

1.7 Corporate colours

The visual impact of a consistent colour scheme is powerful. A distinctive colour combination repeated in all AATF communications and products makes it easy for people to remember and recognise the brand.

The AATF colours are green, black, white and three tertiaries (pea green, pistachio green and bisque). Combined the colours are mature, stylish and modern – they command respect and authority. Individually each colour represents an aspect of the Foundation's commitment to provide access to appropriate proprietary agricultural technologies for farmers in Sub-Saharan Africa.

Dark Green represents STABILITY, EXPERTISE and PRESTIGE and gives AATF an agricultural and environmental sense of place in Africa.






Black represents STRENGTH, SOPHISTICATION and POWER.

White is associated with LIGHT, PERFECTION, SIMPLICITY and HONESTY.

Pea Green and Pistachio green represent GROWTH, VIBRANCY, LIFE and HARMONY.

Bisque is a UNIFYING colour reminiscent of the land/earth symbolising ABUNDANCE.

The correct application of these colours is essential and their reproduction should be consistent across all AATF branded material.

	PANTONE	C	M	Y	K	R	G	B
 AATF DARK GREEN	356	95	0	100	27	38	120	53
 AATF BLACK	PROCESS BLACK	0	0	0	100	0	0	0
 AATF PEA GREEN	368	57	0	100	0	122	193	66
 AATF BISQUE	452	20	17	41	0	206	198	159
 AATF PISTACHIO	7494	25	0	40	15	187	199	158

A colour reference section is provided at the back of this manual.