

Brand at a Glance

Revised April 2025

Logos & Marks

E1 mark



primary logo



Africa Mark



Wordmark



Color Palette



Rust

RGB – 135 19 23
CMYK – 29 100 100 34
HEX – #0871317

Papaya

RGB – 234 34 46
CMYK – 0 98 90 0
HEX – #ea222e

Deep Water

RGB – 38 125 127
CMYK – 82 34 47 9
HEX – #267d7f

Lake

RGB – 113 229 222
CMYK – 46 0 20 0
HEX – #71e5de

Clay

RGB – 224 146 52
CMYK – 11 48 94 0
HEX – #e09234

Canyon

RGB – 155 75 4
CMYK – 27 75 100 22
HEX – #9b4b04

Ash

RGB – 10 17 15
CMYK – 76 65 67 83
HEX – #0a110f

Sandstone

RGB – 211 189 169
CMYK – 18 23 32 0
HEX – #d3bda9

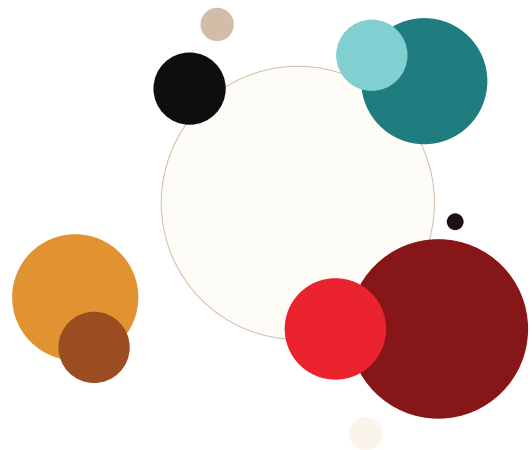
Bone

RGB – 249 242 234
CMYK – 2 4 6 0
HEX – #f9f2ea

Eggshell

RGB – 255 251 245
CMYK – 0 1 3 0
HEX – #fffbf5

Color Proportions



Typography

Gibson Bold For Subtitles

**Headlines are
Gibson Bold**

*Bree Serif Light Italic is used for a
secondary paragraph typeface for
emphasis & quotes.*

Bree Serif Light is the paragraph body font. It pairs
well with the san-serif headlines. The paragraph font is
generally half the size of the headlines.