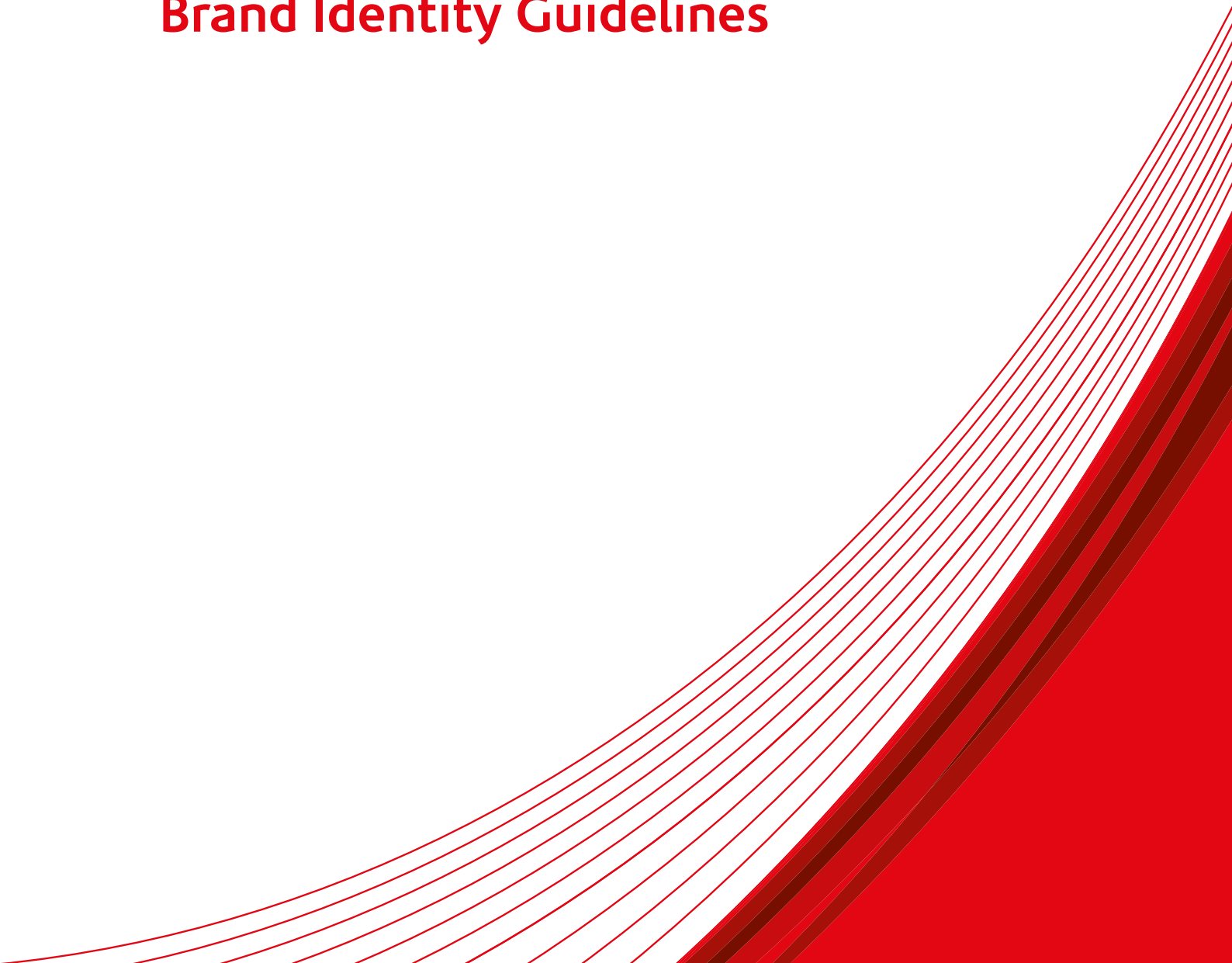




Brand Identity Guidelines



Section

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Section 1.0

Introduction to Kenya Vision 2030



Kenya Vision 2030 is the country's new development blueprint covering the period 2008 to 2030.

It aims to transform Kenya into a newly industrialised, “middle-income country providing a high quality life to all its citizens by the year 2030”.

The Vision has been developed through an all-inclusive and participatory stakeholder consultative process, involving Kenyans from all parts of the country. It has also benefited from suggestions by some of the leading local and international experts on how the newly industrialising countries around the world have made the leap from poverty to widely-shared prosperity and equity.

The Vision is based on three “pillars”: the economic, the social and the political.

Section 1.1

Introduction to our Brand Guidelines

The Kenya Vision 2030 logo is our most valuable asset. Its value as our identity will grow when used correctly and consistently whilst identifying us across all communication platforms.

By providing a uniform symbol wherever visual identification occurs, the Kenya Vision 2030 identity system is aimed at projecting quality and professionalism.

These standards for brand identity will provide the consistency and direction that will help Kenya Vision 2030 achieve communicating its long-term vision in a consistent manner.

WHY AN IDENTITY MANAGEMENT SYSTEM?

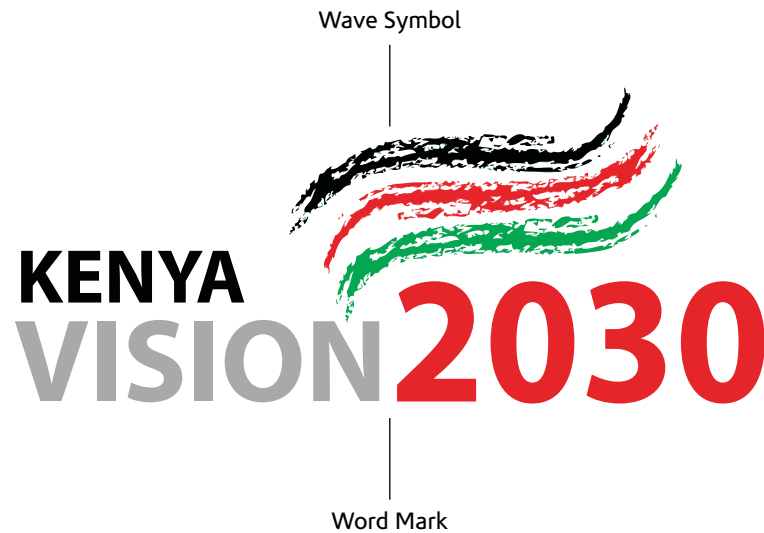
Brand guidelines are developed to protect the integrity and value which that brand represents. Through a series of measured and controlled processes, correct handling of the brand will ensure growth in brand equity and increased brand recognition. It is thus encouraged that each employee who is engaged in representing the brand takes time to accustom themselves with these brand guidelines.

WHAT WILL IT COVER?

The brand guidelines will cover a spectrum of brand contact points, allowing the brand manager and marketing executive a clear understanding of how to apply the brand.

Section 2.0

Vision 2030 Logo and It's Elements



WAVE SYMBOL

The Wave is the defining feature of our design system, and the starting point for many graphic elements you'll see later in this document. Inspired by the Kenyan flag and its colours, the Wave represents ideas and information in motion.

WORDMARK

Our wordmark has been kept simple with no gratuitous ornamentation, this typeface is strong yet friendly, self-assured yet down-to-earth; qualities we're happy to associate with our brand.

The relationship between the signature elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions, placement of any of the signature elements independently or attempt to create the logo for reproduction.

Section 2.1

Vision 2030 Logo Colour Options



Full colour logo



Grayscale logo variation



Single Colour Logo Variation

FULL COLOUR

The logo should ideally always be used in full colour

ONE-COLOR / GRAYSCALE

The one-color or grayscale versions of our signature are used for applications or collateral only when the absence of colour is unavoidable.

Section 2.2

Exclusion Zone and Minimum Size reproduction



The logo should always be placed with as much breathing space as possible. The minimum exclusion zone surrounding the corporate signature should be the height of "V".

The exclusion zone provides sufficient space to avoid brand confusion and deterioration of the brands legibility, especially when co-branding occurs or where there is potential for visual confusion.

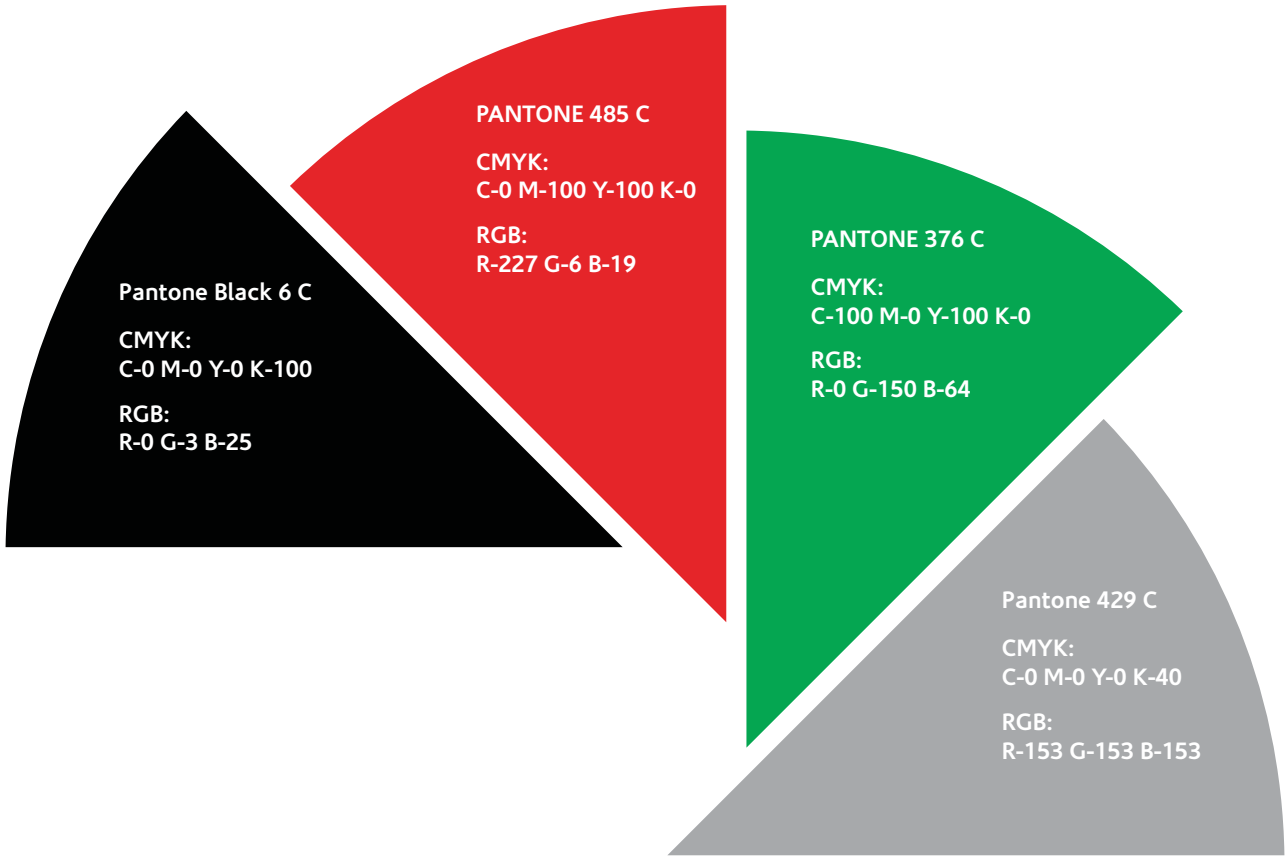


MINIMUM REPRODUCTION SIZE

The corporate signature may never be reduced to smaller than 25 mm in width when excluding the slogan. The minimum it can be reduced with the slogan is 30 mm in width.

Section 2.3

Brand Colours



The Kenya Vision 2030 brand is composed of 4 main colours.

For consistency we have opted to use the same colour values as the Kenya Brand.

Although we do not recommend spot colour printing, due to inconsistency in reproduction when using these colours, circumstances might exist when spot colour printing is required. In such a situation, please use this colour swatch to match the closest possible spot colour.

Section 2.4

Corporate Typeface

Corisande

Light -	ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310
<i>Light Italic -</i>	<i>ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310</i>
Regular -	ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310
<i>Italic -</i>	<i>ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310</i>
Bold -	ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310
<i>Bold Italic -</i>	<i>ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310</i>

Ensure there is a tracking of (-20) when using the font.

The primary font for the logo and all copy-related elements is Corisande, this was a deliberate step in staying in sync with the Kenya Brand.

This typeface comes in light, regular and bold.

Corisande is used for all marketing and print media collateral such as corporate stationery and print advertising.

Note: Secondary typefaces are allowed for headers and iconography where necessary.

Arial

Regular -	ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310
Bold -	ABCDEFGHIJKLMNPOQ abcdefghijklmnpq 12345675310

The electronic font used is Arial.

The Arial font is only allowed when working in electronic and digital space, for example, Powerpoint presentations, e-mails and internal documents.

Section 2.5

Misuse of Kenya Vision 2030 Logo



Do not remove an element of the logo



Do not rearrange the elements



Do not change colours of the elements



Do not distort the logo in any way



Do not change the typeface



Do not use the logo at an angle



Do not use single colour applications in colours not specified in this book



Do not use the waves on their own



Do not create taglines

The Kenya Vision 2030 logo cannot be tampered with in any way.

Any moving of the symbol or wordmark will compromise the brands identity and is forbidden.

The wave symbol may not be used as a pattern or texture. This devalues and confuses the logos impact.

The signature can never be distorted, skewed or stretched.

Section 2.6

Logo Placement on Coloured Backgrounds



Logo can be used over light images



It is ideal to have the logo over white



Logo can be used over light colours

Although it's always preferable to place the signature on a white background, there are times when it will need to appear over a color. In these cases, make sure that all elements are as visible as possible.

On the rare occasion when the signature needs to appear over a photograph, special care must be taken to ensure visibility of the signature elements.

Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the signature resides will help you achieve that goal.



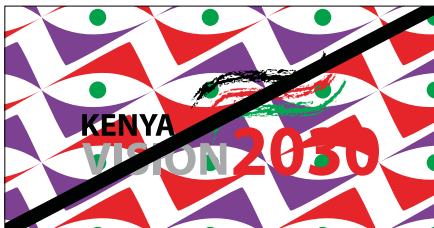
Do not use the logo over gradients



Do not reverse the logo on any colour



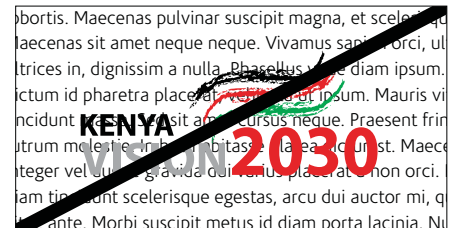
Do not use logo on colours that reduce visibility



Do not use logo over patterns



Do not use logo over crowded images



Do not use logo over text

Above are a few examples of the kind of backgrounds on which the logo must never be used, under any circumstances.

Section 2.7

Secondary elements of Kenya Vision 2030 Brand Identity

The two curve designs used as secondary elements of the brand identity, were developed to portray a feel of dynamism and movement.



Dynamic Wave Element 1



Dynamic Wave Element 2

Always ensure that only one of these dynamic elements is used in any one layout.

Dynamic Wave Element 1 is preferred for areas where the brand logo and message needs to be separated from a visual (as demonstrated in later pages of this book)

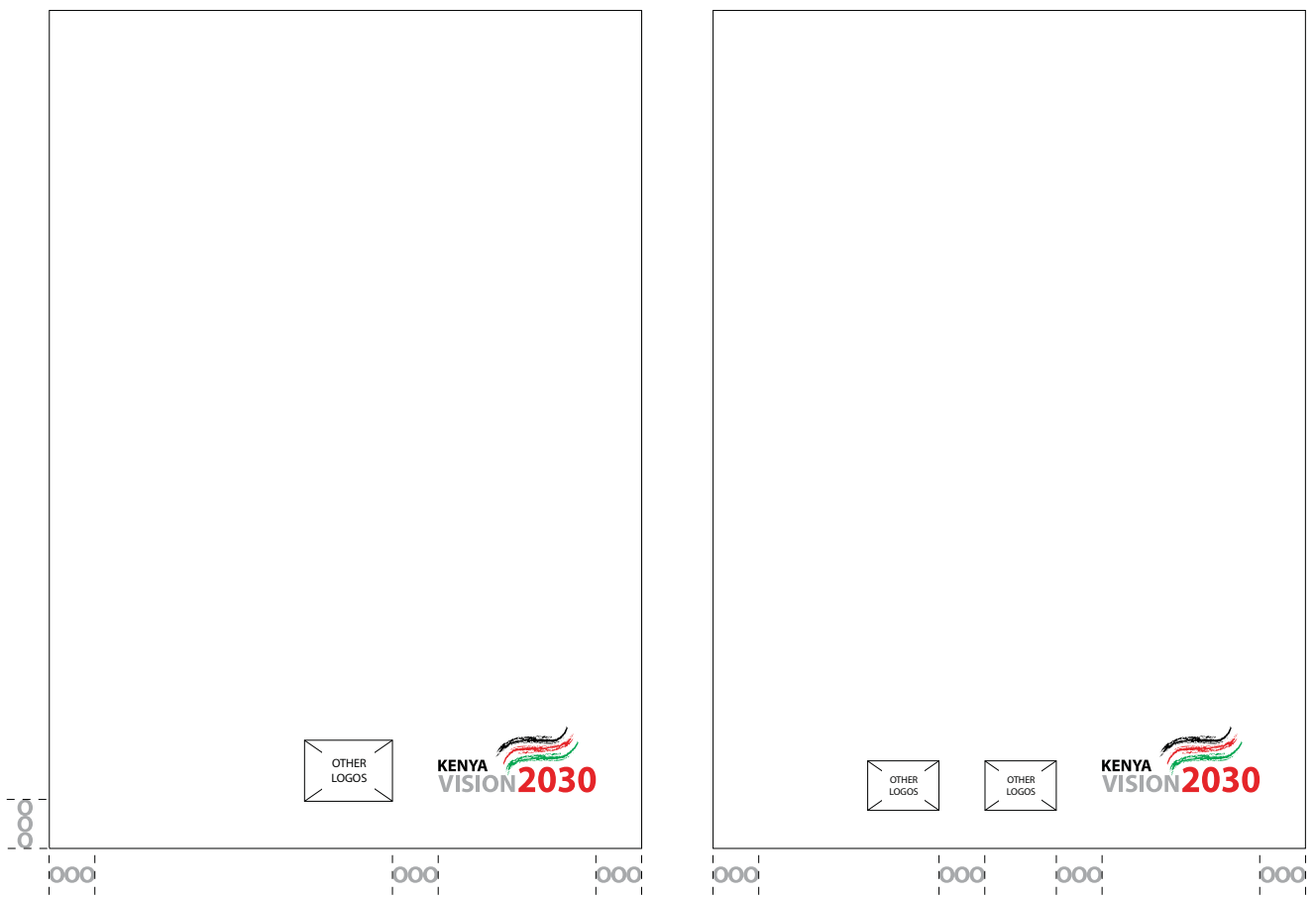
Dynamic Wave Element 2 is preferred for times when a layout might be type heavy and should only be used on the bottom right hand of the page.

Section 3.0

Co-branding With Other Government Partners

The ideal placement of the logos in such a scenerio is spread out evenly and in appropriate propotions at the bottom of the layouts

Please see example below for clarification



Section 3.1

Branding for Private Sector Vision Supporters (example)

For the purpose of showing the lock-up in use, we have selected one particular project, but the same principles should apply to all private sector projects that help towards the realisation of Kenya's Vision.

The logo should in a legible and clear area of the card.

it should not be less than 2 inches in width.

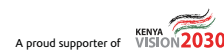
Wherever possible it should sit on the same side of the business card as the supporting company.



The logo should in a legible and clear areas maintained at all times

It should not be less than 2 inches in width.

Wherever possible it should sit along the bottom centre, but it is also acceptable if the logo sits on bottom left or right corners in circumstances where it is not possible to have it centre aligned.



Section 3.2

Flag Ship Projects Branding

On flag ship projects the following statement must appear right after the project title.

Please refer to example on next page:

A Vision 2030 Flagship Project

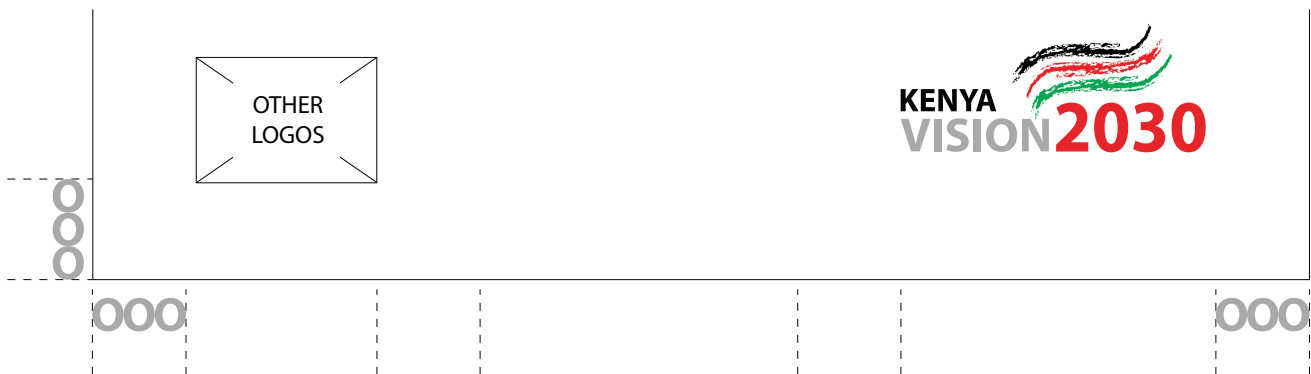
This statement endorses the project and also helps to showcase progress being made around the countries vision.

The statement can be placed in the implementing parties corporate font.

The logo for the implementing parastatal, Ministry should be displayed spread out evenly at the bottom of the layout



This space can be adjusted
so that the logos are spread across the width



This space can be adjusted
so that the logos are spread across the width

This space can be adjusted
so that the logos are spread across the width

Section 3.3

Branding for Private Sector Vision Supporters

This lock-up was created specifically for branding of projects from the private sector that help towards the realisation of Kenya's Vision.

Care should be taken not to allow the usage of this lock-up on projects that are not aligned to Kenya's Vision.



minimum width 1 inch



Space the size of "V" from the logo should be maintained at all times

Section 3.4

Flag Ship Projects Branding (print example)



Kenya Airports Authority
"Setting our sights high"



Extended parking area



Extended apron



New extended taxiway

Terminal 4, Jomo Kenyatta International Airport A Vision 2030 Flagship Project

In line with the countries vision, we are currently building a more modern and effective terminal at JKIA to ease airport traffic and make your journey more pleasurable.

Upgrades include:

- Extended parking area
- Extended apron
- New extended taxiway
- Transit hotel

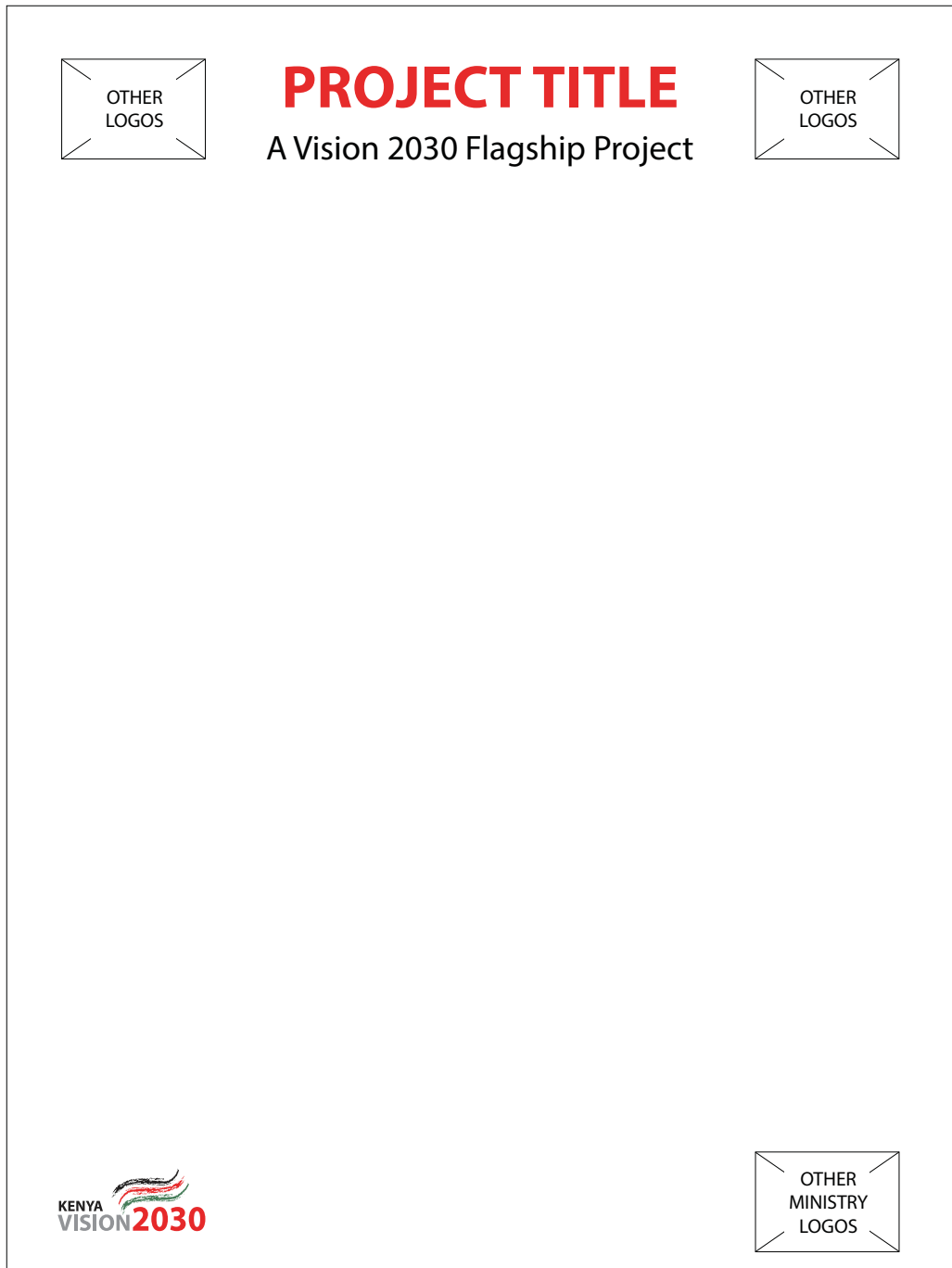
KENYA VISION 2030

Kenya Airports Authority JKIA · Nairobi

Flagship statement should be placed right under the project title

Section 3.5

Flag Ship Projects Branding (tendering example)



Section 3.6

Flag Ship Projects Branding (project signage example)

