



BRAND GUIDE





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1.1 The ARIPO Identity

The goal of this Brand Guide is to establish a clear, consistent, and unique brand identity for ARIPO.

The brand identity builds on ARIPO’s brand by combining the most recognized element – our name, with new messages and elements.

Uniform graphic elements and messages provide the framework for establishing this identity. In turn, designers can use this visual architecture to create materials that enhance the public knowledge of the APRIO work, while staff can use this brand architecture to create personas and experiences that are uniquely ARIPO and in alignment with the brand.

As this guide sets out the prime elements needed to produce approved ARIPO communications material. The first section defines the basic elements of the visual identity and usage. The second section explores how to use the basic elements into print, web and media communications vehicles. The third section outlines the human element of the Brand, including proper dress, decorum, and protocol for ARIPO employees.

(signature of DG)



Understanding the Brand

1.2 The ARIPO Brand

The ARIPO brand is deeply rooted in the spirit of cooperation. The objectives of the Organization, as enshrined in Article III of the Lusaka Agreement, show that, cooperation in industrial property is intended to achieve technological advancement for economic and industrial development of the member states. ARIPO was mainly established to pool the resources of its member countries in industrial property matters together in order to avoid duplication of financial and human resources. Thus the preamble to the Lusaka Agreement clearly states that member states are “aware of the advantage to be derived by them from the effective and continuous exchange of information and harmonization and co-ordination of their laws and activities in industrial property matters”. Member states also recognized that the “creation of an African regional industrial property organization for the study and promotion of and co-operation in industrial property matters would best serve” that purpose.

It is this spirit of cooperation that guides every aspect of work. From internal interactions to external interfaces, this spirit guides the values of ARIPO: excellence, accountability, integrity, innovation, and diversity.

1.3 We are ARIPO

As ARIPO, our principles are guided by cooperation and service. Our mission, “To foster creativity and innovation for the economic growth and development in Africa,” and our values, guide our perspective and actions. The guiding question we offer to our public comes back to the question of “What can ARIPO do for you?” This question answers how users, communities, and industry will perceive ARIPO. Putting the ARIPO brand into a service perspective changes how staff interacts with both each other and outside users. It clarifies the direction needed to be taken in partnership with member states. It indicates the support system available to new partners and member states. And it shows to the world that ARIPO is here and ready to assist.

Who are we?

- We engage all of our work with excellence and honesty
- We are accountable in our actions with internal and external partners
- We engage with the utmost of integrity with our word, our actions, and our product
- We continually find ways to innovate and move in the arena of Intellectual Property continually forward
- We engage in diversity in all aspects of our work – our interactions, our partners, our thoughts, and our viewpoints
- We seek to be Africa’s leading intellectual property hub and provide users in all of the world access, protection, and resources.



1.4 ARIPO Vision

To be Africa's leading intellectual property hub

1.5 ARIPO Mission Statement

To foster creativity and innovation for economic growth and development in Africa.

1.6 ARIPO Core Values

- Client Focus
- Engagement
- Innovation
- Integrity
- Accountability

1.7 Brand Expression

Intellectual Property Protection



Understanding the Brand

1.8 ARIPO Core Competencies

As an organisation, ARIPO has high expectations of its staff and how its brand is presented. As such, there are certain standards that staff members are expected to uphold.

Client focus: commits to satisfying internal and external clients. Responds to users courteously and in a timely manner. Attempts to serve users to the best of their ability, involving other staff members where needed.

Accountability: pays attention to the quality of work delivered to coworkers and users both. Strives and thrives in the work to achieve both internal and external goals. Creates plans that break down complex tasks into manageable portions and maintains visibility to all portions of that project.

Teamwork: works with others to get things done with little conflict and a focus on consensus building. Able to work well and collaboratively with other staff, coworkers, users, peers, and managers.

Technologically forward thinking: Continuously seeks ways to integrate technology into the workplace and improve program effectiveness. Understands how technology can propel the organisation forward and seeks ways to incorporate into work processes.

Organized and reliable: Personally responsible for work process. Seeks way to improve process and work. Delivers on time and manages expectation according to progress.

Inspired to learn: Builds personal skills and competencies to improve both professional work and organizational work process. Seeks out resources to learn from. Encourages those around him to learn and grown from a variety of resources. Models common knowledge and understanding of the ARIPO brand to spur personal development and the development of peers.

Commitment to diversity: treats all people with respect. Provides a supportive work environment where all users and staff feel welcome, empowered, and valued. Shows sensitivity towards differences between cultures, genders, race, color, and religion. Recognizes opportunities gained by working together with those that are different. Considers outside perspectives while working



1.9 Why Guidelines are Important

As an international organisation, it is imperative to maintain integrity around our identity. Our brand is more than a logo. The logo is a reflection of our Brand - of how ARIPO is part of the intellectual property community and stands for all of Africa.

Our intent is to communicate who is ARIPO in a way that is professional, reliable, and approachable. ARIPO is about building the capacity for Intellectual Property throughout Africa and to do this, we all must live our values every day.

This manual includes instructions on how to build our brand so that as a group we can continue to build the image of ARIPO across the world - and avoid the inconsistencies that can detract from our brand. Please note that these instructions may change over time to reflect the evolution of our brand and our industry.

1.10 ARIPO Brand Positioning

It is our vision to efficiently protect effective intellectual property in order to continue to globally provide access to world-class while promoting personal employee growth. We will work together to efficiently provide access to world-class innovation and reliably protect effective intellectual property to meet our user’s needs.

Our challenge is to efficiently provide access to effective intellectual property so that we may endeavor to globally protect world-class innovation throughout Africa.

ARIPO will be the standard by which all market leaders of Intellectual Property Rights measure the study, promotion, and protection of Intellectual Property in Africa providing quick, accurate, and reliable information to all.

1.11 ARIPO Brand Personality

As individuals we have a personality that is distinct and individual. As an organisation, we must align that personality to show consistency across all interactions. These attributes instruct our communication, behavior, tone, and mannerisms with both internal and external audiences.

Brand attributes:

- * professional
- * Committed
- * Accountable
- * Innovative
- * Reliable



Our Verbal Identity Guidelines

1.12 ARIPO Verbal Identity Guidelines

As ambassadors in a technical industry, it is imperative for our language in communication to be professional and accurate. There is power in being able to engage in conversation or disseminate information to people with an appropriate voice and style. The ARIPO Verbal Identity Guidelines are intended to help people identify and define ARIPO and separate our work from the work of others - and represent what we, as ARIPO, stand for.

As ARIPO, our voice needs to have a humanistic tone and feel. Corporate and legal jargon is no longer suitable for most scenarios in communication. Instead, the ARIPO voice seeks to communicate in a manner that is authentic, direct, and relatable to that audience.

The ARIPO Verbal Identity can be summed up as follows:

- * intelligent
- * friendly
- * direct

This will be true whether conducting business with internal or external partners, producing marketing materials, producing a podcast, or any other marketing vehicle. It is important to align with these guidelines consistently so that it becomes another method of communicating the ARIPO brand.

1.13 ARIPO Audience

At ARIPO, we have 5 primary target audiences when communicating

- * Internal Partners (co-workers, staff, clients, and others you may be in contact within the Secretariat)
- *National, regional and internationals IP Offices
- * External Partners (agents, industry partners, users, patent agents and trademark attorneys)
- * Governments (Member States and Observer States)
- * General Public

Each one of these has nuances within each group, but each gives you a starting point for developing a purpose and a point of view when communicating with them. It is up to you to determine the best method of communication, but keeping in mind the end user is important.



1.14 How Verbal Expresion Works

To execute the ARIPO Verbal Identity effectively, one must review all writings from the standpoint of the end user.

When creating communication vehicles - be they verbal or written, one must be conscious of the desires of the recipient - and understand what they are seeking to gain from the interaction. For example, a broadcast message to the general public would be looking for communication with much less technicality than someone from a regional office or a registered agent.

When choosing words for communication, consider the voice and tone in these categories:

- * intelligent
 - * relevant
 - * historic
 - * welcoming
 - * knowledgeable
 - * progressive
 - * inclusive
- * useful
 - * helpful
 - * responsive
 - * excellence
 - * warm
 - * active
 - * diverse

Word oppositions to further clarify the voice and tone of communications, use this tool to evaluate your choices:

RIPO is	ARIPO is not
* Proud	Arrogant
* Intelligent	Belittling
* Prestigious	Pretentious
* Progressive	Trendy
* Traditional	Stodgy
* Clear	Verbose



2.1 The ARIPO Logo

INTRODUCTION

The essence of today and the imagination of tomorrow can be translated more precisely by the emergence of Africa as tomorrow land. ARIPO stands as a gateway connecting the world to Africa and bringing to reality the possibilities of tomorrow. In the rejuvenation of the ARIPO's identity, the meaning of the colors of the logo coupled with modesty (modernity) was taken into consideration. It reflects harnessing technology since ARIPO is a custodian of Intellectual Property rights in Africa and as such, it is important that the logo image reflects the beliefs of the people of Africa.

The Logo Reflects;

- Organized information through connection and separation
- Symbolizes different ideas
- Creates movement, texture, and depth
- Conveys mood and emotion
- Emphasizes and create entry points and areas of interest
- Leads the eye from one design element to the next

Goals

- The ultimate goal is to make the target audience identify with the organisation or identify the organisation with the logo.
- The purpose of the new logo design process was to create a new symbol that embodies the new ARIPO, the ARIPO that is focused on becoming the intellectual hub for Africa and beyond. The ARIPO that stands for the recognition of technology and seeks to serve as the gateway to possibilities in Africa
- Embody the new ARIPO vision, mission and values



2.2 Design Elements and Evolution

Previous



New Brand Mark



Scale: 100%



2.3 Symbolism

The logo symbolizes the approach to intellectual property rights ARIPO seeks to represent as an organization. Perhaps it is the most prolific appearance on the logo where the spirals decorate the logo around the African map representing the notion of leading from outward perception to the inner essence. The movements inward are drawing concentration towards the hub and outwardly the spiraling, in terms of rebirth or growth, represent the consciousness of nature beginning from the core (hub) or center. The spiral is a shape found in art, science and nature dating centuries representing; progress, direction, centering, expansion, balance, initiation, development, journeying, awareness and connection.

The member states of ARIPO have a collective rich history; one whose symbolism is highlighted in the richness and vibrancy so proudly carried by their national flags. This logo was inspired by the zebra like stripes, unique to each individual much like an idea, patents, copyright, plant varieties etc are unique (the stripes are representing the mandates). More the reason why it was used on the main feature, the African map. The map is also used to create the hub (shelter, central place of welcoming, protective) that embraces IP.

- The swirls represent a continuation of opportunities, a symbol of perfect aspiration towards development of intellect and purification of thought that should be recognized worldwide.
- As a whole it stimulates creativity and intuition, transforming people’s thinking and beliefs into new insights, innovation and pioneering.

Symbolic Meaning

- Evolution and holistic growth
- Letting go, surrender, release
- Connectivity and unison
- Revolutions of time and the way of natural progress



Visualizing the Brand Mark

2.4 Style

- The style of the logo is in this format because ARIPO is an outreach organisation so while the logo exudes a clean and orderly look it also somewhat carries a distressed look for outdoor purposes e.g. outside banners and flags, hall exhibitions etc.
- The acronym (ARIPO) is a visual stand-in for each and every user as they explore the virtual ARIPO, this suffice it to say that at some point the logo can sometimes work without the acronym especially on cars, badges etc.
- Stimulates creativity and intuition, transforming people’s thinking and beliefs into new insights, innovation and pioneering.
- It is a symbol of perfect aspiration towards development of intellect and purification of thought that should be recognized worldwide.



The swirls or spirals (curving lines) that were used around the map constitute continuity of IP in Africa and are indicative of the fluidity and dynamism of thought and innovation. The spiral is a shape found in art, science and nature dating centuries representing; progress, balance, initiation, development, journeying, awareness and connection.



2.5 Colors

The color resolutions resonates to the ‘New Age’ way of thinking, conveying integrity and deep sincerity. The colors of the logo present a professional appeal with the dark blue color representing depth in intelligence, and the moderate cyan (lighter blue on the map) representing self-reliance, reliability, dependability, loyalty, stability, vitality, restoration and wealth. The very dark grayish represents neutrality, compromise, control and contrast, it is impartial and dispassionate. It has a steadying effect on other colors around it. Blue is the most universally favored color of all and therefore the safest to use. It relates to trust, honesty and dependability, therefore helping to build customer loyalty. It is sincere, reserved and quiet, and doesn’t like to make a fuss or draw attention. It hates confrontation, and likes to do things in its own way. From a color psychology perspective, blue is reliable and responsible. This color is important for the organisation as custodians of IP as it exhibits an inner security and confidence. You can rely on it to take control and do the right thing in difficult times. It has a need for order and direction in its life, including its living and work spaces.

Organisational traits of the colors used;

- Authority
- Reliability, responsibility
- Idealistic, integrity
- Perseverance
- Orderly

2.6 Relationship – (How it relates to users)

- ARIPO is a gateway to opportunities in this age of technology and the emergence of Africa’s young age, with half the population aged under 21years that has huge potential to be inventive and innovative.
- The world is fast becoming a single economic village so ARIPO seeks to appeal to the future, lead the way in Africa and contribute to the current world economic order.
- The logo is intended to be the “face” of the organisation, a visual representation of the brand. Thus, it’s a graphical display of the organisation’s unique identity, and through colors and fonts and images it provides essential information about our organisation that allows customers, partners and stakeholders to identify with the organisation’s core brand.



2.7 Typography

The bold typography (Times New Roman – ARIPO) gives fluidity in the design feature, is a bold statement which symbolizes the contemporary approach to intellectual property rights ARIPO seeks to represent as an organization. The typography has been selected to be simple and therefore not compete with the icon. The font used demonstrated an element of appropriateness, simplicity and legibility. Times New Roman lends itself for body text in any publication that needs to have a classic yet practical look. Combining excellent legibility with good economy.

ARIPO

Descriptive tagline

Its is a simple short statememt that aims to distill ARIPO unique value proposition. Its main goal is to position and differentiate from competitors. It functions as a powerful tool to gain traction with prospects, existing customers and employees.

*African Regional Intellectual
Property Organization*



Primary font: Century Gothic (*Italic*)



2.8 IP and Swirl

- The swirls represent a continuation of opportunities, a symbol of perfect aspiration towards development of intellect and purification of thought that should be recognized worldwide.
- As a whole it stimulates creativity and intuition, transforming people’s thinking and beliefs into new insights, innovation and pioneering.



2.9 Support Graphic Usage

Support graphic elements are present throughout the use of the brand identity system, editorials and template tools. Its primary role is to support ARIPO core unity visual concept. Its use should be suave and agreeable along main brand components and never intrusive.





2.10 Aripo Primary Logo

ARIPO primary logo represent concepts that respond directly to the brand personality, qualities and attributes that convey a sense of uniqueness, a hub that is protective and welcoming to embrace intellectual property.

The expression of its visual elements make the logotype unique visual structure to communicate specific strategic objectives, internally and externally, that will allow differentiation and brand presence through the recognition, leadership and acknowledgement to be the continuous aspiration towards the development of intellect and purification worldwide.

Such communication efforts should be evoked and represented through the proper use of image across all its visual applications.

ARIPO primary logo should be used in every instance, except when printing in one color or black and white.



Scale: 100%



2.11 Visual composition

ARIPO primary brand mark visual composition derives from the X value, such value is taken from half the height of ARIPO typography treatment in the mist of its essential structure. This X value establishes the overall structure and space relationship between of the symbol (insignia) and the tipographic ID name (ARIPO).

The metric mesurement in **(cm)** and **(inches)** for the **(X) value** needs to be obey and respected at all times to ensure that the logotype and its reproduction are properly done across all applications.

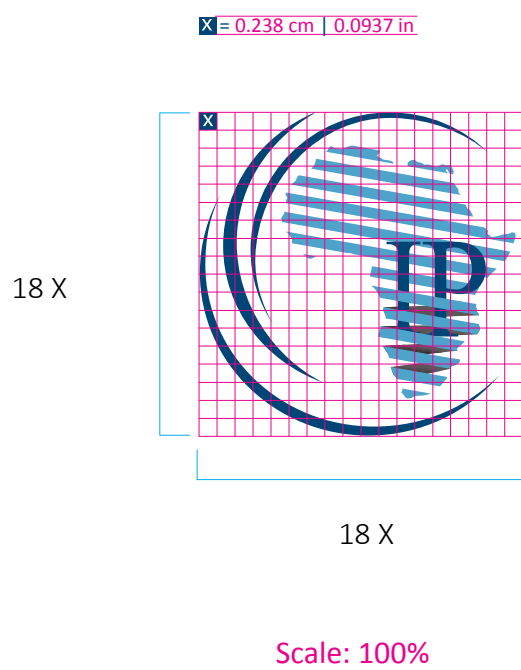




2.12 Insignia Size

The insignia visual composition and structure allows its proper reproduction across all different applications. It stages the relationship between elements and distance of formative sections within the symbol.

The (X) value plays a central role to create the synergy among circles to form the symbol. The (X) value has to be taken in account when reproducing the insignia by itself.





2.13 Protective Space

Protective space provides visibility and emphasis to the brand mark. no graphic or typographic elements should encroach on the minimum clear space. Clear space designates a “breeding room” around the logotype ensuring that the logo is free of competing imagery or text.

Minimim clear space is determined by the (x) value shown here.

x = 0.238 cm | 0.0937 in.





2.14 Minimum Size

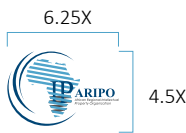
(X) value should always be consider when increasing or decreasing logo size. When reducing logo size, take the original and decrease size to 23%.

The logotype must be clear and easily recognized every time is being use. To ensure legibility, the logotype must always be **(Width: 1.5048 cm | 0.5924 in x Height: 1.0667 cm | 0.4199 in)**.

Refer to section **2.25** for secondary logotype minimum size when printing small promotional pieces as pens, USB drives, etc.



Scale: 100%



Scale: 23%



2.15 Improper Use-Restrictions

Strict regulations and guidelines govern the use of the ARIPO logo. The insignia cannot be recreated, nor can it be distorted, stretched or otherwise altered. In order to protect its use, it is not authorized for download off the Web. Direct questions about the insignia to **mail@aripo.org**

The logo should be reproduced only from original reproduction proofs, transparencies or electronic files that can be obtained by contacting **mail@aripo.org**

It’s important to use the brandmark properly and consistently. Here are some of the actions you **must never do** with the brandmark or tagline element.

Note: Tint color use in the brandmark **is not permissible** and should be avoided.



Do not stretch logo.



Do not outline logo.



Do not rotate logo.



Do not crop logo.



Do not change elements or position of logo.



Do not cast shadow to logo.



Do not change color to logo.



Do not use logo in combination with any other symbols



Do not resize elements or change visual order



Do not use tint color hue.



2.16 Brandmark Primary Colors

Color is the most recognizable element of our visual communication system to represent our organization. The use of color help us express who we are. Primary brand color platte shown is energetic, distinct and functional in support of brand identity internal and external communication efforts across print and web communication efforts.

CMYK color values are used for professional printing, such as brochures, booklets, flyers, posters, banners, identity sistem, annual reports, press release newsletters. Color tints may be used departing from primary color chart shown on page

RGB and Hexadecimal colors values are used for digital applications such as websites, web apps, landing pages and email newsletter communication efforts.

Color values can not be changed or modified by any means. color should be strictly observed to ensure proper color reproduction.



PMS: Dark Blue CMYK: C: 88 / M: 51 / Y: 0 / K:47 RGB: R: 17 / G: 67 / B: 136 HEX: # 114388 Decimal: 1131400	PMS: Moderate Cyan CMYK: C: 57 / M: 6 / Y: 0 / K:18 RGB: R: 91 / G: 197 / B: 210 HEX: # 5bc5d2 Decimal: 6014418	PMS: Dark Gray CMYK: C: 0 / M: 5 / Y: 4 / K:78 RGB: R: 55 / G: 32 / B: 53 HEX: # 373435 Decimal: 3617845	PMS: Black CMYK: C: 0 / M: 0 / Y: 0 / K:100 RGB: 35 / G: 31 / B: 32 HEX: # 231F20 Decimal:
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2.17 High Contrast

The high contrast brand color option helps and aids the brandmark functionality on specific instances. There will be specific occasions (limited use) where the brandmark needs to be reversed to white or inversed to one color ontop of a solid color.

The brandmark (3) options are:

- 1. Revesed to 100% white
- 2. Inversed primary color to 100% black
- 3. Inversed primary color to dark gray

1. Revesed to 100% white



2. Inversed primary color to 100% black



3. Inversed primary color to dark gray



Scale: 100%



2.18 Brandmark. One Color

One color logo specifications are permissible in specific instances to reproduce the brandmark. For instance, on silk screen or embroidered promotional pieces such as: hats, t-shirts, polo shirts, pens, USB drives.

To standardized color used for ARIPOs brandmark, primary colors are crucial for its reproduction.

The brandmark (3) options are:

- 1. Primary color. Dark Blue
- 2. Primary color. Moderate Cyan
- 3. Primary color. Dark Gray

1. Primary color. Dark Blue



2. Primary color. Moderate Cyan



3. Primary color. Dark Gray



Scale: 100%



2.19 Primary Color Platte

The Primary brand color platte represent the original ARIPO brand colors. They can be applied on all printed and online communication pieces. Color values for CMYK , RGG and Hexadecimal should be applied accordingly.

Tint percentage of CMYK color can range from 100% to 50%. No decrease tint values should be used to maintain color hue and saturation.

Note: Tint color should not be used to reproduce the landmark.

The corporate color system has been expanded to include color tints from the primary color that will aid design and communication efforts. When pairing color together, use a combination of solid and tint colors to create a dynamic combination to reflect openness and integrity opf the color system.

PMS: Dark Blue CMYK: C: 88 / M: 51 / Y: 0 / K:47 RGB: R: 17 / G: 67 / B: 136 HEX: # 114388 Decimal: 1131400	Tint: 100%	Tint: 90%	Tint: 80%	Tint: 70%	Tint: 60%	Tint: 50%
PMS: Moderate Cyan CMYK: C: 57 / M: 6 / Y: 0 / K:18 RGB: R: 91 / G: 197 / B: 210 HEX: # 5bc5d2 Decimal: 6014418	Tint: 100%	Tint: 90%	Tint: 80%	Tint: 70%	Tint: 60%	Tint: 50%
PMS: Dark Gray CMYK: C: 0 / M: 5 / Y: 4 / K:78 RGB: R: 55 / G: 32 / B: 53 HEX: # 373435 Decimal: 3617845	Tint: 100%	Tint: 90%	Tint: 80%	Tint: 70%	Tint: 60%	Tint: 50%
PMS: Black CMYK: C: 0 / M: 0 / Y: 0 / K:100 RGB: 35 / G: 31 / B: 32 HEX: # 231F20 Decimal:						



2.20 Typography. Primary

The primary fonts for ARIPO are Times New Roman and Century Gothic, both fonts are of exclusive use to represent the essential structure of primary and secondary brandmark lockups. Times New Roman and Century Gothic font style can be use on headlines and call-outs, but should not be used as body copy.

When using these fonts, it should be limited to expressive CTA statements, CTA can also be created with secondary typography options

Times New Roman Primary logo. Headlines and subheadlines with limited use.

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
W XYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Primary logo. Headlines and subheadlines with limited use.

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
V W XYZ
abcdefghijklmnopqrstuvwxyz
1234567890



2.21 Typography. Secondary

Per their particular font family and diversified font styles, **Calibri** and **Helvetica (T1)** are the brand secondary fonts that will be used as main headline, subheadline, body text, captions, email, CTAs in support for all communication pieces. Its wide access and functionality will allow legibility and visual coherence. **Source Sands Pro** will be use for web media applications.

Calibri. Headlines, subheadlines, body Text, captions, CTAs.

AaBb**CcDd**
1234**5678**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica (T1). Headlines, subheadlines, body Text, captions, CTAs.

AaBb**CcDd**
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sands Pro. Web media applications.

AaBb**CcDd**
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



2.22 Secondary Logo. Vertical

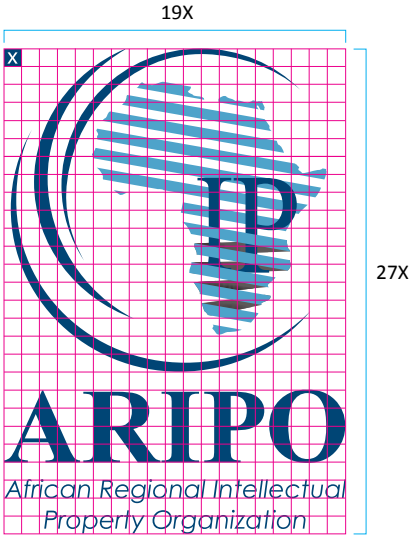
Secondary logo maintains the same visual elements as the primary landmark. However, its visual structure varies to accommodate a range of application across ARIPO’s visual communication needs. Take special attention to specific use and reproduction specs.

- Vertical version presents (2) options.
- Insignia and typograpy plus tagline
 - Insignia and typograpy no tagline

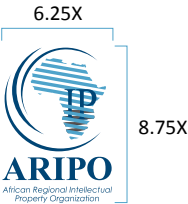
X = 0.238 cm | 0.0937 in



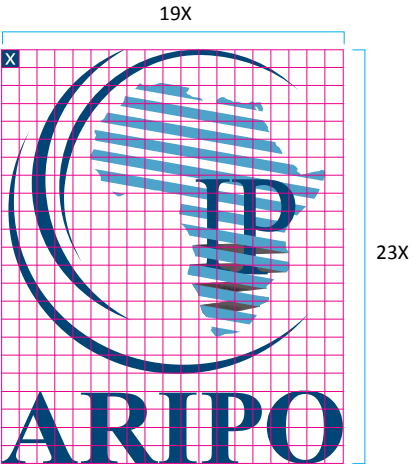
Protective Space



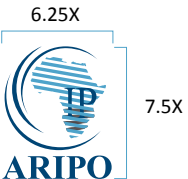
Visual Composition



Protective Space



Visual Composition





2.23 Secondary logo. Horizontal

Secondary logo maintains the same visual elements as the primary landmark. However, its visual structure varies to accommodate a range of application across ARIPO’s visual communication needs. Take special attention to specific use and reproduction specs.

Horizontal version presents (2) options.

- Insignia and typograpy plus tagline
- Insignia and typograpy no tagline





ARIPO genuine engaging experience translates more precisely by the emergence of Africa as tomorrow land. ARIPO stands as a gateway connecting the world to Africa and bringing the possibilities of tomorrow into focus. An engaging experience that creates change and sparks energy to initiate new things

To support its visual identity position, ARIPO has enable engaging visual experiences in order to reflect the rejuvenation of the ARIPO's identity evolving through the evolution and implementation of color and form.

The following guidelines will help foster greater understanding of how to bring ARIPO's brandmark to life by using the right visual elements across applications.



3.1 Letterhead. Primary

The letterhead represents an important part of the identity system, given ARIPO high-profile and high-visibility across internal and external communications. Its clear, consistent and unique visual identity evoke ARIPO’s principles and mission statements. The visual elements should always follow the same visual placement and distance on the design plane. The value of (x) below is the reference point applicable measurement to ensure its proper print reproduction.

Letterhead size: **21.59 cm x 27.94 cm | 8.5 in x 11 in**



3.2 Business Card and Envelop. Primary

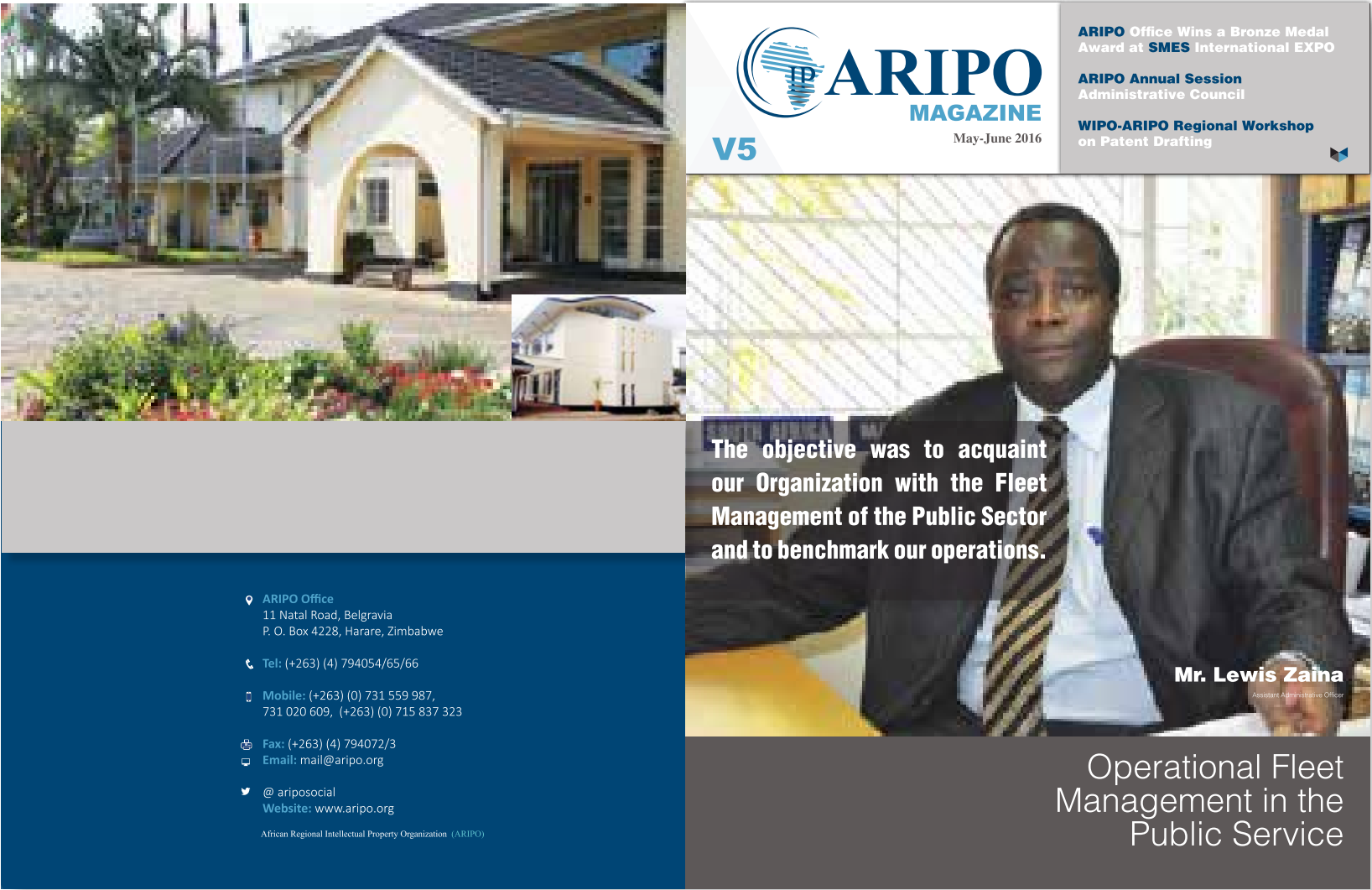
The business card and business envelop are the first entry point and introduction of ARIPO visual identity system. As the leatterhead, both give ARIPO a high-profile and high-visibility across internal and external communications. Busi-ness card has a dual visivility on front and back that display graphic and crucial information about ARIPO line of business and personality. Graphic elements, distance and placement have set guides and should not be modified by any reason. The value of **(x)** below is the reference point applicable measurement to ensure its proper print and visual reproduction. Business Card size: **8.89 cm x 5.08 cm | 3.5 in x 2 in**



3.3 Magazine. Front and Back Covers

Aripo Magazine is considered a crucial brand tool that allows ARIPO to showcase and communicate services, events and news towards its state members and general audiences. Its brand visual and print reproduction should always display constant visual elements and structure. A master 2, 3 and 4 column grid element layout should always be used and cannot be modified by any reason. **Times New Roman** should be used for headers. **Calibri or Helvetica (T1) font families and font styles** can be used for body copy, CTAs, captions using character and paragraph styles. Please refer to Primary and Secondary fonts section of this manual.

ARIPO Magazine | Size (8.5" x11"inch. | 21.59 x 27.94 cm) Folded.



Aripo Magazine. Back Cover. 8.5"X11

Aripo Magazine. Front Cover. 8.5"X11

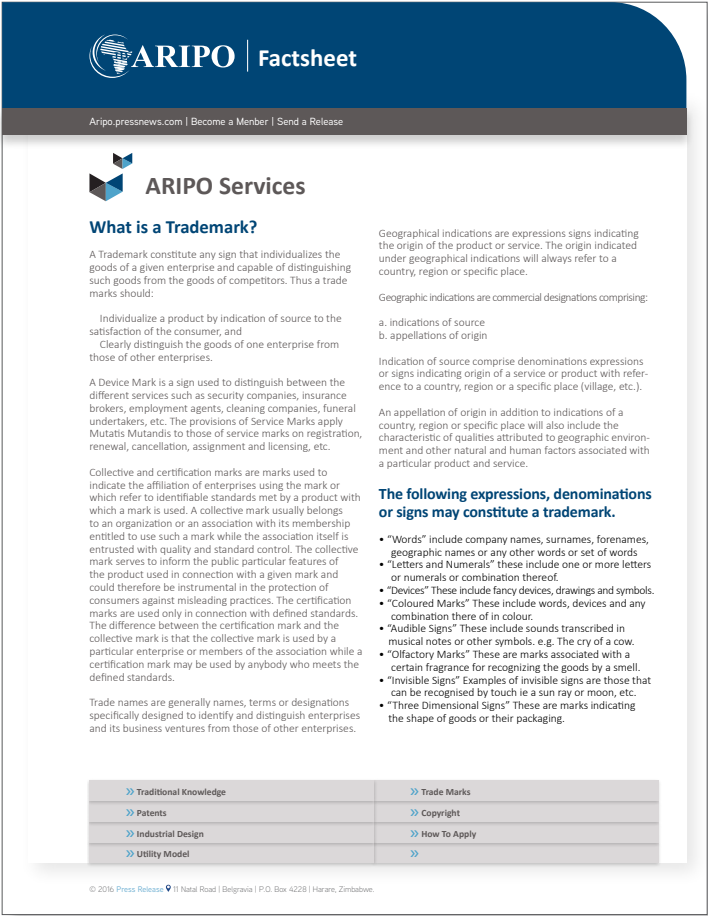


3.4 Newsletter and Factsheet Template

The newsletter and factsheet templates are brand extension communication tools (print or online) that allows cosintant communication efforts across ARIPO business needs. It displays brand elements and color that follow brand guidelines visu- al structure and order. Visual elements: font size, font style, color and distance on header, body copy and footer should not be modified for any reason, image captions should always be display as shown below to create a coherent and cosnsitent look across all communication pieces. Its print reproduction should always display the corner size and shape curvature of (0.1667 in) on the right size. Template uses a secondary horizonrtal brand logo option to enhance its visual presence.

Newsletter | Paper size (8.5” x11”inch | 21.59 x 27.94 cm).

Factsheet | Paper size (8.5” x11”inch | 21.59 x 27.94 cm).





The Brand in Action

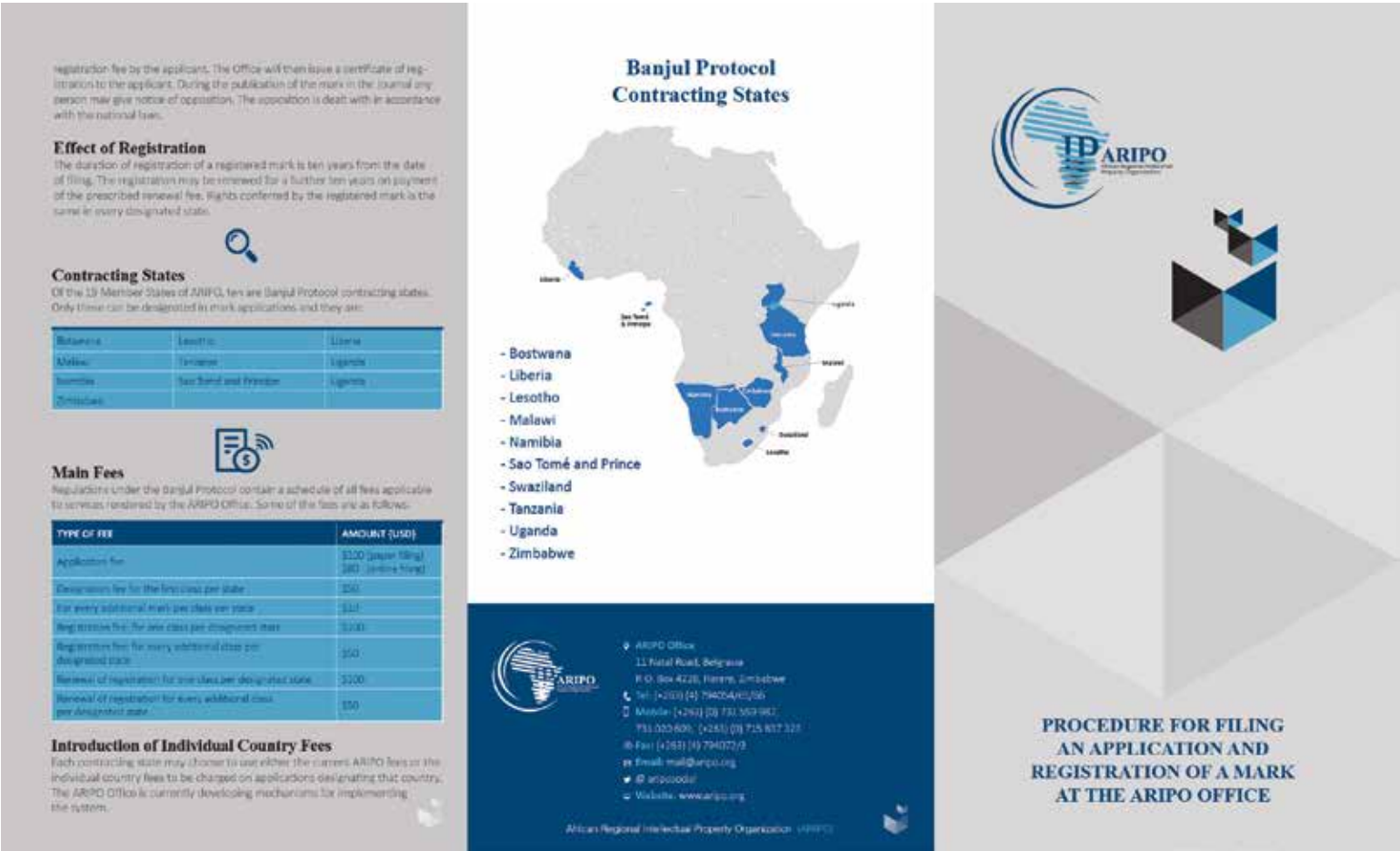
3.5 Brochures

INTA brochures display and showcase different ARIPO information and communication needs. Visual elements as brand color and font families and style should not be modified: **Times New Roman** should be used for headers. **Calibri** or **Helvetica (T1)** font families and font styles can be used for body copy, CTAs, captions using character and paragraph styles. Print panel colors should follow primary solid brand color and tints. Solid color at 100% saturation (dark blue) and 20/30% gray for alternating panels. All brochures should use Primary logo and fonts. Refer to brand primary logo and font sections of this manual for specific reference.

INTA-Pocket Brochure | Size (43.18 cm x 7.62 cm | 17 in x 3 in) flat.



INTA-Register a Mark Brochure | Size (35.56 cm x 21.59 cm | 14 in x 8.5 in) flat.





3.6 Exhibit Styles

Tradeshow exhibits and other displays are crucial elements of ARIPO brand communication efforts. Its graphic structure, manufacturing materials and dimensions may vary according to specific needs. Displays should always use the ARIPO primary logo and primary colors. Refer to brand guide logo sections for reference and background color options.

ARIPO-Conference-Tradeshow Graphics| Size (610 cm x 243.84 cm | 240 in x 96 in)



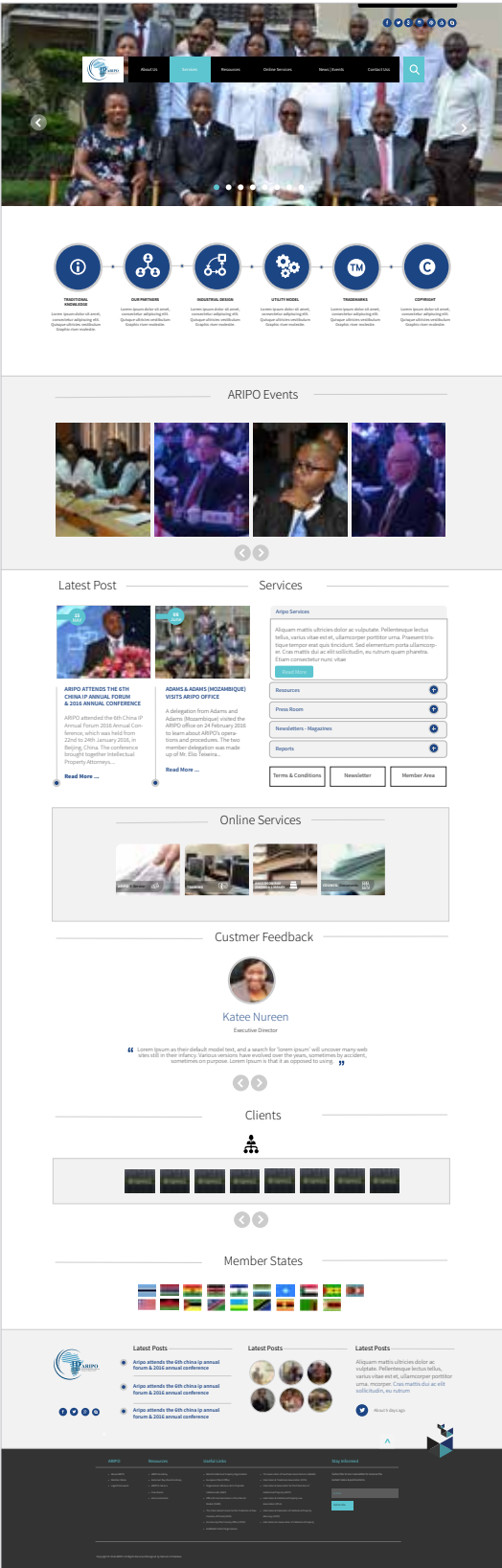


The Brand in Action

3.7 Digital Application. Website

The ARIPO brand website was created as a respopnsive web design (RWD) site approach to fit all monitor screens and mobile devices thus taking in account different width pixel size, aspect ratios and screen resolution and other approaches. Aripo primary logo should always be used on online efforts, unless a specific case where reduced space is not allowing to do so, then a secondary logo with (IP) insignia option can be use. Primary color and tints on RGB values are to be use and cannot be modified. Use web font () Refer to color values section of this brand guide. **Source Sands Pro** font family and styles will be use for all web and app communications.

ARIPO. Website | 1280 x2500 pixels



iPhone 6 plus	414	376	Android	360	640
iPhone 6	375	667	Android Tablet	768	1024
iPhone 5	320	568	Web	1920	1080
iPhone 4S	320	568	Web	1240	800
iPad	768	1024	Surface Pro 3	1440	960
iPad Pro	1024	1366	Surface Pro 4	1368	912

ARIPO. Desktop | read specs above



ARIPO. Tablet | read pixel specs above



ARIPO. Mobil Phone | read pixel specs above





3.8 Media Kit. Promotional items

Promotional items are part brand corporate identity communication programs. Its is a unique manner which ARIPO presents marketing and communication efforts to the public though promotional items that will help enhance their brand visual efforts among conferense and tradeshow participants. Items and material may vary according to specific needs. Primary and secondary brand logo usage can vary. Always use primary color and tints. Refer to specific sections of this manual for any questions.

Notebook | black 14.5 cm X 21.5 cm - Brand Primary logo applied on stripe



Polo Jersey-Pocket | White - Brand Secondary logo- vertical



Pen | Blue color. Logo reveesd on white | Seelk screen



Polo Jersey- No Pocket | White - Brand Secondary logo- vertical



USB drive | Blue color. Logo reveesd on white | Decal or seelk screen





3.9 Utility Vehicles.

Utility vehilces are a crucial part of the brand image of ARIPO since vehicles are direct and mobile contact with the general public. Vehicles will use Secondary Brand logo option with descriptive tag.

Color and form should not be modified for any reason. Platic flexible detachable magnet should be use to reproduced the secondary logo and attached to car or truck.

Utility Vehicle- Pick up Truck | Use secondary vertical logo with description



Utility Vehicle- Small Sedan | Use secondary vertical logo with description





3.10 Building Signs

Building signs are to be produce as high-quality, custom signs. Color, typographic treatments, font family, font style (**Calibri-bold**). Vertical and horizontal dimensions should not be modified under any circumstance.

Signage | size (17.78 cm x 6.35 cm | 7.0 inx 2.5 in). Use Secondary Brand logo with Insignia (IP)-Horizontal



About ARIPO

The African Regional Intellectual Property Organization (ARIPO) is your bridge to opportunity, whether you are the creator of new ideas and products, or a company that wants to sell ideas and products on the continent of Africa. Established in 1976 ARIPO is dedicated to promoting and protecting intellectual property throughout Africa. With a membership of 19 nations, ARIPO is headquartered in Harare, Zimbabwe, ARIPO serves its members by providing access, driving revenue, protecting intellectual property, and creating opportunities for business and development.

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