ACQF
African Continental
Qualifications Framework

BRANDING AND DESIGN GUIDELINES

IMPROVING **EDUCATION**
TRANSFORMING **AFRICA**

01

ABOUT THE ACQF

ACQF

WHO ARE WE?

The African Continental Qualifications Framework contributes to the transparency of qualifications and trust between African qualifications frameworks, cooperating with 55 countries and 8 regional economic communities (RECs). ACQF will be the only RQF interacting with two different levels—both national and regional qualifications frameworks. Skills and qualifications are crucial for the transformation of Africa, and they are strategic in the context of the demographic bulge of the continent, which some see as the 'youth repository of the world'. Therefore, the ACQF is a vital policy initiative of the AU. **The ACQF aims to:**

- Support the comparability, quality and transparency of qualifications and people´s lifelong learning.
- Facilitate recognition of diplomas and certificates and support mobility (learners, workers, services).
- Work in cooperation and complementarity with NQFs and RQFs and support the creation of the African education and qualifications space.
- Promote cooperation and alignment between qualifications frameworks (national and regional) in Africa and worldwide.
- Help the countries and regions in Africa develop or consolidate their qualification frameworks and systems.

ESTABLISHMENT

The call for the establishment of a continental qualifications framework for Africa was formulated in crucial policy documents and strategic initiatives geared towards integration and prosperity on the continent. The development of the ACQF was launched at an official event held in September 2019 at the headquarters of the AU in Addis Ababa, Ethiopia. The ACQF is based on the principles of inclusiveness for all types of learning and levels of qualifications, an openness to learners' and stakeholders' needs, and innovation readiness through the transformation of skills and learning in a rapidly changing world. **The objectives of the envisioned ACQF are:**

- Contribute to comparability, quality and transparency of qualifications and support people´s lifelong learning.
- Facilitate recognition of diplomas and certificates, and support mobility (learners, workers, services).
- Work in cooperation and complementarity with NQFs and RQFs and support the creation of an African education and qualifications space.
- Promote cooperation, referencing between qualifications frameworks (national and regional) in Africa and worldwide.

02

OUR LOGO

OUR BRAND

UNIFYING ACQF ACROSS **THE GLOBE**

These branding and design guidelines contain recommendations for the correct use of the ACQF name, logos, colours and typeface to ensure consistency across all platforms and an identity that supports our vision and goals.

We've included some examples of work so you can see how it comes together as well as links to assets you can download and use.

Always remember the The ACQF motto when using the brand:

"Improving Education, Transforming Africa"

CLICK TO DOWNLOAD OUR LOGO PACK

ACQF
African Continental Qualifications Framework

UNPACKING THE MEANING OF **OUR LOGO**

The 'Q' in our logo resembles a magnifying glass that focuses on Africa to convey our objective of integration and prosperity on the continent and the principles of inclusivity, transparency and cooperation.

GREEN **LOGO.**

ACQF
African Continental
Qualifications Framework

The green logo is our main version—used whenever and wherever possible—to establish our brand identity and ensure brand recognition.

BLACK **LOGO.**

ACQF
African Continental
Qualifications Framework

The black logo is used when single coloured documents are created, for any specialised prints, and when partnerships and collaborations require the black logo to stick to their own branding guidelines.

WHITE **LOGO.**

ACQF
African Continental
Qualifications Framework

The white logo can be used in instances where a simple version of the logo is needed, such as putting the logo on a coloured or dark background.

OUR LOGO CHOICES

A BRIEF OUTLINE OF THE **VARIOUS LOGOS**

ACQF
African Continental
Qualifications Framework

ACQF

THE STANDARD LOGO

This is the standard or primary logo. This version of the logo should be used as much as possible, and may only be replaced with one of the other variants under specific conditions. The standard logo contains the iconography, acronym, as well as the full organisation name.

THE MINIFIED LOGO

This is the minified logo. This variation only contains the iconography and the acronym. This logo should only be used if the standard / primary logo has already been used, or if the logo placement is too small to retain the legibility of the full organisation name.

THE ICONOGRAPHY

The iconography has very limited and specific use cases. This icon can be used on its own where a square logo is required, for the favicon on websites, or as a decorating / watermarking element. The iconography on its own should not be used as a brand identifier.

ACQF

LOGO USAGE GUIDE

HOW THE LOGO CAN AND CAN'T BE **USED ON MATERIAL**

ACQF
African Continental
Qualifications Framework

ACQF
African Continental
Qualifications Framework

ACQF
African Continental
Qualifications Framework

✔ LOGO USAGE DO'S

The primary preferred usage is full colour on white. Alternatively the logo may be used in a monochromatic style; using the white logo on dark backgrounds and the black logo on lighter backgrounds.

Other backgrounds may be used as long as legibility is maintained. In this scenario, the logo must be used in the monochromatic white variation to avoid clashing colours.

ACQF

LOGO USAGE GUIDE

HOW THE LOGO CAN AND CAN'T BE **USED ON MATERIAL**

⊗ LOGO USAGE DON'TS

Don't use the full colour logo on any colour not in the primary ACQF colour pallette.

Do not rotate or change the orientation of the logo.

Do not use any variation of the logo on a patterned background or image, as it can obscure the logo.

Do not create 3D versions of the logo, or add shaddows or embossed styles on the logo.

Do not distort the logo, change the aspect ratio (stretch), add warp, reflect, or any other effects.
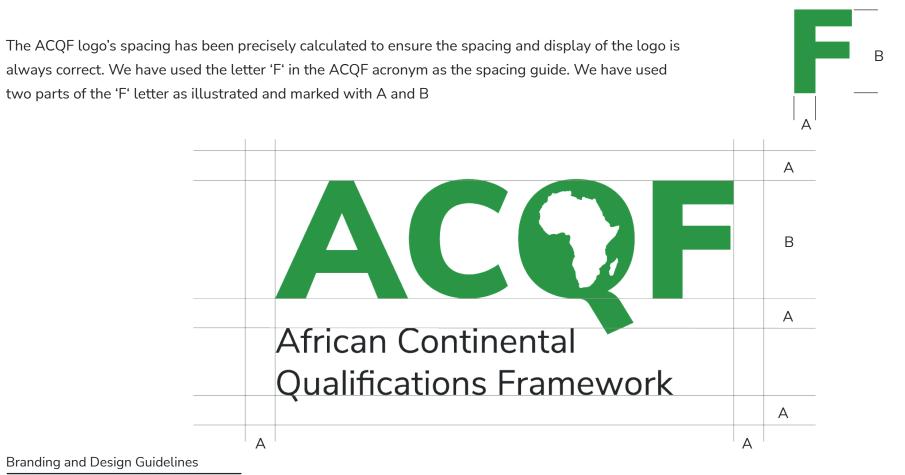
Do not change the logo colours.

ACQF

ACQF LOGO LOCKUP

THE SPACING OF EACH ELEMENT IS PRECISELY CONSIDERED. **NEVER ALTER THIS SPACING.**

The ACQF logo's spacing has been precisely calculated to ensure the spacing and display of the logo is always correct. We have used the letter 'F' in the ACQF acronym as the spacing guide. We have used two parts of the 'F' letter as illustrated and marked with A and B

CO-BRANDING GUIDELINES

ACQF

CO-BRANDING GUIDELINES

HOW TO USE THE ACQF BRAND IN CONJUNCTION **WITH PARTNERS.**

Co-branding shows a partnership between The ACQF and another company and represents an exchange of credibility between brands. We use co-branded logos where both brands have ownership, like a collaborative whitepaper or presentation related to our partnership.

Before you use a co-branded logo, it is your responsibility to obtain and understand the right permissions from The ACQF and the partner or customer.

Carefully follow the standards for using a partner's logo just as you would for The ACQF's. The partner's brand standards are usually available upon request.

ACQF
African Continental
Qualifications Framework

African Union

ACQF

CO-BRANDING LOCKUP

VARIOUS WAYS IN WHICH THE CO-BRANDED LOGOS **MAY BE USED.**

There are 3 lockup possibilities with co-branded logos, and the lockups you create depend on the shape of the partner's logo and its brand standards. There might be only 1 version that works with both logos, or all 3 could be options. Create as many versions as you need. Remember to use the guides in the previous sections to determine what type of logo will work best.

LOCKUP 1 - HORIZONTAL LOCKUP

Place the ACQF logo next to a long, horizontal partner logo.

LOCKUP 2 - HORIZONTAL STACKED LOCKUP

Place the ACQF logo above to a long, horizontal partner logo.

LOCKUP 3 - ICON LOCKUP

Place the ACQF icon next to the partner icon. Use lockup 3 only when it is already clear that the content is produced or endorsed by The ACQF and only if the partner gives permission for its icon to be used alone. If you use the full partner logo, you must also use the full ACQF logo.

ACQF

CO-BRANDING LOCKUP

VARIOUS WAYS IN WHICH THE CO-BRANDED LOGOS **MAY BE USED.**

✔ CO-BRANDING DO'S

Use the minified logo against white background as the primary option. Should the background not be white, and not match the ACQF colours, please use the mono white or black logos for both ACQF and the partner logos.

Both the ACQF as well as the partner logos should be the same visual size.

Separate the logos by the same distance as explained in the ACQF logo lockup.

Both logos should be vertically aligned to their respective middles.

Always ensure that you have obtained permission from ACQF and the Partner in terms of the correct use of the logos.

✖ CO-BRANDING DON'TS

Don't mix logo variants when co-branding. If a mono version of a logo is used, all co-branded logos must be in mono too. If only the icon is used, the same must apply for all other co-branded logos.

If a vertical or horisontal separator is used. the line must not extend above, or past any of the logos. the line should be the sime height or width as the logos.

Don't make any ammendments to the ACQF logo or the partner logos.

OUR BRAND COLOURS

OUR COLOURS

THE IDENTIFYING COLOURS OF **THE ACQF BRAND**

These are the primary colours used to represent the ACQF brand. The information provided for each colour is the closest match to the colour based on the colour space the material is produced in, i.e. print (Pantone / LAB / CMYK) or digital (HEX / RGB). These five colours must be used on all ACQF material, and the colours may not be changed or altered in any way. These are the colours that are used in the production of the logo, as well as all branded material.

When it comes to the digital presence of the brand, there is a lot more flexibility in terms of colour selection. Here we have taken the primary colours and broken them down into tints ranging from 87% to 12%. We have calculated the closest possible HEX and RGB values to be used for digital media. In print format the tint functionality must be used to ensure correct colour reproduction.

TINT	HEX
-75%	002A11
-62.5%	003F19
-50%	005422
-25%	007E32

PRIMARY **GREEN**

PANTONE	2252 C
CMYK	100, 0, 59, 34
LAB	59, -57, 40
RGB	0, 166, 67
HEX	00A643

TINT	HEX
+12.5%	00D354
+50%	54FF98
+75%	AAFFCC
+87.5%	D4FFE5

ACQF

PRIMARY **BLUE**

TINT	-75%	HEX	080B11
TINT	-62.5%	HEX	0C101A
TINT	-50%	HEX	101623
TINT	-25%	HEX	182034

PANTONE	533 C
CMYK	52, 38, 0, 73
LAB	17, 4, -17
RGB	32, 42, 68
HEX	202A44

TINT	+12.5%	HEX	314168
TINT	+50%	HEX	7489BE
TINT	+75%	HEX	BAC4DE
TINT	+87.5%	HEX	DCE2EF

ACCENT **BEIGE**

TINT	-75%	HEX	3C3017
TINT	-62.5%	HEX	5A4822
TINT	-50%	HEX	78612E
TINT	-25%	HEX	B49144

PANTONE	7502 C
CMYK	0, 12, 38, 19
LAB	74, 1, 30
RGB	206, 180, 126
HEX	CEB47E

TINT	+12.5%	HEX	D4BE8E
TINT	+50%	HEX	E6DABE
TINT	+75%	HEX	F3ECDF
TINT	+87.5%	HEX	F9F6EF

ACQF

FOCUS **RED**

PANTONE	7427 C
CMYK	0, 82, 68, 40
LAB	33, 50, 21
RGB	151, 27, 47
HEX	971B2F

TINT	HEX
-75%	26070C
-62.5%	390A12
-50%	4C0D18
-25%	721424
+12.5%	BB213B
+50%	E67285
+75%	F3B9C2
+87.5%	F9DCE1

TEXT **GREY**

PANTONE	426 C
CMYK	11, 4, 0, 83
LAB	15, 0, -1
RGB	37, 40, 42
HEX	25282A

TINT	HEX
-75%	090A0A
-62.5%	0D0F0F
-50%	121314
-25%	1B1D1E
+12.5%	3D4245
+50%	8C9499
+75%	C6C9CC
+87.5%	E2E4E6

OUR FONTS

ACQF

CORPORATE TYPOGRAPHY

OUR PRIMARY FONT FACE FOR BOTH **DIGITAL AND PRINT MEDIA.**

FONT NAME
Nunito Sans

DESIGNER
Vernon Adams

ABOUT THE FONT
Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

**CLICK TO DOWNLOAD
NUNITO SANS FONT**

BASIC LATIN CHARACTERS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMERICAL CHARACTERS

1 2 3 4 5 6 7 8 9 0

ACCENTED LATIN CHARACTERS

À Á Â Ã Ā Ă Ȧ Ä Ả Å Ǎ Ȁ Â Ą Ạ Ấ Ầ Ẫ Ẩ Ă Ắ Ã Å Ắ Â Ă Æ Ǽ Ɓ Ć Ĉ Ċ Č Ç Ḉ Ɗ Ḍ Ḏ Ď Đ Ð È É Ê Ē Ê Ĕ Ė Ë Ẻ Ě È Ê Ę Ȩ Ê Ế Ê Ể Ê Ê Ệ Ḝ Ə Ĝ Ḡ Ğ Ġ Ǧ Ģ Ĥ Ḥ Ħ Ħ Ì Í Î Ĩ Ī Ĭ İ Ỉ Į Ị Ì Î Í Ĵ Ḱ Ĺ Ļ Ḷ Ḻ Ľ Ŀ Ł Ṃ Ń Ñ Ṅ Ň Ņ Ṇ Ṇ Ṉ Ò Ó Ô Õ Ŏ Ö Ŏ Ő Ò Ơ Ọ Ø Ố Ố Ổ Ô Ō Õ Ố Ô Ố Ŏ Ő Õ Ŏ Ợ Ø Œ Ř Ṛ Ŕ Ŗ Ṟ Ŝ Ş Ś Ṣ ß Ť Ţ Ṭ Ṯ Ŧ Ù Ú Ũ Ū Ŭ Ů Ù Ư Ụ Ü Ú Ű Ủ Ẁ Ẃ Ŵ Ẅ Ẁ Ý Ŷ Ỹ Ȳ Ẏ Ÿ Ź Ż Ž Ẓ

PUNCTUATION

¡ ! ¿ ? " " ' ' . , ‚ „ ' " ‖ ″ ´ " ∧ ° ¸ ˛ ¨ ` · ° ª º … : ; & _ ¯ – — § # 〔 ¶ ‡ @ % ‰ 〕 ¦ | / \ ˉ ˆ ˘ ˇ ˝ - – ~ *

EMAILS AND LIMITED ACCESS TYPOGRAPHY

OUR BACKUP FONT FACE FOR SITUATIONS WHERE **CUSTOM FONTS CAN NOT BE USED.**

ARIAL

FONT NAME
Arial

DESIGNER
Robin Nicholas, Patricia Saunders

ABOUT THE FONT
Arial, sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts in the neo-grotesque style. Fonts from the Arial family are packaged with all versions of Microsoft Windows from Windows 3.1 onwards, some other Microsoft software applications, Apple's macOS and many PostScript 3 computer printers. The typeface was designed in 1982, by Robin Nicholas and Patricia Saunders, for Monotype Typography.

BASIC LATIN CHARACTERS
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMERICAL CHARACTERS
1 2 3 4 5 6 7 8 9 0

ACCENTED LATIN CHARACTERS
À Á Â Ã Ā Ă Å Ä Å Å Ă À Â Ą Ą À Á Ã Å À Á Ã Å Á Ą Ą
Æ Æ B Ć Ĉ Ċ Č Ç Ć Ð Ḍ Ḓ Ď Đ Đ È É Ê Ẽ Ē Ě Ė Ë Ẻ Ě È
Ê Ę Ę Ę È É Ẽ Ê Ě É Ę Ě Ə Ĝ Ğ Ğ Ġ Ğ Ģ Ĥ Ħ Ħ Ħ Ì Í Î Ĩ Ī Ĭ
İ Ỉ Į Į Ì Î Í Ĵ Ķ Ĺ Ļ Ļ Ļ Ľ Ŀ Ł Ṃ Ń Ñ Ñ Ň Ɗ Ņ Ņ Ņ Ò Ó Ô Õ
Ŏ Ö Ȯ Ő Ò Œ Ơ Ọ Ø Ò Ó Ồ Ổ Ö Ō Õ Ó Ò Ó Ờ Ớ Õ Ờ Ợ Ǿ Œ
Ř Ŕ Ŕ Ŗ Ŗ Ŝ Ş Ś Ş Ť Ţ Ţ Ŧ Ù Ú Ũ Ū Ŭ Ů Ù Ư Ụ Ü Ứ Ữ Ử
Ŵ Ẃ Ŵ Ẅ Ỳ Ý Ŷ Ỹ Ỷ Ỵ Ÿ Ź Ż Ž Ẓ

PUNCTUATION
¡ ! ¿ ? " " ' ' . , , „ ' " ' " ´ ˝ ^ ° ˛ ¸ ¨ ` ˙ ˚ a o ... : ; & _ ¯ – —
§ # ¶ ‡ @ % ‰ ¦ | / \ ¯ ˜ ˘ - ‒ ~ *

INSTALLING THE ACQF FONTS

HOW TO INSTALL OUR FONT ON A **WINDOWS PC**

IMPORTANT!

Make sure you are installing the desktop fonts and not webfonts. Fonts purchased for @font-face embedding cannot be installed as a desktop font. If you purchased both, you may be looking in the wrong folder. Zipped folders MUST be unzipped. Some Windows operating systems allow you to peek inside a zipped folder. This does not mean it is actually unzipped.

WINDOWS 10

- Unzip the folder containing the fonts first. Fonts cannot be installed if they are zipped.
- Right click on the font file and select Install OR
- Search for Fonts in the search box by the start menu.
- Click on the Fonts (Control Panel) link to open the Fonts Manager
- Drag and Drop or Copy and Paste the unzipped fonts into the Fonts Manager to install.

WINDOWS 8

- Unzip the folder containing the fonts first. Fonts cannot be installed if they are zipped.
- Right click on the font file and select Install; OR
- Go to search in the start menu.
- Search for Fonts in settings.
- Click on the Fonts Folder to open the Font folder.
- Drag and Drop or Copy and Paste the unzipped fonts files into the Fonts folder to install.

WINDOWS 7

- Unzip the fonts first. Fonts cannot be installed if they are zipped.
- Right click the font file and select 'Install.'

STATIONARY

ACQF

COMPANY LETTERHEAD

ENSURING THAT OUR BRAND **REMAINS CONSISTENT THROUGHOUT.**

Any official document issued by the ACQF must be placed on the Company Letterhead. The letterhead is designed to work with Microsoft Word On Windows, Mac as well as Microsoft Online.

Please ensure that the company font is installed prior to opening the template file to ensure consistent brand style.

CLICK TO DOWNLOAD COMPANY LETTERHEAD

ACQF

acqfproject@etf.europa.eu
https://acqf.africa

Document title

Document subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultrices nisl eget mi egestas faucibus. Ut lacinia vitae ipsum id volutpat. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras ut risus lorem. Aliquam in lacinia arcu, sed molestie felis. Integer ac mauris tincidunt, interdum sem eu, ornare diam. Aenean vitae pretium lectus. Duis vehicula vel est non varius. Nam laoreet accumsan neque lobortis posuere. Aenean interdum tellus sit amet enim pulvinar accumsan.

Morbi vehicula tempor nibh, in laoreet est cursus nec. Morbi leo nunc, tempor vitae finibus id, scelerisque ac lorem. Morbi ac ornare velit. Mauris a vehicula lacus, faucibus aliquet nibh. Nam ornare vulputate erat, nec vulputate orci sollicitudin eget. Mauris commodo varius rhoncus. Morbi et accumsan dolor, quis lacinia dolor. Quisque velit mauris, laoreet at enim at, congue gravida nibh. Aenean nec bibendum nisl, id tincidunt sem. Morbi lacinia purus a eros fringilla, et congue dolor sagittis. In in neque et ex egestas pulvinar ut vel ligula. Ut finibus mollis sem ac facilisis. Ut elit lorem, porta eu facilisis vel, tincidunt vitae odio. Nullam urna nulla, dapibus a iaculis vel, lacinia sed turpis. Maecenas maximus neque non egestas elementum. Maecenas facilisis ligula vitae tortor consequat, a laoreet augue mattis.

In hendrerit elit at luctus dictum. Duis aliquam vel mi accumsan fermentum. Morbi dui odio, tincidunt non turpis vitae, efficitur sagittis lacus. Vestibulum eros nibh, interdum vel augue in, ultricies placerat leo. Cras id tincidunt nibh, porta eleifend libero. Etiam maximus laoreet nunc, quis rutrum risus pellentesque vel. Maecenas blandit velit et erat sodales egestas.

Vestibulum venenatis nisi ut est pellentesque facilisis. Integer in sapien ante. Ut iaculis libero massa, et blandit quam ullamcorper in. Vestibulum id tortor at velit lobortis pretium. Quisque rutrum varius efficitur. Donec posuere tempus metus, vel lobortis risus ullamcorper ut. Sed malesuada leo non enim molestie elementum. Pellentesque at libero sit amet mi cursus vehicula maximus sed augue. Nulla facilisi. Maecenas et dignissim augue.

In id vulputate nisi, a eleifend tellus. Sed pretium ut erat sed accumsan. Sed vestibulum vel orci quis rhoncus. Morbi arcu odio, euismod vitae sapien non, sollicitudin sollicitudin sem. Fusce nec rutrum velit. Integer a elementum ipsum. Donec quis blandit augue. Praesent eleifend suscipit tortor. Phasellus quis fermentum mauris. Cras enim orci, vestibulum non laoreet in, dapibus eget ipsum. Vestibulum posuere purus ut pulvinar bibendum.

Document title

POWERPOINT PRESENTATION TEMPLATE

ENSURING THAT OUR BRAND **REMAINS CONSISTENT THROUGHOUT.**

For any presentations that may need to be made, please make use of the official company Powerpoint Presentation Template. Within this template you will find a default presentation cover page, server sectional headings, as well as multiple layouts to assist in creating the perfect presentation.

Please ensure that the company font is installed prior to opening the template file to ensure consistent brand style. All the company colours are pre-loaded onto the template to make editing easy.

CLICK TO DOWNLOAD POWERPOINT TEMPLATE ⬇