



# Logo Presentation

AfriRIGHTS  
Research & design direction  
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01

# Brief Breakdown

The brief

Pan-African Alliance and Business organisation seeks Visual Identity for [AfriRIGHTS, a Pan African organisation](#)—including a logo, colour palette, typography,—that communicates authority, clarity, and human-centered values to stakeholders across business, government, and civil society.

Company profile

Mission: To ensure [human rights are taken into account in business practices](#) across the African region.  
AfriRIGHTS was founded to fill a gap: no existing body focuses specifically on the [intersection of human rights and business in Africa](#), despite frequent rights violations by corporations.

Ideal audience

- Businesses
- Governments
- Trade unions
- Workers (youthful and elderly)
- Regional organizations (e.g., African Union, United Nations)

What problems do they face

- Workers’ rights violations
- Lack of responsible business practices

What words describe your brand’s personality

Human-centered, authoritative, Pan-African

Project Objectives

- Resonates with AfriRIGHTS’s mission
- Appeals to a diverse Pan-African audience
- Communicates authority and clarity

Tone/Vibe

Bold, clear, and professional, with a human-rights focus.

Logo style

Abstract mark—clean, bold typography paired with a simplified symbol.



02

# Design Direction 1

Contemporary Wordmark Focus

A visual identity that reflects current design trends and philosophies—always evolving and rooted in the present moment—while remaining adaptable enough to stay relevant over time

Assessment framework:

Timeless	Professional	Authentic
Confident	Authoritative	Human-Centred
Elegant	Pan-African	Inclusive

Areas to explore:

- Contrast between letters medium vs high for the letters
  - Stylized logotype
  - Sans Serifs typography
  - Upper-case caps. small caps or sentence case for tone and legibility
  - Strict letter forms with custom terminals
  - Geometric letter-forms with
- humanist curves

  - Tight letter spacing
  - Heavy weight letters
  - Earth hues
  - Horizontal lock-up for scalable application
  - Icon derivation



Contemporary Wordmark Focus

Logomark

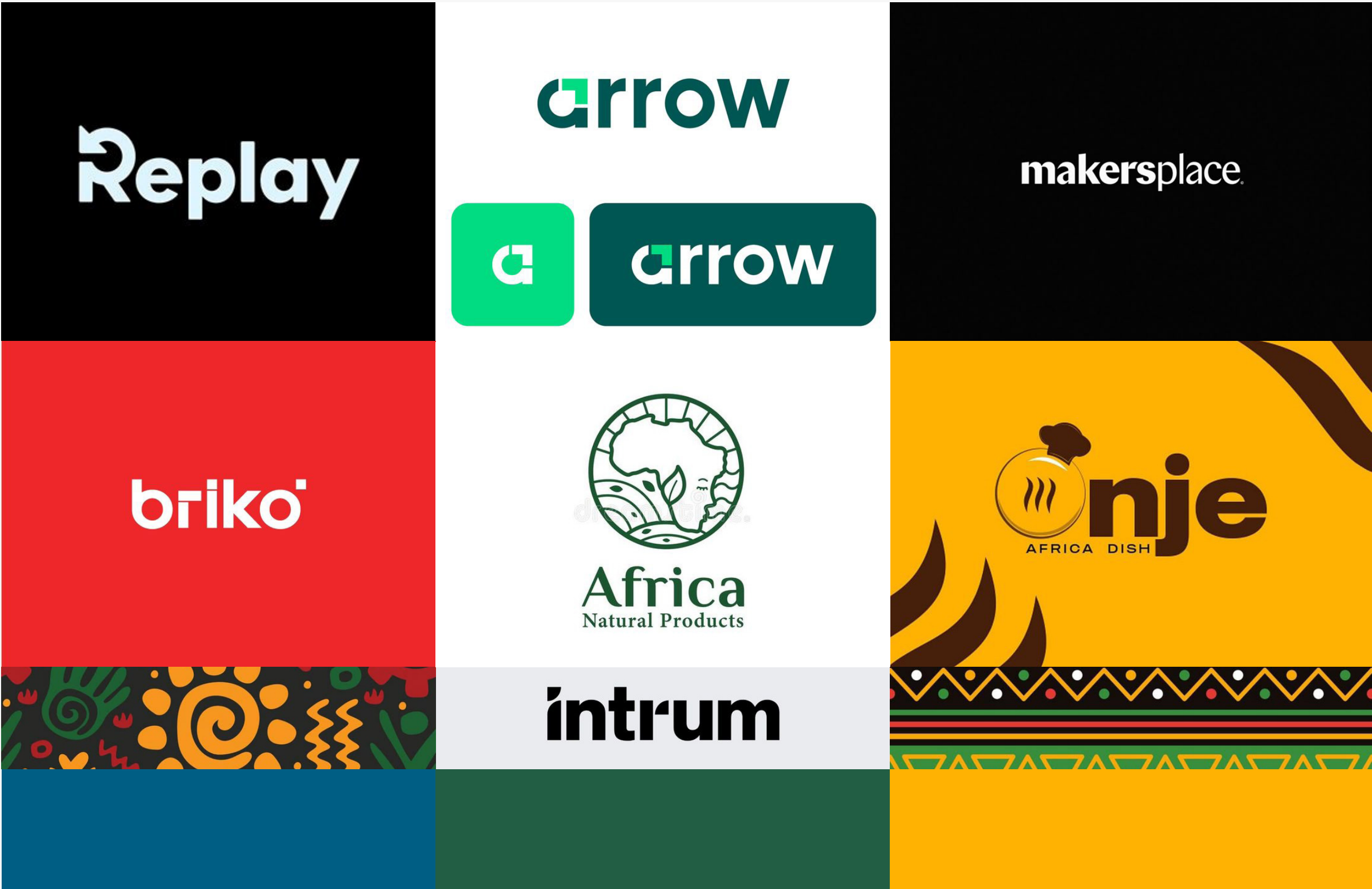
- Derivation of the wordmark
  - Stylised
- typography
  - Bold

Typography

- Sans-serif
  - Modern
  - Uppercase
- Medium-heavy weight

Colour Palette

- Earthy hues
- Pan-African
- Friendly



**AFRi RiGHTS**

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**AFRi RiGHTS**  

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**Promoting Responsible Business in Africa**



03

# Design Direction 2



Symbolic badge focus

A symbolic, abstract icon identity that distils AfriRIGHTS’s Pan-African mission into a clean, contemporary form—melding human motifs with minimalist geometry—so it feels both of the moment and endlessly adaptable across formats.”

Assessment framework:

Approachable	Enganging	Organic
Authentic	Bold	Human-Centred
Community-Oriented	Pan-African	Inclusive

Areas to explore:

- Emblem, icon-possibly paired with a wordmark
  - Abstract icon
  - Sans-serif with contrast
  - Sentence case for warmth and clarity
  - Low to medium contrast between the icon and the background
  - Organic lines, flowing curves,
- softness yet bold for a human touch

  - A professional tone for colours for boldness
  - Circular lockup for the icon
  - Loose tracking for letter spacing



Symbolic badge

Logomark

- Icon-abstract but relatable
- Icon with the

Typography

- Sans-serif
- Contrast
- Sentence case

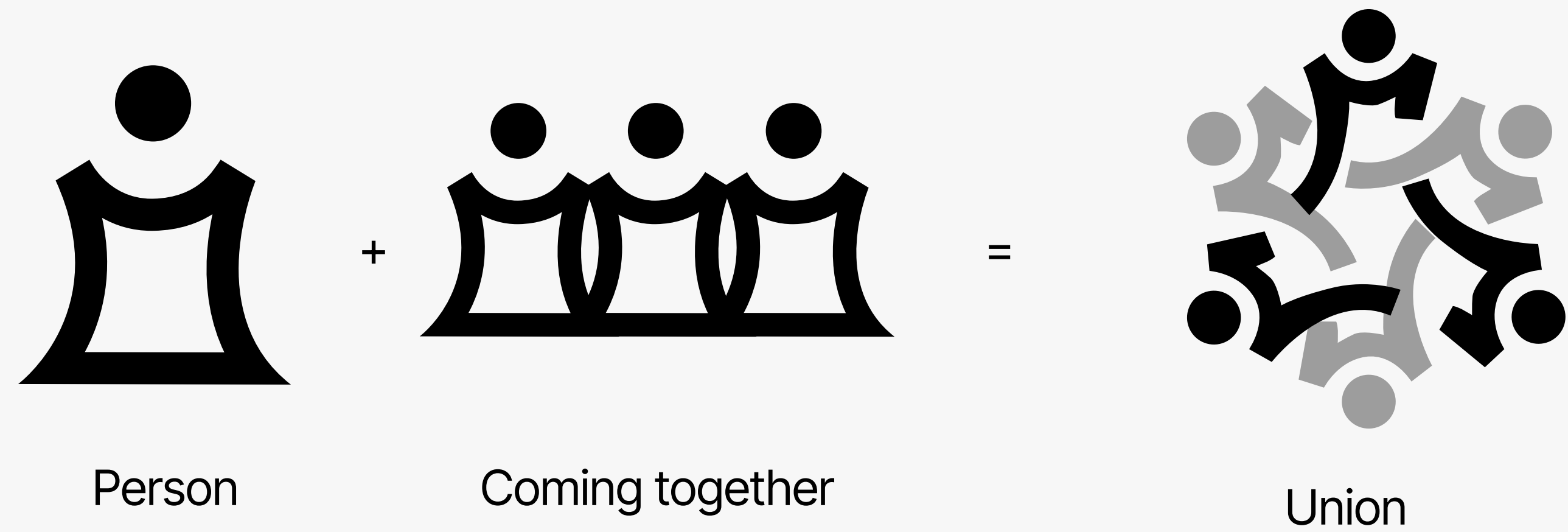
Colour Palette

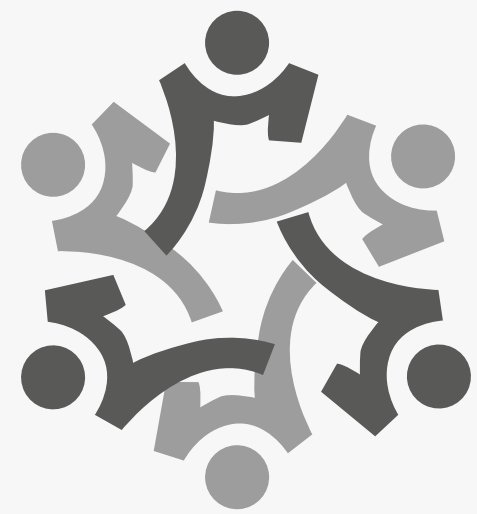
- Professional
- Bold

wordmark

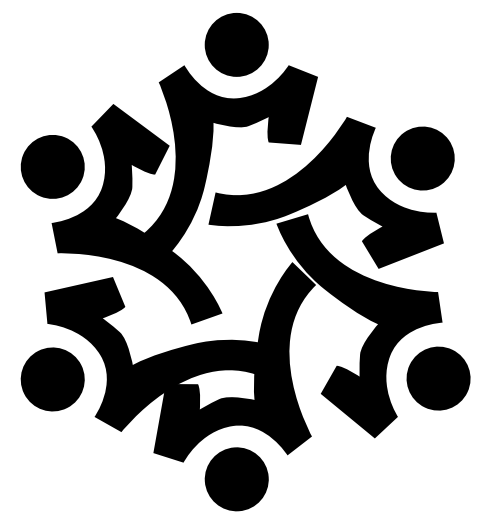
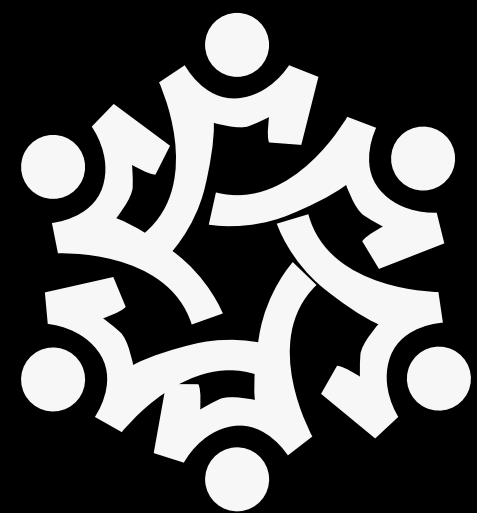
- Warm
- Balanced







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