



Brand Guideline.



The Logo

Usage Guidelines

1 The Logo

Logo Anatomy



← symbol → | ← wordmark →

← full logo →

The Colours

The red in the logo exemplifies passion, the white shows integrity, yellow shows enthusiasm.

The Design

The design of the logo illustrates professionalism, innovation (out-of-the-box thinking) and efficiency.

1 The Logo

Margins & Spacing

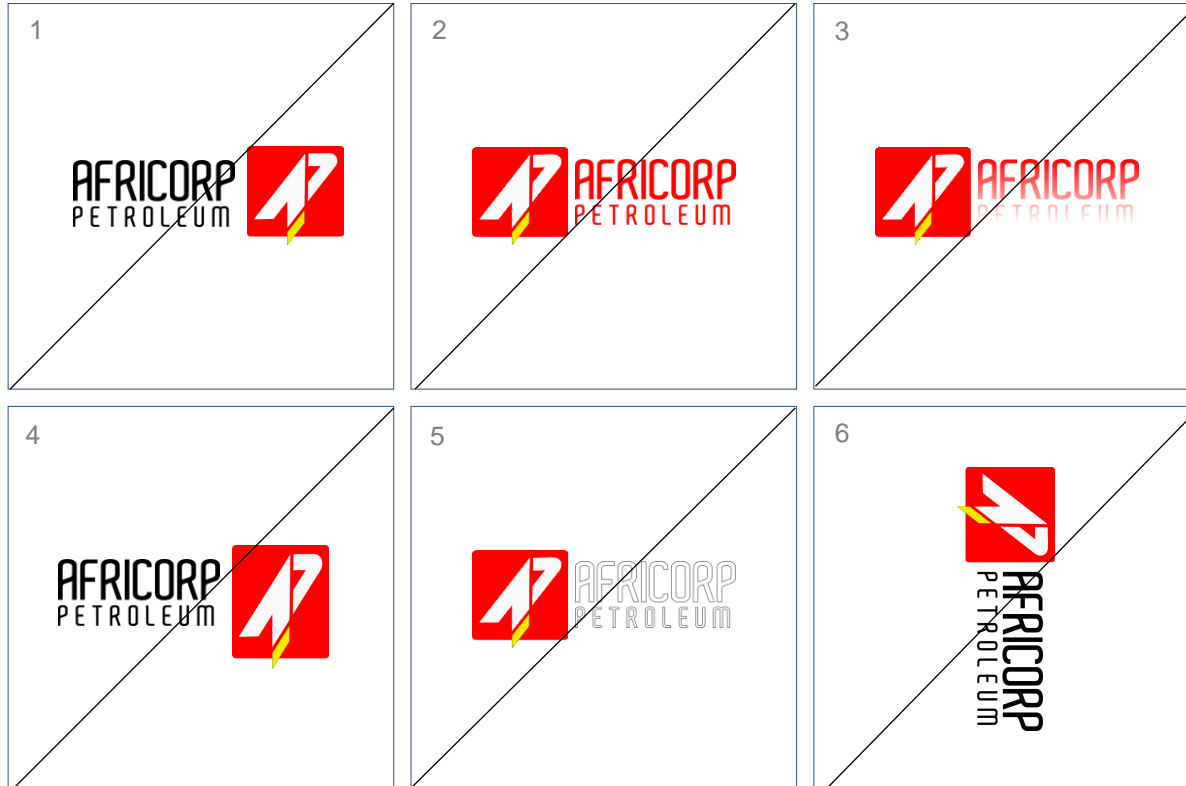


Clearspace around the logo should be as follows:

| | Padding |
|--------------------------|---------|
| Print | 1x |
| Web | 1x |
| Graphics/ Other Logos | 1.5x |

1 The Logo

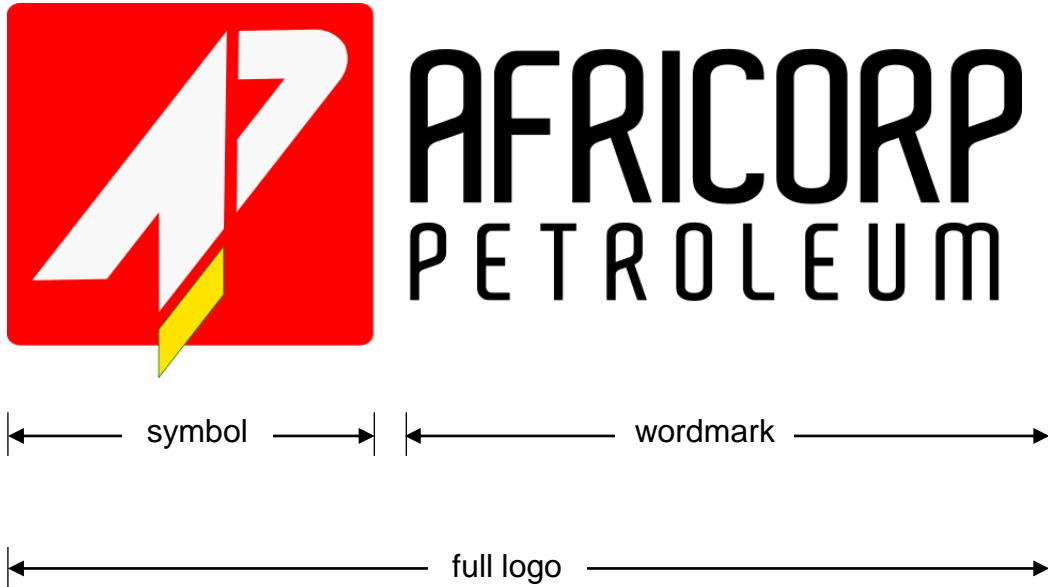
Incorrect Logo Usage



1. The Symbol and Wordmark position should not be reversed
2. Do not introduce any other colour (but white) to the logo
3. Do not add any gradient to any part of the logo
4. Do not stretch the logo out of its designed proportions
5. Do not type out, put an outline on or modify the logo in any form
6. Do not rotate the logo

1 The Logo

General Logo Usage Rules



1. Primary use cases for the logo is placement on a white background
2. Secondly, the logo may be placed on a background that is 30% grey and lower unadjusted.
3. The wordmark may be changed to white if the background for the logo exceeds 30% grayscale
4. Observe margin and padding rules as stated
5. The wordmark and symbol may be used independently



AFRICORP
PETROLEUM



Colours

Brand Palette

Colours

Our primary colour is **Rich Red**. It underscores our stance as a bold, driven and result-oriented organization.

Our secondary colours are Yellow, Black and White.

We use colours to create visual patterns that are unique to our brand hence making interfacing with us easier and more predictable.

Colour Palette

#FF0000

#FFE400

#000000

#FFFFFF





Typography

Font & Styles

3 Typography

Logo Anatomy

Primary Font

Aldo



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Z
abcdefghijklmnopqr
stuvwxyz

The primary font is bold whilst curved exemplifying courage coupled with adaptability to changing climes and cultures.

The secondary font is readable, clear and precise further demonstrating our professionalism and transparency.

The primary font may be used as headers whilst the secondary font should be used for sub-headings and body text.

Secondary Font

Arial



ABCDEFGHIJKLMNOPS
TUVWXYZ
abcdefghijklmnopqr
stuvwxyz

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