VISION
Affordable rehabilitation for amputees across Africa.

MISSION
To help amputees live independently, by providing prosthetic legs, along with physical and emotional rehabilitation.
There are two different formats for the logo which can be used where applicable. For example, portrait version can be used as a badge/emblem on posters, and landscape version can be used for the footer (see example).
There are three main colours to use, as well as black and an off-white cream colour if needed.
LEAGUE GOTHIC
REGULAR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

TRACKING: 0
JUSTIFICATION: 70%
COLOUR: GREEN/YELLOW/RED/BLACK

NOTES:
- USE FOR TITLES.
- ALWAYS CAPITALISED.

Source Sans Pro
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Tracking: 70
Justification: 70%
Colour: Black/Grey

Notes:
- Use for main body text.
- Option to use italics for quotes/body text.

SOURCE SANS PRO
BOLD

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

TRACKING: 70
JUSTIFICATION: 70%
COLOUR: BLACK/GREY

NOTES:
- USE FOR SUBTITLES.
- ALWAYS CAPITALISED.
- OPTION TO USE REGULAR TO CONTRAST WITH BOLD.
EXAMPLE TEXT

MAIN TITLE

SUBTITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet neque sed urna sollicitudin dictum. Donec tempus, lectus ut porttitor ullamcorper, felis neque elementum nunc, vitae mollis risus ligula quis elit.

SUBTITLE
Quisque accumsan massa enim, id consequat ex ultricies vitae. Quisque tristique id urna dictum dignissim. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

SUBTITLE

CASE STUDY

‘Direct quotations and testimonials in italics.’

NAME, OCCUPATION/LOCATION
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet neque sed urna sollicitudin dictum. Donec tempus, lectus ut porttitor ullamcorper, felis neque elementum nunc, vitae mollis risus ligula quis elit.

CALL TO ACTION
USE BOLD AND CAPITALS FOR SECONDARY TITLE TEXT
In the first 6 months of working together we have dismantled about 300 legs – we think Leg4Africa is having a job to keep up with us!

Mervyn Bishop
Men’s Shed

“Giving someone a prosthetic leg is like giving someone their life back again. It never gets boring.”

Gabi Jarjue
Prosthetist

Colour overlays can be added to photography using brand colours (teal, mustard, red) for posters or other media requiring text over an image.