



NFTI

BRAND GUIDELINES



Introduction

Introduction


From our founding principle of using data for social good, NFTI has evolved into a leading organization driving positive change through the Fourth Industrial Revolution. We believe in the transformative power of data to address pressing social challenges, one community at a time. These brand guidelines serve as a roadmap for our continued growth, outlining the visual and verbal expressions of our brand, hence ensuring consistent communication that reflects our impact-driven approach, inspiring others to join us in building a data-driven future for all.





Our Story

NFTI was founded on the principle that data holds the key to solving some of the world's most pressing social challenges. Our journey started with a simple idea: to use data for social good. Over the years, we have evolved into a dynamic organization dedicated to harnessing the power of data science for social impact.



Our Mission

Igniting a data revolution for sustainable development across Africa. NFTI provides the data and tools needed to inform policy, inspire innovation and unlock the potential of communities; empowering young people to shape a better tomorrow driving social good.

Our Vision

Africa's leading institution, promoting the use of innovative measures and leveraging diverse partnerships to harness the power of socio-economic data for remarkable social good.

Our Core Values



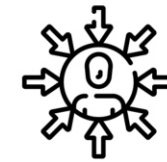
**Respect and
Responsiveness**



**Innovation and
Excellence**



**Continuous
Learning and
Growth**



**Human-Centered
Impact**



**Partnership,
Collaboration and
Inclusiveness**




**Integrity,
Transparency, and
Accountability**



Our Unique Value Proposition

We empower policymakers with high-quality, data-driven insights to solve critical social challenges. By integrating advanced technology, research, and community engagement, we bridge the gap between data and action—enabling smarter policies, improved service delivery, and sustainable development across Africa.



Our Brand Personality

NFTI embodies a visionary, data-driven, and purpose-led personality that is centered on innovation, impact, and reliability.

Data-Informed Progress

We listen to the numbers, learn from every outcome, and grow with quiet confidence

Diligent Innovation

We use data to understand, innovate with purpose, learn from the numbers, work diligently, and let our results show our commitment while growing with humility.





Our Brand Tone

NFTI's brand tone is professional and we communicate with clarity and credibility, ensuring that complex data and technology concepts are easily understood. At the same time, our tone remains engaging and inclusive, reflecting our commitment to collaboration, social good, and empowering communities through data-driven solutions.

Visual Identity

This brand book is where you start when it comes to making the NFTI brand come to life. Following the guidelines provided in this toolkit will help you create our distinct brand and communicate clearly. Let's work together to use data for social good.

01 Our Logo

The NFTI logo is the visual cornerstone of our brand identity. It represents our mission, values, and the impact we strive to achieve. As a visual representation of our organization, it must be treated with utmost care and consistency. This guideline ensures that the logo is always presented in its best light, maintaining its integrity and enhancing the positive perception of NFTI across all platforms and communications.

Logo Wordmark

Our Logo features a stylized hand, embodying the spirit of active contribution to social good. It represents the act of 'giving/receiving' goodwill, support, and resources to drive positive impact. This symbol underscores our dedication to being a catalyst for change, actively participating in building a stronger and more equitable society.



For web and Print purposes, we understand you might require a tiny size of our logo, hence use the size below



Minimum **web** size 150 x 22 pixels



Minimum **Print** size 3.1 x 2.5 cm

Logo Misuse

The visual essence of our brand is the NFTI emblem. Its integrity must be upheld, do not in any way misuse it.



DO NOT change our colour from our original brand colour



DO NOT rotate our logo



DO NOT add a drop shadow to our Logo



DO NOT use our logo wordmark in a sentence



DO NOT not in anyway add a stroke to our logo



DO NOT add transparency to our wordmark



DO NOT add a gradient to our wordmark



DO NOT alter the mark's form in any way, if you must increas or reduce the size, please drag from any of the nodes at the corners



DO NOT place the logo over an image that is busy or low contrast

For marketing purpose and when using our logo on products, campaigns and partnership merchandise or collaterals our main wordmark with our shade of blue and our exact Hex code is to be used. Additionally we have developed alternate colourways in alignment with our brand colours to allow for more flexibility when our shade of blue is not an ideal choice.



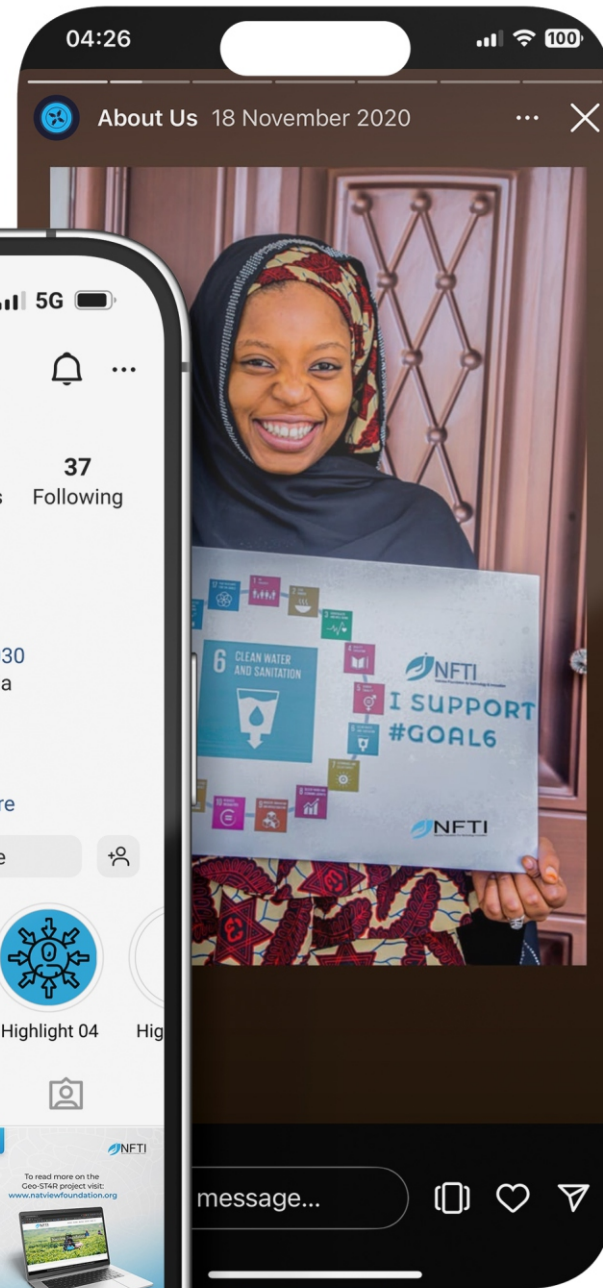
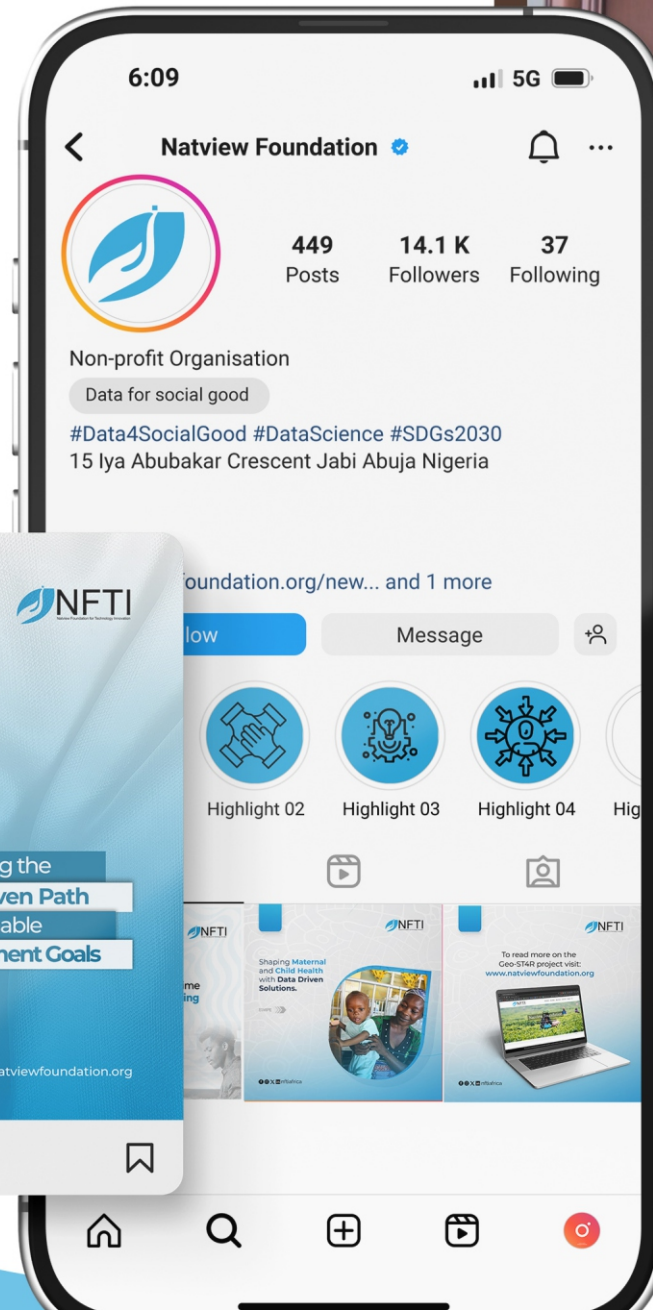
PLEASE NOTE

THESE SHAPES INDICATE
SOLID AREAS OF
BACKGROUND
COLOUR. DO NOT PUT
THE LOGO IN A SHAPE

Logo Isotype

As seen, Our isotype is an independent part of our wordmark. The isotype is to be used as a favicon for browser tabs, social media avatars, the organisation's application or as an emblem for some of our printed collaterals







Natview Foundation for Techno



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NFTI

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Natv



Logo Video Placement



Logo in reports templates

For all internal and external report templates, position the logo in the top left corner of the cover or the bottom right corner of the report. respectively using either of the variants when necessary. Recognising other partner's Logo or element accordingly.



Our Brand Colour

Primary Colour

A dynamic and energetic sky blue serves as our primary brand color, evoking feelings of trust and innovation.

Hex 29a7dc

RGB 41 167 220

C71 M17 Y1 K0

Secondary Colour

To complement our primary blue, we utilize a palette of secondary colors: providing a strong and sophisticated foundation, adding depth and a touch of formality offering versatility and a neutral backdrop for visual elements.

Hex 010101

RGB 1 1 1

C75 M68 Y67 K90

Hex 02668c

RGB 2 102 140

C92 M55 Y28 K7

Hex 7f8080

RGB 127 128 128

C52 M43 Y43 K8



Typography

Poppins

We've selected Poppins font family as our typeface. This versatile font is both elegant and highly readable, reflecting the imaginative spirit that fuels our brand. By utilizing Poppins font family consistently for both headlines and body text, we create a unified and sophisticated brand personality.

The quick brown
fox jumps over
the lazy dog.

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

Typograpgy in use

Usage	Font	Kerning	Tracking
Display	Poppins Bold	Optical	0
Secondary Header	Poippins Regular	Optical	0
Section Header	Poppins Black	Optical	-20
Subhead	Poppins Semibold	Optical	-20
Body Copy	Poppins Regular	Optical	-30
CTA	Poppins Bold	Optical	-20

Email Signature



Olubunmi Olorunpomi

Head of Communications


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 Compose


 **Inbox** 9,248

 **Starred**


 **Snoozed**

 **Sent**

 **Drafts** 51

 **More**

Labels +

 [Imap]/Drafts



Natview Learning Session – Understanding Our Leave Policy Inbox x



NFTI COMMS <communications@natviewfoundation.org>

to bcc: me ▾

Dear Team,

I'm pleased to inform you about the kick-off of the Natview Learning Session in 2025. We will restart "Understanding Our Leave Policy: Your Guide to Time Off and Work-Life Balance." This session will help you navigate time-off entitlements while maintaining a healthy work-life balance. It's an excellent opportunity for you to learn more about our policies and how to best manage your time.

Session Details:

Date: Friday, 7th February 2025

Facilitator: Florence Onah (HR Officer)

Time: 11 am

Meeting Link: <https://meet.google.com/sjn-idmf-jpr>

We look forward to your participation!

Best Regards,



Olubunmi Olorunpomi

Head of Communications

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Brand Collaterals & Stationaries



Letter Head

ID Card



Complimentary Card

