

BRAND MANUAL

STYLE GUIDELINES

JUNE 2019



AJU MORGAN ELUMELUTM
FOUNDATION

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STYLE GUIDELINES

The AMEF brand is more than just a name. It is a set of values, attributes, and design principles that reflect the spirit of our foundation.

Using it consistently will reinforce our passion and commitment to empower the women, children and youth of Africa.

These Guidelines clarify the ways you can and cannot use the AMEF Brand Resources for marketing and design collateral.

LOGO USAGE

The AMEF logo is a product of superior craftsmanship.



AMEF Logo
Use this whenever possible.



White and Red
Use simple white logo
on Red backgrounds.



Black & White
Use this with content
that's primarily black and white.



Monochrome with Name
Use this with content that's
black and white and laid out vertically.



Color with Name
Use this with content that's colorful and laid out vertically.

LOGO USAGE

The AMEF logo is a product of superior craftsmanship.



X

Do not overlay with any color contadicting the stated color palette.



X

Do not overlay with a gradient of any kind.



X

Do not create any clipping mask on the AMEF logo .

AJU MORGAN ELUMELU
FOUNDATION

X

The AMEF Logotype cannot stand alone without the logo mark.

NAMING USAGE

In spaces whereby the name "AJU MORGAN ELUMELU FOUNDATION" cannot be spelt out, then and only then can it be abbreviated into "AMEF" in a sentence not as the logo



**AJU MORGAN ELUMELU
FOUNDATION**



CORRECT



AMEF



INCORRECT

COLOR PALLETTE

AMEF incorporates Crimson Red, Ruby and these specific shades.
Please use the following colors accordingly



AJU MORGAN ELUMELU
FOUNDATION

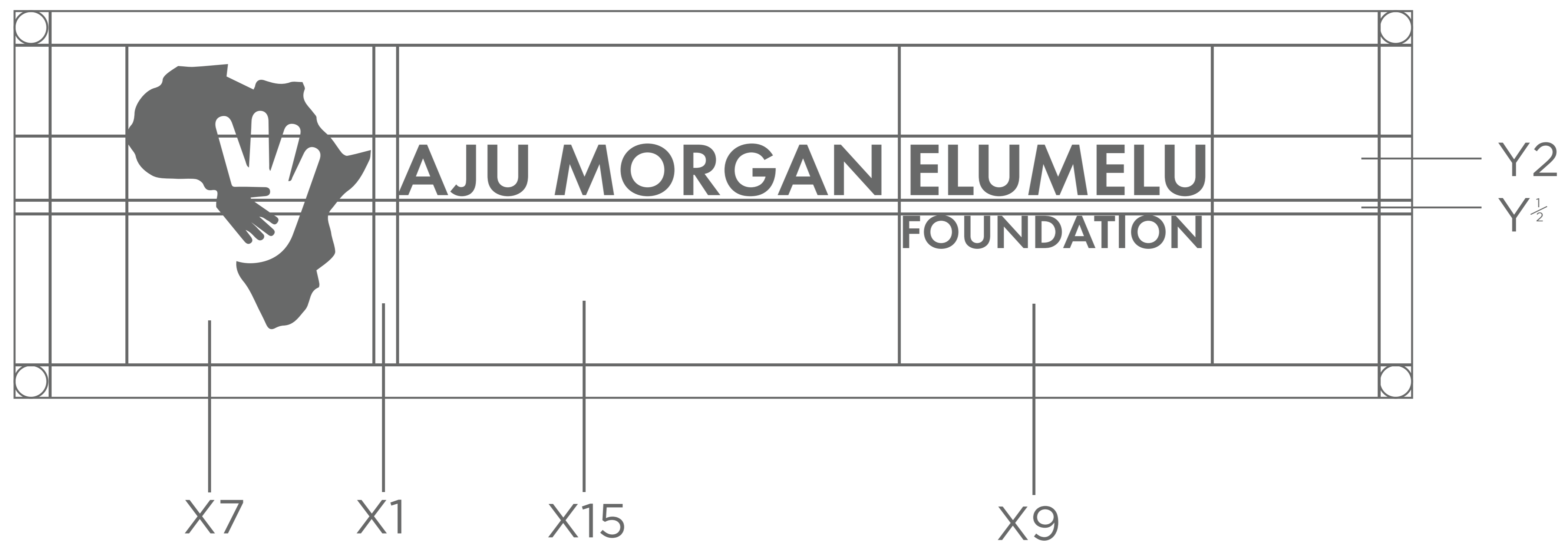


A8000D

ED001D

FF002B

LOGO STRUCTURE AND MEASUREMENT



ABOUT US

The AJU Morgan Elumelu Foundation is a nonprofit and non-governmental organization with offices in Nigeria and Atlanta, Georgia. Its staff consists of development experts, human rights professionals, environmental activists, and academicians.

The AJU Morgan Elumelu Foundation is known for standing in for the poor and the most vulnerable people in the society through poverty eradication programs, medical outreaches, women and youth empowerment.

The Foundation also carries out advocacy campaigns for good governance and accountability, youth involvement and participation in governance, voters' education, campaign against drug abuse, child labor, human trafficking and anti-social behaviors. The AJU Morgan Elumelu Foundation is in partnership with local and international NGOs, women and youth groups. We are always willing to collaborate with local and international organizations and even the Government and faith based organizations on programs that are in line with our vision and focus areas.

OUR VISION

To join our voices with other development enthusiasts to bring sustainable development to Nigeria and Africa at large through our well-articulated projects.

AIMS AND OBJECTIVES OF THE FOUNDATION

The Proposed Objectives Are

- 1.To help young people, orphans, widows, women, and the downtrodden members of society in every way possible.
- 2.To fight and discourage drug abuse, child labor, prostitution, early marriage, juvenile delinquency, anti-social behavior and spousal abuse.
- 3.To promote healthy living and engage in health charity. To provide support for victims of domestic violence, rape, spousal abuse, child abuse, prostitution, and social neglect.
- 4.To discourage and fight against all forms of discrimination against, and maltreatment of women, whether economic cultural, social, emotional, racial or otherwise.
- 5.To help spouses of military people and to design and promote programs for suicide prevention and mental well-being.
- 6.To engage in and promote community development, and education. and the dignity of labor.
- 7.To promote peace and engage in conflict resolution.

8.To promote environmental causes, eco-friendly agricultural practices, and eco and cultural tourism.

9.To generally engage in charitable works

OUR MISSION AND FOCUS AREAS

To contribute to achieving sustainable development in Africa through:

- Poverty eradication projects focusing empowerment and education, capacity building seminars for youth and women
- Provision of health care facilities to promote healthy living especially for the most vulnerable communities in Africa through partnership and collaboration with international bodies.
- Campaign against drug abuse, child labor, prostitution, early marriage, rape, juvenile delinquency, anti-social behavior and spousal abuse.
- Promote better agricultural practices, eco-friendly farming, eco-tourism, cultural tourism, and tourism generally.
- Promote dignity of labor and to provide opportunities for personal growth and education to disadvantaged women, children and youths in order to make them productive and law abiding citizens.
- Advocacy for gender equality and women/youth inclusion in governance.
- Generally engage in charitable works.

ORGANISATIONAL STRUCTURE

