



GREEN JUSTICE
AFRICA

BRAND Guidelines Manual



Contents

- Who we are – P1
- Identity – P4
- Icon family – P13
- Color palette – P18
- Typography – P21
- Mockups – P23

Who we are?

Green Voice Africa is a non-violent protest institute dedicated to addressing climate injustice. Africa contributes the least to global warming but bears the heaviest burden, with millions of people at risk of becoming climate refugees due to environmental changes.

Our mission is to amplify Africa's voice on the global stage. We engage African youth and international allies in cultural, educational, and non-violent protests to demand that wealthy nations take responsibility, providing support for sustainable futures in African communities.

Through our actions, we aim to secure increased climate aid and technology from developed nations, promote local community sustainability projects, and showcase African cultural forms in protest to make our message resonate worldwide.



**GREEN JUSTICE
AFRICA**

MANIFESTO



Amplify Africa's Voice

Africa has contributed the least to global warming, but suffers the most. Millions of lives are at stake, and the world must listen. Through our protests, every action, every message, every symbol will be a call for recognition and justice.



Protect Communities

Climate change is not an abstract problem, it destroys homes and lives. We stand with African communities, advocating for their protection and resilience. We fight for the right to live safely, sustainably, and with dignity in a changing world.



Promote Sustainability

A sustainable future is possible when local communities are empowered. We support projects that restore ecosystems, preserve resources, and strengthen livelihoods. Sustainability is not a luxury—it is the foundation for life, growth, and self-determination in Africa.



Demand Accountability

We call on the world's wealthiest nations to take responsibility for their role in the climate crisis. Promises must be honored, actions must be taken, and support must be delivered. Justice and accountability are not negotiable.



Unite Through Culture

African heritage is a source of strength. We use music, art, dance, and other cultural forms in non-violent protest to amplify our message. Culture is not only our identity, but our power, our language, and the tool to inspire global awareness.



Inspire Global Action

The climate crisis is a shared responsibility, and collective action is essential. We invite African youth around the world to join us. Every hand raised, every voice added, every effort made brings us closer to a future that is just, green, and sustainable.

WHO WE ARE

WE ARE AFRICA'S VOICE FOR CLIMATE JUSTICE



GREEN JUSTICE
AFRICA

Identity



Identity Horizontal (main)

The Identity logo is composed of two parts: an icon on the left and the brand name on the right.

Icon: The icon transforms the shape of the African continent into leaves, symbolizing call for a green and sustainable future for Africa. Beneath the leaf, a hand wraps around it, representing protection and care. The curved form of the hand also creates a circular outline, suggesting the Earth and Africa's equal place within the global community. It calls for attention and responsibility.

Typography: The text on the right uses the brand's standard colors which is deep green and earth yellow. The Playfair typeface was chosen for its clarity and elegance. The word Africa is enlarged to create emphasis and improve brand recognition.

The Identity has two versions, this is the main version.



GREEN JUSTICE
AFRICA

Identity Vertical

The vertical version of the identity logo, which will be used depends on the space and size of exhibit background.



GREEN JUSTICE
AFRICA

Proportion - V1

The identity logo has been aligned with a baseline grid, ensuring a minimum spacing of 16 px between the logo and surrounding artwork in all directions.

This spacing is the minimum requirement but can be increased as needed.



Proportion - V2

The identity logo has been aligned with a baseline grid, ensuring a minimum spacing of 16 px between the logo and surrounding artwork in all directions.

This spacing is the minimum requirement but can be increased as needed.



Identity Variations – V1

We've provided several identity variations to ensure a consistent brand identity across different applications. These variations maintain the core elements of our logo while offering flexibility for various backgrounds and sizes.



Identity Variations – V2

We've provided several identity variations to ensure a consistent brand identity across different applications. These variations maintain the core elements of our logo while offering flexibility for various backgrounds and sizes.



Patterns

The pattern is created by combining the initials G, J, and A from Green Justice Africa. These letters overlap to form a unified geometric motif. Parts of the shapes are replaced with leaf elements, adding a natural touch and reinforcing the brand's environmental message. Additional small details refine the pattern and make it visually richer.



Patterns Usage

The overall pattern is arranged in an interlocking, alternating layout, creating a consistent and structured motif. This supergraphic can be used as a watermark or applied in various brand-related contexts to reinforce visual identity.



Icon Family



COLOR PALETTE



Green Life

Sustainability and Hope



Green Care

Action and Care



Green Eye

Warning and Attention



Justice

Law and Suggestions



Balance

Responsibility and Fairness



Unity

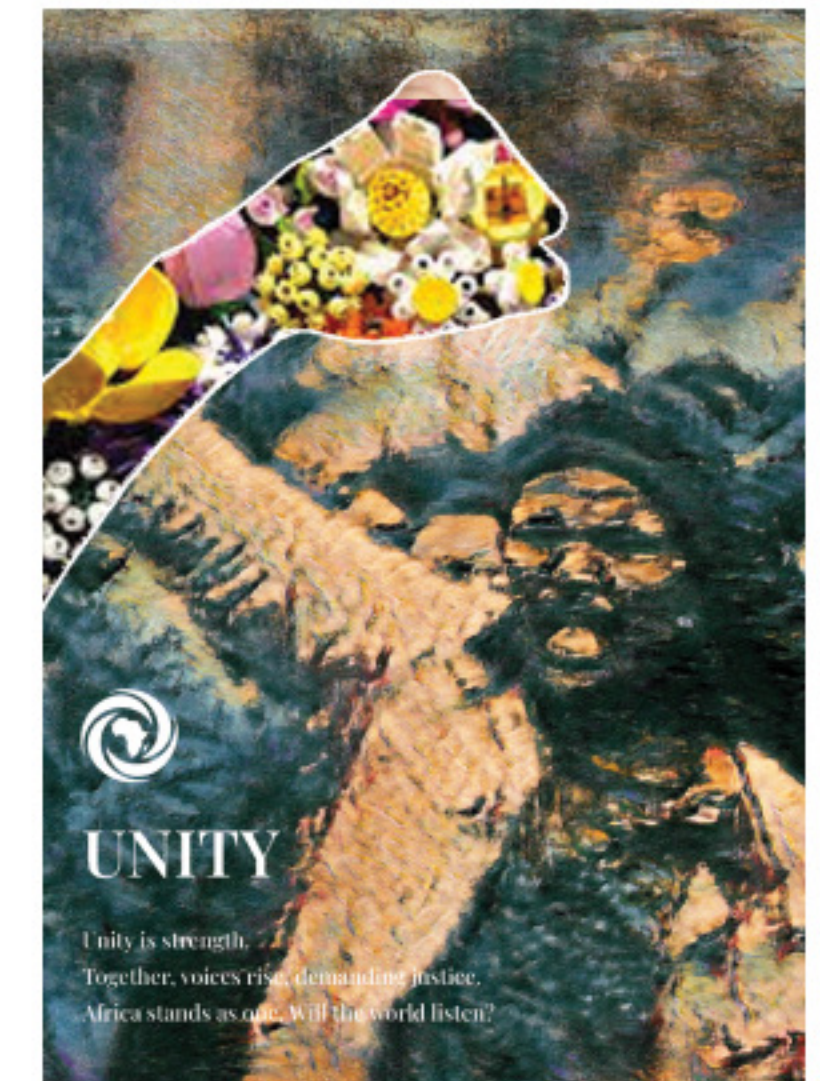
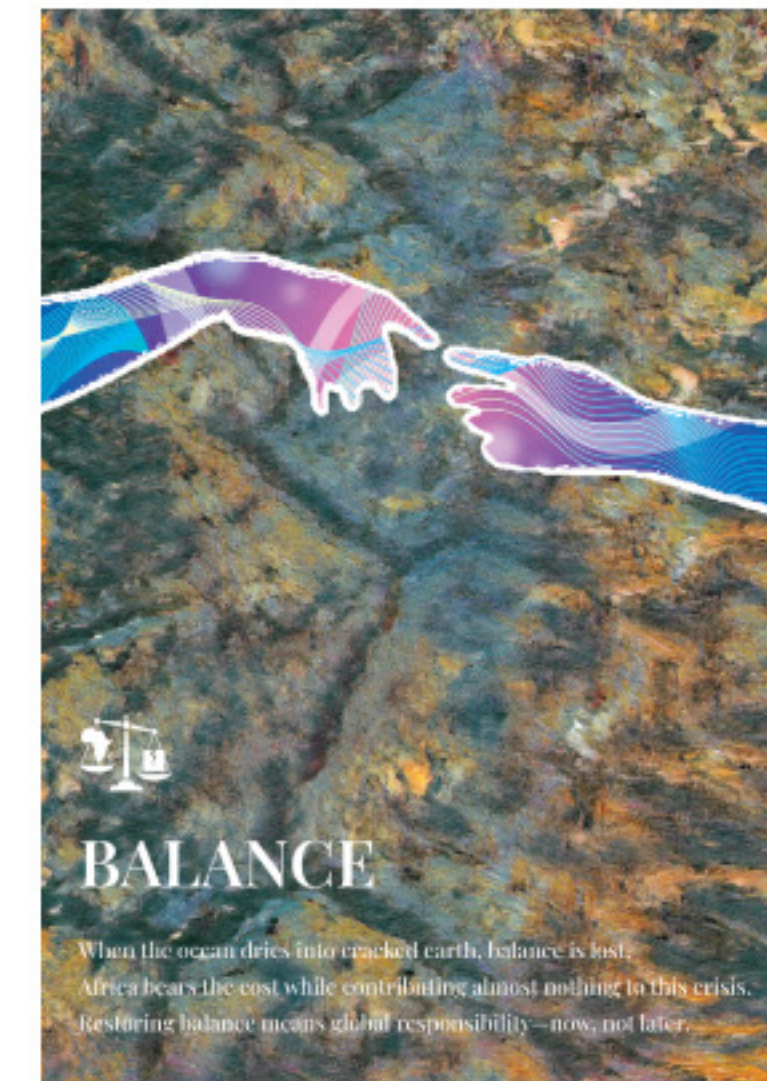
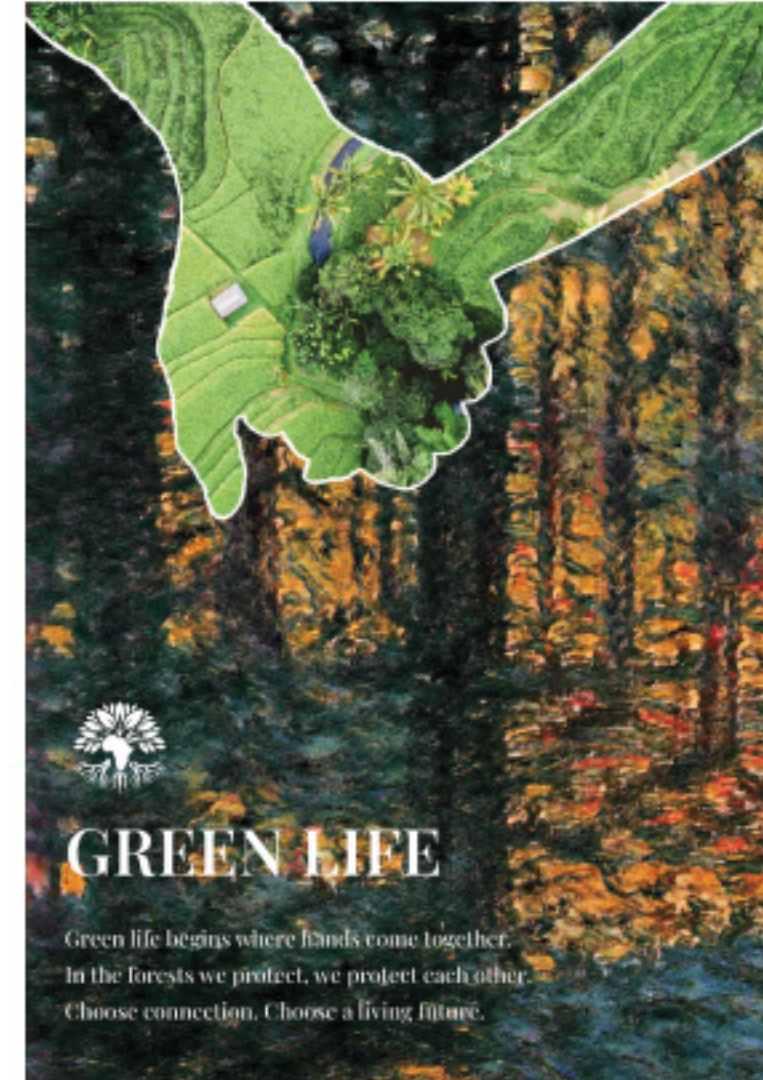
Harmony and Unity





Icon Family Usage

The icon family is designed for versatile applications across different brand materials. Below is an example of how it can be used in a poster. Six icons are applied in six distinct contexts, each representing a specific meaning. Their usage follows the guidelines associated with their respective symbolism to ensure consistency and clarity.



Color Palette

COLOR PALETTE



TREE GREEN

Green represents Africa’s ecological vitality and the resilience of nature. It highlights that although Africa has contributed almost nothing to the climate crisis, its most precious green resources are disappearing.

HEX: 004C33
RGB: 0 76 51
CSS: RGBA(0, 76, 51, 1)
HSL: 160 100 15
HSB: 160 100 40

WOOD, NATURE



EARTH YELLOW

The yellow Represents drought, degraded soil, and vulnerable homelands. It draws attention to the fragility of the land and the fact that local communities bear the most immediate impacts.

HEX: BB871A
RGB: 187 135 26
CSS: RGBA(187, 135, 26, 1)
HSL: 41 76 42
HSB: 41 86 73

LAND, ROOT



FLAME RED

It evokes urgency, rising heat, and increasing wildfires across the continent. It conveys the need for immediate action and reflects the courage and determination behind non-violent protest.

HEX: 69120C
RGB: 105 18 12
CSS: RGBA(105, 18, 12, 1)
HSL: 4 79 23
HSB: 4 89 41

FIRE, HURT



OCEAN BLUE

The blue tands for rising seas, displaced coastal communities, and the interconnectedness of the global climate system. It reminds the world that the crisis Africa faces is a shared global responsibility.

HEX: 1D3754
RGB: 29 55 84
CSS: RGBA(29, 55, 84, 1)
HSL: 212 49 22
HSB: 212 65 33

WATER, HOPE

Secondary Palette

In addition to the primary palette, the brand uses four core colors to represent four natural elements. For text and background applications, lighter variations of these colors are used to ensure clarity and visual balance.

DARK GREY HEX: 333333	MEDIUM GREY HEX: 666666	LIGHT GREY HEX: 999999	LIGHT GREEN HEX: F2FBF2	LIGHT BLUE HEX: F2F5FB

Typography



Primary Typeface

We chose Playfair as the primary typeface because it combines a formal, structured appearance with visual appeal, striking a balance between seriousness and elegance.

This section outlines the specific font sizes, weights, and spacing for headings, subheadings, body text, and other use cases.

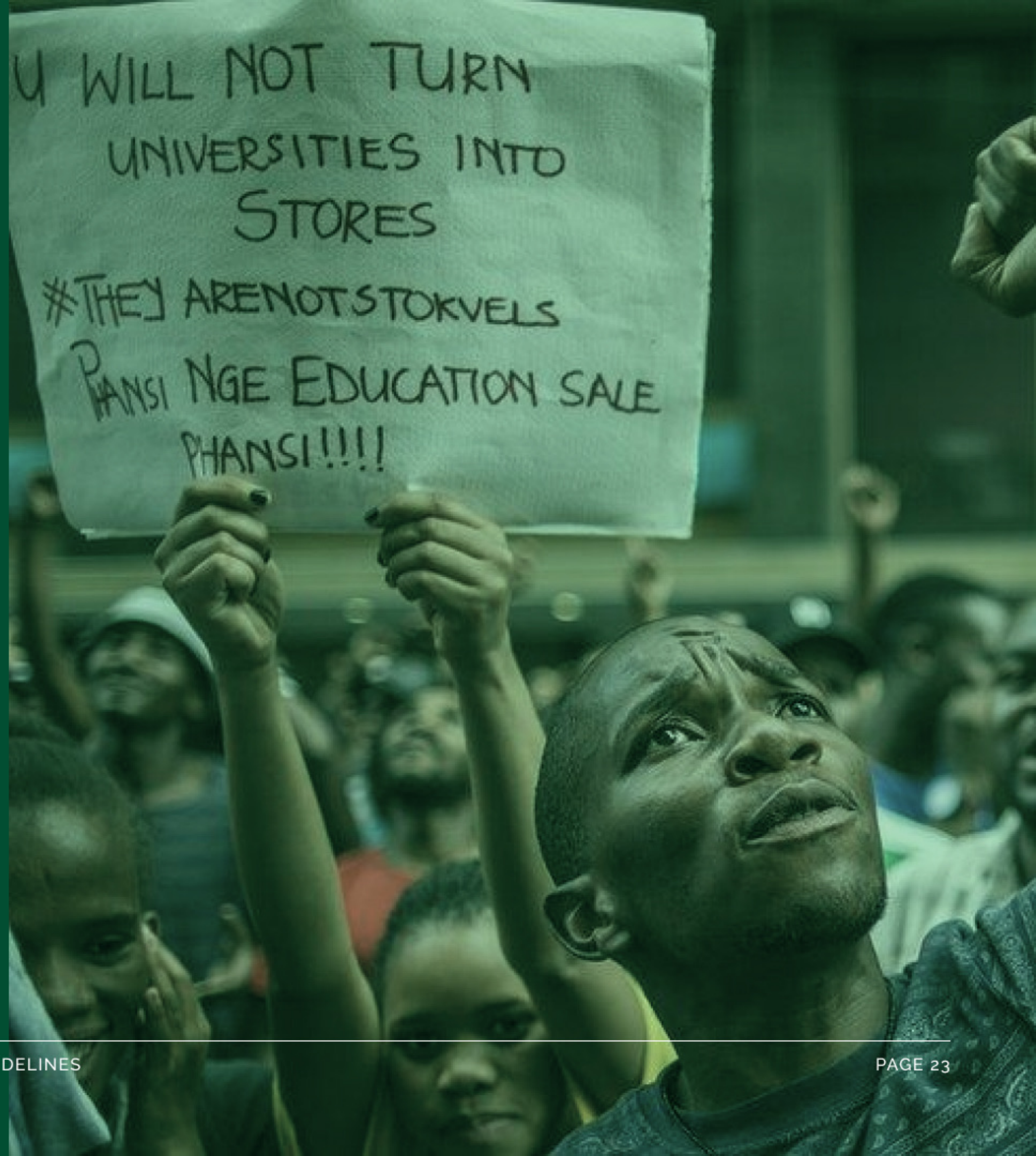
Playfair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type	Size (in px)	Weight	Example
Heading 1	40 px	Light	Call for climate justice in Africa
Heading 2	32 px	Light	Call for climate justice in Africa
Heading 3	28 px	Light	Call for climate justice in Africa
Sub Heading	24 px	Semi-bold	Call for climate justice in Africa
Sub Heading 2	18 px	Semi-bold	Call for climate justice in Africa
Body	16 px	Regular	Call for climate justice in Africa
Button Label	14 px	Semi-bold	Call for climate justice in Africa
Form Place- holder	14px	Medium	Call for climate justice in Africa
Captions	12 px	Regular	Call for climate justice in Africa

The line height for all text is set at 125%, while the letter spacing for captions is adjusted to 8%. Additionally, letter spacing can be modified in other text to ensure a clear and cohesive appearance throughout.

Mockups



Identity



MOCKUPS

Identity



Icon



MOCKUPS

Icon



Icon



Icon



Poster



Poster



Thank you