

THE OBJECTIVE

Over the summer I was charged with defining an identity for the Ashoka Africa team in the form of printed deliverables, a website, a suite of graphics and templates, and an office makeover. This experience would not have been possible without designmatters, or the support of my wonderful Ashoka Africa team. I would like to give special thanks to Jennifer May and the DM Team, Ohemma Nyanin, Amy Badiani, Raisa Aziz, Maggie Lemere, Monica Flores, Scott Fairbanks, and Stephanie Sigg.

Ashoka (global) has it's own identity but the many initiatives and regions that live under this umbrella diverge greatly. The Ashoka brand itself was developed long ago and is working towards an update, specifically the website, logo, and color scheme. Towards the end of my time at Ashoka there was some movement on this broader branding overhaul, but we needed to move fast for the Africa team as their outreach efforts were already off and running and they needed materials to define and assist these efforts.

Perhaps the Africa team could then pave the way for Global, proving what a more modern, dynamic brand could look like, but first we sought to understand where Africa and Global differ and what the Africa team's needs are, as well as illuminating the major players in Ashoka Africa's purview.



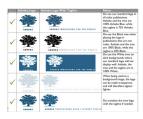
ASHOKA | mission + logo



TAGLINE: INNOVATORS FOR THE PUBLIC

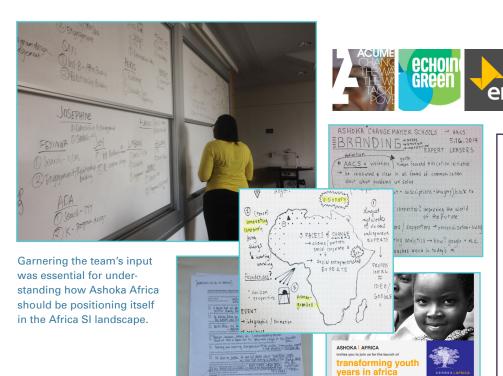
VISION: To advance an Everyone a Changemaker world, where anyone can apply the skills of changemaking to solve complex social problems.

MISSION: To support social entrepreneurs who are leading and collaborating with changemakers, in a team of teams model that addresses the fluidity of a rapidly evolving society. Ashoka believes that anyone can leam and apply the critical skills of empathy, team work, leadership and changemaking to be successful in the modern world?





THE RESEARCH



Changemaker Schools across Africa.

Wednesday, June 25th 6:30pm-8:30pm at Br and Poets (14th and V location)









Q: What is Ashoka Africa?

- * A community of believers, and co-creators of an EACH Africa
- * leading a global change
- * a dynamic team fighting to get EACH done
- * creating a continent where changemakers thrive
- * engaging
- * dynamic
- * people-focused
- * inspiration in action
- * unified and innovative
- * diverse and innovative
- * global
- * the team
- * the future
- * acting ahead

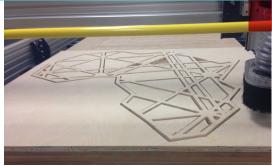
I did a landscape survey of how other social innovation institutions represented themselves, both in terms of form and language. What story do they tell and how? I also utilized a (tedious) survey of in depth questions for key team members who work across offices and had been at Ashoka long enough to witness the Africa team's evolution. During our week-long team meetings we were able to host several sessions about our vision for future growth and what set the Africa team apart. We utilized the conceptual development of the website as a place to define style and narrative.

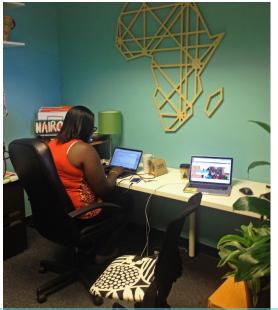


Ashoka Africa office was a dreary, messy little space with torn walls and lots of extraneous binders / non-pertinent debris, etc. We aimed to make the space vibrant, comfortable, and Africa-specific-on a budget. We started by defining a palette and aesthetic with a very strict list of needs. We painted walls, removed clunky furniture and replaced it with simpler pieces, re-purposed a vintage file cabinet for a bench / storage, repainted bulletin boards for color, and used a CNC router to cut an Africa mural. Our final touch was filling the room with plants and decorations that had come from our Africa team; the room came together for well under our \$500 budget.



















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In addition to the more tradition design and print needs (logo, brochure, website, presentation template, and stationary), we also created a few graphics to tell the story of data that has already been collected and is influencing the way. OS Ashoka Africa will move in the future. This need will likely grow as their programs spread and there is more need for communication about what is happening on the ground. This particular graphic showed the spread of Ashoka Fellows in major cities throughout the continent as a means to highlight concentrations and be mindful of gaps (several highly populated, major cities had no Fellows in place).

7+ million (12 fellows)

4-7 million (29 fellows)

2—4 million (115 fellows)

ASHOKAAFRICA





OUR STORIES

OUR WORK

GET INVOLVED

OUR TEAM

CONTACT

Q

THE WEBSITE

The website was the largest project over the summer as it entailed developing content, acquiring assets (data, photos, Fellow information), architecture, design, and back-end development. Though I'd had experience in each realm, we only had roughly one month to complete this project. Luckily I had a lot of support from my immediate team members despite their busy schedules as well as a developer from another team who kindly extended her expertise (as a Drupal developer) to help me through the many rough patches of learning the interface and programming processes. I learned a lot from her through this process, and though we had to scale back our intentions for the website, we came away with something that allows the team to build upon as it grows the database of it's 'Changemaker Stories.'



ASHOKA AFRICA'S CHANGEMAKER STORIES

Ashoka is the world's largest network of changemakers and social innovators with more than 3,000 social entrepreneurs in 70 countries, and has been working in Africa for over 20 years. Learn about Ashoka Africa's work through these changemaker stories:

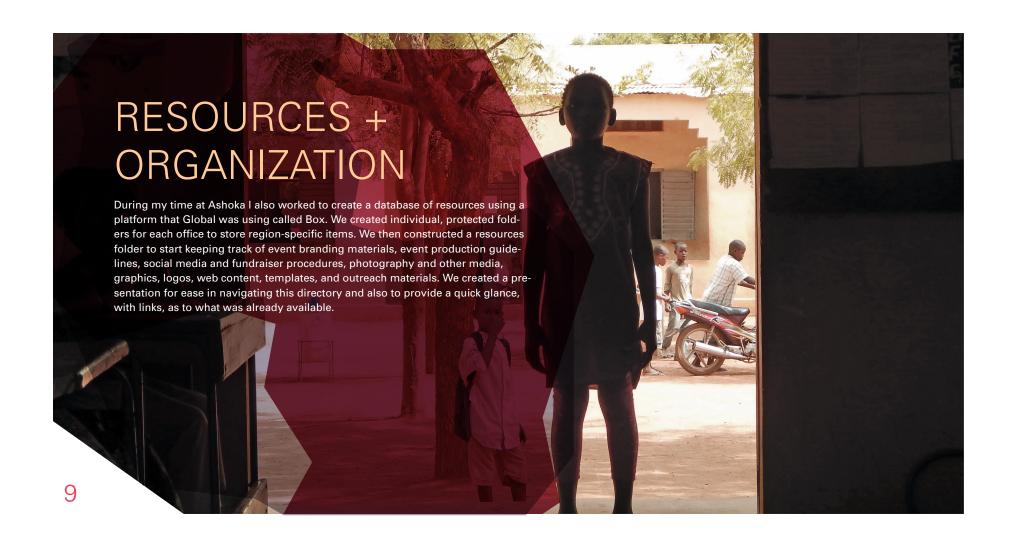














insights

and changemaking to command institutions that are building new ways

for everyone to gain the foundational skills needed for changemaking

transforming youth

local solutions for transforming the youth years for African youth. African primary and secondary schools educate and prepare young people to contribute to society. We select schools that have existing models for developing the foundational skills of changemaking in children. We connect these schools with ach other and the broader Ashoka network,

Through our Youth Venture

summer was the Transforming Youth Years brochure. This was a top-level priority but was pushed back as we needed time to first define the regional identity in order to be able to extend it to any initiative. This brochure gives an overview of the TYY initiative's aims and it's place within Ashoka. Africa has been moving forward fast with this program (as compared to their Global counterpart) but we did not want to duplicate efforts by creating a separate identity. Instead we focused on the innovative methods that are being deployed throughout the continent to develop "talent for the 21st century."

The last project during the