

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

313133



GESCI Red

CMYK 0/90/90/0

RGB 227/39/35

e32723



GESCI Blue

CMYK 100/5/0/0

RGB 0/151/230

0097e6



GESCI 80% Black

CMYK 0/0/0/80

RGB 70/71/73

464749

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

e33818



GESCI Black Tint

CMYK 0/0/0/70

RGB 90/91/94

5a5b5e



GESCI Blue Tint

CMYK 73/5/0/0

RGB 0/119/199

0077c7

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

4ead31



ALICT

GESCI Orange



SIPSE

CMYK 100/30/0/0

RGB 0/168/233

00a8e9