ASHESI UNIVERSITY

Brand Guidelines

January 2026

Have Feedback?

The strength of this guide depends on how it is used in practice. Faculty, staff, students, and alumni are encouraged to share feedback, flag gaps, and suggest improvements when new communication needs emerge.

Updates to the guide will be made deliberately and transparently. This ensures that Ashesi continues to speak with clarity and coherence, even as many voices contribute to its story.

Share feedback at: brand@ashesi.edu.gh

Educating Ethical, Entrepreneurial Leaders in Africa

The vision of Ashesi University is a flourishing Africa whose leaders make ethical decisions in the best interests of their communities and an Africa where innovation drives economic, cultural, and social growth. We educate leaders who will make this vision a reality and collaborate with other institutions to multiply this work.

Introduction

Ashesi University's brand is more than a visual system. It is an expression of our values, our work, and the community we are building. Every message we share and every design we create will reflect what we stand for (integrity, curiosity, ethical leadership, and a commitment to shaping a flourishing Africa), or take away from it.

This guide brings together the elements that define Ashesi's identity, from our logo and color palette to our tone of voice and writing principles. It exists to help all of us communicate with clarity and consistency, whether we are designing a poster, writing to a parent, publishing research, or welcoming a new student. When we speak and present Ashesi in a unified way, we strengthen trust, elevate our impact, and help more people understand our work.

Think of this guide as a partner. It does not limit creativity; it supports it. Within these pages, you will find the tools to tell Ashesi's story with confidence grounded in who we are, respectful of our community, and inspired by the future we are working toward.

Together, let's ensure that every touchpoint feels unmistakably Ashesi: warm, thoughtful, principled, and forward-looking.

01.

Visual Identity

Our design system brings together symbols, colors, and typography that reflects our history, our mission, and the spirit of our campus.

Logo

The Ashesi University logo is a hand-drawn mark inspired by Adinkra symbolism from Ghana's Akan tradition. It represents the core values that guide our mission. The stool form, grounded on three pillars, represents scholarship, leadership, and citizenship.

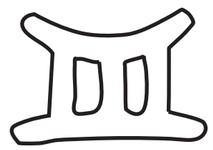
The logo consists of two components: a Logomark (the symbol), and a Logotype ("Ashesi University").

Above it rests a circular form that evokes both a rising sun and the center of an eye, symbolizing new beginnings, insight, and intellectual exploration. From a distance, the symbol also resembles a person under a roof, echoing our strong sense of community and belonging.

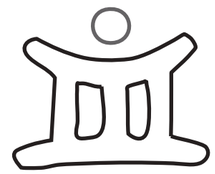
Used ***together***, they form a distinctive mark that represents Ashesi everywhere.



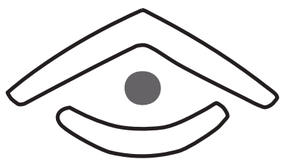
Logomark



Stool



Stool & Rising Sun



Eye



Person under a roof

Logo

Primary Layouts

We provide two approved configurations: a Primary (stacked) version, and an Alternate (horizontal) version. Both versions uphold Ashesi's visual clarity and should not be recreated or modified.



Stacked Logo



Horizontal Logo

ASHESI
UNIVERSITY

ASHESI
UNIVERSITY

ASHESI
UNIVERSITY

Logo

Alternate Layouts

The secondary logo provides a simpler mark that supports flexibility across selected contexts. While the primary logo remains the official symbol of Ashesi, the secondary logo offers a complementary option for creative range in environments where the full university mark may feel visually heavy or restrictive.



Alternate Stacked Logo



Alternate Horizontal Logo

Logo

Where the Secondary Logo May Be Used

The secondary logo is approved for use in contexts that reflect community or extend Ashesi's cultural presence, including:

- Campus culture and student-life graphics.
- Orientation and community-building events.
- Lifestyle applications where the master logo may appear too formal.
- In shared communication material for Ashesi University and Ashesi Foundation.

Where the Secondary Logo May Not Be Used

Use the primary logo in documents that signal institutional authority or require institutional credibility. In such cases this ensures that Ashesi is clearly understood as a degree-granting university and reinforces the academic legitimacy that is foundational to our work.

- Diplomas, certificates, or academic documents.
- Admissions or recruitment materials.
- Formal university communications.
- Press, media, government, or accreditation materials.

ASHESI
UNIVERSITY

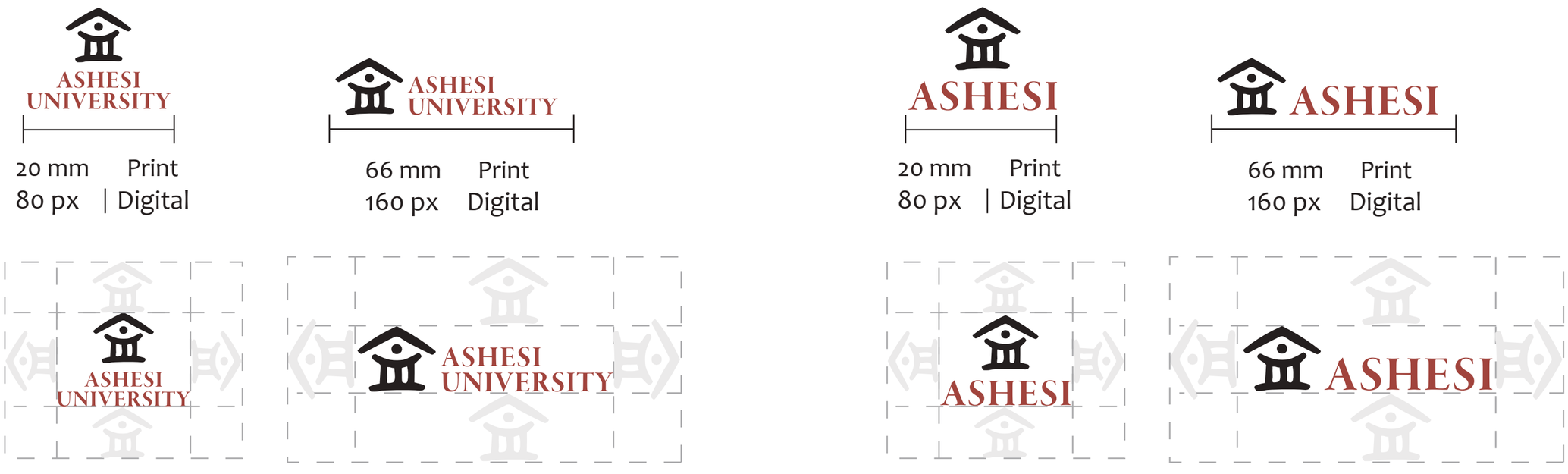
ASHESI
UNIVERSITY

Logo

Minimum sizes

To keep the Ashesi logos looking balanced and readable,
use these guidelines when placing it in different mediums:

- Digital: The stacked logos should not be below 80px in width,
  and the horizontal logos should not be below 160px.
- Print: Minimum size is 20mm for the stacked logos and 66mm for the horizontal.



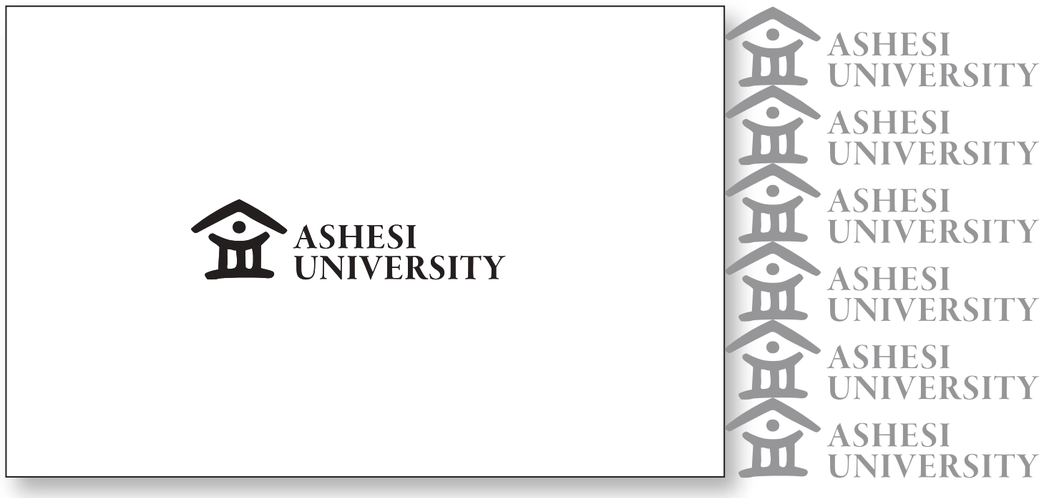
Keep clear space around the logo for visibility, using the stool as a guide.

Logo

Maximum Size

The stacked logo should take up no more than one-third of the canvas height.
The horizontal logo should take up no more than one-fifth of the canvas height.





Logo

To protect brand consistency, do not modify the structure or colors of the Ashesi logo in any way.

Do Not

- Stretch, distort, or rotate the logo.
- Separate the logomark from the logotype.
- Create unapproved logo lock-ups.
- Use unapproved colors.
- Place the logo on busy or low-contrast backgrounds.

When placing the logo on imagery or color blocks, use the appropriate single-color version for clarity.

Examples of What Not To Do













Seal

Ashesi's seal features the logomark and two added symbols; the Dagaz and a symbol inspired by the Adinkrahene. The Dagaz is a Runic sign for light, breakthrough, and success. The Adinkrahene is a symbol of excellence. It has the same color variations as the University logo, but also has an added variation with gold circles.

The seal is reserved for formal use such as our graduation diplomas and academic certificates, official university awards and honorary diplomas, and special correspondence from the Office of the President.

The seal should not be used on general Ashesi letterheads, web pages, brochures, or other promotional materials. As with the Ashesi logo, the Ashesi seal must not be modified in any manner.

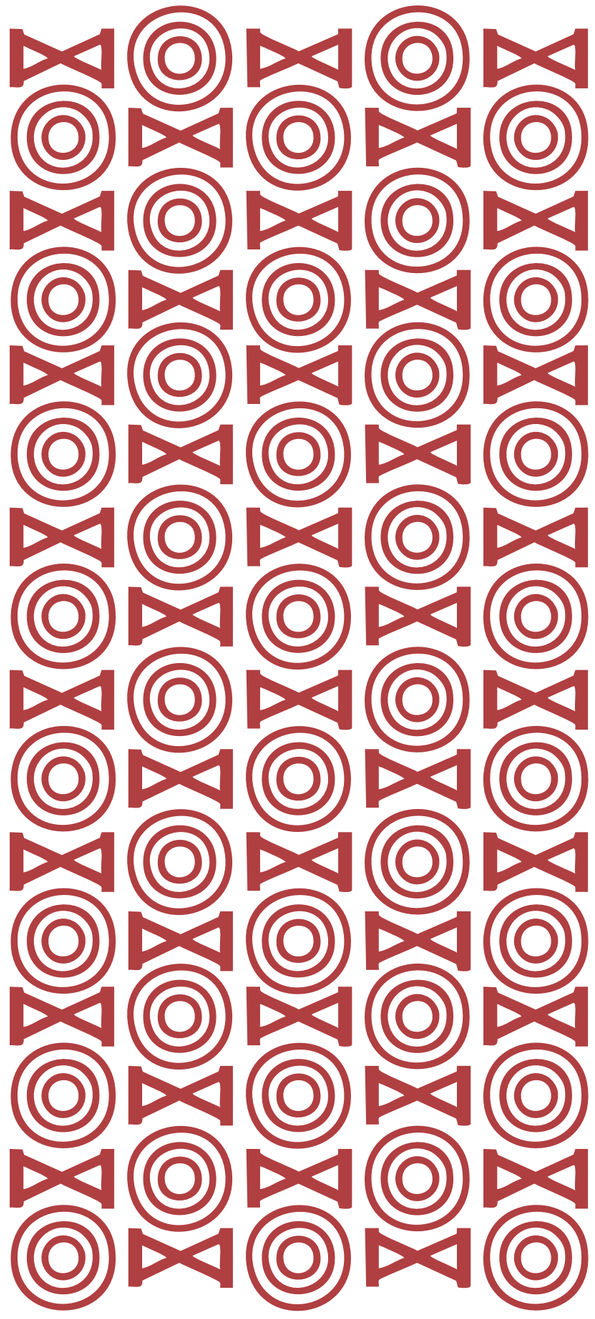


Ashesi Pattern

Our pattern blends the secondary symbols from the Ashesi seal into a single woven motif that reflects our identity and values. The pattern represents connection and shared purpose. Its interlocking structure echoes the way Ashesi brings people together across cultures, disciplines, and experiences to create something stronger than any individual element on its own.

The pattern serves as a signature design element across Ashesi's communications materials. It may be used in presentations, merchandise, digital assets, marketing materials, and other brand expressions where a sense of identity and continuity is needed.

It should however complement, not overpower, the core message or the Ashesi logo. It works best when applied with restraint—adding texture, depth, and a sense of place without competing for attention. Think of it as a quiet but confident complement of the Ashesi brand.



Ashesi Pattern

When using the pattern we must aim for contrast with the background to ensure that it remains visible.







Colors

Primary Colors

ASHESI RED

Pantone 7608 C
C: 24 M: 88 Y: 73 K: 15
R: 157 G: 68 B: 68

HEX #a93c40

Black

C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32
HEX #231f20

Secondary Colors

Rajah

C: 0 M: 37 Y: 81 K: 0
R: 239 G: 176 B: 92
HEX #fbac49

Sky Blue

C: 51 M: 22 Y: 2 K: 0
R: 133 G: 169 B: 210
HEX #85A9D2

Apricot

C: 0 M: 19 Y: 18 K: 0
R: 246 G: 214 B: 200
HEX #fcd5c5

Turqoise

C: 97 M: 42 Y: 27 K: 3
R: 1 G: 117 B: 151
HEX #017597

Beige

C: 9 M: 10 Y: 18 K: 0
R:229 G: 222 B: 207
HEX #ede7d0

Chocolate

C: 40 M: 70 Y: 100 K: 50
R: 96 G: 57 B: 19
HEX #603913

Slate

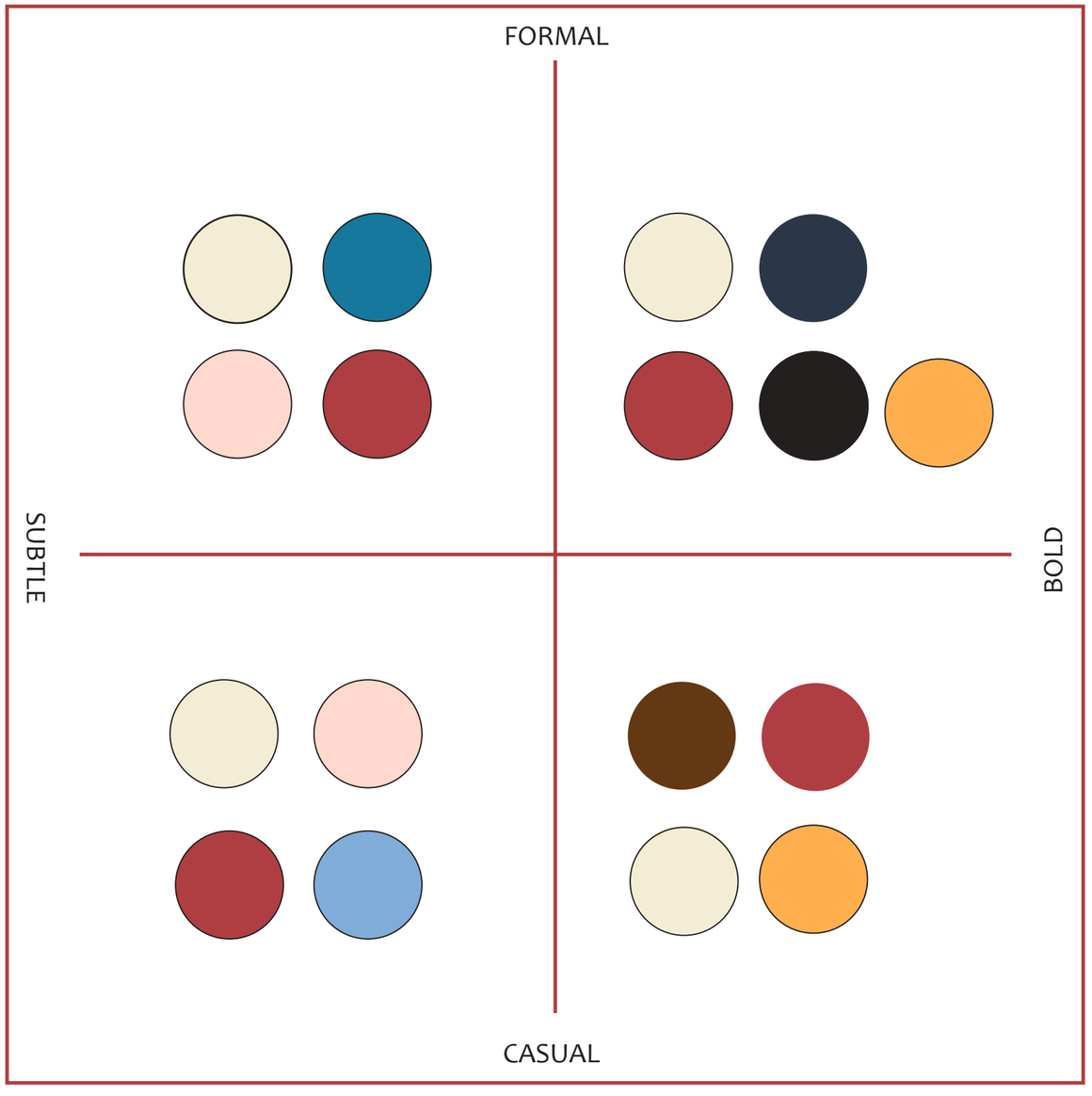
C: 84 M: 69 Y: 50 K: 45
R: 44 G: 56 B: 70
HEX #2c3846

Color Usage Chart

This chart is a guide for choosing colors across different communications materials. Colors can range from formal to casual, and from subtle to bold.

Use this chart as a starting point for choosing a color palette that will match the context for your material.

A good rule of thumb is to not use more than three colors at a time.



Typography

Ashesi's typography system includes three core typefaces, Candara, Garamond, and Poppins, selected to balance clarity, credibility, and modernity across a wide range of communications.

These fonts may be used interchangeably, provided their use supports readability, accessibility, and the tone of the message. When selecting a typeface, designers and content creators should consider the medium, audience, and level of formality.

Guiding Principles for Font Choice

- *Choose clarity first*: the text should be easy to read across devices and formats.

- *Consider print versus digital*: Garamond and Candara are recommended for print material, and support easier reading for documents and long form text. Poppins works well on web and digital formats.

- *Match tone to context*: formal materials may benefit from Garamond and Candara; student-facing materials may benefit from Candara or Poppins.

- *Be consistent within a piece*: limit designs to one or two typefaces.

- *Respect hierarchy:* Headings, subheadings, and body text should be clearly differentiated.

Typography

Typography enhances a brand by adding depth and emphasis to messages. Ashesi's type style delivers clarity and simplicity, while adapting to many uses.

Garamond

Garamond Premier has five weights and corresponding italics.

Aa Light

Aa Regular

Aa Medium

Aa Semibold

Aa Bold

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Typography

Candara is a system font which is effective for documents and print material.

Candara

Candara has four weights and corresponding italics.

Aa	*Aa*
Regular	*Italics*
Aa	***Aa***
Bold	***Bold Italics***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Typography

Poppins is the typeface used primarily for body text on Ashesi's website, and is also effective for digital communication material.

Poppins

Poppins has eight weights and corresponding italics.

Aa Light	Aa Light	Aa Regular	
Aa Medium	Aa Semibold	Aa Bold	Aa Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

The Athletic typeface is used only for clothing merchandise, such as t-shirts and sweatshirts.

ATHLETIC

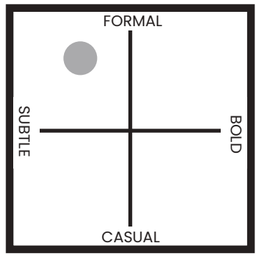
Athletic has one weight.

AA
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Typography

Sample 1



Lorem Ipsum
Dolor Sit Amet

Soloreperciat la doloriatum a doluptatedolora exera ad exearum, as aut odit, volupis di.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis.Ectinimil ist iumquati odicae et audantium vellorum fuga.

HEADLINE

Garamond Bold
Size 60PT

SUB HEADING

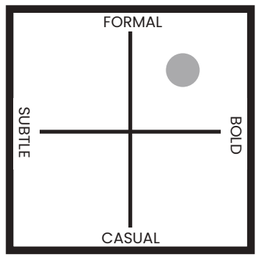
Candara Bold Italics
Size 34PT

BODY COPY

Candara
Size 18PT

Typography

Sample 2



Lorem Ipsum Dolor Sit Amet

Soloreperciat la doloriatum a doluptat edolora exera ad exearum, as aut odit, volupis di.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis.Ectinimil ist iumquati odicae et audantium vellorum fuga. Sedmodipsunt aut latiumquae. Itate vendis que eaquam quidenesendictus si to quis sit voluptiur?

HEADLINE

Poppins Black
Size 90PT

SUB HEADING

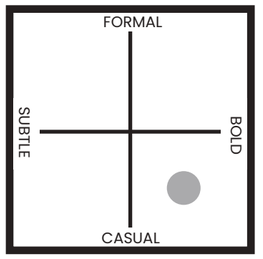
Poppins Medium
Size 34PT

BODY COPY

Candara
Size 18PT
Leading 24PT

Typography

Sample 3



Lorem Ipsum Dolor Sit Amet

Soloreperciat la doloriatum a doluptatedolora exera ad exearum, as aut odit, volupis di.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis.Ectinimil ist iumquati odicae et audantium vellorum fuga. Sedmodipsunt aut latiumquae. Itate vendis que eaquam quidenesendictus si to quis sit voluptiur?

HEADLINE

Candara Bold
Size 90PT

SUB HEADING

Poppins Bold
Size 34PT

BODY COPY

Poppins Medium
Size 18PT
Leading 24PT

Lockups

Lockups pair the horizontal Ashesi logo with the name of a department or unit in a consistent, balanced structure. This split-corner alignment anchors the master brand while allowing specific offices to be clearly identified.

Typography: Department names must be set in the approved semi-bold poppins font style.

Scaling: To maintain visual harmony, the x-height of the department name is mapped precisely to the height of the stool icon in the horizontal logo.

Placement: In any layout, the logo sits in one corner of your material while the department name sits in the opposite corner. This framing signals institutional responsibility and ensures that every office, center, and program speaks with a single visual voice.

1. Always use the approved lockup structure.

Lockups must follow the clear-space, alignment, and type rules shown in this guide. The departmental name is primarily in black but may be in white when contrast is necessary.

2. Use lockups only when representing an official Ashesi Office or Unit.

Examples include:

- administrative offices
- academic departments
- centers and institutes

Lockups signal institutional responsibility and should appear on materials such as reports, events collateral, presentations, and stationery.







Lockups

3. Approval Process

All new lockup requests must be submitted to the University Communications Office for approval to ensure consistency and protect the integrity of the Ashesi brand.

4. How Lockups Should Not Be Used

- Do not create your own versions or attempt to redesign, re-space, or re-type departmental names.
- Do not attach club names, student groups, or event titles to lockups. These require separate graphic treatments.
- Do not stretch, recolor, or alter the logo or lockup in any way.
- Do not crowd the lockup within designs; ensure adequate clear space for legibility.



The Medium Matters

We seek to build conversations around our brand, and those conversations happen everywhere: on campus posters, in a 30-second video clip, and more often now, on smartphone screens. Good design means we are not just making something look nice; we are making sure the message is seen, heard, and understood, no matter the platform.

If a communication piece works beautifully on a desktop but turns into a blurry, crowded image on a phone, we are not being consistent and will lose our audience. For this reason, every communication piece should start with the question: where will this be seen, and how will it be experienced?



The Medium Matters

For Mobile-First Platforms:

Many of Ashesi's audiences interact with our brand first on their phones. Social media platforms, email, and web content are primarily viewed on small screens, often in fast-moving environments. Designs for these spaces must prioritise clarity, simplicity, and legibility. When designing for mobile-first platforms:

- *Think Bold, Not Busy:* Use larger text. Messages should be easy to absorb fast.
- *Contrast is Key:* Ensure the text stands out clearly against the background. If you have to squint, it is likely hard to read and cutting out a large part of your audience.
- *Keep it Simple:* Avoid putting too much information into one design.
- *Crop with Intention:* Subjects in photos must be quickly recognizable, even as a thumbnail.





The Medium Matters

Print and Presentations:

Print and large-format applications, such as posters, banners, reports, signage, and merchandise, allow for more visual detail and typographic nuance. These formats reward careful composition, balance, and spacing. When designing for print:

- *Be Generous with Space:* Use margins and breathing room to elevate the design and signal clarity.

- *Think About Distance:* Design a poster so the headline can be read from across the walkway. Design a slide so the text is clear to people in the back row of a meeting hall.

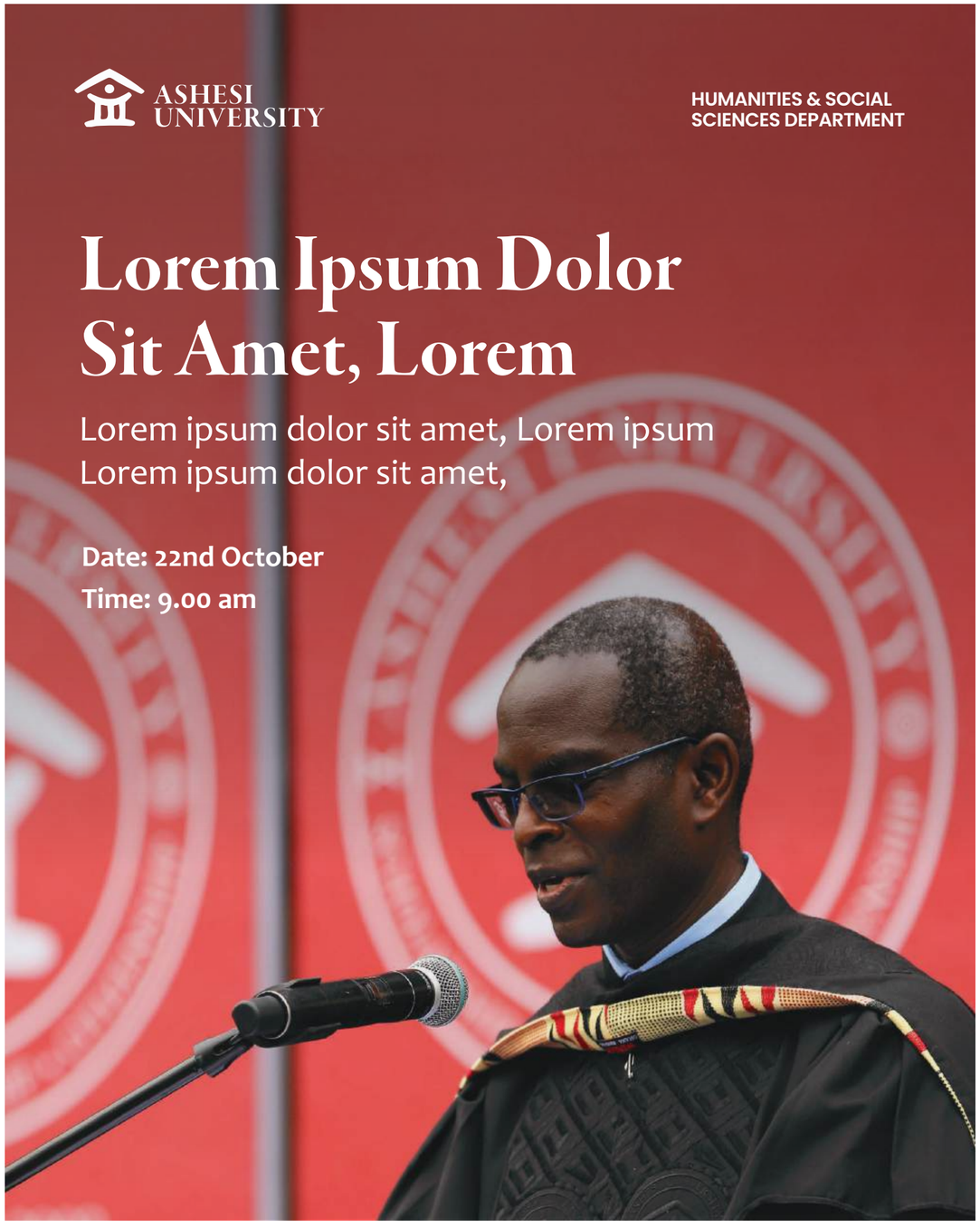
- *Focus on Consistency:* Make sure the colors and tone feel authentic to Ashesi, just as they do on a screen.

The Medium Matters

Print and Presentations:



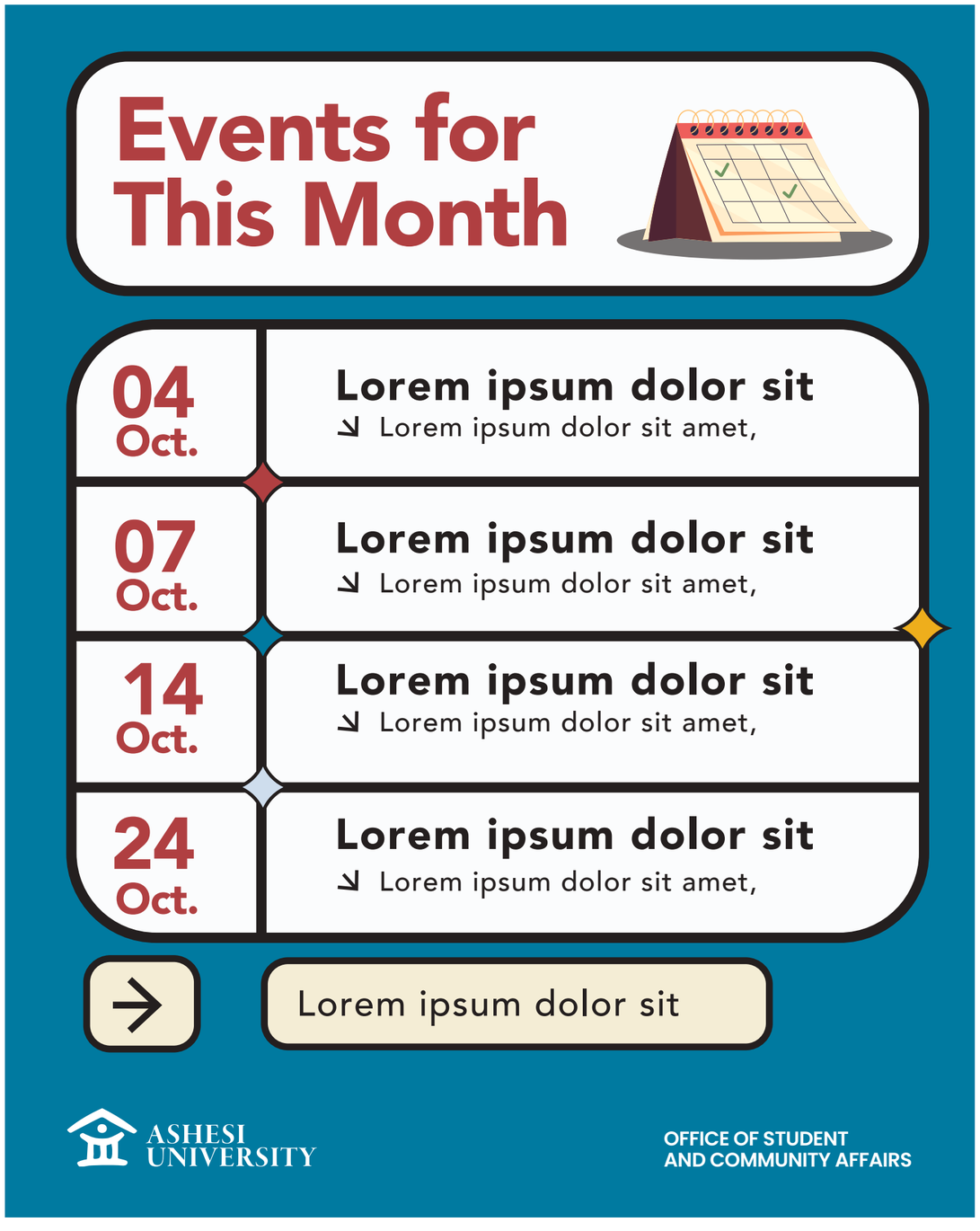
Visual Identity Samples





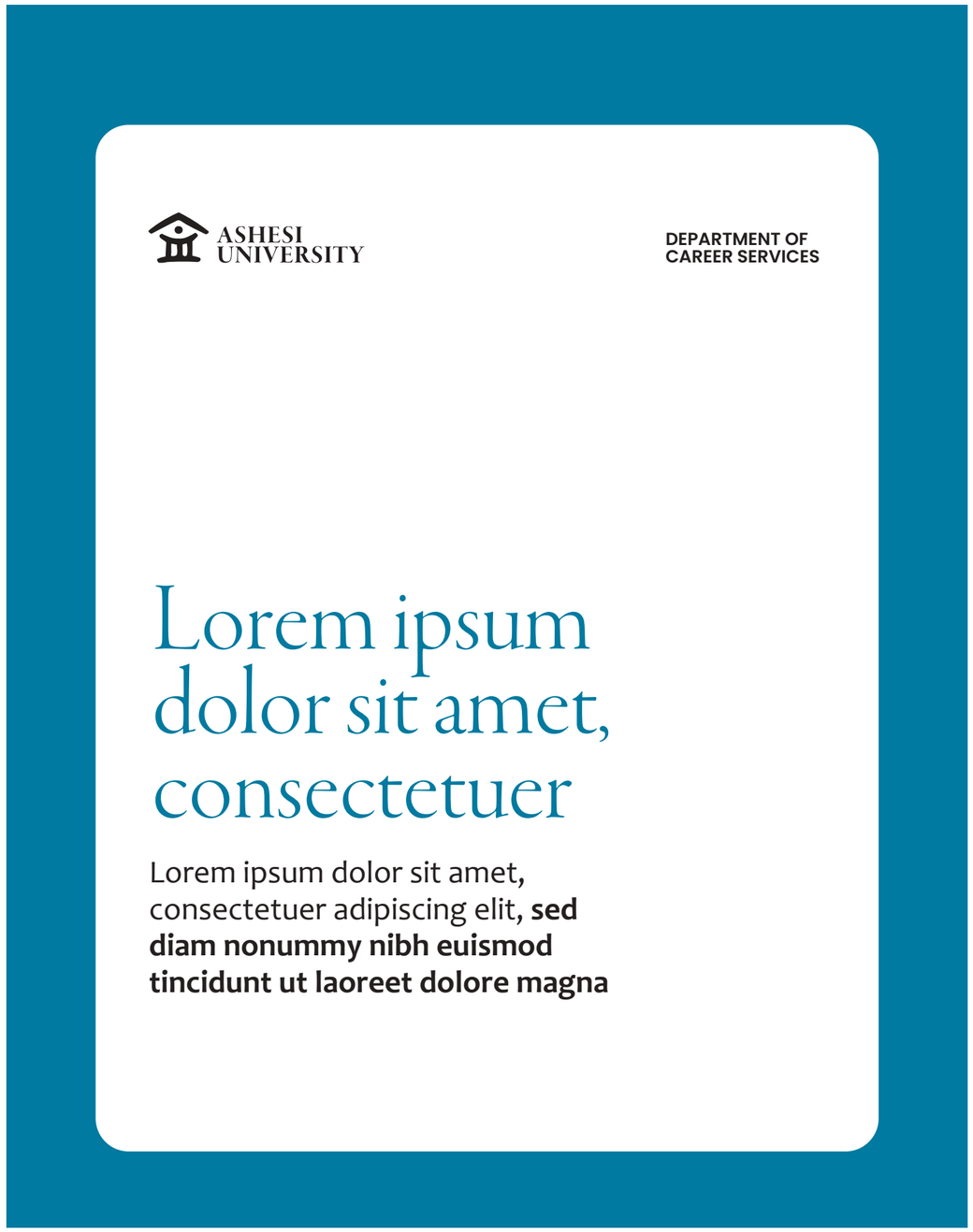
Visual Identity Samples

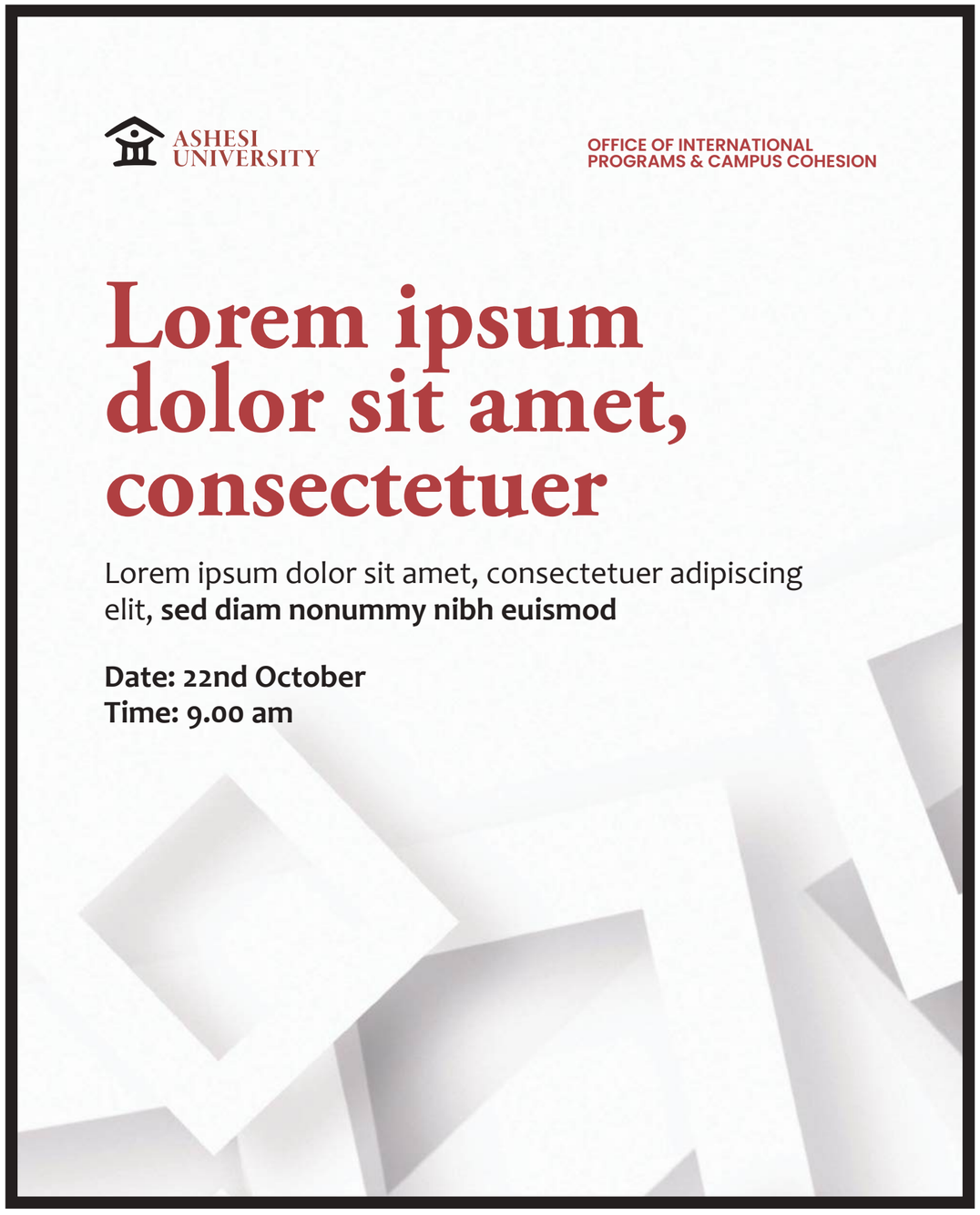
*Student facing examples.





Visual Identity Samples






ASHESI
UNIVERSITY


ASHESI
UNIVERSITY


HOW
CAN I
HELP?


ASHESI
UNIVERSITY


ASHESI
UNIVERSITY


ASHESI
ASHESI
ASHESI
ASHESI
ASHESI


ASHESI
ASHESI
UNIVERSITY
ASHESI
UNIVERSITY

02.

Tone of Voice

Ashesi’s voice expresses our character, our mission, and the values of our community. How we speak, across every message, platform, and audience, should reflect who we are: student-centered, committed to ethical leadership, forward-looking,and driven by vision of a flourishing Africa.

Guiding Principles

Our tone is not just about stylistic choice; it is an expression of Ashesi's identity. The integrity we expect in our classrooms, the warmth of our culture, and the purpose behind our work must be recognized in how we communicate.
Our communication should be:

- Grounded In Purpose
- Human-Centered
- Optimistic and Pro-Positive
- Confident, Not Grandiose or Arrogant



Grounded in Purpose

We speak with clarity and conviction. Ashesi exists to educate ethical, entrepreneurial leaders in Africa who strengthen communities, build inclusive solutions, and expand opportunity in pursuit of a flourishing Africa.

Our voice should:

- Highlight why our work matters.
- Reaffirm our mission and values.
- Connect local stories to broader African and global contexts.
- Demonstrate how education translates to impact.

Avoid:

- Generic promises (“We empower tomorrow’s leaders”)
- Ambiguous claims.
- Empty inspirational language.

Example:

Do

Ashesi’s education experience prepares students to think critically, act with integrity, and create solutions that improve lives across Africa.

Avoid

Ashesi is educating leaders who will transform the continent.

Human-Centered

We write as people speaking to people. Our tone should feel warm, respectful, and relationship-oriented, even when the subject is technical or administrative. We should seek to provide insight into our reasoning, not just prescribe.

Our voice should:

- Foreground people and their stories.
- Show empathy and understanding.
- Recognize agency.
- Be conversational without being casual.

Avoid:

- Cold, bureaucratic phrasing.
- Overly formal or academic distance.
- Language that objectifies or sensationalizes.

Example:

Do

If you have questions during your first week, our Student Life team is here to help. Just reach out; no issue is too small.

Avoid

Students must ensure that any issues are reported through the appropriate channels.

Confident, Not Grandiose or Arrogant

We speak with confidence grounded in evidence, outcomes, and credibility, not exaggeration. Ashesi's confidence comes from integrity, achievement, and the trust of our community.

Our voice should:

- Acknowledge strengths clearly.
- Rely on facts, results, and lived experience.
- Reflect humility alongside excellence.

Avoid:

- Inflated claims.
- Savior language.
- Superlatives without backing evidence.

Example:

Do

Ashesi graduates are contributing to breakthroughs in technology, finance, and governance across the continent.

Avoid

Ashesi alumni are transforming Africa in every sphere of society.

Optimistic and Pro-Positive

We highlight strengths, potential, and progress. We acknowledge challenges, but we frame them through the lens of agency, creativity, and opportunity.

Our voice should:

- Celebrate assets and resilience.
- Emphasize growth, learning, and possibility.
- Portray Africa as a site of leadership and innovation.

Avoid:

- Deficit narratives.
- Pity framing.
- Language that implies Africa is always behind.

Example:

Do

Students bring creativity and drive, and Ashesi helps them turn those strengths into impact.

Avoid

Despite their circumstances, we help students succeed.

In Use:
Student Communications

Tone qualities:
Warm, encouraging, supportive, direct.

Use for:
Student life, academic services, reminders.

Use:

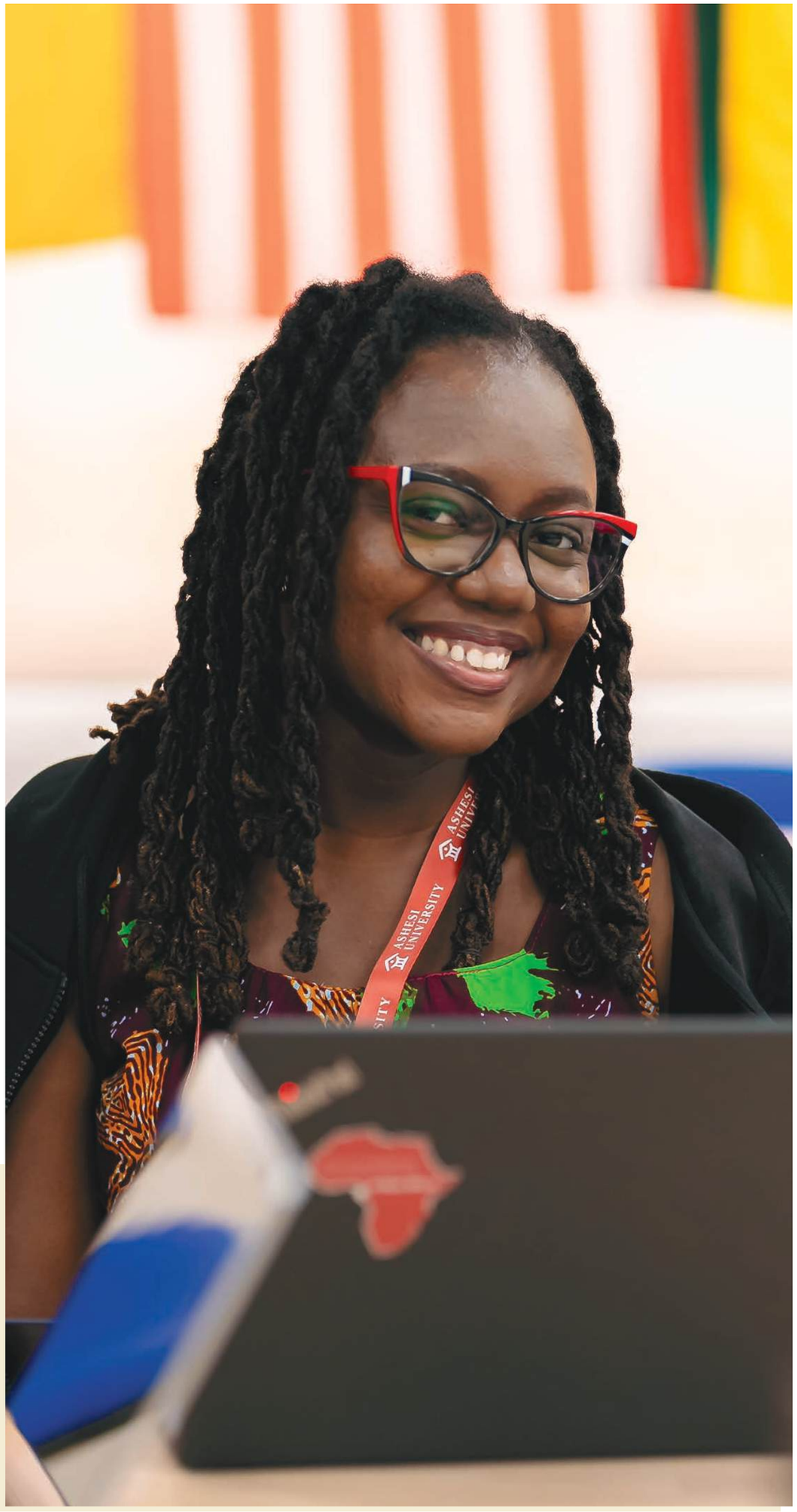
- "Here's how we can support you..."
- "If you need help, reach out to..."
- Clear instructions, simple steps.

Avoid:

- Harsh or punitive framing.
- Complex sentences.
- Cold administrative language.

Example:

"We're excited to welcome you to campus. Here's everything to know before orientation, and who to contact if you need help."



In Use: Academic & Research Communications

Tone qualities:
Clear, authoritative, rigorous, accessible.

Use for:
Research summaries, faculty profiles, grant announcements.

Use:

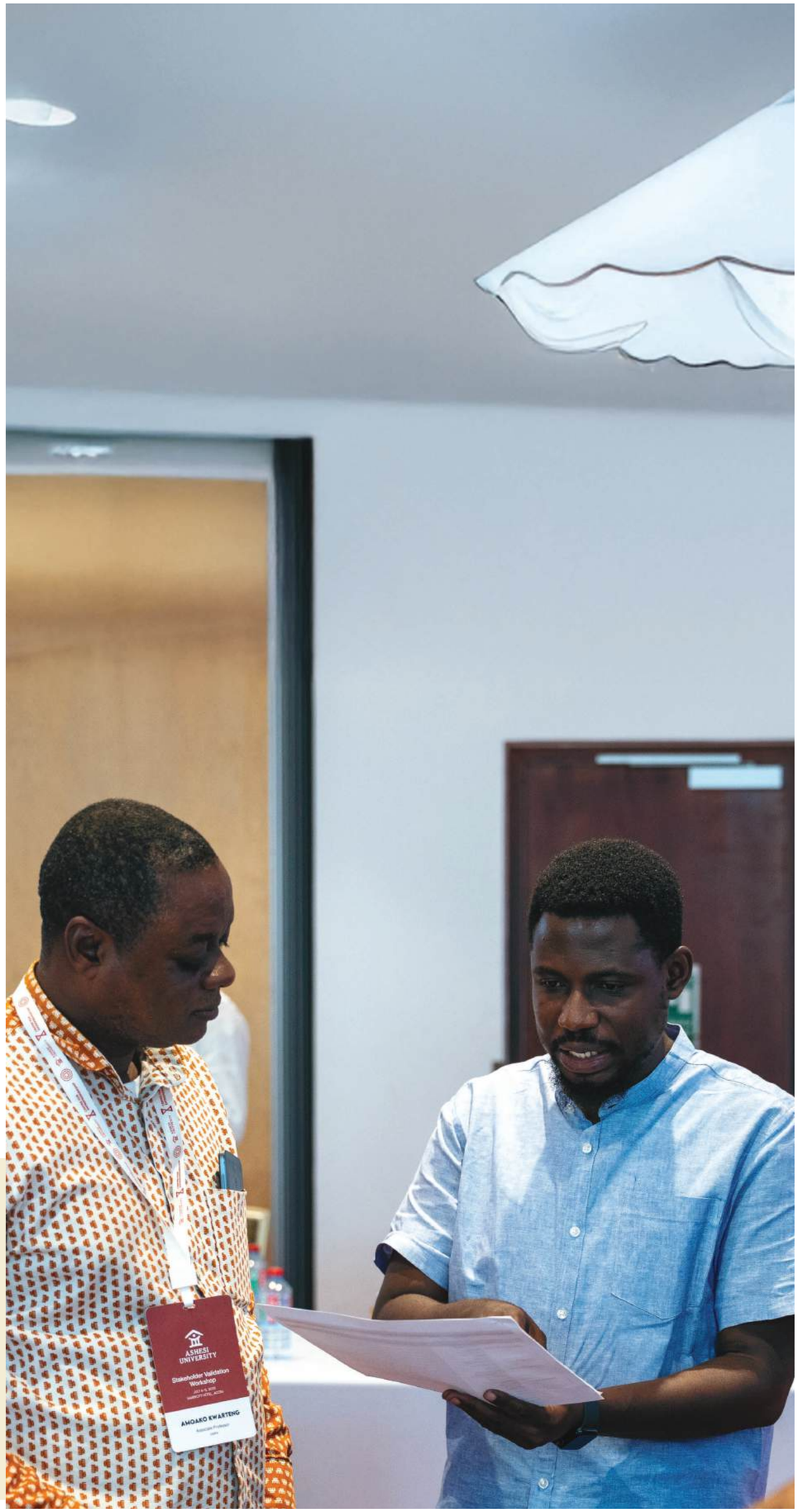
- Precise language.
- Describe context, then method, then insight.
- Focus on relevance and contribution to society.

Avoid:

- Jargon-heavy text.
- Overly abstract claims.
- Inaccessible academic tone.

Example:

“The study identifies emerging patterns of AI adoption across Ghanaian Universities, and highlights opportunities for improving workforce readiness.”



In Use: Advancement & Partner Communications

Tone qualities:
Aspirational, grounded, transparent,relational.

Use for:
fundraising, donor updates, partnership proposals.

Use:

- Data and stories.
- Gratitude that respects dignity.
- Clear link between support and impact.

Avoid:

- Savior narratives.
- Exaggerated claims.

Example:

“Your support helps create opportunities for students whose ideas improve lives across the continent.”



In Use: Public & Media Communications

Tone qualities:
Balanced, factual, steady, future-forward.

Use for:
Reports, press releases.

Use:

- Clarity.
- Credibility.
- Concise framing.
- Measured confidence.

Avoid:

- Sensational headlines.
- Defensive positioning.
- Language that overstates impact.

Example:

“Ashesi University has launched a new master’s program in Intelligent Computing Systems to strengthen Africa’s capacity for AI-driven innovation.”



Writing Principles for Ashesi

Ashesi's writing should feel clear, human, purposeful, and grounded in truth. These principles guide us in bringing our tone to life consistently, across all types of communication. Our communication should:

- Use Clear, Plain Language
- Lead With What Matters
- Show, Don't Claim
- Honour Dignity (Asset Framing)
- Reduce Jargon
- Be Specific
- Use Story-Led Structure
- Maintain Consistency Across Channels

We also adopt American English in brand writing to maintain a consistent institutional voice across all our global communications.



Use Clear, Plain Language

Write in simple, direct sentences that are easy for people to understand on the first read. Clarity makes our communication credible, and strong.

Why this matters: We are a university with complex ideas, but our voice must remain accessible to a broad set of audiences, including parents, donors, journalists, policymakers, and other community members.

Do:

- Use familiar words and short sentences.
- Prefer verbs (active) to nouns (passive).
- Break long ideas into digestible parts.

Don't:

- Use unnecessary jargon.
- Write long, bureaucratic sentences.
- Assume readers share your technical background.

Micro-tips:

- If a sentence is over 20 words, try breaking it.
- If you can't say it aloud easily, rewrite it.
- Replace abstractions ("capacity-building") with actions ("build new skills").

Example:

Before

"The initiative will facilitate capacity-building engagements in cross-functional, multi-stakeholder contexts."

After

"The initiative will help universities build new skills by bringing teams together to learn and collaborate."

Lead With What Matters

Start with the most important information. Then add detail. This helps readers understand quickly and stay engaged.

Why this matters: We communicate with busy people (students, families, partners, donors, journalists) who need clarity quickly.

Do:

- Put the headline idea in the first sentence.
- Organize information in logical order.
- Use summaries before detail where possible.

Avoid:

- Burying the main point in the third paragraph.
- Leading with disclaimers or context instead of the message.
- Writing in a circular or overly academic structure.

Micro-tips:

- Ask yourself: "What does the reader need to know first?"
- Use the inverted pyramid: most important ➛ supporting points ➛ details.

Example:

Before

With the aim of improving engineering access and expanding practical learning, Ashesi has introduced a new laboratory which includes…"

After

"Ashesi is opening a new engineering lab to support hands-on learning. It includes modern equipment for robotics, electronics, and prototyping."

Show, Don’t Claim

Don’t rely on big statements. Demonstrate impact through evidence, stories, or specifics.

Why this matters: It keeps our tone confident but not boastful, and grounded in integrity; one of our institutional values.

Do:

- Use data.
- Use concrete examples.
- Use real stories.

Avoid:

- Use of inflated claims.
- Reliance on hype.
- Making sweeping generalizations.

Micro-tips:

- Replace “transform,” “revolutionize,” “change Africa”with real verbs and real actions.

Example:

Before

“Ashesi graduates are transforming Africa.”

After

“More than 95% of Ashesi alumni are employed, building companies, or in graduate school; contributing to innovation in finance, healthcare, engineering, and public service.”

Honor Dignity (Asset Framing)

Frame people by their strengths, aspirations, and potential, not their challenges, problems, or deficits.

Why this matters: We advance and uphold dignity. We serve a diverse student body from many backgrounds, and our language should always reflect respect for our community.

Do:

- Celebrate capabilities.
- Highlight resilience, agency, creativity.
- Treat communities as partners, not beneficiaries.

Avoid:

- Describing people through their hardships.
- Using pity framing.
- Suggesting students succeed despite who they are.

Micro-tips:

- Replace “despite” with “because of” or “building on”.
- Ask: “Does this sentence honor this person’s dignity?” Focus on potential, not need.

Example:

Before

“Students from poor backgrounds beat the odds to succeed at Ashesi.”

After

“Students bring resilience, creativity, and determination, and Ashesi helps them grow those strengths into impact.”

Reduce Jargon

Use words that any literate audience can understand, even when describing complex academic or research content.

Why this matters: We speak to communities, families, donors, and partners who may not be steeped in technical language.

Do:

- Translate technical concepts.
- Keep definitions simple.
- Use plain English first, then add precision if needed.

Avoid:

- Over-indexing on academia.
- Using specialized language when a simple word works.
- Assuming everyone knows the terminology.

Example:

Before

“The LMS operationalizes asynchronous pedagogical practices.”

After

“The online platform helps students learn at their own pace and collaborate outside class.”

Be Specific

Use details that help the reader understand scale, impact, context, and meaning.

Why this matters: Specifics make our work memorable and credible—especially in fundraising, research, and storytelling.

Do:

- Include numbers, outcomes, names, places.
- Use timeframes (“since 2018…”)
- Connect actions to real impact.

Avoid:

- Use of vague claims.
- Speaking in generalities .
- Letting meaning blur in abstraction.

Micro-tips:

- Add: How many? Since when? Where? How?.
- Replace general words like “several,” “various,” “many” with specifics.

Example:

Before

“Ashesi supports student ventures.”

After

“Since 2018, Ashesi has supported more than 60 student-led ventures through funding, mentorship, and incubation.”

Use Story-Led Structure

Readers and listeners remember stories. Use a narrative arc when sharing people-focused content.

Why this matters: Our impact is best understood through lived experience, student journeys, alumni stories, and community transformation.

Do:

- Begin with a human moment.
- Add context, then challenge, then outcome.
- End with meaning or insight.

Avoid:

- Starting with abstract institutional claims.
- Listing achievements without context.
- Telling only one side of the story.

Micro-tips:

- Use the simple "Someone ➛ Wanted ➛ But ➛ So ➛ Now" story spine.
- Anchor stories in place (communities, cities, countries).

Example:

Before

"Ashesi supports student ventures."

After

"Since 2018, Ashesi has supported more than 60 student-led ventures through funding, mentorship, and incubation."

Maintain Consistency

Whether on our website, social media, or in a press release, our core voice must remain recognizable.

Why this matters: Consistency builds trust, credibility, and a unified brand experience.

Do:

- Use the same tone across touchpoints.
- Keep key message pillars consistent.
- Align visual, verbal, and narrative identity.

Avoid:

- Drastically shifting the tone per platform.
- Using humor or slang that doesn't fit Ashesi.
- Letting personal writing habits override brand voice.

Micro-tips:

- Social media voice should have the same tone but with lighter touch.
- Academic writing should have the same tone but with more structure and precision.

Example:

Before

X/Twitter) "Hey fam! We did a thing!! 😊🔥🔥"

After

(X/Twitter) "We're excited to share a milestone in our journey…"

03.

Video & Photography

Our Multimedia Philosophy

Every image, film, and voice we capture should reflect what makes Ashesi distinct: people, purpose, and progress; our storytelling centers on real moments that reflect learning, collaboration, and the courage to lead change.





Core Principles

- *People First:* Every story should highlight the experiences, contributions, and perspectives of people within the Ashesi community.



- *Authentic Representation:* Capture genuine interactions and avoid posed or over-staged imagery. In certain circumstances, posing cannot be avoided; this is acceptable, but should not be the dominant style of photography.

- *Representation and Inclusion:* Reflect our community's diversity accurately and respectfully.

- *Simplicity and Clarity:* Visual and audio choices should support clear communication without unnecessary effects or distractions.





Visual Style

- *Lighting:* Use lighting that creates soft and even visuals. Natural or artificial sources are acceptable, provided the scene has minimal shadows and no dramatic or high-contrast lighting.

- *Color:* Maintain natural, true-to-life color and consistent white balance across visuals. Avoid heavy stylized edits or color grading.

- *Composition and Environment:* Whenever possible, shoot in locations that showcase Ashesi's environment, such as outdoor or indoor architectural spaces, rather than using plain backgrounds.







Speaking as One University

No matter where our words appear (on our website, in a research summary, in a donor report, or in a message to students) they should feel unmistakably Ashesi: clear, people-centered, evidence-led, and rooted in our mission. Consistency strengthens trust and helps us tell our story with purpose and coherence, as one university working toward a flourishing Africa.





ASHESI UNIVERSITY