE logo. This might be for use on a colourful background (for example the ACE app), or for a black & white letterhead print.

White monochrome logo



Greyscale monochrome logo



ACE One Logo



The ACE One logo

To incorporate the existing ACE One logo with the new ACE brand, a combination of the classic fire shape and a hexagon was implemented.

Use the gradient version where possible for digital and print. The solid logo is predominantly for clothing, and the greyscale options are only to be used when colour is not an option.

ACE One typographic logo



Option 1



Option 2



Option 4



Colour background



ACE & ACE One logo combination



How to combine the two logos

Combining both the African Clean Energy (ACE) logo and ACE One logo should be done in one of four options demonstrated here. No other colour options should be used.

Option 1



Option 2



Option 4



Colour background



Logo Misuse



ACE logo incorrect use cases

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.



NO

Do not use the logo icon by itself. Text must always accompany the logo icon



NO

Do not distort or warp the logo in anyway



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not change the typeface nor recreate or manipulate the wordmark and the icon.



NO

Do not outline or create a keyline around the logo.



NO

Do not rotate the logo.

ACE

NO

Do not use the wordmark without the icon.

Logo Misuse



ACE One logo incorrect use

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.



NO

Do not use the original logo by itself.



NO

Do not distort or warp the logo in anyway.



NO

Do not apply a different coloured gradient to the logo.



NO

Do not change the typeface nor recreate or manipulate the logo.



NO

Do not outline or create a keyline around the logo.



NO

Do not rotate the logo.



NO

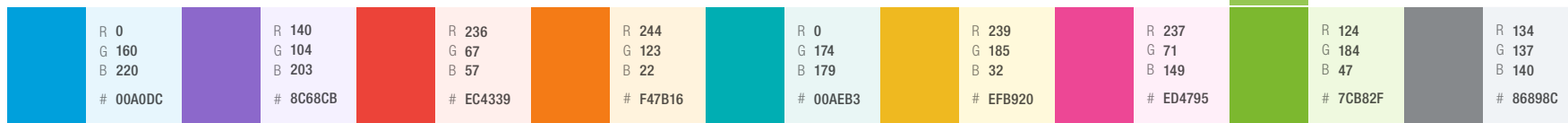
Do not use the hexagon as a logo without the ACE 1 flame.

Colour palette usage

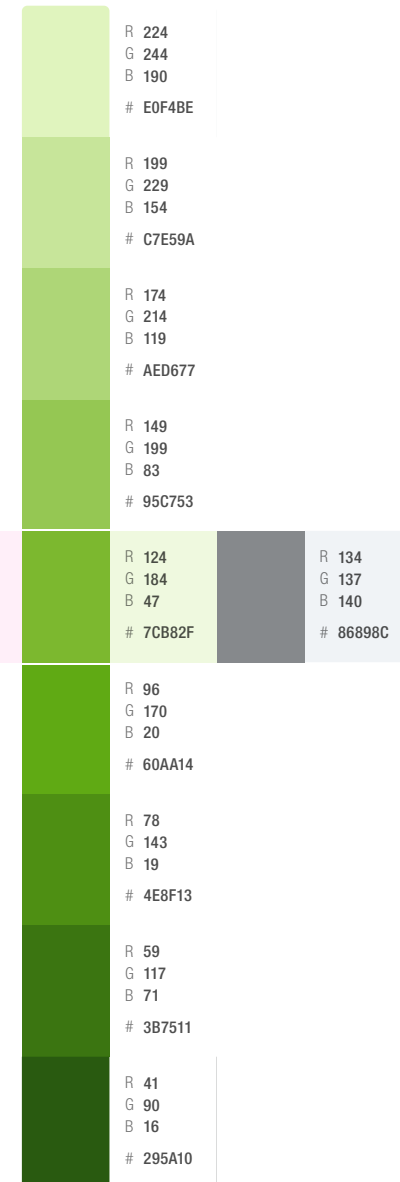


How to select colours from the palette

The ACE colour palette is wide-ranging and colourful to symbolise what the brand stands for. When selecting colours from the palette, it is important to use the middle selection first - these are the colours highlighted below:



When choosing different shades of the colours, consider the colours which are already in use and make a choice which compliments the other colours best. Simply use the RGB # colour code for digital, or the CMYK value for print to achieve the correct colour.



ACE positive messaging selection



The ACE Primary colour

To summarise ACE in three colours; blue, green and yellow are the standout choices. Blue symbolises trust, depth and stability. It is the colour of the sky, and portrays trust, loyalty and confidence. Green is the colour of nature. It illustrates growth, harmony, safety and freshness. Yellow produces a warming effect, increases cheerfulness and stimulates attention.

Combining these three colours into the ACE brand allow for a very meaningful connection with the audience, as well as bold communication in design and marketing.



R: 0
G: 160
B: 220

#00A0DC

C: 86
M: 8
Y: 0
K: 0

PMS: 299

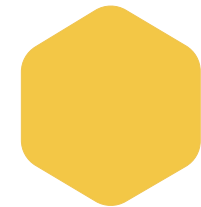


R: 124
G: 184
B: 47

#7CB82F

C: 65
M: 0
Y: 100
K: 0

PMS: 368



R: 239
G: 185
B: 32

#EFB920

C: 0
M: 30
Y: 100
K: 0

PMS: 124

ACE negative messaging selection



Negative messaging

Purple, red and grey are for negative messaging. These colours should be used when discussing problems and serious issues.

When choosing different shades of the colours, consider the colours which are already in use and make a choice which compliments the other colours best.

R 235 G 228 B 255 # EBE4FF	R 255 G 224 B 218 # FFE0DA
R 216 G 204 B 244 # D8CCF4	R 250 G 194 B 187 # FAC2BB
R 191 G 171 B 230 # BFABE6	R 245 G 152 B 144 # F59890
R 165 G 137 B 217 # A589D9	R 241 G 109 B 100 # F16D64
R 140 G 104 B 203 # 8C68CB	R 236 G 67 B 57 # EC4339
R 124 G 91 B 187 # 7C5BBB	R 221 G 46 B 31 # DD2E1F
R 106 G 75 B 167 # 6A4BA7	R 193 G 31 B 29 # C11F1D
R 87 G 59 B 147 # 573B93	R 164 G 15 B 28 # A40F1C
R 69 G 43 B 127 # 452B7F	R 136 G 0 B 26 # 88001A

ACE neutral messaging selection



Neutral messaging

Orange, turquoise and pink are for neutral messaging. These colours should be used in graphics and for messaging which is neither positive or negative.

When choosing different shades of the colours, consider the colours which are already in use and make a choice which compliments the other colours best.

R 255 G 231 B 187 # FFE7BB	R 210 G 236 B 235 # D2ECEB	R 255 G 223 B 242 # FDF2F2	R 230 G 233 B 236 # E6E9EC
R 248 G 205 B 148 # F8CD94	R 158 G 221 B 221 # 9EDDDD	R 255 G 196 B 228 # FFC4E4	R 208 G 211 B 214 # D0D3D6
R 247 G 178 B 106 # F7B26A	R 105 G 205 B 207 # 69CDCF	R 249 G 154 B 202 # F99ACA	R 182 G 185 B 188 # B6B9BC
R 245 G 150 B 64 # F59640	R 53 G 190 B 193 # 35BEC1	R 243 G 113 B 175 # F371AF	R 160 G 163 B 166 # A0A3A6
R 244 G 123 B 22 # F47B16	R 0 G 174 B 179 # 00AEB3	R 237 G 71 B 149 # ED4795	R 134 G 137 B 140 # 86898C
R 236 G 100 B 12 # EC640C	R 0 G 158 B 165 # 009EA5	R 226 G 36 B 127 # E2247F	R 115 G 118 B 121 # 737679
R 205 G 83 B 8 # CD5308	R 0 G 136 B 145 # 008891	R 201 G 24 B 110 # C9186E	R 89 G 92 B 95 # 595C5F
R 175 G 65 B 4 # AF4104	R 0 G 114 B 125 # 00727D	R 177 G 12 B 92 # B10C5C	R 67 G 70 B 73 # 434649
R 144 G 48 B 0 # 903000	R 0 G 92 B 105 # 005C69	R 135 G 0 B 68 # 870044	R 48 G 51 B 54 # 303336

Colour palette for screen (RGB)



R 207 G 237 B 251 # CFEDFB	R 235 G 228 B 255 # EBE4FF	R 255 G 224 B 218 # FFE0DA	R 255 G 231 B 187 # FFE7BB	R 210 G 236 B 235 # D2ECEB	R 255 G 242 B 182 # FFF2B6	R 255 G 223 B 242 # FDFDF2	R 224 G 244 B 190 # E0F4BE	R 230 G 233 B 236 # E6E9EC
R 155 G 218 B 243 # 9BDAF3	R 216 G 204 B 244 # D8CCF4	R 250 G 194 B 187 # FAC2BB	R 248 G 205 B 148 # F8CD94	R 158 G 221 B 221 # 9EDDDD	R 251 G 228 B 145 # FBE491	R 255 G 196 B 228 # FFC4E4	R 199 G 229 B 154 # C7E59A	R 208 G 211 B 214 # D0D3D6
R 104 G 199 B 236 # 68C7EC	R 191 G 171 B 230 # BFABE6	R 245 G 152 B 144 # F59890	R 247 G 178 B 106 # F7B26A	R 105 G 205 B 207 # 69CDCF	R 247 G 213 B 107 # F7D56B	R 249 G 154 B 202 # F99ACA	R 174 G 214 B 119 # AED677	R 182 G 185 B 188 # B6B9BC
R 52 G 179 B 228 # 34B3E4	R 165 G 137 B 217 # A589D9	R 241 G 109 B 100 # F16D64	R 245 G 150 B 64 # F59640	R 53 G 190 B 193 # 35BEC1	R 243 G 199 B 70 # F3C746	R 243 G 113 B 175 # F371AF	R 149 G 199 B 83 # 95C753	R 160 G 163 B 166 # A0A3A6
R 0 G 160 B 220 # 00A0DC	R 140 G 104 B 203 # 8C68CB	R 236 G 67 B 57 # EC4339	R 244 G 123 B 22 # F47B16	R 0 G 174 B 179 # 00AEB3	R 239 G 185 B 32 # EFB920	R 237 G 71 B 149 # ED4795	R 124 G 184 B 47 # 7CB82F	R 134 G 137 B 140 # 86898C
R 0 G 140 B 201 # 008CC9	R 124 G 91 B 187 # 7C5BBB	R 221 G 46 B 31 # DD2E1F	R 236 G 100 B 12 # EC640C	R 0 G 158 B 165 # 009EA5	R 230 G 167 B 0 # E6A700	R 226 G 36 B 127 # E2247F	R 96 G 170 B 20 # 60AA14	R 115 G 118 B 121 # 737679
R 0 G 119 B 181 # 0077B5	R 106 G 75 B 167 # 6A4BA7	R 193 G 31 B 29 # C11F1D	R 205 G 83 B 8 # CD5308	R 0 G 136 B 145 # 008891	R 202 G 148 B 0 # CA9400	R 201 G 24 B 110 # C9186E	R 78 G 143 B 19 # 4E8F13	R 89 G 92 B 95 # 595C5F
R 0 G 94 B 147 # 005E93	R 87 G 59 B 147 # 573B93	R 164 G 15 B 28 # A40F1C	R 175 G 65 B 4 # AF4104	R 0 G 114 B 125 # 00727D	R 170 G 125 B 0 # AA7D00	R 177 G 12 B 92 # B10C5C	R 59 G 117 B 71 # 3B7511	R 67 G 70 B 73 # 434649
R 0 G 68 B 113 # 004471	R 69 G 43 B 127 # 452B7F	R 136 G 0 B 26 # 88001A	R 144 G 48 B 0 # 903000	R 0 G 92 B 105 # 005C69	R 139 G 103 B 0 # 8B6700	R 135 G 0 B 68 # 870044	R 41 G 90 B 16 # 295A10	R 48 G 51 B 54 # 303336

Colour palette for print (CMYK)



C 16 M 2 Y 0 K 0 PMS —	C 8 M 12 Y 0 K 0 PMS —	C 0 M 12 Y 15 K 0 PMS —	C 0 M 11 Y 38 K 0 PMS —	C 17 M 0 Y 7 K 0 PMS —	C 2 M 2 Y 35 K 0 PMS —	C 0 M 14 Y 0 K 0 PMS —	C 14 M 0 Y 32 K 0 PMS —	C 1 M 0 Y 0 K 12 PMS —
C 33 M 3 Y 0 K 0 PMS —	C 15 M 21 Y 0 K 0 PMS —	C 0 M 27 Y 29 K 0 PMS —	C 0 M 24 Y 53 K 0 PMS —	C 34 M 0 Y 13 K 0 PMS —	C 1 M 9 Y 51 K 0 PMS —	C 0 M 29 Y 2 K 0 PMS —	C 27 M 0 Y 49 K 0 PMS —	C 2 M 0 Y 0 K 22 PMS —
C 51 M 5 Y 0 K 0 PMS —	C 30 M 40 Y 2 K 0 PMS —	C 0 M 42 Y 43 K 0 PMS —	C 0 M 38 Y 69 K 0 PMS —	C 51 M 0 Y 19 K 0 PMS —	C 1 M 16 Y 67 K 0 PMS —	C 0 M 44 Y 4 K 0 PMS —	C 40 M 0 Y 66 K 0 PMS —	C 3 M 0 Y 0 K 33 PMS —
C 68 M 6 Y 0 K 0 PMS —	C 33 M 44 Y 0 K 0 PMS —	C 0 M 57 Y 57 K 0 PMS —	C 0 M 52 Y 85 K 0 PMS —	C 69 M 0 Y 26 K 0 PMS —	C 0 M 23 Y 84 K 0 PMS —	C 0 M 60 Y 5 K 0 PMS —	C 54 M 0 Y 100 K 0 PMS —	C 4 M 0 Y 0 K 44 PMS —
C 86 M 8 Y 0 K 0 PMS 299	C 37 M 50 Y 2 K 0 PMS —	C 0 M 72 Y 71 K 0 PMS —	C 0 M 66 Y 100 K 0 PMS 152	C 86 M 0 Y 32 K 0 PMS 7466	C 0 M 30 Y 100 K 0 PMS 124	C 0 M 75 Y 7 K 0 PMS —	C 65 M 0 Y 100 K 0 PMS 368	C 5 M 0 Y 0 K 55 PMS C.G. 7
C 87 M 22 Y 0 K 10 PMS —	C 52 M 66 Y 0 K 0 PMS 265	C 0 M 87 Y 85 K 0 PMS 179	C 5 M 71 Y 100 K 6 PMS —	C 87 M 12 Y 36 K 6 PMS —	C 10 M 35 Y 100 K 6 PMS —	C 0 M 90 Y 9 K 0 PMS 7424	C 68 M 10 Y 100 K 8 PMS —	C 6 M 0 Y 0 K 64 PMS —
C 100 M 23 Y 0 K 19 PMS 641	C 61 M 77 Y 4 K 4 PMS —	C 8 M 91 Y 90 K 14 PMS —	C 13 M 76 Y 100 K 13 PMS —	C 88 M 25 Y 40 K 12 PMS —	C 21 M 40 Y 100 K 11 PMS —	C 10 M 93 Y 26 K 7 PMS —	C 70 M 19 Y 100 K 15 PMS —	C 7 M 0 Y 0 K 72 PMS —
C 99 M 47 Y 16 K 18 PMS —	C 71 M 87 Y 7 K 11 PMS —	C 17 M 96 Y 95 K 18 PMS —	C 20 M 82 Y 100 K 20 PMS —	C 89 M 37 Y 43 K 17 PMS —	C 32 M 45 Y 100 K 16 PMS —	C 20 M 97 Y 43 K 14 PMS —	C 73 M 29 Y 100 K 23 PMS —	C 8 M 0 Y 0 K 80 PMS —
C 98 M 72 Y 33 K 17 PMS —	C 80 M 98 Y 11 K 18 PMS —	C 25 M 100 Y 100 K 24 PMS —	C 27 M 87 Y 100 K 27 PMS —	C 90 M 50 Y 47 K 23 PMS —	C 42 M 50 Y 100 K 22 PMS —	C 30 M 100 Y 60 K 21 PMS —	C 83 M 36 Y 94 K 28 PMS —	C 8 M 0 Y 0 K 88 PMS —

Typography



The ACE typography guidelines

To capture the ACE brand personality in a typographical sense, being a tech-driven, socially-orientated company working in Africa and Asia need to be illustrated all at once.

Baloo Chettan allows the African roots of the company to shine through, and has a distinctive heavy spurless design with a subtle tinge of playfulness.

Rubik is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited as the subheading font for ACE.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm for the ACE audience to enjoy.

Typography



Headlines

Baloo Chettan Regular - Uppercase

AFRICAN CLEAN ENERGY (ACE)

Subheadings

Rubik Medium

Our mission is to use clean energy and smartphone technology to lift people out of poverty and connect them to the world.

Body text

Roboto Light

African Clean Energy (ACE) is the producer of the ACE 1 solar biomass energy system: an advanced cookstove which reduces smoke emissions to negligible levels. The ACE 1 is among the cleanest and most high-tech stoves currently available, providing clean cooking with a range of biomass fuels as well as offering solar electricity for mobile phone charging and LED lighting.

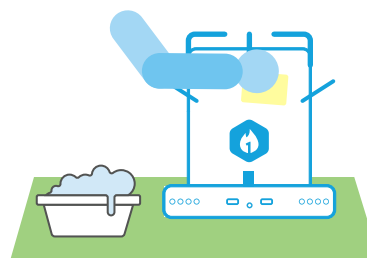
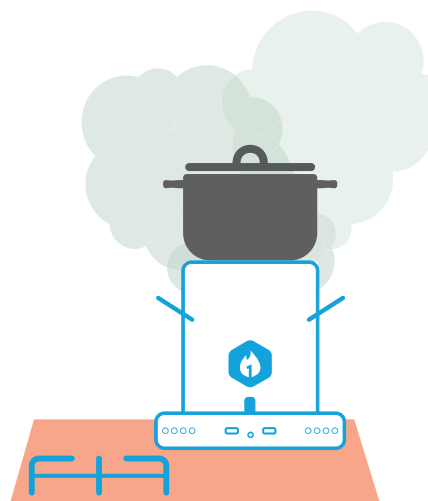
Illustrations



ACE illustration style

To appeal and be understood by all markets, the ACE illustration is simple and straight-forward. By using a simple outline of the stove allows the ACE One to be instantly recognisable by the audience. The arms used to demonstrate interactions with the ACE One are also very simplistic, and also race-neutral to avoid any issues across different markets.

If you would like a specific illustration design for marketing purposes, please contact Jon Leighton on jon@africancleanenergy.com

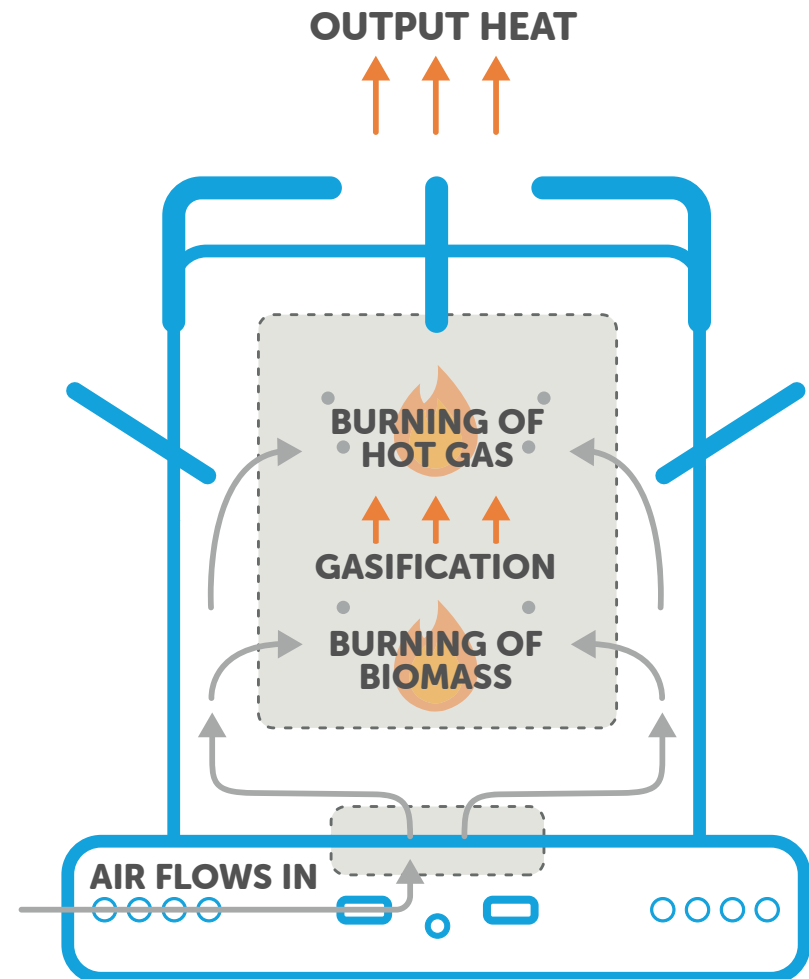
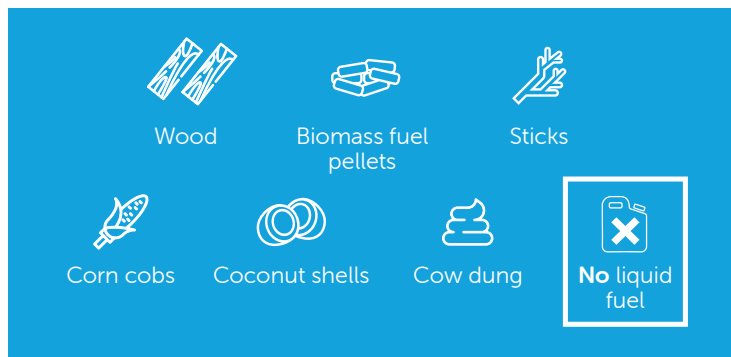


Illustrations



Infographics

For more complex diagrams that are showing a process or specific item, the illustrations are required to show more detail. To maintain the simplistic design style, keeping the illustrations reduced to a basic form is key. Again, please contact Jon Leighton on jon@afrikanenergy.com for any illustration requirements.

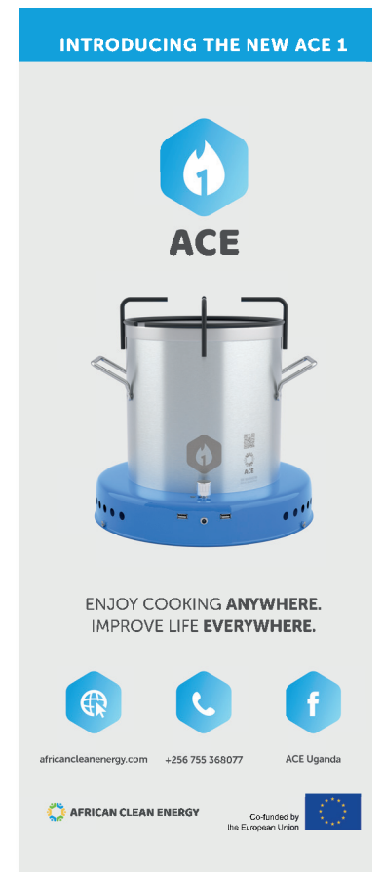


Event marketing

Banner stands and flags

When attending events, ACE should be represented by official branded materials such as banners, table cloths and flags. By using these materials, ACE will be recognised easily and our brand exposure will be increased significantly.

ACE should also be represented through materials such as flyers, ID cards and business cards, examples of which can be seen on the next page. To request these materials, please contact Jon Leighton on jon@africancleanenergy.com.



Event marketing



Printed materials



ACE Maseru FC



Branding and football kit

The new branding for ACE Maseru FC develops the previous logo to become a recognisable football crest which brings in various elements of the ACE brand and Lesotho. There is a subtle reference to the Lesotho flag through the blue, white and green stripes, and the hexagon pattern references not only the hexagon of the stove, but also the net of a football goal.

The three football kits; home, away and goalie, have also been designed to give more exposure to the African Clean Energy brand.

ACE MASERU FOOTBALL SHIRT-VISUAL LINE PLAN

SHIRT	SHORT	SOCK	SHIRT	SHORT	SOCK	SHIRT	SHORT	SOCK
PANTONE 3522 C	PANTONE 3522 C	TECNOFARN - E1 CANDIDO	PANTONE 3564 C	PANTONE 310 C	TECNOFARN - E56 MARINA	PANTONE 16-4151 TPU - SKYDIVER	PANTONE 310 C	TECNOFARN - E56 MARINA
BASE FABRIC - WHITE		TECNOFARN - E984 AUTOSTRADA	Pantone 15-1195 TPG - BRIGHT MARBOLD		TECNOFARN - E55 ARANCIO	Pantone 310 C		TECNOFARN - E55 ARANCIO
			BASE FABRIC - WHITE		TECNOFARN - E1 CANDIDO	BASE FABRIC - WHITE		TECNOFARN - E1 CANDIDO
			Pantone 310c Colour to match the same color as the original Klabu home shirt & short.			Pantone 310c Colour to match the same color as the original Klabu home shirt & short.		



Contact

For questions about the photography guidelines, or any design and marketing requests, please contact ACE Global Team at info@africancleanenergy.com

www.africancleanenergy.com