gesci

Founded by UN ICT Task Force

Technology • Innovation • Education

Brand guidelines

Overview

Global e-schools and communities initiative (GESCI) was founded by the UN ICT Task Force in 2003. Our mission is to support governments to use and integrate technology in education and training systems for the creation of a knowledge society for all. GESCI works with partners to enhance education systems, the leaders in those systems, and the institutions that are home to them. We also engage in research to strengthen the knowledge base on the use and integration of ICT in education and training systems.

These guidelines are proposed by the communications team[1] to establish specifications for conveying a consistent brand experience and for projecting a coherent visual identity of the GESCI brand. Adhering to brand guidelines is not simply a short-term fix, but a long-term strategy to enhance GESCI's equity and goodwill.

Through its programmes and activities, GESCI communicates to a huge and varied audience. Upholding high standards of accuracy and consistency is essential to conveying a professional image of GESCI.

The guidelines are in six sections:
1. Logo specifications
    a. Examples of logo usage on business card, letterhead, banner, poster, press release, certificates, programme facts sheets and brochures, consultant TORs
    b. The slogan
    c. The acronym
2. GESCI font family
3. Image use specifications
    a. Type of images and illustrations
4. Paper specifications
5. Events

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[1]   The communications team includes the GESCI Communications Lead, communications assistants that are hired as and when need arises, with support from the Director of Programmes.

2. Logo specifications

The logo is usually the first thing people have to identify our brand – it is crucial to maintain a consistent use of it. The integrity of the logo across platforms – online and offline will be upheld.

A. COLOUR

The GESCI brand is made up of 3 colours – blue, red and black. 'Technology, innovation, education' will be around the blue circle in 80% black, with GESCI red bullets separating the words.

GESCI Black

CMYK 0/0/0/90
RGB 49/49/51

GESCI Red

CMYK 0/90/90/0
RGB 227/39/35

GESCI Blue

CMYK 100/5/0/0
RGB 0/151/230

GESCI 80% Black

CMYK 0/0/0/80
RGB 70/71/73

The secondary colour that is used to accompany the main colours is orange. The tints and shades of the GESCI black and blue can be used to support the overall brand colours.

GESCI Orange

CMYK 0/84/100/0
RGB 227/56/24

GESCI Black Tint

CMYK 0/0/0/70
RGB 90/91/94

GESCI Blue Tint

CMYK 73/5/0/0
RGB 0/119/199

For differentiation and distinction, programme colours used in specific programme-related communication will be green, deep orange and blue.

- African Knowledge Exchange (AKE) – green
- African Leadership in ICT (ALICT) – GESCI orange
- Strengthening Innovation in Secondary Education (SIPSE) - blue

AKE

CMYK 69/0/100/0
RGB 78/173/49

ALICT

GESCI Orange

SIPSE

CMYK 100/30/0/0
RGB 0/168/233

B. FONT

The fonts making up the GESCI logo are:

Avenir Light for the main name ——●

Trebuchet MS Regular for 'Technology • Innovation • Education'

Avenir Medium for 'Founded by the UN Task Force of ICT'

C. ILLUSTRATION

The illustration that forms the GESCI symbol represents the map of the world. It appears in black and red with a blue ring around it. This illustration can be etched or engraved and is used on both print and broadcast media. A tint of the illustration can be used to enhance visual design in communication products. The ring around the illustration will be solid blue, with no gradient or fade outs.

D. SLOGAN

The correct GESCI slogan is 'Building a knowledge society for all'. No other variations, e.g. 'a knowledge society for all' or 'build a knowledge society' are acceptable. 'Technology, innovation, education' and 'Founded by the UN ICT task force' are not to be used as slogans (e.g. on email signatures, bottom of letterheads or tenders), but as part of the logo imagery.
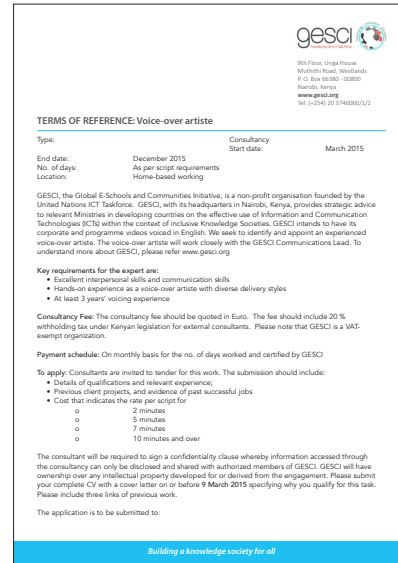
The slogan is used on the cover of the GESCI brochure and at the bottom of Finance and Administration documents and on press releases, in the Avenir Oblique font.

E. PLACEMENT

The GESCI logo will be on top left corner of all documents. The only exception is on certificates where it appears at the bottom.
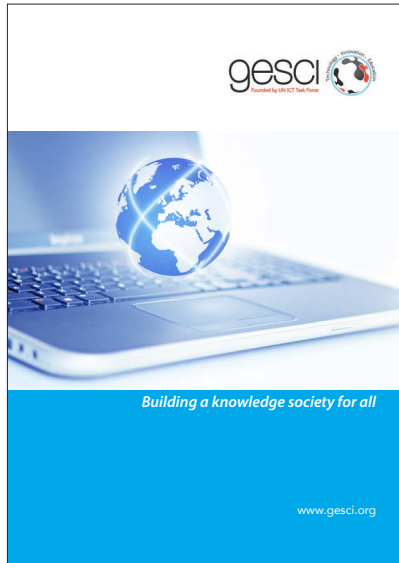
Example 1: GESCI brochure

Example 2: GESCI tender

Example 3: ALICT programme folder

Example 4: SIPSE programme brochure

Example 5: AKE programme certificate

Example 6: SIPSE programme certificate

F. MINIMUM LOGO SIZE

Setting a minimum size for the logo ensures that the logo is always clear and legible. The minimum size of the GESCI logo is 105px by 16px for screen and 3.75cm x 0.6cm for print. On programme communication where there is co-created partner content, the GESCI logo will share the same visual space with the partners.

G. LOGO BACKGROUND

The GESCI logo will not be on gradient backgrounds or on any other background, except white. It can only be placed on the GESCI blue background when it is in an all darker blue shade.

G. CLEAR ZONE

Like all logos, GESCI logo needs a clear zone around it in order to be the most effective and legible. This clear zone will be free of any other imagery, graphics or typography. A clear zone of at least 5mm will be adhered to on screen, and at least 2cm for print.

G. ABBREVIATION

The correct abbreviation of Global e-schools and Communities Initiative is GESCI. No other acronym variations are allowed (e.g. GeSCI, GeSCi, etc). When written in full, it will always have lower case 'e' with a hyphen between the 'e' and schools, with all other characters in upper case.

3. GESCI font family

A. PRINT AND VIDEO COMMUNICATION

Avenir is the main font used in all GESCI communication.

Trebuchet works well with Avenir to provide an appropriate variety.

LEMON MILK projects approachability and warmth.

Southern Aire is used on invitations, certificates, to complement to Avenir and Trebuchet.

Century Gothic can be used on PowerPoints and other forms of electronic communication where the use of Avenir and Trebuchet are not available or practical.

B. WEBSITE

Century Gothic is the approved font family for use in the design of GESCI website. The size is 28 pixels in GESCI blue for the headlines, 24 pixels for the sub-headings and 16 pixels for the 90% black body copy.

C. POWERPOINT PRESENTATIONS (See accompanying attachment)

- All GESCI PowerPoints presentations will have the GESCI logo at the top left corner with the slogan centred at the bottom against the GESCI blue background
- The first slide of all GESCI PowerPoint presentations will have the title, the GESCI logo and the website, and indicate the Facebook page and Twitter handle. Subsequent slides will have the GESCI URL at the bottom (in white against GESCI blue band).
- The font to be used is Century Gothic in the following sizes and colour
  - Headings – Bold 32 pts, in white against GESCI orange band
  - Sub-headings – Bold 24 pts in 90% black
  - Other text – 20 pts in 90% black
- Slides will not be crowded, and will have a maximum of four sentences per page.
- It is encouraged that photos are used in PowerPoint presentations, a maximum of two photos per page

4. Image use specifications

Photographs and illustrations are about visual storytelling - people recall images more than words.

- Photos used in GESCI communication should be carefully selected to communicate with impact. They should communicate the essence and objectives of the programme and GESCI – technology, innovation, education.
- Photos must be high resolution. The minimum size for a bitmap file should be 9 inches across by 12 inches high, at a resolution of 300dpi — 2700 x 3600 pixels. The format should either be high-resolution JPEG files (.jpg), TIFF (.tiff) files or RAW.
- Photos should be captured in color and use 24-bit or higher color depth.
- Do not use photos that look 'white-washed' due to being taken on a bright/white background

If unsure, consult the communications team for guidance on camera settings.

- While group photos can be used in internal reports, whenever possible avoid these for publicity purposes.
- After trips, photos should be captioned. Caption guidelines are as follows:
    - *Person_location_country abbreviation_date_programme*: eg. County rep Mrs. Kamau_Nakuru_KE_Jan14_AKE

Capturing the following should be avoided: "grip and grins" or 'posed' and 'set-up' shots for publicity materials - these are usually static and lack energy, and therefore have less impact. As much as possible the subject should appear oblivious of the camera being there.

Capturing the following is encouraged:
- Photographs of teachers, trainees and practitioners showing their involvement and authority in the programmes.
- Photos of project beneficiaries and partners looking spontaneous and reflecting the environment in context of programme implementation.
- Group photos of professors and students in relaxed poses.

5. Paper specifications

- Brochures and flyers will be printed on 250gsm semi-glossy paper or 250gsm matte paper if the former is unavailable.
- 300gsm glossy paper will be used for infographics, calendars, postcards and greeting cards
- 80gsm matte paper with be used on all GESCI letterheads and finance-related documents
- Silver board or off-white 300gsm ivory board will be used for programme certificates
- Minimum poster sizes to be produced is size A2, printed on matte paper with a waterproof lamination finish

6. Other printed material

A. Business cards

All GESCI business cards will be size 8.5cm by 5cm, landscape oriented and standardized as follows:

- GESCI logo - on the top right corner
- Name - Avenir Black, 8.5pts
- Title - Avenir Medium, 8.5pts
- GESCI address and contacts - Avenir Book, 7pts
- GESCI URL - on the bottom right corner, - Avenir Medium, 7pts

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B. Brochures

The basic offline communication for GESCI and its' programmes will be through brochures. These brochures will be designed to reach the target audience of the specific programmes:

Programme	Size	Key themes for the overall look and feel
AKE	18cm by 15 ccm, landscape orientation	Creativity, innovation, culture, media
SIPSE	A4, portrait orientation - but can be modified as the project evolves	Technology, education, ICT
ALICT	A4, portrait orientation - but can be modified as the project evolves	Leadership, knowledge society, e-learning

Folders, name tags, notebooks and other programme related material will have the GESCI logo and the programme colours.
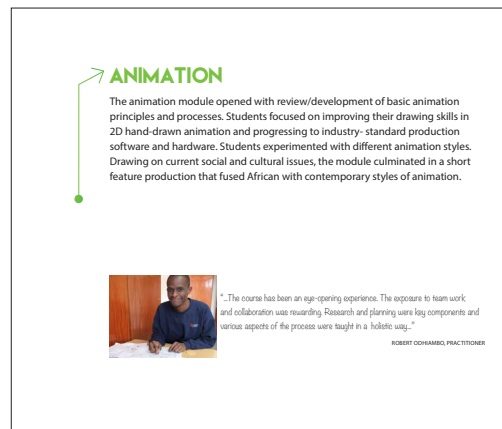
Example 7: AKE brochure - cover and inside pages
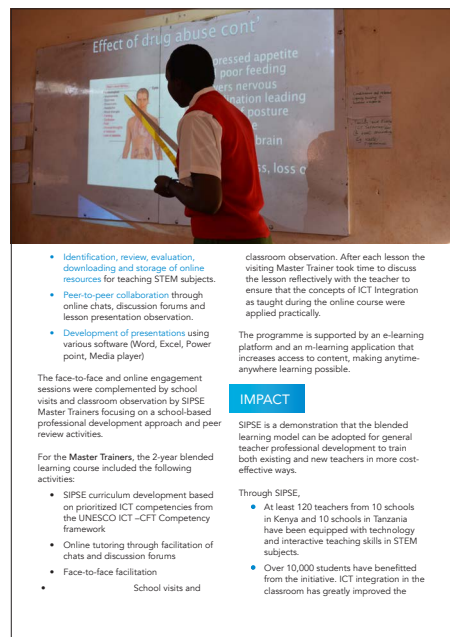
Example 8: SIPSE brochure - cover and inside page

Example 9: ALICT brochure - cover and inside page

C. Certificates

When certificates are required for certain aspects of programme implementation, the guidelines are:

- Paper colour and paper weight – as described in section on paper specifications
- Font
    - Lemon Milk for the main title and programme/course name
    - Southern Aire for the awardee
    - Avenir for the body text
- All logos used as appropriate and sharing the same visual space - from left to right: GESCI, partner/s and then funder/s.

D. Reports

Reports, especially external reports, will have the following guidelines:

- GESCI logo on top right corner (adhering to minimum logo size specifications)
- Programme colours use throughout the document
- A footnote throughout the entire report that highlights the programme and the GESCI URL
- Have partner/s and donor logos included
- Use of at least one photograph that illustrates the objectives of the programme. 'Group' or 'grip-and-grin' photos will not be used on report covers

Tenders

All tenders will also be branded for uniformity and consistency. They will have the

- GESCI logo on the top left corner, with the main title in Avenir font written against the GESCI blue background.
- GESCI slogan and URL on all pages

Events

- All GESCI events will have the following minimum branding:
    - o Programme banner
    - o GESCI corporate banner
    - o Use of GESCI PowerPoint template

In addition, the programme brochure and GESCI corporate brochure will be made available to participants.

Thank you for reading through GESCI's brand guidelines. We appreciate your support in conveying a consistent brand experience and in projecting a coherent visual identity of our brand. These guidelines will be regularly updated to reflect our ongoing strategy in relation to environment dynamics. For additional information, please contact the GESCI's communications team.