Bantu e.V.

Brand & Corporate Design Guidelines

BANTU E.V. · BERLIN

Bantu-Vereinigung für globale Bildung, Gerechtigkeit und Zusammenarbeit e.V.

Version 2.1 · November 2026 · built on the original Bantu e.V. logo, with the name always below the emblem. Replaces the July 2026 draft, which showed a redesign concept.

01 · THE LOGO

One world, one peace, many communities

Our mark is a globe holding a peace sign at its core, encircled by eight open rings: the diverse members of the diaspora orbiting one shared world. The globe is our common ground, the peace sign our purpose, and the rings the many communities we bring together.



1. **Globe** in Bantu Gold, with meridians and parallels drawn as open, rounded lines.
2. **Peace sign** made of two interwoven strands: Peace Green and Solidarity Blue.
3. **Double ring** in Bantu Gold that holds the globe.
4. **Eight open rings** in the community colours, placed evenly on the outer ring.
5. **Wordmark** “Bantu e.V.” in a bold serif, always in black (or white on dark backgrounds).

The master artwork

The name “Bantu e.V.” always sits centred below the emblem. Always use the supplied logo files. Never redraw the emblem or retype the wordmark. The master is the original logo with the interwoven green and blue peace sign, as used on our stamp, letters and project materials.

Master files: 07_Kommunikation_&_Öffentlichkeitsarbeit/01_Branding_&_Design/2026/Logo/Originallogo_Export (PNG with transparent background, colour, black and white).

02 · LOCKUPS

The name sits below the emblem

Our logo always shows the name “Bantu e.V.” centred below the emblem. Use this stacked logo on every flyer, poster, letter and document. The emblem alone is only for very small or square spaces where the name appears nearby anyway: social media avatars, favicons and stamps.



Bantu e.V.

THE LOGO · STACKED · ALWAYS FIRST CHOICE



EMBLEM ONLY · AVATARS, FAVICONS, STAMPS

03 · COLOUR TREATMENTS

Choose the version that fits the background



Bantu e.V.

FULL COLOUR · LIGHT



Bantu e.V.

FULL COLOUR · DARK



Bantu e.V.

BLACK · ONE COLOUR



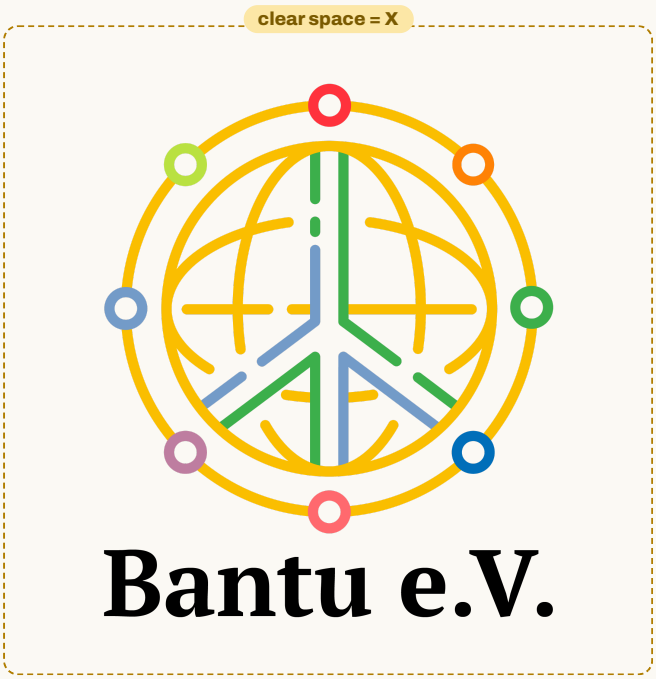
Bantu e.V.

WHITE · REVERSED

Full colour is the default. On dark backgrounds keep the colourful emblem and switch the wordmark to white. Use the black or white versions only where colour printing isn’t possible (stamps, fax, embossing, single-colour print).

04 · CLEAR SPACE AND MINIMUM SIZE

Give the logo room to breathe



X is the diameter of one community ring. Keep at least X free on all sides: no text, images, other logos or page edges inside this area.

VERSION	PRINT	SCREEN
Stacked	25 mm wide	120 px wide
Emblem only	12 mm wide	48 px wide

Below these sizes the fine lines of the globe and the rings fill in. For favicons and app icons use the emblem at 48 px or larger.

With funder and partner logos

Place the Bantu logo top left. Funder logos (e.g. Bezirksamt Mitte, MITTEinander aktiv, Club Dialog, BMZ, Engagement Global) go in a white band at the bottom, in the order and with the wording the funder requires. Use the same height for all funder logos, and keep the clear space around ours.

Colours taken from the logo

All values are sampled directly from the original logo file. Gold leads; green and blue carry the peace sign; the eight community colours are accents for rings, charts, icons and categories, never for large text.

Bantu Gold
#FEBF00 · RGB 254, 191, 0
Rings and globe. The leading brand colour.

Peace Green
#3CB04B · RGB 60, 176, 75
First strand of the peace sign.

Solidarity Blue
#749BCA · RGB 116, 155, 202
Second strand of the peace sign.

Black
#000000 · RGB 0, 0, 0
Wordmark and body text.

Community colours (the eight rings)

- **Red** #FF343D · top
- **Orange** #FF8409 · upper right
- **Green** #3CB04B · right
- **Blue** #0071BC · lower right
- **Coral** #FF6C71 · bottom
- **Mauve** #C180A1 · lower left
- **Light blue** #749BCA · left
- **Lime** #B9E245 · upper left

Readable text colours on Paper (#FBF9F4)

COLOUR	HEX	CONTRAST	USE FOR
Bantu Gold	#FEBF00	1.6 : 1	**not for text**
Gold for text	#B07D00	3.5 : 1	**headlines 18 pt+ only**
Peace Green	#3CB04B	2.7 : 1	**not for text**
Green for text	#2E8A3B	4.1 : 1	**headlines 18 pt+ only**
Solidarity Blue	#749BCA	2.7 : 1	**not for text**
Blue for text	#3F6FA6	4.9 : 1	**body and headline text**
Black	#000000	20.0 : 1	**body and headline text**

Contrast following WCAG 2.1 (4.5 : 1 for body text, 3 : 1 for large headlines). CMYK and Pantone values should be set with the print shop from these RGB values.

06 · TYPOGRAPHY

Two typefaces, one voice

HEADLINES · NOTO SERIF BOLD

Bantu e.V.

Ich bin, weil wir sind.

Closest match to the wordmark. Use for titles, headlines and quotes. Free under the SIL Open Font License (Google Fonts).

TEXT · ARCHIVO

Aa Bb Cc

Regular 400 · **Medium 500** · **Semibold 600** · **Bold 700**

For body text, forms, captions and the web. Free under the SIL Open Font License (Google Fonts).

Other scripts

Many of our communities write in other scripts. For Amharic, Tigrinya, Arabic and other languages use the matching Noto Sans family (e.g. Noto Sans Ethiopic, Noto Sans Arabic) so that all languages share one look.

Office fallback

Where these fonts can’t be installed (shared Word or Excel files, funder forms), use Arial. The wordmark itself is never retyped; always place the logo file.

Sizes

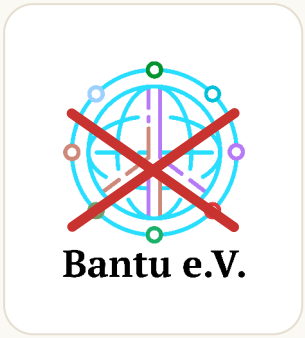
USE	TYPEFACE	SIZE
Poster and flyer title	Noto Serif Bold	34–60 pt
Headline	Noto Serif Bold	13–26 pt
Body text (print)	Archivo Regular	9–11 pt, line spacing 1.4–1.6
Fine print, captions	Archivo Regular/Medium	at least 6 pt

07 · PLEASE DON’T

Protect the logo



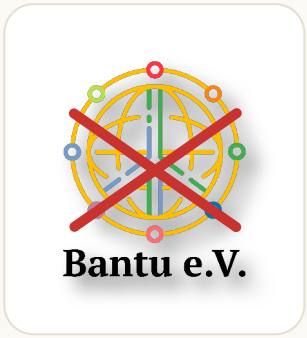
× Don’t stretch or squash



× Don’t change the colours



× Don’t rotate



× No shadows or effects



× No busy backgrounds



× Name always below, never beside



× Don’t retype the wordmark



× Don’t use the 2026 redesign concepts

The redesign concepts from July 2026 (a globe with a single green peace sign and three coloured dots) were drafts and are not our logo. If you find them in templates or files, please replace them with the original logo.

The logo in use

Bantu e.V.

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info@bantu-ev.org · www.bantu-ev.org

LETTERHEAD



EVENT FLYER · UBUNTU TALKS

AVATAR · LIGHT

AVATAR · DARK



BANNER · DARK BACKGROUND