



Guideline for the following:

emerge | livelihoods | hubs | fund
4biz | ventures | she | learn

Brand Guideline

www.emergelivelihoods.com

About Us

Vision

To become a leading impact hub that fosters innovation, entrepreneurship, and sustainable livelihoods in Malawi, contributing to a self-reliant and inclusively wealthy nation by 2063.

To become a leading impact hub that fosters innovation, entrepreneurship, and
Empowerment: Empowering individuals and communities to take control of their economic future.

Innovation: Encouraging creativity and the adoption of new technologies.

Sustainability: Promoting environmental responsibility and long-term growth.

Inclusivity: Ensuring all demographics, especially marginalized groups, are given opportunities to thrive.

Collaboration: Building partnerships that enhance impact and reach.
sustainable livelihoods in Malawi, contributing to a self-reliant and inclusively wealthy nation by 2063.

Emerge Livelihoods is dedicated to transforming the Malawian economy by amplifying social capital and leveraging technology for economic prosperity, particularly focusing on the youth and underserved communities.

Logo Usage



The logo should feature a modern, clean design that symbolizes growth and connectivity.

Use the primary logo in all official documents, marketing materials, and digital platforms.

Ensure there is sufficient space around the logo, equivalent to the height of the "M" in "eMerge," to maintain clarity and impact.

Incorrect Usage:

Do not stretch, distort, or alter the logo in any way.

Avoid using the logo on backgrounds that clash with the brand colors or obscure its visibility.

Color

Color Palette



CORRECT COLOURS



C 93
Y 90
M 37
K 20
3B4167



C 100
Y 36
M 42
K 5
4C808A

Full Color: Use the primary colors of the brand (see color palette) in the logo.

Monochrome: Black or white versions of the logo should be used when color is not an option.

Backgrounds: Always use the logo on a contrasting background to ensure visibility.



Typhography

Logo Font M: Bedmiwoc Brush
Other Logo Font: Mont Bold

Categories

Main Font: Mont Bold
Subsidiary font: Montserrat Bold
Other Font: Montserrat Regular

www.emergelivelihoods.com

THE HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz

THE SUBHEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

abcdefghijklmnopqrstuvwxyz



LOGO VARIATION



emerge



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For Blue or Green use white



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Follow the Pattern

Tshirt Mockups



Golf Shirts



ID&Cards

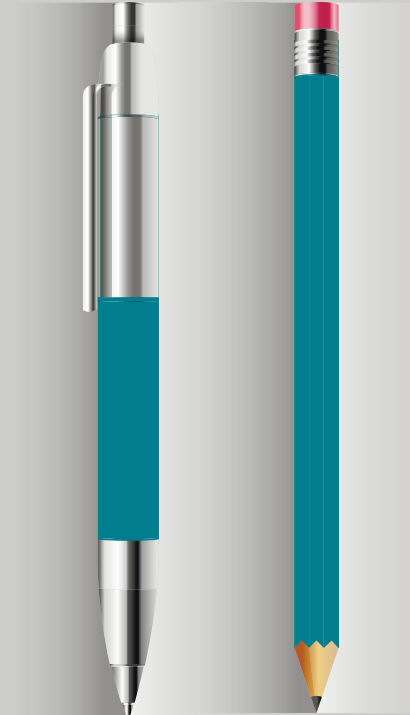
Print Section



Cups and Carrier



LetterHead



Notepads

Print
Section



Subsidiary

emergehub



Subsidiary *e*mergefund



Subsidiary

eMergeventures



Subsidiary

emerge
learn



Subsidiary



Subsidiary



Subsidiary



emerge
livelihoods



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emerge

Hub | etc

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