AGA KHAN FOUNDATION

Brand Guidelines

AGA KHAN FOUNDATION 2020

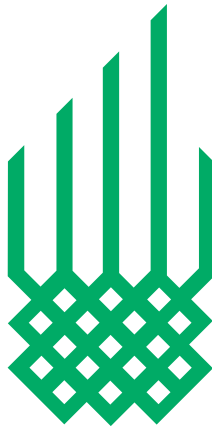# Use these guidelines to tell our brand's story.

Symbol and Logotype

The Aga Khan Foundation Symbol and Logotype

The Aga Khan Foundation logo is made up of two parts. The symbol is the "hand" shape. It has both religious and cultural meaning. The logotype is the organisation name with specific typesetting.

AGA KHAN FOUNDATION

The Aga Khan Foundation symbol

The Aga Khan Foundation symbol represents the humanitarian philosophy underlying the Foundation and its activities. In its secular interpretation, it symbolises many human attributes, most notably skill, commitment, and caring for those less fortunate in lending a helping hand upward. In a religious context, it has particular significance for Muslims, especially the Shia branch of Islam, for whom the hand symbolises the Panjtan Paak (the Holy Five). The symbol was designed by Zahoor ul Akhlaq of Pakistan in 1978.
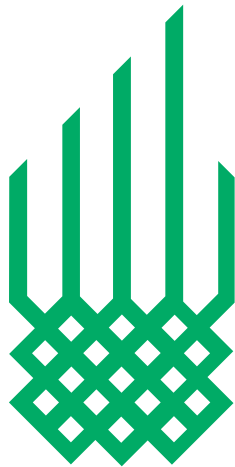
The Aga Khan Foundation logotype

The logotype is has been specifically and carefully typeset in Adobe's version of the Bodoni typeface. There are many versions of Bodoni, so for consistency It should always be placed as an outlined file rather than re-typed.

NETWORK SUBHEADING

In many contexts it may be appropriate to call out AKF's designation as a part of the greater Aga Khan Development Network. In this variation a subhead beneath the logotype reads "An Agency of the Aga Khan Development Network."

AGA KHAN FOUNDATION

AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

Sans Serif for Readability

The previous version of the "Agency of" logo set the subheading in Bodoni italic. This became difficult to read at small sizes because of Bodoni's highly contrasting thick and thin strokes and the small spaces between and within characters in the italic. This new version sets the subheading in Proxima Nova Light. It is set in all caps to provide visual similarity between the wordmark and the subheading and to provide a more square appearance as the "foundation" of the mark. The even stroke width and open shapes of the light weight increase readability, as does the wide spacing between each character.

AGA KHAN FOUNDATION
AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

Vector Graphics for Print

When printed from a vector file (.eps, .ai, .pdf) the logo with subheading should appear no smaller than 2 inches wide for readability.

AGA KHAN FOUNDATION
AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

Raster Graphics for Screen

When exported to vector graphics for screens (.png, .jpg), the logo should be no smaller than 200px wide. Whenever possible, this should be doubled to 400px for higher-resolution screens. Vector file types should be used in print to prevent pixelation, as can be seen in this example when printed.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. This version should be used in layouts whenever possible, and should, with few exceptions, be the version used to credit AKF by partner organisations.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

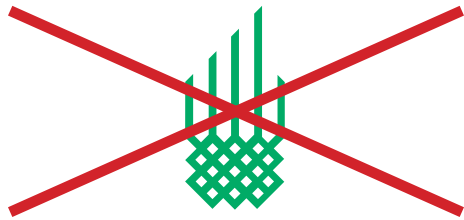### Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

PLEASE DON'T

The symbol and the logotype should not be modified in any way unless given express consent and direction from AKF Global Programme Communications.

Separate the symbol and the logotype

The symbol and logotype should always be used in the exact configurations provided in the approved files. Any variations must be approved by AKF Global Programme Communications.

Tilt the logo

The edges of the logo should always be parallel to the edges of the document it is presented on, including in layouts using tiles with 45° angled elements.

Stretch the logo

The logo's length to width ratio must always remain the same. Be careful to scale it proportionally when designing.
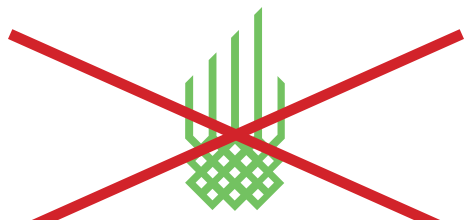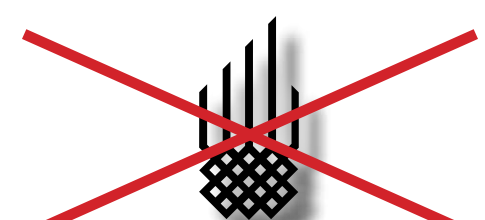
Recolour the logo

The logo may only appear in the official "Foundation" green and black, in all black, and in white. No other colours may be used, including other brand colours.

Place the two-colour logo on top of another colour or image

The green and black logo must always appear on white. The white or black logo may be placed on coloured backgrounds with adequate contrast.

Place the logo on a background with inadequate contrast

When placing the logo over an image, select an image that has an area that will contrast with either black or white with limited background shading.

Apply special effects to the logo

Do not apply any obvious special effects to the logo, like drop shadow, glow, or bevel.

OUTDATED MARKS

The Aga Khan Foundation has used many variations of its logo over time. While it is understood that these marks may remain on products that have already been printed, they should no longer be used or reproduced without the specific direction from AKF Global Programme Communications.
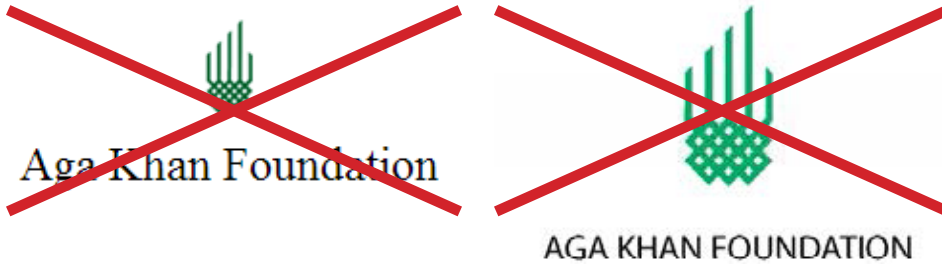
Symbol with re-typed text

In the past, branding dictated that the text below the symbol simply be set in the typeface Bodoni. This led to rampant inconsistency and confusion. Only the approved logo files with outlined logotype may be used.

Additional Languages

As a global organization, we often use our logo in local languages. The approved logos for those contexts are below. All of the preceding guidelines pertaining to the English logo should also be followed when using these variations.

LATIN ALPHABET

All logos using the Latin alphabet are set in Bodoni Std Roman.

AGA KHAN FOUNDATION
English

FONDATION AGA KHAN
French

FUNDAÇÃO AGA KHAN
Portuguese

CYRILLIC ALPHABET

All logos using the Cyrillic alphabet are set in Cormorant Bold.

АГА ХАН ФОНДУ
Kyrgyz

ФОНД АГА ХАНА
Russian

ФОНДИ ОГОХОН
Tajik

ARABIC ALPHABET

All logos using the Arabic alphabet are set in Geeza Pro Regular.

مؤسسة الآغا خان
Arabic

بنیاد آقا خان
Farsi

DEVANAGARI ALPHABET

The Hindi logo using the Devanagari alphabet is set in Halant Medium.

आगा खान फाउंडेशन
Hindi

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a French language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a French version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

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FUNDAÇÃO AGA KHAN

FUNDAÇÃO AGA KHAN

FUNDAÇÃO AGA KHAN

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a Portuguese language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a Portuguese version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

FUNDAÇÃO AGA KHAN

FUNDAÇÃO AGA KHAN

FUNDAÇÃO AGA KHAN

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a Kyrgyz language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a Kyrgyz version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a Russian language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a Russian version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

ФОНДИ ОҒОХОН

ФОНДИ ОҒОХОН

ФОНДИ ОҒОХОН

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a Tajik language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a Tajik version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

ФОНДИ ОҒОХОН

ФОНДИ ОҒОХОН

ФОНДИ ОҒОХОН

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

مؤسسة الآغا خان

مؤسسة الآغا خان

مؤسسة الآغا خان

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When an Arabic language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if an Arabic version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

مؤسسة الآغا خان

مؤسسة الآغا خان

مؤسسة الآغا خان

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.

LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.
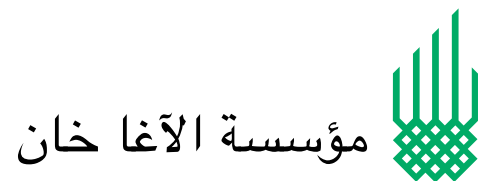
Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When a Farsi language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if a Farsi version is specifically required.
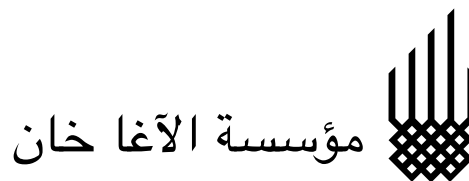
Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.
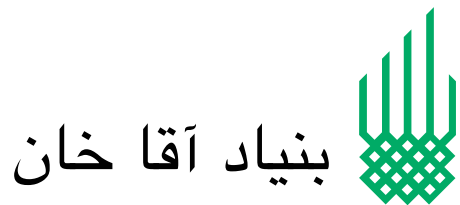
LOCKUPS AND COLOURS

The symbol and the logotype should always appear together in two specific configurations and three colour variations. Files for these lockups are available upon request. These files should be used in their entirety without modification unless given explicit permission by AKF Global Programme Communications.

आगा खान फाउंडेशन

आगा खान फाउंडेशन

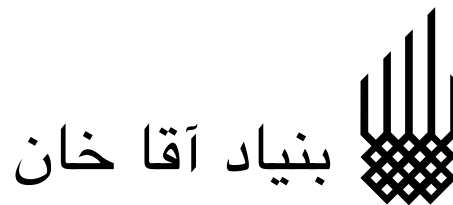आगा खान फाउंडेशन

Preferred configuration

The preferred configuration of the logo is this centred vertical stack. When an Hindi language logo is required, this version should be used in layouts whenever possible. This should also be the version used to credit AKF by partner organisations, if an Hindi version is specifically required.

Black and white variations

When necessitated by print limitations or when placing on a background colour or image, the black and white logo variations may be used. The logo should not be reproduced in any other colours.

आगा खान फाउंडेशन

आगा खान फाउंडेशन

आगा खान फाउंडेशन

Horizontal configuration

When required by the layout, the symbol and logotype may appear side-by-side in this exact configuration using the provided files.
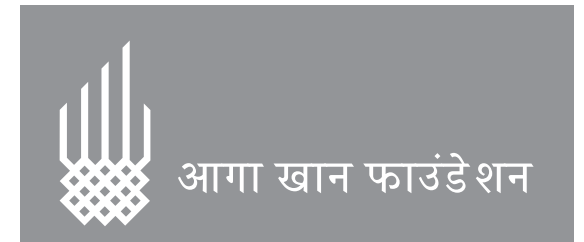
Colours

Foundation Green

PMS	HEX	RGB	CMYK
354	#00b140	0 177 64	81 0 92 0

This bright green mirrors that of the Imamat flag and brings with it both spiritual and civil connotations. It represents renewed growth and the promise of a better future, key concepts of the Aga Khan Foundation's mission. The Foundation's use of this colour dates back to the creation of our symbol in 1978 by Zahoor ul Akhlaq. It should be the primary colour used in all of AKF's designed materials.

Earthy Gold

HEX	RGB	HSV	CMYK	PMS*
#B5995A	181 153 90	42 50 71	0 15 50 29	872 C
				Metallic Gold

This colour is derived from the beautiful colour of the sand and earth, the sun that nourishes us, and the architecture and skilful metal smithing seen across many of the areas in which we work. It also reflects our identity as an agency of the Aga Khan Development Network.

*When available, this colour should be printed in Pantone Metallic Gold.

Spring Green

HEX	RGB	HSV	CMYK
#98d44e	152 212 78	87 63 83	28 0 63 17

The bright tone of this green represents new life and hope as the Aga Khan Foundation helps to build better futures.

Verdant Green

HEX	RGB	HSV	CMYK
#1c7c54	28 124 84	155 77 49	77 0 32 51

This darker green represents our deep commitment to creating lasting change, where growth becomes a way to enrich the lives of all.

Rubine Red

HEX	RGB	HSV	CMYK
#cd1d5a	205 29 90	339 85 80	0 85 56 19

Red is a colour associated with strength and passion, but this shade's lighter, more purple hue brings it away from battle and strife, and into peace, beauty, and the power of the feminine. A recurring colour in our photography across many regions, it is vibrant and joyful, particularly paired with the more calming green tones in our palette.

Deep Turquoise

HEX	RGB	HSV	CMYK
#177e89	23 126 137	186 83 54	83 8 0 46

Turquoise is associated with medicine, calm, and spirituality. It provides a dynamic yet grounded contrast to the other colours in the palette.

FOUNDATIONAL

Documents like letterhead, press releases, and templated briefs should use this simple palette.

Foundation Green	80% Tint	Foundation Grey	Silver

PMS	RGB			HEX	RGB	HEX	RGB
354	0 177 64			#333333	20 20 20	#7f7f7f	127 127 127
HEX	CMYK			HSV	CMYK	HSV	CMYK
#00b140	81 0 92 0			0 0 20	0 0 0 80	0 0 50	0 0 0 50

LANDSCAPE

Educational documents, or those where the tone is more serious, should use the Landscape palette as they describe the work we do and its impact. The additional colours add greater flexibility in creating more complex graphics and creating additional visual interest, while still keeping the document's focus on the content rather than the design.

Foundation Green

PMS	RGB
354	0 177 64
HEX	CMYK
#00b140	81 0 92 0

Earthy Gold

HEX	RGB
#B5995A	181 153 90
HSV	CMYK
42 50 71	0 15 50 29

PMS (when available)
872 C Metallic Gold

Spring Green

HEX	RGB
#98d44e	152 212 78
HSV	CMYK
87 63 83	28 0 63 17

Verdant Green

HEX	RGB
#1c7c54	28 124 84
HSV	CMYK
1155 77 49	77 0 32 51

Foundation Grey

HEX	RGB
#333333	20 20 20
HSV	CMYK
0 0 20	0 0 0 80

Silver

HEX	RGB
#7f7f7f	127 127 127
HSV	CMYK
0 0 50	0 0 0 50

CELEBRATORY

This palette celebrates the successes of the Foundation and inspires partners and volunteers to continue to reach out and share the joy of purpose and success worldwide.

Foundation Green

PMS
354

RGB
0 177 64

HEX
#00b140

CMYK
81 0 92 0

Rubine Red

HEX
#cd1d5a

RGB
205 29 90

HSV
339 85 80

CMYK
0 85 56 19

Deep Turquoise

HEX
#177e89

RGB
23 126 137

HSV
186 83 54

CMYK
83 8 0 46

Earthy Gold

HEX
#B5995A

RGB
181 153 90

HSV
42 50 71

CMYK
0 15 50 29

PMS (when available)
872 C Metallic Gold

Spring Green

HEX
#98d44e

RGB
152 212 78

HSV
87 63 83

CMYK
28 0 63 17

Verdant Green

HEX
#1c7c54

RGB
28 124 84

HSV
1155 77 49

CMYK
77 0 32 51

Foundation Grey

HEX
#333333

RGB
20 20 20

HSV
0 0 20

CMYK
0 0 0 80

Silver

HEX
#7f7f7f

RGB
127 127 127

HSV
0 0 50

CMYK
0 0 0 50

Typography and Elements

FOR DESIGNERS

For professionally designed products, AKF uses two typefaces—
Playfair Display and Proxima Nova. Playfair is available for free download
from Google Fonts, but Proxima Nova requires a paid licence. Contact
Dilafruz Khonikboyeva to discuss using Proxima Nova in your designs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Playfair Display (in Bold above)

Playfair Display is similar to the Bodoni used in our official logo, but with friendlier
proportions and greater readability. It is elegant yet slightly playful. It should only
be used for headlines or large, introductory text. It should be set in upper- and
lowercase and should be at least 18pts. in most circumstances.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Proxima Nova (in Light above)

Proxima Nova has been part of the AKF USA brand since 2015. It is modern yet
neutral and is highly readable at varied text sizes. It is used in subheadings and
body text.

EXAMPLES FOR DESIGNERS: HIERARCHY

Strive for simple, clean layouts with strong hierarchy in your design. Our mission is multifaceted, so we must use design to help our audiences receive a clear, well-structured message.

Strong Visual Hierarchy

The headline/introductory or "display" text in these examples is 25%-75% larger than the body text. When using both Playfair and Proxima Nova, this size difference can be a bit less, but when using just Proxima Nova, there should be a clear and intentional size difference. Playfair is generally set in Regular weight, but may be Bold when necessary. Proxima Nova is generally set in Light, but can also be set to Regular when needed for legibility.

Headings are generally set in uppercase Proxima Nova with a tracking of at least 75.

FOR COLLEAGUES AND SUPPORTERS

Our supporters and non-designer colleagues should also ensure that their communications are on-brand, but they often do not have access to the licensed Proxima Nova. This palette of typefaces are all free to download or pre-installed on both Mac and Windows platforms. If the installed fonts are not displaying properly in Word, please update your computer and Office Suite. If the issue persists, contact Dilafruz Khonikboyeva for assistance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Playfair Display (in Bold above)

Playfair Display is similar to the Bodoni used in our official logo, but with friendlier proportions and greater readability. It is elegant yet slightly playful. It should only be used for headlines or large, introductory text. It should be set in upper- and lowercase and should be at least 18pts. in most circumstances.

Playfair Display is an open-source typeface distributed by Google Fonts. It is available in a .zip file of branded fonts provided by Global Programme Communications team, or at https://fonts.google.com/specimen/Playfair+Display.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans (in Light above)

Open Sans shares many of the characteristics of Proxima Nova. It is readable, neutral, friendly, and available in a variety of weights. It should be used in subheadings and short body text.

Open Sans is an open-source typeface distributed by Google Fonts. It is available in a .zip file of branded fonts provided by the Global Programme Communications team, or at https://fonts.google.com/specimen/Open+Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

Georgia is a font included on nearly every computer for good reason. It is highly readable on both screens and paper, even in longer documents or when poorly printed. It is used in AKF's Word templates as the default body text.

BUSINESS CARDS

<<Name>>

<<TITLE>>
<<DEPARTMENT>>

1825 K Street, N.W., Ste. 901, Washington, D.C. 20006
☎ <<Phone>>
✉ <<Email Address>>

AGA KHAN FOUNDATION
AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

Proxima Nova

NAME 12pt Regular

TITLE 6pt, Bold, 70 tracking, caps
DEPARTMENT 6pt, Bold, 70 tracking, caps

INFORMATION 7pt Regular, symbols embedded

Embedded symbol and wordmark file.
Do not re-typeset.

Add additional lines by filling space in the center of the card.
Please do not decrease margin sizes or encroach on the wordmark.

Ayesha Mohammed

PROGRAMME OFFICER
GLOBAL PROGRAMMES

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1-3 Avenue de la Paix, 1202 Geneva, Switzerland
☎ +555 55 55 555 55
✉ ayesha.mohammed@akdn.org

AGA KHAN FOUNDATION
AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

2 inches
50.8 mm

3.5 inches/88.9 mm

Olivier Alexander

DIGITAL COMMUNICATIONS OFFICER
PUBLIC AFFAIRS AND
STRATEGIC COMMUNICATIONS, AKF USA

1825 K Street, N.W., Ste. 901, Washington, D.C. 20006
☎ (555) 555-5555
✉ olivier.alexander@akdn.org

AGA KHAN FOUNDATION
AN AGENCY OF THE AGA KHAN DEVELOPMENT NETWORK

2 inches
50.8 mm

3.5 inches/88.9 mm

EMAIL SIGNATURES

Email signatures should be created using the signature template Word document to follow the guidelines below.

Please do:

Set up your signature using the provided Word template, and then paste it directly into Outlook's signature box.

Use the font Georgia in the sizes and styles shown below. If Georgia is not available, you may use the default font of your email client.

Include information, like Skype names or WhatsApp numbers, that are specifically relevant to your contacts.

Please don't:

Use decorative typefaces of any kind. This includes handwriting or cursive fonts for your name to emulate a signature.

Export your signature as an image to place in your email. This may sometimes provide a consistent look across platforms, but it also adds data bulk to your email, may be hidden by default, and/or can falsely show your email as having a meaningful file attached.

Add the logo, symbol, wordmark, or other icons or social media buttons to your signature. These also create the issues outlined above.

Mariam Devi
Coordinator, Global Partnerships

AGA KHAN FOUNDATION
An Agency of the Aga Khan Development Network
P.O. Box 2369, 1211 Geneva 2, Switzerland
1-3 Avenue de la Paix, 1202 Geneva, Switzerland

Tel +55 55 555 55 55
Fax +55 55 555 55 55
Web www.akdn.org
Email mariam.devi@akdn.org

Georgia

NAME 11pt Bold
TITLE 11pt, regular

ORGANIZATION NAME 14pt Regular, all caps. 1/2 pt line above.
AN AGENCY OF... 11pt Italic.
ADDRESS AND CONTACT INFORMATION 9pt Regular.