



# **BRAND GUIDELINES**

US Sticker Competition  
September 2024

## MISSION

ONE fights for a more just world by demanding the investments needed to create economic opportunities and healthier lives in Africa.



## VISION

We envision a world where Africa is an equal player, where people across Africa have access to abundant economic opportunities and lead thriving, healthy lives. We strive to empower all people to use their voices to build a more just world, because none of us are equal until all of us are equal.

## HOW WE DO IT

We do this by deploying trusted and dynamic advocacy that leverages hard-hitting data, credible grassroots activism, creative political engagement, and strategic partnerships. We use all this to influence decision-makers to take action and tackle the world's biggest challenges.

BRAND PERSONALITY

# RELENTLESS DETERMINATION

Its ONE's brand identity. It's ONE's values are, how we communicate our advocacy, and what we want people to feel when they interact with ONE. Essentially, its our personality and a promise to our supporters.

## VALUES

### DIGNITY

We seek to ensure the people we work with and for are always valued and respected because the way we do things are as important as why we do them.

### EQUALITY

We believe everyone has the right to equal treatment and opportunities because none of us are equal until all of us are equal.

### JUSTICE

We believe everyone has the right to be treated fairly because where you live shouldn't determine whether you live.

### ACCOUNTABILITY

We take responsibility for our actions, always remaining accountable to those we work with and for while holding those in power answerable to all of us.

## ELEMENTS

**BOLDNESS**

**UNITY**

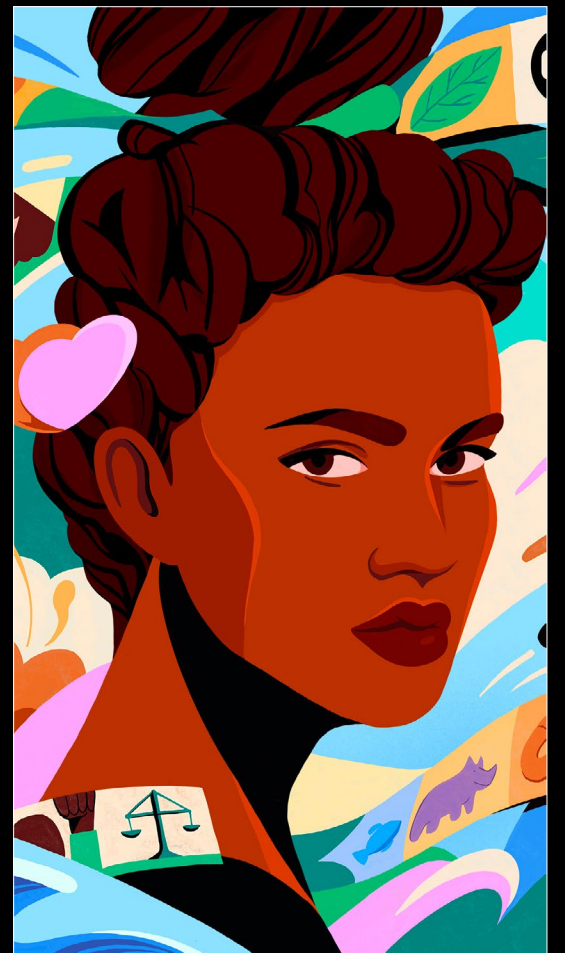
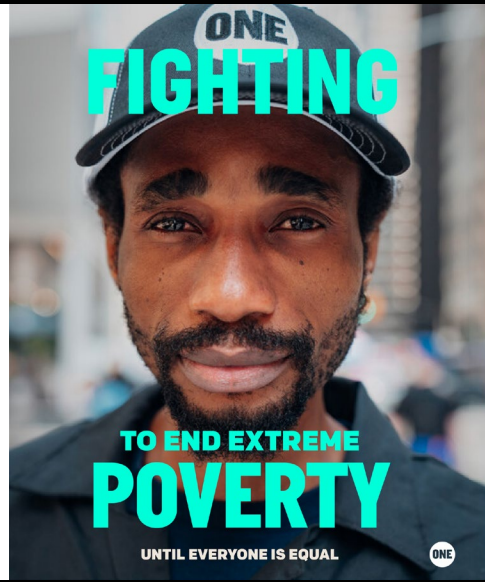
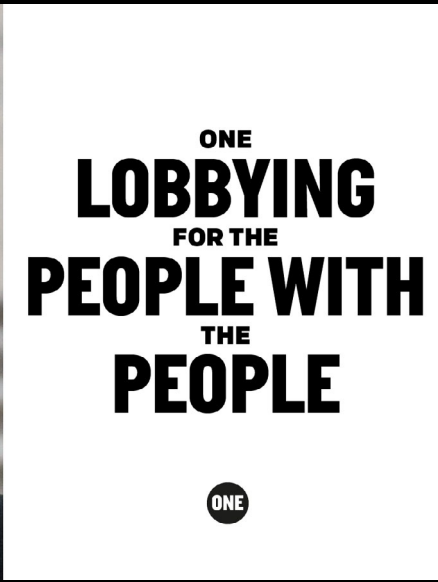
**PERSPECTIVE**

**PERSISTENCE**

**URGENCY**

APPLICATION EXAMPLES

# RELENTLESS DETERMINATION



# COLORS

When choosing color combinations, please pay attention to create enough contrast between the background and text colors to keep high levels of accessibility.

Only use combinations that have the  green check mark on the chart below:

	#00FFD9	#10827B	#000000	#081248	#761456	#E465AB	#FFA07A	#FFFFFF
#00FFD9		Aa ✓ 3.62	Aa ✓ 16.31	Aa ✓ 13.70	Aa ✓ 8.13	Aa ✗ 2.42	Aa ✗ 1.54	Aa ✗ 1.29
#10827B	Aa ✓ 3.62		Aa ✓ 4.50	Aa ✓ 3.78	Aa ✗ 2.25	Aa ✗ 1.50	Aa ✗ 2.35	Aa ✓ 4.67
#000000	Aa ✓ 16.31	Aa ✓ 4.50		Aa ✗ 1.19	Aa ✗ 2.00	Aa ✓ 6.75	Aa ✓ 10.56	Aa ✓ 21.00
#081248	Aa ✓ 13.70	Aa ✓ 3.78	Aa ✗ 1.19		Aa ✗ 1.68	Aa ✓ 5.67	Aa ✓ 8.87	Aa ✓ 17.64
#761456	Aa ✓ 8.13	Aa ✗ 2.25	Aa ✗ 2.00	Aa ✗ 1.68		Aa ✓ 3.37	Aa ✓ 5.27	Aa ✓ 10.48
#E465AB	Aa ✗ 2.42	Aa ✗ 1.50	Aa ✓ 6.75	Aa ✓ 5.67	Aa ✓ 3.37		Aa ✗ 1.57	Aa ✓ 3.11
#FFA07A	Aa ✗ 1.54	Aa ✗ 2.35	Aa ✓ 10.56	Aa ✓ 8.87	Aa ✓ 5.27	Aa ✗ 1.57		Aa ✗ 1.99
#FFFFFF	Aa ✗ 1.29	Aa ✓ 4.67	Aa ✓ 21.00	Aa ✓ 17.64	Aa ✓ 10.48	Aa ✓ 3.11	Aa ✗ 1.99	

## PRIMARY

<p><b>BLACK</b></p> <p>RGB 0/0/0 # 000000 CMYK 0/0/0/100</p>	<p><b>EQUALI-TEAL</b></p> <p>RGB 16/130/123 # 10827b CMYK 88/31/57/15 PANTONE 3295</p>
<p><b>WHITE</b></p> <p>RGB 255/255/255 # fffffff CMYK 0/0/0/0</p>	<p><b>BRING IT NE-ON*</b></p> <p>RGB 0/255/217 # 00ffd9 CMYK 54/0/28/0 PANTONE 3245</p>

\* Bring it ne-on looks paler when printed in CMYK. If possible, use Pantone ink which is much closer to the display color.

## SECONDARY

<p><b>FREE PEACH</b></p> <p>RGB 255/160/122 # ffa07a CMYK 0/47/51/0 PANTONE 2022</p>	<p><b>GIRLS ARE THE FUCHSIA</b></p> <p>RGB 228/101/171 # e465ab CMYK 5/67/0/0 PANTONE 232</p>
<p><b>ACTION AZUL</b></p> <p>RGB 8/18/72 # 081248 CMYK 95/89/36/41 PANTONE 295</p>	<p><b>POWER PLUM</b></p> <p>RGB 115/22/90 # 73165a CMYK 53/100/27/26 PANTONE 228</p>

# TYPE

We use two typefaces: **Colfax** as primary and **Italian Plate** as secondary, usually in all uppercase letters.

We use **Arial** as our default font when access to Colfax or Italian Plate is not available, such as when writing an email or sharing a working Word document outside of the organization.

PRIMARY

# Colfax

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

Light  
*Light Italic*  
Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***  
**Black**  
***Black Italic***

SECONDARY

# ITALIAN PLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Demibold  
*Demibold Italic*  
**Bold**  
***Bold Italic***  
**Extrabold**  
***Extrabold Italic***  
**Black**  
***Black Italic***

If you use any text on your sticker design that is not handwritten, please use our fonts - you can download them [here](#).