

ACTEA

Logo Guide
March 2025



ABOUT ACTEA

ASSOCIATION FOR CHRISTIAN THEOLOGICAL EDUCATION IN AFRICA (ACTEA);
ASSOCIATION POUR L'EDUCATION THEOLOGIQUE CHRETIENNE EN AFRIQUE (French);
ASSOCIAÇÃO PARA A EDUCAÇÃO TEOLÓGICA CRISTÃ NA ÁFRICA (Portuguese) is an organization mandated with assisting Africa's theological institutions in their quest for quality and renewal. It focuses on three primary areas: accreditation, networking, and support services.

Logo Principles

LOGO USAGE GUIDELINES

The name and logo of the Association for Christian Theological Education in Africa (ACTEA) are the property of the Association for Christian Theological Education in Africa. The following guidelines govern the use of the ACTEA name by partners, participants and other stakeholders of ACTEA. Internal agreements govern the use of the ACTEA compact name and logo.

Prior written permission from ACTEA must be obtained for any use of the logo. Participants are asked to provide a sample of the document and indicate where the logo would appear on the sample.

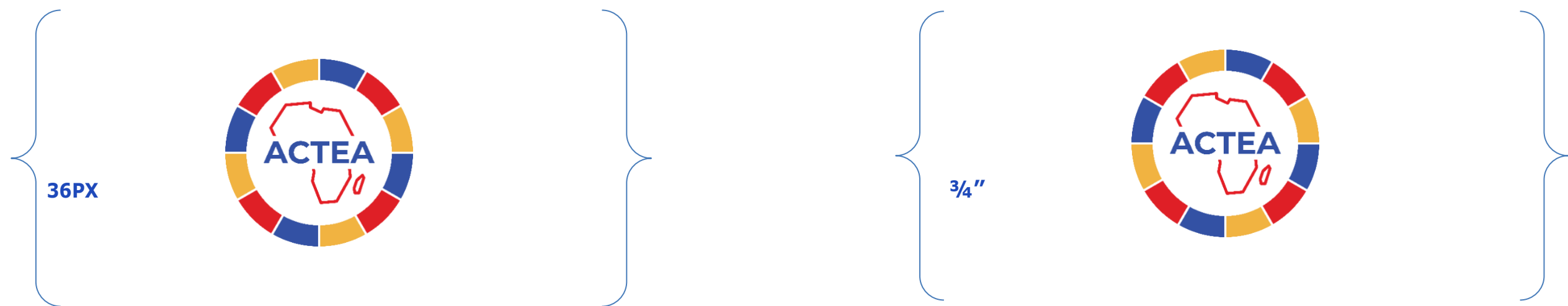
ACTEA reserves the right to take appropriate action if this policy is violated. Possible actions may include but are not limited to, changing a participant's status from "active" to "non-communicating," removing the participant's name from ACTEA's list of participants (delisting), and/or initiating legal proceedings with appropriate authorities. ACTEA also reserves the right to reject the application of any organization that misuses the ACTEA logo before joining the initiative.



SPACE AND SIZE REQUIREMENTS

When reproducing our logo, be aware of its size and legibility. A logo that is too small fails to communicate. The logo should never be less than 3/4 inch high in print and no less than 36px high in digital.

To maintain the integrity of the iconic logo and to maximize the presence of the brand, it is important to give the logo room to work and allow for a minimum of clear space.

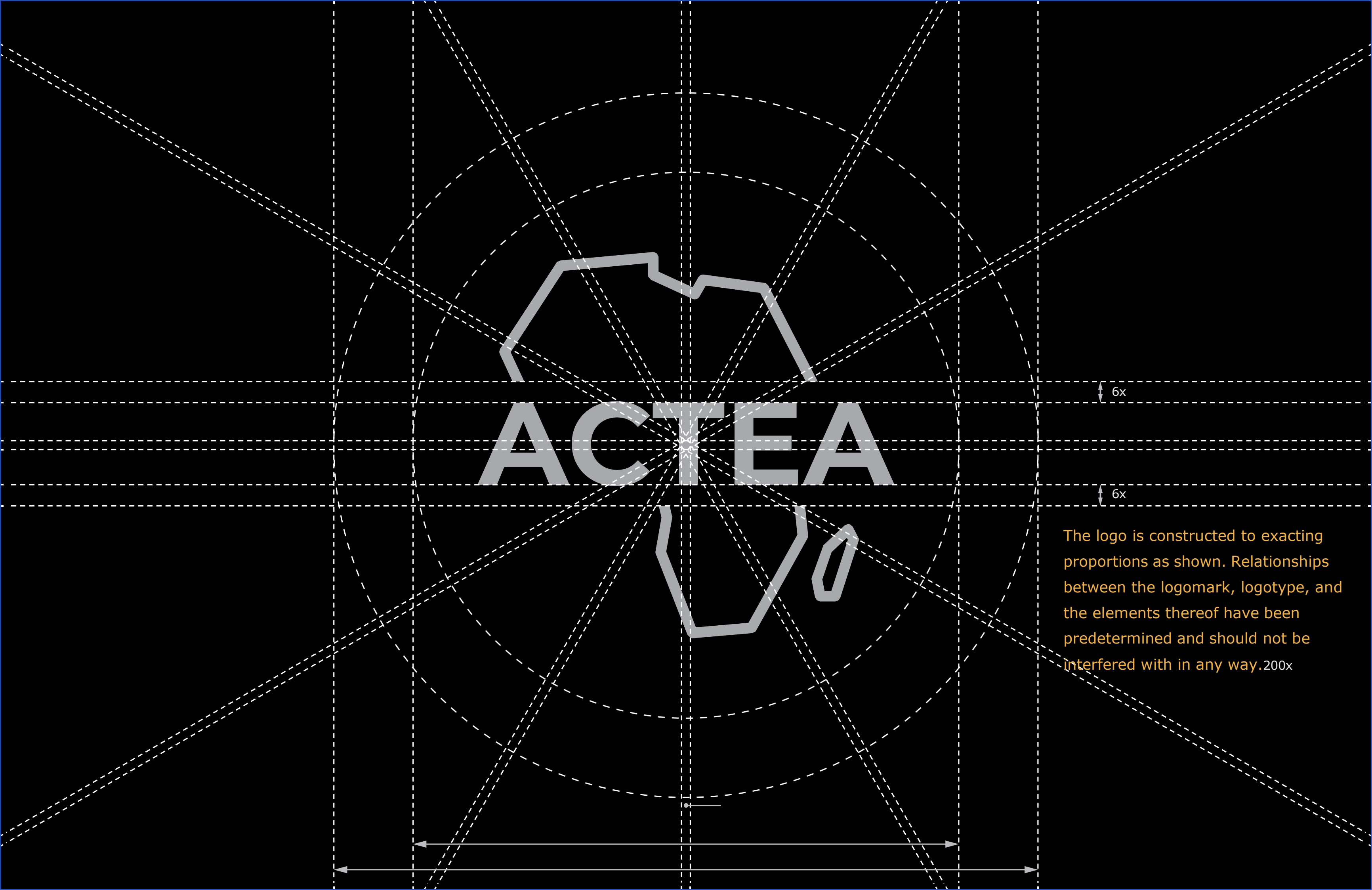


Rationale-Form

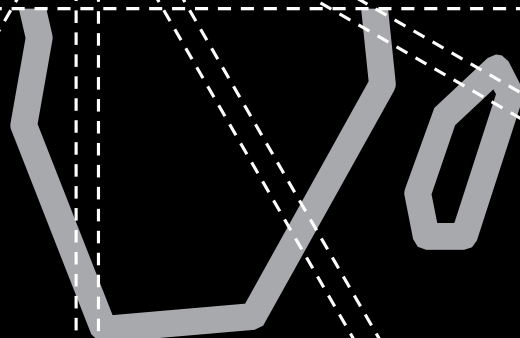


This identity is inspired by the continent of Africa, church sanctuaries and more specifically, stained glass windows. The church is the community in which the faith is exercised, and the sanctuary is a place where the saints gather weekly to encourage each other and be fed spiritually. By paying homage to and being reminiscent of a form of expression that is singularly associated with Christianity, this identity immediately communicates that ACTEA's work is for the church and is gospel centered.

The multiple rays radiating around Africa from ACTEA placed inside Africa speaks of ACTEA vision of serving as a beacon of Christ-centred Evangelical Theological Education for the holistic transformation of the church in Africa and beyond.

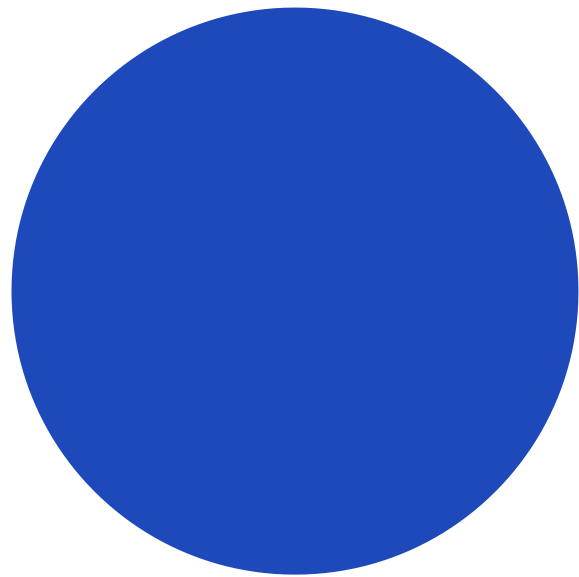


ACTEIA

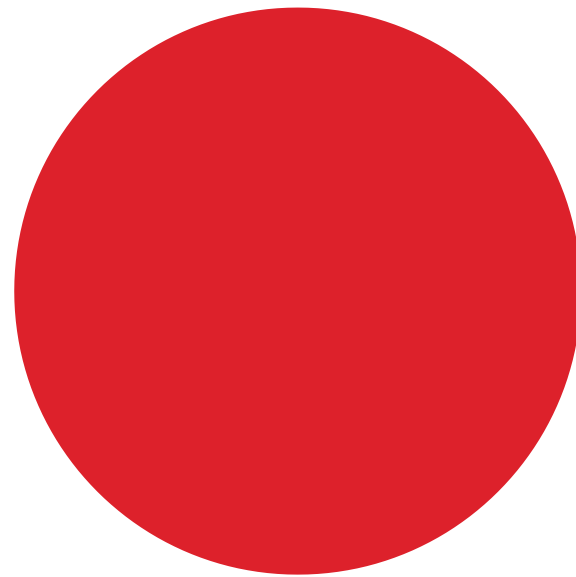


The logo is constructed to exacting proportions as shown. Relationships between the logomark, logotype, and the elements thereof have been predetermined and should not be interfered with in any way. 200x

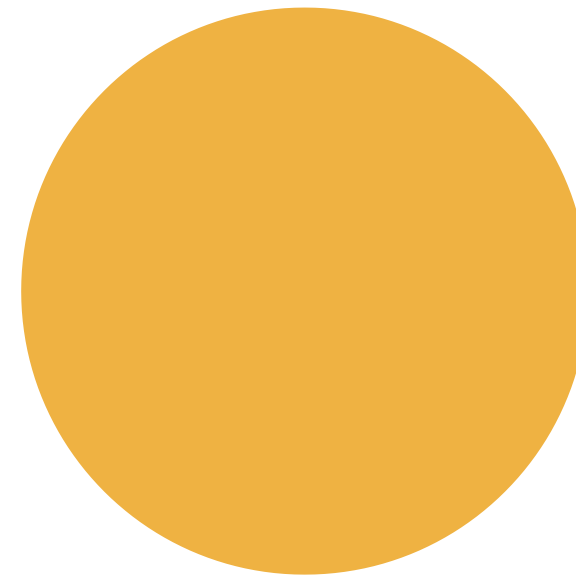
Rationale-Colour



BLUE is the color of royalty and speaks to the fact that ACTEA is raising a royal priesthood of God's servants throughout Africa. It is also a colour that engenders trust psychologically and speaks to ACTEA's credibility and ability to meet its mandate effectively.



RED is the colour of blood, and it symbolises the redemptive act of Christ on the cross. It speaks of ACTEA's passionate engagement in the transforming story of redemption in Christ through theological education. As a vibrant colour, it also speaks to the passion that ACTEA's work is undertaken with.



GOLD is the colour of one of the most precious elements on earth. The Bible is also replete with gold symbolism. Our identity entrenches the idea of royalty and speaks to both the preciousness of God's Word and the work that God's servants do. It speaks of ACTEA's mission of prophetic proclamation of glorious hope in Christ to African peoples first and to the world through theological education.



Type Palette

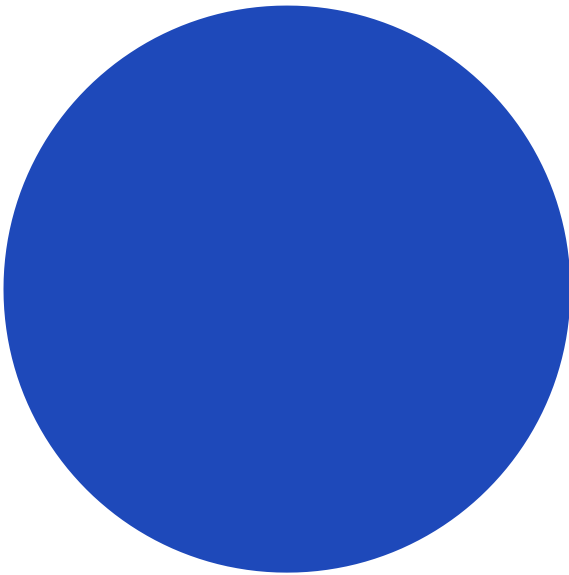
Typeface: Montserrat
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890!@£\$%^&*()_+{}[]:;'"
Light
Regular
Semibold
Black

Use this typeface for headings, chapter numbers and such other instances of leading copy. The typeface comes in various weights, which allows one to establish good hierarchy. The weights should be employed with discretion.

Typeface: Lato
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890!@£\$%^&*()_+{}[]:;'"
Light
Regular
Bold
Black

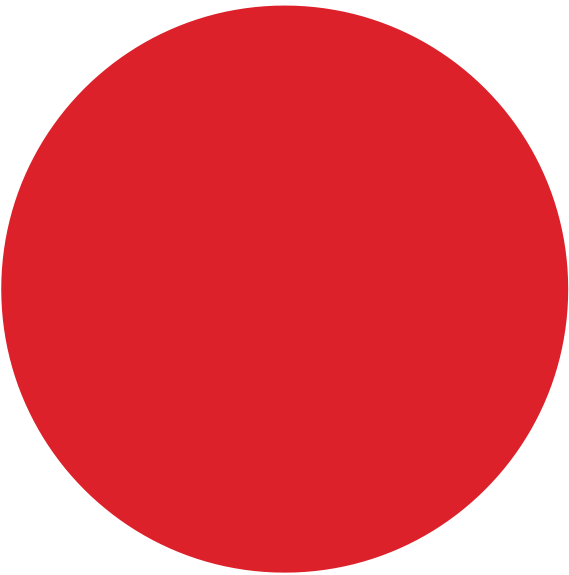
Use this typeface for long bodies of text. The typeface comes in various weights, which allows one to establish good hierarchy. The weights should be employed with discretion.

Color Palette



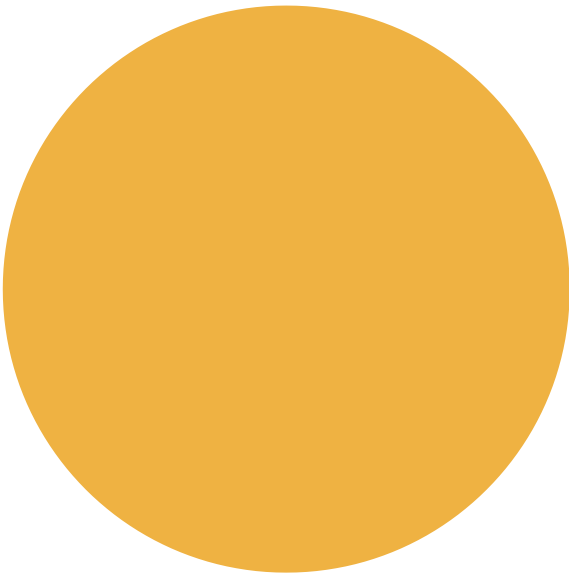
ACTEA Blue

C:91 M:79 Y:0 K:0
R:30 G:73 B:186
HEX: 1E49BA



ACTEA Red

C:6 M:100 Y:100 K:1
R:221 G:32 B:43
HEX: DD202B



ACTEA Gold

C:4 M:31 Y:86 K:0
R:240 G:179 B:78
HEX: F0B34E

Logo Variations



These are the only allowed full-colour variations. Do not attempt to create your own.



**PROVISIONALLY
RECOGNISED
MEMBER**

ACTEA awards provisional recognition once an institution's theological education programme(s) can meet several core standards relating to quality of quality of admissions, quality of teaching staff, and quality of resources. Assessment of these core standards is based upon selected but essential aspects of the comprehensive ACTEA standards. Where full compliance falls short, official assessment may accept a reasonable trajectory of development. (E.g. plans for meeting total count of library resources specified by the standards). During the phase of provisional recognition, the institution will plan and work towards compliance of its theological education programme(s) with all of ACTEA's standards. An institution may hold provisional recognition for a term not exceeding three years. ACTEA urges institutions to attain full accreditation prior to this limit to fully realize the advantages of accredited status. Provisional recognition, while allowing for public acknowledgment and access to ACTEA global partner services, excludes voting rights within the General Assembly.



**FULLY ACCREDITED
MEMBER**

ACTEA accreditation is granted for a duration of five years. It is important to note that accreditation may be awarded with post-accreditation notations, indicating areas of partial compliance with ACTEA standards. While these notations do not invalidate the accreditation, they necessitate further institutional action to achieve full compliance. Therefore, consistent progress reporting by the institution is essential for maintaining ACTEA accreditation. Furthermore, the re-accreditation process may be expedited through streamlined reporting, provided that the institution consistently submits thorough annual reports and fulfills the required annual fee obligations. Institutions with ACTEA Accreditation of their educational programme(s) constitute members of ACTEA General Assembly who have voting privilege's. Full ACTEA membership also grants immediate access to support services offered by ACTEA continental and global ministry partners.



**ASSOCIATE
MEMBER**

Institutions not currently pursuing ACTEA accreditation are encouraged to engage with the ACTEA community through associate membership. This status provides non-voting participation in the General Assembly. Associate membership is open to a diverse range of entities, including universities considering ACTEA accreditation, theological institutions holding provisional recognition, those not presently seeking accreditation, continental and global mission agencies, institutions delivering non-formal theological education, and even theological institutions based in Western nations. The sole requirements for associate membership are formal adherence to the AEA Statement of Faith and the payment of an annual membership fee. Associate members gain access to select support services provided by ACTEA and its ministry partners.

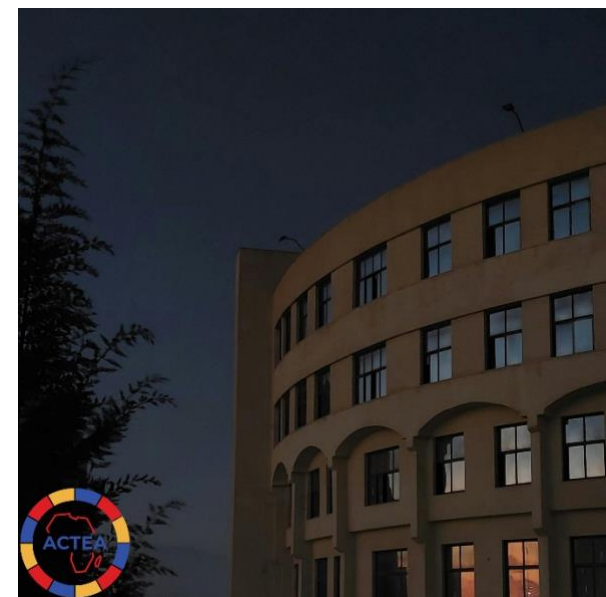
Logo Variations



These are the only allowed single colour variations in which the logo should appear. These variations differentiate between fully accredited, provisionally recognized, and associate members. Do not attempt to create your own

LOGO PLACEMENT

When placing the logo over a photo, make sure the logo is visible and not overwhelmed by the background image. In some cases, it may be necessary to use a different color variation of the logo or choose a different photo.

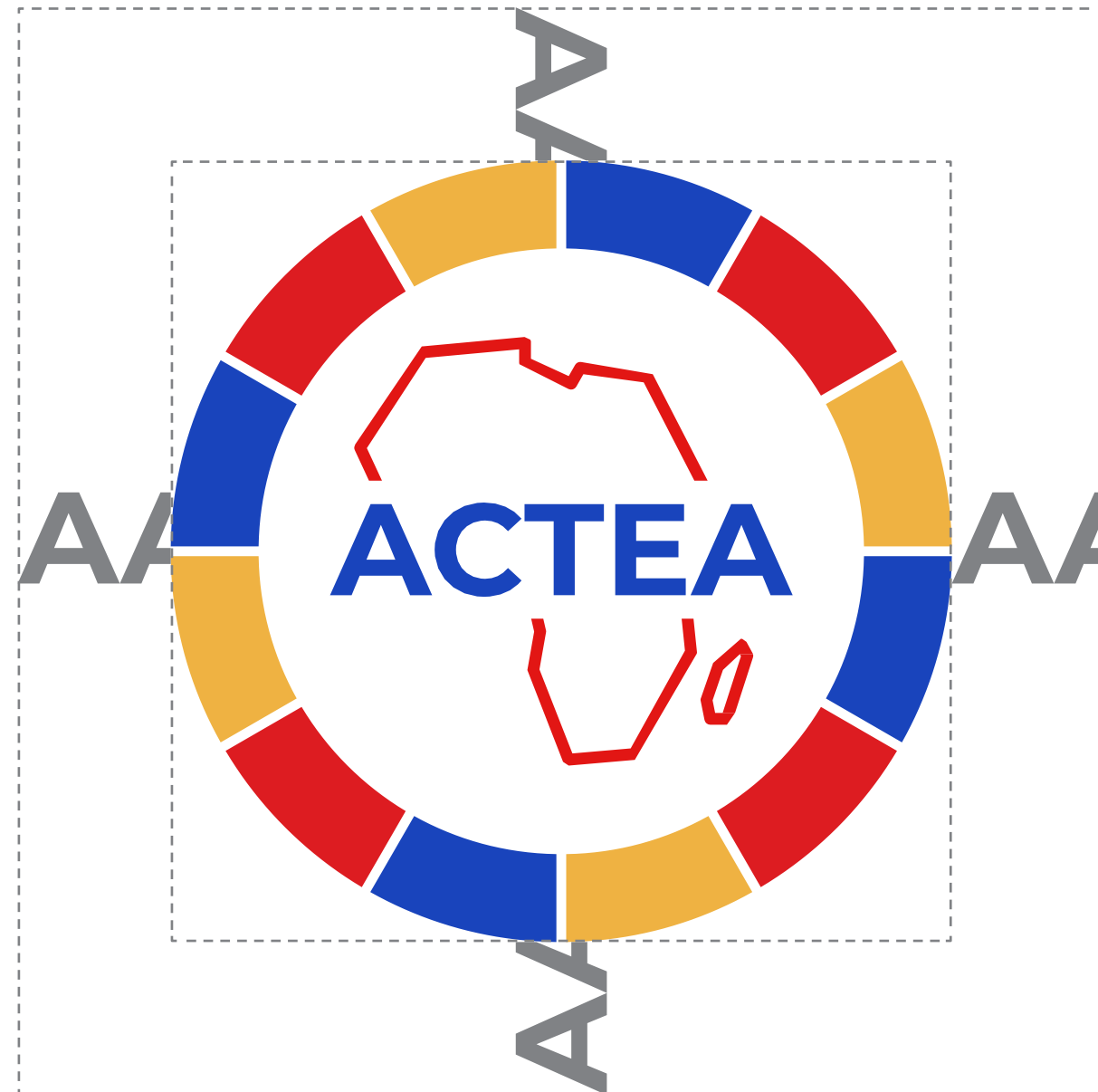


Generally, the corners, top centre, and bottom centre of your document or project are good places to place your logo file.

INCORRECT LOGO USAGE

- Do not individualize or make the logo specific to a specific organization or institution
- Do not change the orientation of the logo
- Do not change the colours of the logo
- Do not stretch or squeeze the logo
- Do not outline the logo
- Do not alter the lettering in the logo
- Do not add drop shadows to the logo
- Do not add graphics to the logo
- Hold the "shift" key down when scaling logos to maintain the proper proportions of the logo file.

Logo Clear Space



Always have a non-infringement zone around the logo in all its applications. The non-infringement zone is defined in the manner demonstrated here.

end