STYLE GUIDE

SUSTAINABLE CITIES
ADDING AN AFRICAN PERSPECTIVE

Style Guide

Colours

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Keyword Inspiration	City, building, urban, sustainability, environment, fresh/clean
Colour influence	Greens/Blues are associated with sustainability and the environment. In addition, analogous colours are very similar, and therefore they look balanced, harmonious and work seamlessly together.
Colours: Primary	Greens, blues
Colours: Secondary	Purple
Notes	The tone of each colour can be adjusted to 30% transparency to create more depth within design elements and highlighting cues.
Text	Dark grey
Background Colour	White
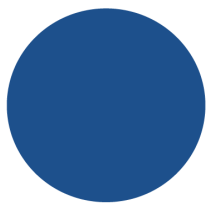
R:36,
G:79,
B:138
#244f8a
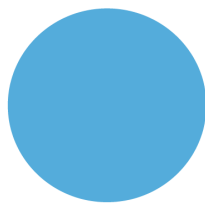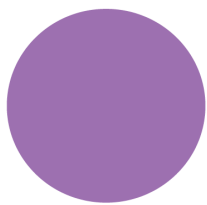
R:86,
G:172,
B:216
#56acd8
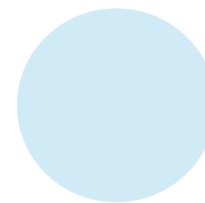
R:209,
G:234,
B:243
#d1eaf3
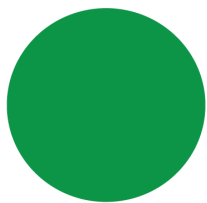
R:0,
G:147,
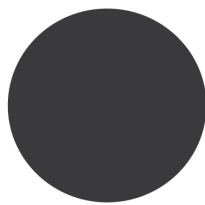B:71
#009347
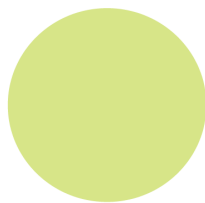
R:86,
G:172,
B:216
#56acd8
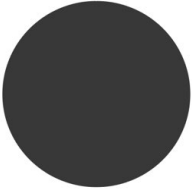
R:156,
G:112,
B:175
#9c70af

R:65,
G:65,
B:65
#414042
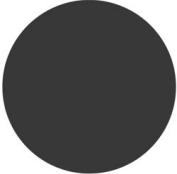
Type: H1 Heading

Font Family	Avenir	
Heading	Avenir > Bold	
Heading Size	PowerPoint	45 pt
	Illustrator/AE	110 pt (110 to 115pt, depending on line length)
Colour		R:65, G:65, B:65 #414042

Heading example:

Expansion of Built-up Areas

Type: H2 Heading

Font Family	Avenir	
Heading	Avenir > Bold	
Heading Size	PowerPoint	24 pt.
	Illustrator/AE	62-65 pt., depending on line length
Colour	⬤	R:65, G:65, B:65 #414042
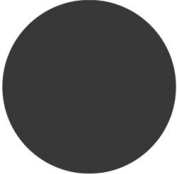
H2 Heading example:

Type: Body

Font Family	Avenir	
Heading	Avenir > Medium	
Heading Size	PowerPoint	18 pt.
	Illustrator/AE	50-55 pt., depending on line length
Colour	●	R:65, G:65, B:65 #414042
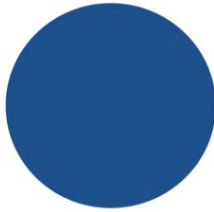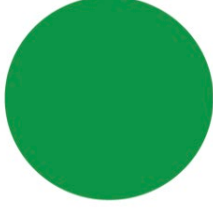
Body text example:

Hoornweg & Pope:

Estimates will be further impacted by:

- Regional economies
- Resource availability
- Conflict
- Potential geophysical
- Climate disasters

Type: Accent Text

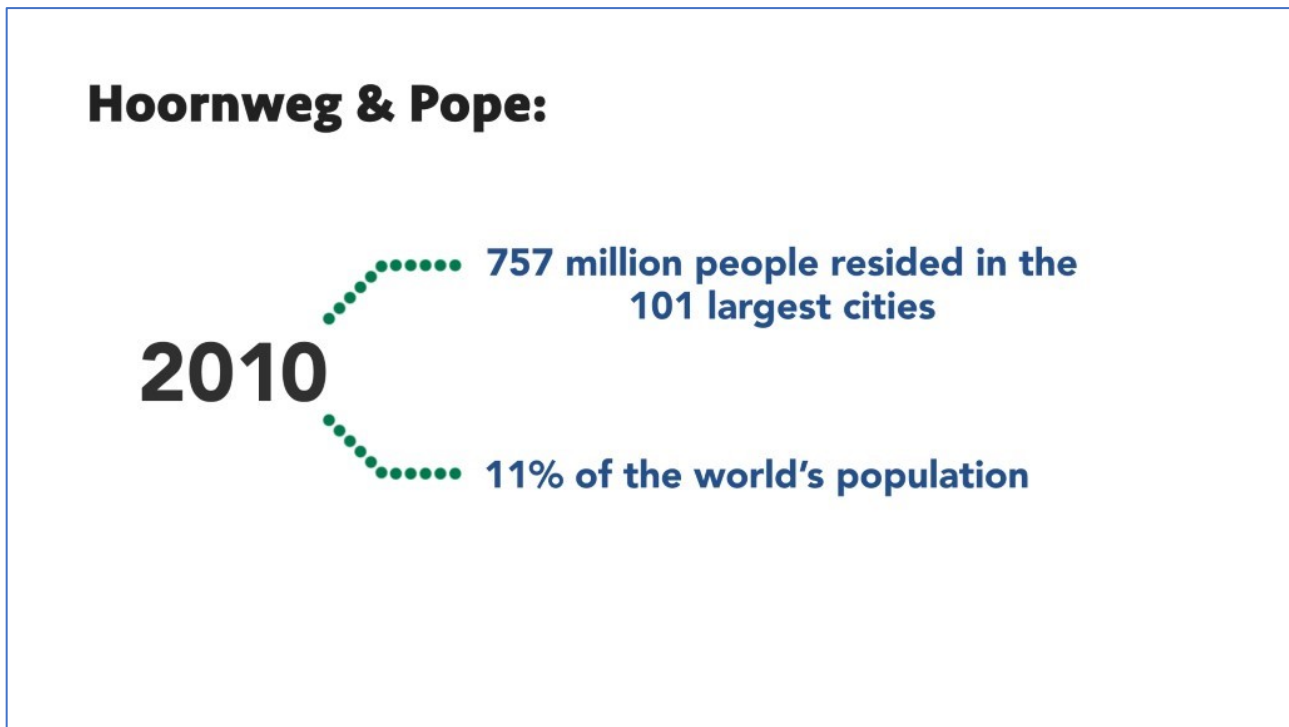| Font Family	Avenir	
Heading	Avenir > Medium	
Heading Size	PowerPoint	18 pt.
	Illustrator/AE	50-55 pt., depending on line length
Colour	R:36, G:79, B:138 #244f8a	R:0, G:147, B:71 #009347

Accent text example:

Highlighting Cues: Charts, Maps and Images

Colours	Primary and Secondary colours at 30% transparency, ensuring contrast using a Colour Contrast Analyser (contrast ratio of at least 4.5:1).
Importance	Cueing helps with learning retention and decreased response time for activities such as searching a screen for visual cues.

Charts

Visual	Solid box, no stroke or empty box, solid stroke
Treatment	30% transparency, with Blending Mode: Overlay
Animation	Position and opacity

Chart Cues Examples:

Country	Urban population (%)			Improved water supply access (%)			Improved sanitation (%)		
	1990	2000	2011	1990	2000	2011	1990	2000	2011
Burkina Faso	14	18	27	75	85	96	44	47	50
Congo	54	59	64	95	95	95	–	21	19
Côte d'Ivoire	39	44	51	90	91	91	38	37	36
Egypt	43	43	43	96	98	100	91	95	97
Ethiopia	13	15	17	19	22	27	19	22	27
Ghana	36	44	52	12	15	19	12	15	19
Guinea	28	31	35	19	26	32	19	26	32
Kenya	17	20	24	26	29	31	26	29	31
Liberia	59	44	48	–	23	30	–	23	30
Mali	23	28	35	53	70	89	33	34	35
Malawi	12	15	16	91	93	95	48	49	50
Morocco	48	53	57	93	96	98	81	82	83

Normalized units	Sub-Saharan Africa low-income countries	Other low-income countries
Paved-road density	31	134
Total road density	137	211
Main-line density	10	78
Mobile density	55	76
Internet density	2	3
Generation capacity	37	326
Electricity coverage	16	41
Improved water	60	72
Improved sanitation	34	51

Highlighting Cues
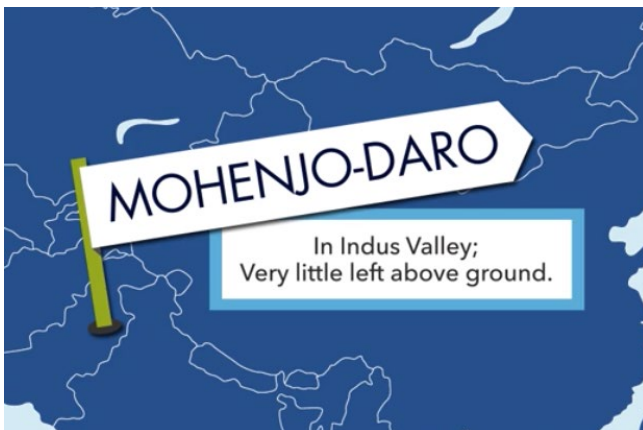
Maps

Visuals	City	Location marker
	City & info	Location marker & info sign
Animation	These markers will "bounce" animate in using AE Expressions	

Map Cues Examples:

Cities with location markers

Cities with location markers and info sign

Highlighting Cues

Images

|	
Visual	Drawn dotted lines for emphasis on specific area in image
Treatment	Solid white, dotted line, brush size: 6.5 pt
Importance	Adding graphical emphasis shows the user which part of the image is being referenced, reducing the time to search the screen.
Animation	Opacity

Image Highlighting examples:

Visual	For more than 1 image on screen: focused image is coloured, second image is in black and white
Animation	Saturation

Page Layout

Visual	Text/Images on screen, white background
Treatment	All text/images should have white/negative space surrounding it
Importance	This showcases information to the learners allowing them to focus on the content, rather than the design. Using patterns or graphic backgrounds can decrease legibility and will have an impact on readability. White space visually separates elements, and it also assists the viewer to visualize and understand how all the elements work together.

Page Layout examples:
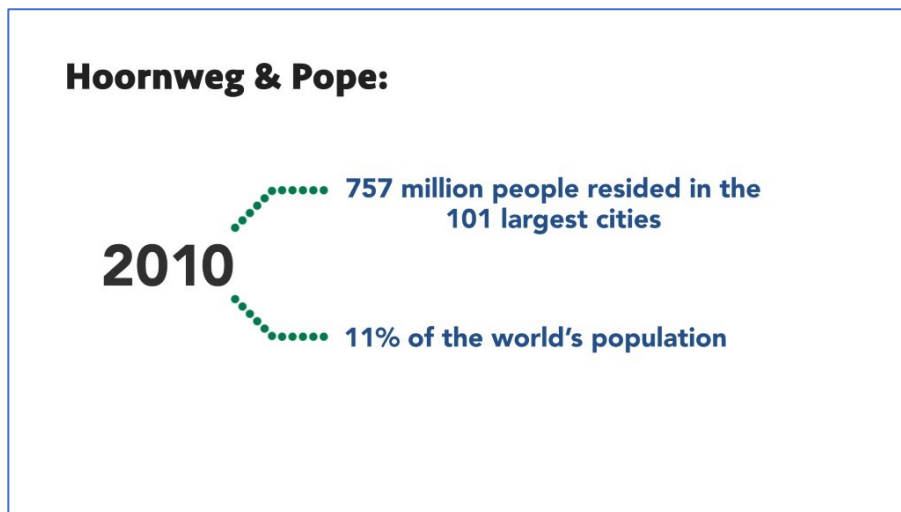
Animations: Module title

Visual	Title of each Module, separated onto two lines	
Treatment	Top line text	Avenir Next Bold
	Bottom line text	Avenir Next, 80% Text grey
Animation	Position (from left) and opacity, top line enters scene before bottom by 1 second.	

THE ORIGINS
OF CITIES