

# THE UKRI GCRF ACCELERATING ACHIEVEMENT FOR AFRICA'S ADOLESCENTS HUB BRAND GUIDELINES

It is essential that a consistent use of colour and positioning is maintained whenever the Accelerate Hub and Funder logos are used. The logos must be reproduced from electronic files supplied by Accelerate Hub Communications Coordinator, Diana Ocholla: [diana.ocholla@uct.ac.za](mailto:diana.ocholla@uct.ac.za)

For further information on Funder logos, please visit [UKRI](#) and [GCRF](#) guidelines.

## PRIMARY LOGO



## ACCELERATE HUB NAME

**Full name:** The UKRI GCRF Accelerating Achievement for Africa's Adolescents Hub to be used at least once at the beginning of each document or communication piece. Then it can be followed by abbreviated name below.

**Abbreviated name:** Accelerate Hub (NB: only the 'A' in 'Accelerate' is capitalized)

## FUNDER LOGOS



These are to be used on external materials and given equal weighting and similar placement (i.e.: if Accelerate Hub logo is at the top of a page, these must also be at the top and not the bottom) to Accelerate Hub logo.



Space between logos



Exclusion Area

## TYPE FACE

**HEADINGS**  
**ROBOTO BOLD CONDENSED**  
**SIZE 21 - 40** (on A4 documents)

**SUB HEADINGS**  
**ROBOTO BOLD CONDENSED**  
**SIZE 13, LEADING 13** (on A4 documents)

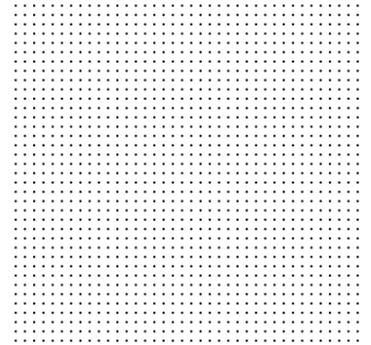
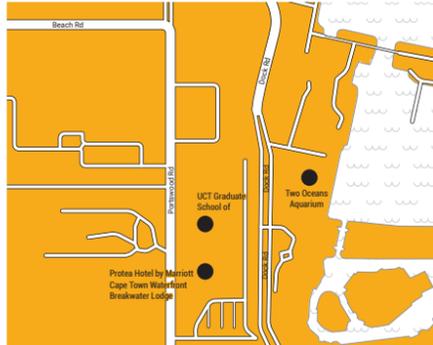
Body copy  
 Roboto Regular size 9, leading 13 on A4 documents

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 0 1 2 3 4 5 6 7 8 9 &**

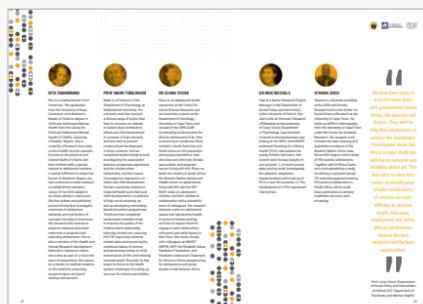
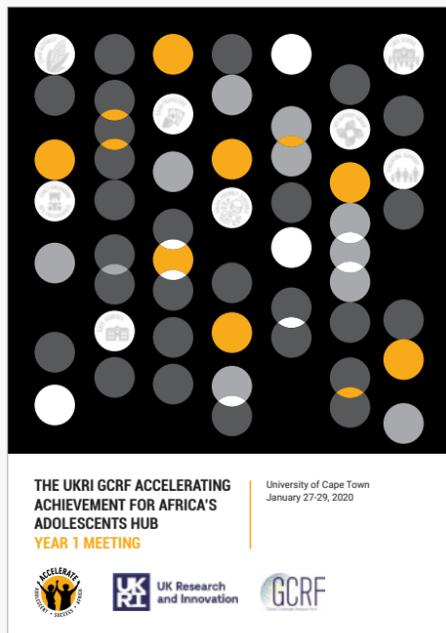
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 0 1 2 3 4 5 6 7 8 9 &**

The quick brown fox jumps over the lazy dog  
 0 1 2 3 4 5 6 7 8 9 &

## CREATIVE ELEMENTS & ILLUSTRATIONS



## LAYOUTS



## COLOURS



Orange  
 C0 M39 Y99 K1



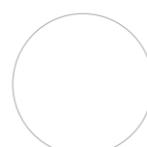
Rich black  
 C20 M20 Y20 K100



Rich black  
 80%



Rich black  
 40%



White