



africa digital media institute

BRAND BOOK



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INTRODUCTION

Our brand is a reflection of everything we do and say, everything we print and broadcast.

It speaks to the satisfaction and emotional connection we provide to our stakeholders. It's how we all talk about ADMI, and what a special place it is, to our neighbors, friends and visitors to campus. It's the message we send to prospective students and their parents through our marketing materials. It's the high quality and rigor that our faculty deliver in our classrooms and the leading work we do.

Establishing and communicating a clear and compelling brand helps people associate the ADMI name with credibility and quality. The focus of our identity is diversity, creativity and credibility. In this digital age, when managing perceptions is especially challenging, we must assert our brand to define our place in the world and to lead for the long term. This book highlights a few of the key components important to the ADMI brand. It includes messaging we can rally around and use to communicate consistently.

BRAND ESSENCE

ADMI is Africa's leading creative media and technology training institution. We have a passion for creative industries and empowering African creatives to take up their share in the global creative economy. ADMI is committed to equipping Africa's digital generation to exploit this historic opportunity. Our pedagogy is therefore specifically designed to help our students create high-value, exportable content at scale through their employment experiences or in sustainable enterprises that they create. Because creative content can now be sold independently and immediately online, we believe that our offering is empowering and transformational.

An ADMI education is:

- 1.Global** : Our students are trained to global standards.
- 2.Practical** : Students get hands on work experience.
- 3.Value-driven** : Discipline and model ethical behaviour is enforced.
- 4.Digital** : There is a focus on digital methods of instruction and assessment.
- 5.Intense** : Students are immersed in a transformational learning experience.

ADMI LOGO

The ADMI logo should appear prominently in all communication materials created by the university and its units.



To accommodate the technical needs of various media, there are versions of the ADMI logo for use in print and digital applications.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The minimum size for the insignia of the logo is 30mm by 12mm.

There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs, or illustrations should never be closer than 15mm to the logo.

When appropriate, logos of non-ADMI partner institutions—for example funding or research partners—may also be included in ADMI communication materials, as long as the ADMI logo's safety area is maintained.

Please do not attempt to create art for the ADMI logo, insignia, or logotype for any application.

MISUSE OF THE LOGO



~~Africa Digital Media Institute~~

Do not use sentence case.



~~AFRICA DIGITAL
MEDIA INSTITUTE~~

Do not use all caps.



~~africa digital
media institute~~

Do not break the name.



~~africa digital media institute~~

Do not substitute another
typeface for Myriad Pro.

- Logotype must be in lowercase.
- If secondary graphics are used, they must not diminish the visual impact of the ADMI logo or interfere with its integrity.
- The ADMI logo may only be reproduced in black or white with the dot of the i always appearing in red.

COLOURS

The color red is associated with passion, energy, strength, and power and is central to the ADMI brand.

Selected to complement the ADMI red, the colors in the secondary palette allow broad artistic freedom.

PRIMARY COLOUR PALETTE



C=15 M=100 Y=100 K=0



C=0 M=0 Y=0 K=0



C=0 M=0 Y=0 K=100

SECONDARY COLOUR PALETTE



C=44 M=3 Y=28 K=0



C=12 M=2 Y=68 K=0



C=2 M=72 Y=98 K=0



C=19 M=95 Y=83 K=9

IMAGERY

Photography has a powerful impact on ADMI's audiences.

It provides viewers with a quick and distinctive impression of the institute and is a critical element in telling its stories. Maintaining high standards and using photographs that support the ADMI brand, seeing as photography is one of our products, reflects the excellence of the university.

Professional photography should be used as often as possible. This is particularly important for external communications. Web sites and print materials should be created by professional designers familiar with the proper use of photography.

All photographs should be printed at 300 dpi at the actual size. Do not increase the size of digital images as this can cause the image to be distorted.

Stock photos, if used, should be as close in representation to ADMI identity keeping in mind the African context.

TYPOGRAPHY

Typography was selected to complement but not diminish the ADMI logo.

Open type fonts can be used cross platform(Mac and PC).

In keeping with our clean, modern aesthetic, sans serif fonts will be use.

Our Primary Typeface is Myriad Pro which is a humanist sans-serif with a large font family available in a wide range of weights.

Our Secondary Typefaces are Bebas Neue and Source Sans Pro.

MyriadPro Light (Body)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MyriadPro Regular (Logo)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BEBAS NEUE BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BEBAS NEUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BEBAS NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Sans Pro Light (Body)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Sans Pro Semibold (Headings)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COPY: VOICE, TONE & STYLE

ADMI's voice, tone and style is driven by its personality, an element of its overall brand identity. Our tone is:

- adventurous and engaging—eager to pose and answer questions
- open and affirming—welcoming people and perspectives from all walks of life
- smart and purposeful—charting a way toward our goals and aspirations
- transformational and authentic—driven by a genuine commitment to serve the public good

ADMI's voice:

- uses strong, vivid, purposeful language, including active verbs. Look for verbs tied to physical action, for example: lift, build, spearhead, capture, drive, hone. Look for verbs and adjectives that include some emotional connotation or evoke a strong mental image. *Example, instead of “the Film Appreciation class covers film history,” try “The class delves into 100 years of the art of Film.”*

COPY: VOICE, TONE & STYLE

- is clear and straightforward, without jargon or wordiness. The most concise method of stating something is often the most powerful.

Example: Instead of “we are accomplishing improvement outcomes,” use “we are improving.”

- prefers active voice to passive.

Example: “We provide students,” instead of “students are provided with.”

- avoids cliché and vagueness, instead finding fresh language and metaphors.

Example, the phrase “Our cutting-edge program is pushing the envelope and thinking outside the box,” is built on phrases that have been overused to the point where they are flat and meaningless.

There are two ways to revive a cliché or an overused adjective

- i. Bring in specific factual detail that demonstrates your point. *“Our program, the first in the world to use X technology, urges students to find new applications for everyday tools.”*
- ii. Look for creative new language to articulate the idea. *“Our program investigates hardware that’s years ahead of the market and*

COPY: VOICE, TONE & STYLE

encourages students to see their world through the lens of new technology. “

- uses first- and second-person language (“we” and “you”) and contractions when appropriate
- engages the audience in conversation, questioning and cooperation. Feel comfortable asking your audience questions and always welcome questions and feedback from them.
- is helpful, thoughtful and optimistic.

Example, “We’re happy to help attendees with any special accommodations.”