



Africa Data Hub

# Brand Guidelines

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# Our Brand

# Supporting journalists in Africa to tell the stories that matter with the data they need.

Africa Data Hub (ADH) is, at its core, a data platform that exists to lower the barriers that African journalists face in trying to access and use data in their storytelling around health and development. The COVID-19 pandemic triggered an initial surge in health journalism as newsrooms rushed to cover the crisis worldwide. However, as the GMP team, we have realized that media outlets struggle to find a source of reliable real-time data, especially when it comes to Sub-Saharan Africa. Data offers a unique opportunity for journalists to report with accuracy and nuance and can provide the perfect mechanism for unearthing new story ideas, offering alternative angles to existing narratives, or presenting examples of trends and outliers that may be otherwise missed. However, access to data on the continent and the considerable resource and skills constraints faced by local journalists hinder the prospects of data-driven and gender-sensitive reporting from becoming standard practice.

In response to these challenges, the Africa Data Hub (ADH) was launched in September 2020. ADH is spearheaded by a collective of data organisations operating across three African countries that work together to provide local journalists with verified accurate up-to-date data, tools, training, mentoring and support to tell the stories that matter with the data they need.

# Our mission

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## **Trusted high-quality data**

an informed data hub that is globally recognized for accurate, timely information. The go-to hub for health-related information.

## **Informed citizenry**

to promote transparency and ensure that the public is adequately informed.

## **Data driven journalism**

to build improve the quality of data-based journalism and build credibility in journalists.

## **Community Building**

A community of data journalists in Africa is grown and supported.

## **Readily available data**

to provide open and accessible data and tools that support and empower newsrooms, journalists, and media organisations.

## **Capacitate newsrooms**

to understand the needs of media organisations and try to meet those needs where possible-training and raw data.

## **Data literacy**

to help overcome the fears/difficulties/assumptions that people have around data being a scary unwieldy thing that you do if you are a genius.

## **Create compelling ways to show data/info and data driven decision making**

our mission is impact, if we actually access people's decision paths and support informed decision making then we are on the right track.

## **Citizen empowerment**

empowering residents by providing them with tools (via the media they consume) to make better-informed decisions.

We are reliable,  
user-focused ,  
and impactful.  
We like to  
collaborate and  
are proud of the  
data and resources  
we provide.

We exist to lower the barriers that African journalists face in accessing and using data in their stories (about health and development). We are here to serve a need. We are trying to fill a gap by identifying the needs that journalists have. I think we're also mission-focused.

# Design elements

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# Logos

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Standard Logo

The Africa Data Hub logo is comprised with a logo mark and a wordmark.

The logo mark is inspired by data visualisations, the african continent and traditional african patterns.



Secondary Logo



## Logo usage on backgrounds

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The full colour logos should only be used on a white or dark background.

Avoid using full colour logos on photographs unless the logo sits on a dark or white area of the image.



## Brand colours

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Use these colours in any layout or collateral design. Only use Orange, Sunlight and Sand as accent colours.



Primary

HEX: 094151



Secondary

HEX: FF6832



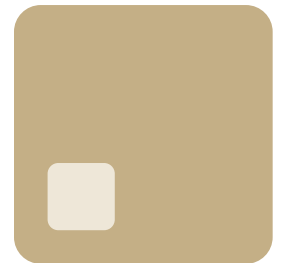
Orange

HEX: FF9330



Sunlight

HEX: FFCD4D



Sand

HEX: C3AF86

Africa Data Hub headlines,  
typeset all text and paragraph  
text in Work sans.

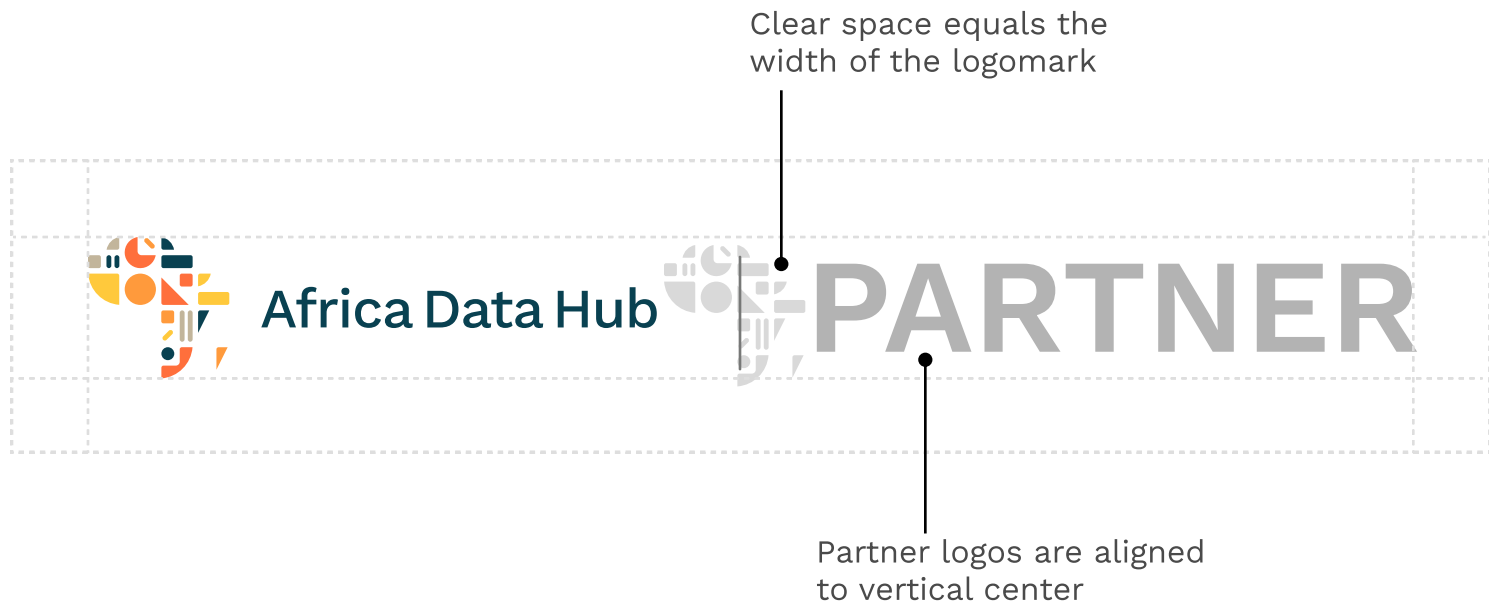
**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

Thin	Nymphs blitz quick vex dwarf jog
Extra light	Nymphs blitz quick vex dwarf jog
light	Nymphs blitz quick vex dwarf jog
Regular	Nymphs blitz quick vex dwarf jog
Medium	Nymphs blitz quick vex dwarf jog
<b>Semi-bold</b>	<b>Nymphs blitz quick vex dwarf jog</b>
<b>bold</b>	<b>Nymphs blitz quick vex dwarf jog</b>
<b>extra bold</b>	<b>Nymphs blitz quick vex dwarf jog</b>

## Partnership lockup

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We lock up the ADH logo with a partner logo, placing the ADH logo on the left of the partner's logo. We added space between the logos to the size of the ADH logo mark.



# Logo misuse

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Do not use the logo mark without a wordmark



Do not change the transparency of the logo



Do not use different colours



Do not use drop shadows or other effects



Do not outline the logo



Do not distort the logo



Do not rotate the logo mark



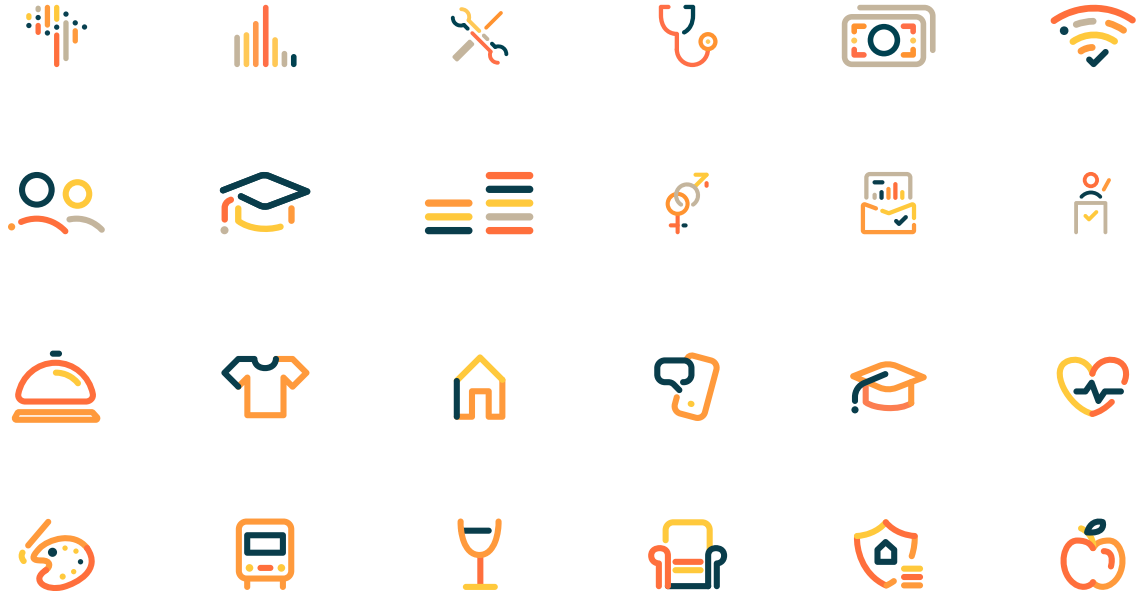
Do not change the size of the logo mark



# Icons

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Africa Data Hub icons are used across different brand touchpoints from social media to the product. They provide symbolism and visual interest in the simplest form.



# Photography

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All photography direction is based on the content that is being provided. Photography should reflect ADH's personality, simple, human, and inclusive.

Be aware of the risks of dehumanising or disempowering photography in the context in which we work. No "charity" photos of "African famine victims" to elicit a response etc.

Do not use copyrighted images we don't have rights to, and ensure that any Creative Commons requirements are strictly adhered to in credits.



