

Brand Book

Visual Identity Guideline



Nkabom
Collaborative



Brand logo

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Nkabom
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Creative rational of the Nkabom Collaborative logo



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Logo Rationale

Our logo reflects a strong connection to agriculture through the tree symbol, representing the foundation of farming, sustainability, and the natural cycle of growth. The tree also conveys stability, with its deep roots grounding our values while its upward reach represents progress, resilience, and long term development.

The design further expresses togetherness, bringing multiple elements into a cohesive whole to highlight the value of collaboration and shared purpose. At its center is an Adinkra symbol representing unity, reinforcing the importance of collective strength. This is complemented by vibrant agricultural colours, which evoke vitality, abundance, and optimism while strengthening our connection to the land and our commitment to inclusive, sustainable growth.

The Nkabom Collaborative Crescent

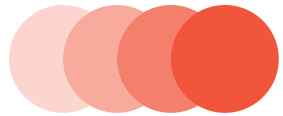
The Crescent

The crescent element serves as a symbol of unity and connection within the brand identity. Each individual crescent represents a distinct component or partner, reflecting the diversity and individuality within the collaborative.

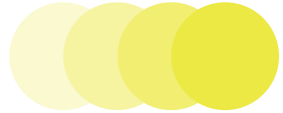
When brought together, these crescents form a cohesive whole, becoming greater than the sum of their parts. This collective arrangement can take on the shape of a tree or other forms, reinforcing themes of growth, interconnectedness, and shared purpose that are central to the Nkabom Collaborative.



Colour palette



PMS 7417
RGB: 241-86-60
Hex #: f1563c



PMS 387
RGB: 237-233-68
Hex #: ede944



PMS 3507
RGB: 192-215-48
Hex #: bfd730



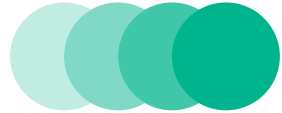
PMS 3507
RGB: 192-215-48
Hex #: bfd730



PMS 339
RGB: 0-87-62
Hex #: 00573e



PMS 356
RGB: 0-136-62
Hex #: 00883e



PMS 3507
RGB: 0-180-141
Hex #: 00b48d



PMS Black 3
RGB: 32-38-33
Hex #: 202621



PMS 440
RGB: 56-45-46
Hex #: 382d2e



PMS 2322
RGB: 78-53-37
Hex #: 4e3525

The brand's primary colour palette is drawn from elements central to agriculture and growth.

- **Yellow:** represents the rising sun, a vital source of energy that sustains life and drives growth across the continent.
- **Green:** symbolizes fertile landscapes that are abundant and foundational to a prosperous agricultural and nutritional sector.
- **Brown:** reflects the richness of the soil, the essential base from which all crops are planted, nurtured, and harvested.

The secondary colours, including red and deeper earth tones, add depth and vibrancy to the palette. They reinforce themes of vitality, strength, and connection to the land while complementing the primary colours to create a balanced and cohesive visual identity.



Font

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Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

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Driving youth-led agri-food futures.**

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Brand logo variations



Nkabom
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Horizontal Orientation



Nkabom
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Vertical Orientation



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Tagline Orientation

Brand logo variations

Alternate color variations of the Nkabom Collaborative logo should be used whenever the primary logo does not provide sufficient contrast against the background. This may occur when the background image contains colors similar to those in the logo, such as green tones, causing the logo to blend into the design. Logo variations should also be used for applications that will be reproduced in black and white or grayscale to ensure optimal visibility, legibility, and brand recognition.



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Brand logo with partners



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Brand logo with partner led



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Stationary



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Shane Morandi
Communications Officer / Agent de communication
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Letterhead

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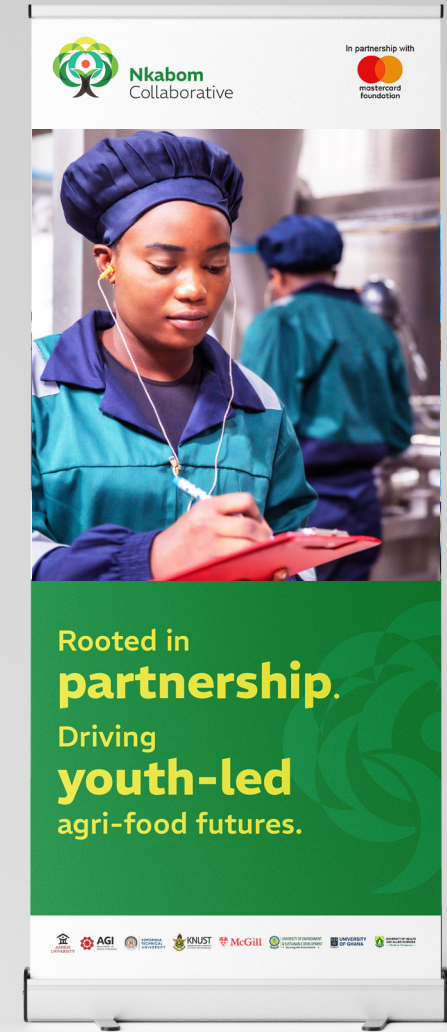
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Agenda Book





Mock-ups: Pull-up Banner



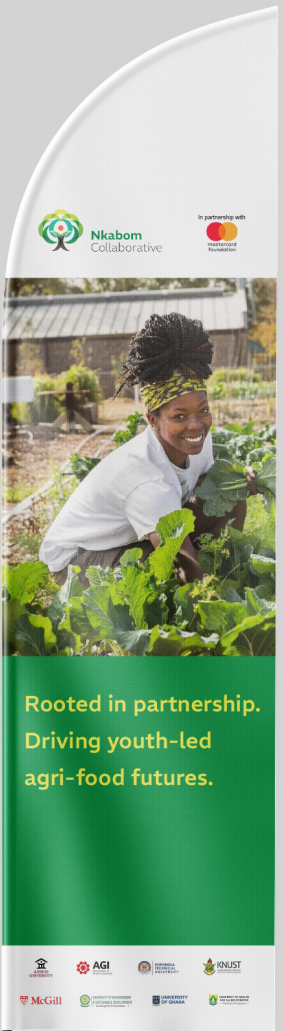
Mock-ups: Exhibition Panel

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Mock-ups: Speaker Podium





Mockups: Sail Banner



Mock-ups: Hoodie



Mock-ups: Tshirt



Mock-ups: Tshirt



Mock-ups: Tshirt



Mock-ups: Tshirt



Mock-ups: Tshirt



Mock-ups: Tshirt



Social media

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Social media

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Social media & print



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