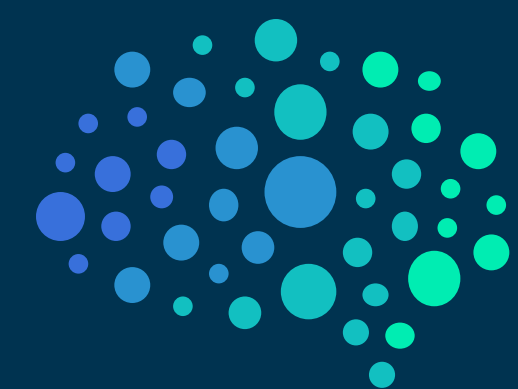


# Afmental

Brand Book





**Afmental**

# Introduction

Welcome to the AFmental Brand Book.

AFMental is a UK Community Interest Company (CIC) with a mission to provide affordable and accessible mental health support to vulnerable populations across Africa and in the diaspora.

Our brand is a reflection of our commitment to mental health and community well-being. In this book, you will find the essential elements that make up our brand identity.



**Logo**

## Logo

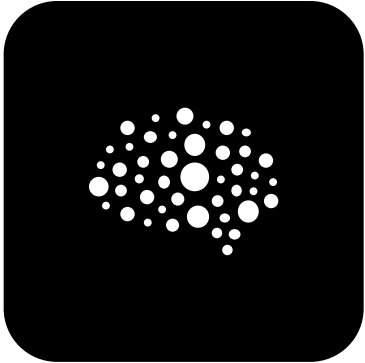
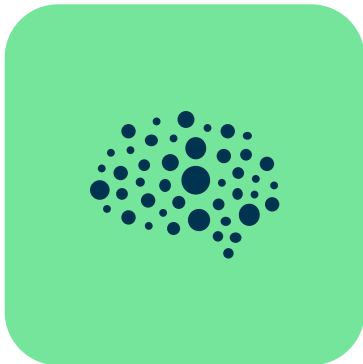
Our logo embodies our mission, representing unity, hope, and support.

It is a simple, brain illustration made up of interconnected dots, symbolizing the strength of community support.



# Afmental

# Logo Variants



# Color Palette

## Color Palette

Our primary colors are calming blue and earthy green, representing stability and growth.

These colors resonate with the healing and nurturing aspects of mental health support.

**#75E59B**

**#019D9A**

**#013252**



# Typography

# Typography

We use a clean and readable **Urbane** for headings and body text. This choice reflects our commitment to clarity and accessibility.

## **Urbane**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

The quick brown fox jumps over the lazy dog

# Brand Imagery

## Typography

Our imagery features real people from diverse backgrounds, emphasizing the inclusivity of our services and the communities we serve.



# Social Media



# Social Media

We maintain active and engaging profiles on Facebook, Instagram, and Twitter. Our branding elements are consistently applied to these platforms







Empower Your Mental  
Health Journey



Heal your mind

**Stationery**



# Stationery

Our stationery features our logo, website, and contact information, making it easy for individuals to connect with us.

