

PERSONAL BRAND GUIDE

Desmond Onyemechi Okocha, PhD



Professor of Journalism & Emerging Media

Bingham University, Nigeria

"Scholar-Practitioner of the Third Wave"

1. Brand Positioning

Who this is for

This guide translates Prof. Okocha's academic and public-facing record into a coherent personal brand — for use on his CV, personal website, conference materials, LinkedIn, speaker one-sheets, and any press or institutional communication.

Positioning statement

Where African media scholarship meets strategic practice.

Prof. Desmond Onyemechi Okocha is a Full Professor of Journalism and Emerging Media who moves fluently between the lecture hall, the newsroom, and the situation room. His research — spanning disinformation, AI and digital sovereignty in Africa, and indigenous communication — is matched by hands-on experience advising a sitting state governor on strategic communication and consulting for the World Bank and other global institutions. He is, in his own words, a “scholar-practitioner of the Third Wave”: someone building the next era of African communication theory while actively shaping how governments and institutions communicate today.

Brand pillars

- Rigor — 170+ peer-reviewed publications; original theoretical contributions to communication studies.
- Relevance — research agenda tracks the frontier: AI, disinformation, algorithmic journalism, digital sovereignty.
- Reach — practice-side credibility from state government advisory work and global development institutions.
- Roots — sustained scholarship on indigenous and cultural communication (festival, music, oral tradition) keeps the work distinctly African, not imported theory.

Audiences

- Academic peers, doctoral students, and journal editors
- Conference organizers and media houses seeking expert commentary
- Government and NGO bodies seeking strategic communication advisory
- University leadership and governing bodies

2. Color Palette

A restrained, formal palette built for an academic audience: deep indigo/navy for authority and trust, warm gold for distinction, and a soft cream to keep materials warm rather than cold or corporate.

Academic Navy — Primary #1B2A4A

Backgrounds, headlines, the seal mark. Signals authority, trust, depth.

Distinction Gold — Accent #B8863E

Rules, accents, italics, callouts. Used sparingly — never as a large fill.

Parchment Cream — Background #F5F1E8

Page backgrounds, letterhead, slide backgrounds. Warmer than white.

Charcoal — Body Text #2B2B2B

Body copy and captions. Never pure black — softer for long-form reading.

Usage rule: navy and cream should cover roughly 80% of any layout; gold is a finishing accent, not a base color — one to three gold elements per page maximum.

3. Typography

Primary typeface — headlines & name treatment

Source Serif Pro (or Georgia as a system-font fallback). A literary serif that reads as “peer-reviewed” without tipping into ornamental. Use for: name lockups, document titles, pull quotes, and the logo monogram.

Secondary typeface — body & UI

IBM Plex Sans (or Helvetica Neue / Arial as fallback). Clean and highly legible at small sizes — CVs, captions, slide body text, web UI, forms.

Pairing rule

Serif for anything that should feel authored (titles, statements, quotes). Sans for anything that should feel functional (body text, data, navigation, contact details). Never mix a third typeface into official materials.

Scale (for print/web)

- Document title — Source Serif Pro, Bold, 28–32pt, Navy
- Section headers — IBM Plex Sans, Bold, 14–16pt, Navy, gold underrule
- Body text — IBM Plex Sans, Regular, 10.5–11pt, Charcoal
- Pull quotes / positioning line — Source Serif Pro, Italic, 13–15pt, Gold

4. Logo

Concept

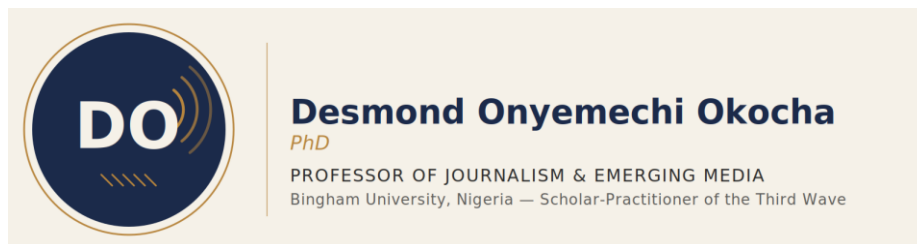
A circular seal mark — deliberately referencing both the academic seal (gravitas, institutional trust) and a broadcast signal (his media and emerging-tech research focus). The 'DO' monogram anchors the center; radiating arcs at the right stand in for signal, transmission, and reach. A short woven line motif beneath nods to Nigerian textile line-work without copying any specific traditional pattern. The ring text carries his positioning line and can be swapped for context (e.g. a specific event name).

Primary mark



Use for: profile photos, favicons, seals on certificates, standalone social avatars. Minimum size: 32px / 0.5in — below this the ring text becomes illegible and should be dropped.

Horizontal lockup



Use for: letterhead, email signature, presentation title slides, website header, speaker one-sheets.

Usage rules

- Always maintain clear space around the mark equal to the width of the gold ring.
- On dark or photo backgrounds, use the mark on its cream circle backing — never place it directly on a busy photo.
- Do not recolor the mark outside the palette in this guide.
- Do not stretch, rotate, or add drop shadows.
- The ring text may be swapped only for the two approved variants: “SCHOLAR • PRACTITIONER / JOURNALISM • MEDIA • AI” or, for institutional contexts, “BINGHAM UNIVERSITY / FACULTY OF COMMUNICATION.”

5. Voice & Application

Tone of voice

Measured, evidence-led, and unafraid of a strong original claim. Prof. Okocha's writing consistently proposes new frameworks rather than only critiquing existing ones — the brand voice should do the same: confident, precise, citation-backed, never sensational.

Where to apply this system

- Personal website / faculty profile page
- Speaker one-sheet for conference and panel invitations
- Email signature (horizontal lockup + positioning line)
- LinkedIn banner and profile treatment
- CV / academic dossier cover page
- Slide deck template (title and section-break slides)

Files delivered alongside this guide: logo-mark.png / .svg (seal), logo-lockup.png / .svg (horizontal lockup). Both are vector-editable for resizing to any application without quality loss.