



---

# **ADVENTIST UNIVERSITY OF AFRICA**

## **Brand Guidelines**



### INTRODUCTION

A strong AUA brand will, attract the right students, increase enrollment, attract qualified faculty and staff. AUA will in turn realize its mission of preparing competent leaders to serve the church and society in a Christ-like manner.

Focused and sustained branding efforts will project AUA as a premier University in postgraduate, professional education and research.

This brand guidelines will help create brand content that is consistent, recognizable and one that communicates AUA's brand personality.



# INDEX

## Brand Identity & Visual Language

1. Brand Story
2. Brand Foundation
3. Tone of Voice
4. Brand Identity:
  - 4.1 Logo
  - 4.2 Color Palette
  - 4.3 Typography
  - 4.4 Photography
5. Applications

# BRAND STORY







# BRAND STORY

Adventist University of Africa (AUA) was founded in the year 2006 and was born out of the need to offer graduate education, develop and train workers and members of the Seventh-day Adventist Church in the continent of Africa. This was necessitated by the growing sophistication and multicultural diversity of church members, demand for professional development and leadership training among church workers, difficulty for students to leave their families and work to pursue fulltime education and the need to provide quality graduate education in an African Adventist context.

Today, the academic programmes at AUA are undergirded with a solid Biblical core, intellectual rigor, professional excellence and a practical relevance toward hands-on ministry. This approach is consistent with the counsel of the Spirit of Prophecy. Since its founding, close to 1000 graduates representing 37 nationalities have received the blessing of education at AUA and left their indelible mark on the institution while going forth to serve society, locally and globally.

AUA is a chartered and accredited institution with Adventist philosophy of education and spiritual environment, highly qualified international faculty, award-winning library, serene ambience suitable for postgraduate studies, state-of the art infrastructure and program delivery tailored for working professionals. Scholarships are offered to students on merit.

**BRAND  
FOUNDATION**





# BRAND FOUNDATION

## AUA Vision

---

*To be a premier University in postgraduate and professional education and research.*

AUA must be exemplary in programmes offered and in the area of research in order to position the university as a premier institution of higher learning.

## AUA Positioning Statement

---

*To deliver outstanding postgraduate education from a Biblical foundation to prepare competent leaders to serve the Church and society in a Christ-like manner.* This is what differentiates AUA and is demonstrated in the programmes we offer and in customer service. AUA is a high-quality institution (excellent service & infrastructure), producing competent graduates with an emphasis on ethics & service.

## Brand Proposition

---

*Developing Leaders for Service.*

AUA brand proposition is demonstrated in our programmes, branding and visual identity that chart the path of an institution set up to develop leaders to serve the society and church. AUA is a university that serves the continent.

**TONE OF  
VOICE**





The tone of voice determines how we verbally communicate the brand.

The Adventist University of Africa (AUA) speaks in a voice that is both academically rigorous, courteous and spiritual - deeply rooted in the principles of the Seventh-day Adventist Church. Our audience is a diverse group of postgraduate students and professionals seeking to further their education within a faith-based context. We communicate with a tone that is both authoritative and compassionate, emphasizing our commitment to providing an education that prepares leaders to serve society in a Christ-like manner. When writing for AUA, it's important to balance the scholarly nature of our offerings with our spiritual foundation. Use language that conveys our dedication to academic excellence, but also reflects our commitment to faith and service. Highlight our diverse range of programs, but always tie them back to our mission of developing competent and compassionate leaders.



## BRAND IDENTITY

### 4.1 LOGO





## THE LOGO

### The Logo

AUA logo is the visual expression of our brand positioning. It consists of a seal-like design that features the continent of Africa, including the island of Madagascar; three symbolic stripes representing the Three Angels' Message of Revelation 14:6-12, a distinctive belief of the Seventh day-Adventist Church. These figures are contained in a circle representing the globe, the University's wider scope of service. Between this and the outer band are inscribed the University's official name and its founding year, 2006. A scalloped border frames.

### The Claim

As a basic rule, the AUA logo should be accompanied by the claim "*Developing Leaders for Service*". The message asserts our claim to develop leaders that will service our beloved continent of Africa and the world at large both in church and society.

### Reproduction of the Logo and Claim

The logo components and claim must not be redrawn or recreated from separate graphic and type elements. The correct reproduction of the logo and claim can only be achieved by using the official master artwork files (available in JPEG, PNG and vector PDF formats).

The AUA logo must appear at least once on all communication media/material i.e. email, official documents, letters, promotional material, etc.

The graphic design of the logo components and the claim, and the relationship between them, must be kept the same in all applications. The claim may only be omitted on rare occasions when its legibility cannot be guaranteed due to size or reproduction techniques, or when items must be legible over extremely long distances.

The claim can be printed in very small sizes on pens, etc. Therefore, before omitting the claim, other production techniques or the possibility of increasing the logo size should first be considered. Changes to the logo and claim design are not allowed (e.g. graphic effects, shadows or other graphic elements).

As a basic rule, the logo and claim must be used horizontally. They may only be rotated through 90° if they are to be displayed on tall, narrow formats. They should read from bottom to top.



### SIZING AND PROTECTED SPACE

It's important that the logo always appears in its complete entity, in the correct size and has the correct amount of space around it.



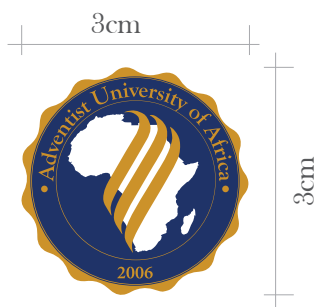
#### Core Logo

The logo is a complete entity, when used for branding it must be used in its entirety.



#### The Exclusion Zone

The brand logo has an invisible exclusion zone around it. This is a clear area around the logo that no other text, images or logos should intrude.



#### Minimum Size

A logo that is too small has little or no impact. The logo should as far as possible not appear smaller than 3cm wide.





### INCORRECT USE

Do not alter the AUA logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.



1. Do not add extraneous effects to the logo. This includes but is not limited to: bevel & emboss, lighting effects & drop shadows.



2. Do not place the logo on a busy background.



3. Do not alter the proportions of the logo mark and the swishes



4. Do not change logo colors



5. Do not scale the logo unproportionally



6. Do not sheer the logo at an angle



7. Do not make alterations, additions or substitutions to the words and or colors contained in the logo



8. Do not use the logo as a repeated pattern, "wallpaper," or other decorative device



### ACCEPTABLE VERSIONS

The logo will be used in a variety of formats, from print advertising, digital to outdoor. Therefore, it is important that it is flexible enough to be used in different ways without compromising the identity of the company.

Try as much as possible to have the logo on a white background (and not in a white box). However, if not possible to have a white background, any of these examples shown can be used.



AUA Logo on light Background



On dark backgrounds



Grayscale logo on white background



Grayscale logo on a light gray background

---

## BRAND IDENTITY

### 4.2 COLOR PALETTE





### COLOR PALETTE

Color provides a strong visual link to our brand identity across a wide range of applications. This works to enhance our messages and complement our images.

The brand mark consists of TWO core colors.

White is the preferred background color and should always be used as far as possible. It may be necessary, on occasion to use it on other backgrounds. The backgrounds must never interfere with the visibility of the mark.



#### CMYK VALUES

100/91/30/19

20/44/100/2

#### RGB VALUES

34/52/104

202/145/43

#### PANTONE VALUES

Reflex Blue C

1245C

#### SCREEN COLORS

#223468

#CA912B

The logo must match as closely as possible to the specified Pantone core colours when printed in various materials.

**BRAND IDENTITY**  
**4.3 TYPOGRAPHY**





# TYPOGRAPHY

Typography is a key element used to communicate a unified personality for AUA.

## Primary Fonts:

These two type families will give AUA its unique typographic voice: “Roboto Black” and “Century Schoolbook”

**Roboto Black** - To be used in main and secondary headings.  
Century Schoolbook - To be used as Body Text.

## Alternate Fonts:

**BEBAS KAI** - To be used in main and secondary headings.  
Myriad Pro - To be used as Body Text.

These are the main typefaces to be used in both soft and printed promotional/communications materials.

**Note:** For use electronically e.g. letters, PowerPoint, emails and any official documents, users are free to use their desired font.

**BRAND IDENTITY**  
**4.4 PHOTOGRAPHY**





### PHOTOGRAPHY

Expressions and energy, should appear natural and not over the top. Models should not always appear as to be posing for the shot but rather be natural in the environment. They should appear energetic, aspirational and spirited. Use of students, graduates and university facilities photos should be prioritized. Always seek consent from the models before using their images.

The photography should be positive. The energy should reflect positivity and aspiration.



Applying these four basic traits to our photographic art direction will give AUA images a distinct look and further help define our personality.

#### Excited

We strive to offer an extra ordinary experience, scholarly, serene ambience, cordial relationship with faculty and staff, and lots of fun while at it. Our photography can reflect this by not taking ourselves too seriously.

#### Inspirational

Dreams come true in this institution, individual academic achievements propel one to be the best they can be spiritually, professionally and academically. A leader of integrity and one who stands tall among their peers.

#### Sincere

We genuinely care about everyone who interreacts with the University. Our photography should demonstrate that we go an extra mile to meet the needs of those within and outside the Campus.

#### Confident

We have an important role in defining the brand to potential students. Our photography can reflect this by showing our unique features, facilities and achievements



## APPLICATIONS





## Social Media

**THE DOLLAR DOMINANCE**

**WEBINAR**

**PARHIMPUNAN SIMATUPANG, MBA, PhD**  
DIRECTOR OF ACADEMIC & COOPERATION, PRASETYA MULYA BUSINESS SCHOOL, INDONESIA.

**IBRAHIM TIRIMBA ONDABU, MBA, PhD IN FINANCE**  
SENIOR LECTURER AND DIRECTOR OF TOWN CAMPUS - KENYA COLLEGE OF ACCOUNTANCY UNIVERSITY, KENYA

**IBRAHIM TIRIMBA ONDABU, MBA, PhD IN FINANCE**  
SENIOR LECTURER AND DIRECTOR OF TOWN CAMPUS - KENYA COLLEGE OF ACCOUNTANCY UNIVERSITY, KENYA

**ERIC J. NASUTION, PROFESSOR**  
PROFESSOR - (EMERITUS-ADVENTIST INTERNATIONAL INSTITUTE OF ADVANCED STUDIES), PHILIPPINES.

Recently, public debates and argumentation in favor of a shift from the US dollar dominance to another currency like the euro, or the renminbi have been on the rise. Such a transition is likely to affect the global markets and businesses and can be a source of concern for firms/households/individuals who transact in various currencies. As such, it is necessary to understand what is at the core of the debate, and its implications on society and economies.

The School of Postgraduate Studies at Adventist University of Africa has organised a webinar with scholars in finance and monetary policies to shed light on this issue and enlighten all concerned stakeholders.

**JULY 06, 2023**

**7:00PM EAT**

### Head & Heart

“Sermonizing reaches the head. There is a need to engage in humanitarian work and service to reach the heart as well. This will make mission and conversion sustainable.”

Dr. Elijah Makhanu  
Liaison Officer, ADRA-Kenya  
Devotion Speaker at the  
5th AUA Seminary Conference

[www.aua.ac.ke](http://www.aua.ac.ke)



### Stationery - Letterheads



Adventist University of Africa  
*Developing Leaders for Service*

A Private Chartered University Accredited by Commission for University Education, Kenya



Physical Address: Advent Hill, Magadi Road, Ongata Rongai, Kajiado | Tel: (254) 730 733400  
Postal Address: Private Bag, Mbagathi, 00503 Nairobi, Kenya | Email: [info@aua.ac.ke](mailto:info@aua.ac.ke) | Web: [www.aua.ac.ke](http://www.aua.ac.ke)



## Brand Guidelines

### Stationery – Business Card

Adventist University of Africa  
*Developing Leaders for Service*



Full Name  
Position Held


+254 722 123 456  
+254 730 123 456  
tmail@aua.ac.ke



www.aua.ac.ke


Advent Hill, Magadi Road, Ongata Rongai, Kajiado | Tel: (254) 730 733400  
P.O. Box Private Bag, Mbagathi, 00503 Nairobi, Kenya | Email: info@aua.ac.ke

### Stationery – Complimentary Slip



Adventist University of Africa  
*Developing Leaders for Service*

A Private Chartered University Accredited by Commission for University Education, Kenya

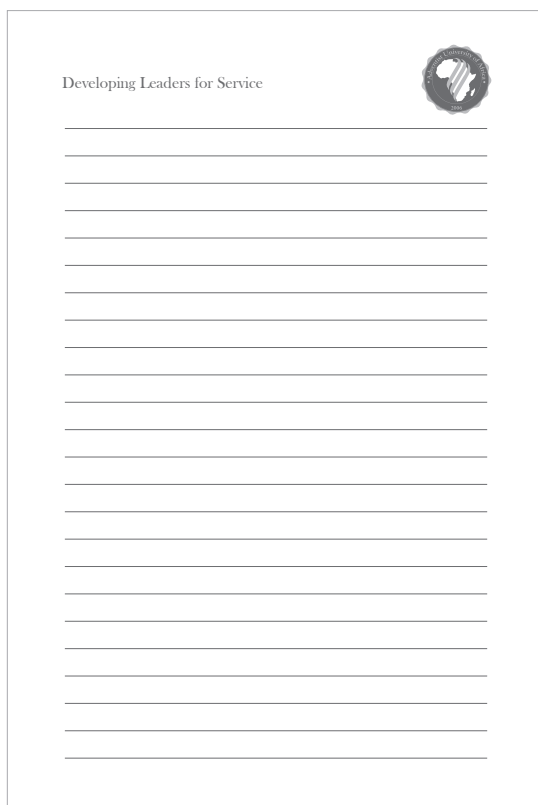


Physical Address: Advent Hill, Magadi Road, Ongata Rongai, Kajiado | Tel: (254) 730 733400  
Postal Address: Private Bag, Mbagathi, 00503 Nairobi, Kenya | Email: info@aua.ac.ke | Web: www.aua.ac.ke



## Brand Guidelines

### Stationery - Notebook





### Brochure



**MASTER OF DIVINITY**  
Offered at Université Adventiste  
Cosendai

**Programme Details:**

**Become:**

- A caring and effective pastor
- A skillful interpreter of the Bible
- A devoted and gifted preacher
- An efficient church leader
- A committed missionary of the gospel
- Capable to address theological issues of the Church

**Eligibility:**

- Proficiency in English;
- A Bachelor's degree in any field with a minimum CGPA of 3.00 on a 4-point scale.
- At least two recommendations

**Delivery Mode:**

Classes at UAC for at least 14 weeks each year with one session held at AUA.  
Classes start in September 04, 2023

**Duration:**

Three years- Students with a theological baccalaureate  
Four years- Students without theological baccalaureate

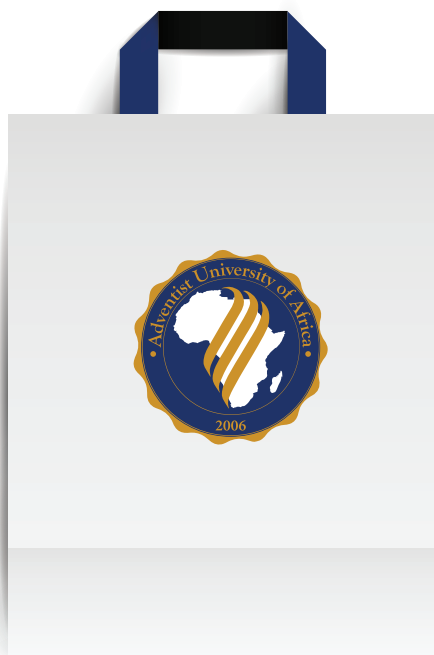
- Programme delivery is tailored for working pastors.
- Highly qualified international faculty.
- Contact the Executive Secretary of your local Conference.

**SPECIAL  
OFFER ON  
TUITION FEES**



## Brand Guidelines

### Sample Merchandise





+254 780 321972  
+254 730 733400  
admissions@aua.ac.ke  
@auauniversity  
@adventistuniversityofafrica  
@aua2012  
www.aua.ac.ke