

ADA.

AWAKENED · DETERMINED · AMBITIOUS

Brand Guidelines

Edition 01 · 2026

The ADA story.

ADA Mandate is a Nigerian nonprofit founded in 2019. We empower women across 18 states through technology training, climate-smart agriculture, leadership fellowships, and direct microgrants. ADA stands for Awakened, Determined, Ambitious — three words that name the women we exist for.

This document is the source of truth for how the ADA brand is presented in writing, in design, and in public. Use it verbatim where you can.

How ADA sounds.

Direct, never glib. We do not soften statistics, but we do not dramatize them either. We say what is true and what we are doing about it.

Editorial, not corporate. Headlines read like a quality newspaper. Body copy is crafted, not generated.

Centered on women. The women we serve are the subject of every sentence. They are not beneficiaries. They are leaders.

Color system.

NAME	HEX	USAGE
Ink	#0F0E0C	Primary text · backgrounds for editorial weight
Cream	#F5EFE6	Page background · breathing room
Gold	#C8A24A	Accent · the ADA mark
Purple	#5B2C8A	Calls to action · interactive states
Ash	#6F6A60	Metadata · captions · monospace
Bone	#EDE6D8	Secondary surface · cards

Pair Ink with Cream as the default. Gold is reserved for the ADA period, key accents, and the strongest editorial moments. Purple anchors interactivity — buttons, links, focused inputs.

Type system.

Display — A serif with editorial gravitas. Used for headlines, pull-quotes, and the wordmark. Tight tracking, balanced line breaks.

Body — A neutral grotesque for reading at length. 10.5-11pt with 1.5 leading.

Mono — A monospace for eyebrows, metadata, counters and timestamps. Always uppercase, 8-11pt, with wide tracking.

Wordmark usage.

The ADA wordmark consists of three capital letters followed by a gold period. The period is not optional. It is the mark.

Do — use the full wordmark on Ink or Cream backgrounds.

Do — preserve clear space equal to the height of the A on all sides.

Do not — recolor the period anything other than gold (#C8A24A).

Do not — stretch, skew, outline, or animate the mark.

Do not — set the wordmark below 24px on screen or 12mm in print.

Approved press copy.

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