



REPUBLIC OF KENYA



**PUBLIC SERVICE
BRANDING**

Government Visual Identity
System and Guidelines
©2023

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ACRONYMS

i.	RBM	Result Based Management.
ii.	KANU	Kenya Africa National Union.
iii.	RRI	Rapid Response Initiative.
iv.	CD	Compact Disc.
v.	3D	Three Dimensional Space.
vi.	LED	Light-emitting Diode.
vii.	NHIF	National Hospital Insurance Fund.
viii.	VIS	Visual Identity System

INTRODUCTION

Public Service Branding is a critical element in fulfilling the country's branding agenda. The actions, attitudes and indeed the performance of public servants contribute to the country's rating as a destination. The Government Identity System Guidelines aim to embed in the public servants, a culture of results, good work ethics and positive attributes as well as uniformity in approach through effective communication. The guidelines have been developed to serve the purpose of standardization and guide the application of national emblems across all Public Service entities. This is an important step towards maintaining an integrated and consistent Public Service image.

The guidelines are illustrative tools of the visual standards for preparation of all branded materials, the approved colour usage and the approved printing specifications. The guidelines are complemented by artwork files that are made available to Public Service entities upon request.

All the Public Service entities are advised to comply with the standards specified in the guide and shall consistently use the templates provided for every item. Production of new templates or alteration of provided designs and artwork files is not allowed without consultation with the Nation's Branding Agency; KEPROBA (Kenya Export Promotion And Branding Agency)

Public Service Bodies are advised to share a copy of the branding guidelines book with their advertising partners, creative agencies, branding agencies and printers to ensure consistency of their work and outcomes with the approved visual identity for the Public Service.

Kenya Export Promotion And Branding Agency

Ministry of Investments, Trade and Industry

Public Service Branding - An Overview

A brand is a promise made to clients to deliver clearly stated benefits that are valued and that set it apart from its competitors. It is much more than a logo, a tagline or a slogan. At a deeper level, it is a promise of who the country is and what the stakeholders can expect from it. Brands are traditionally associated with the Private sector. The Public Service should also be aware of the way it is portrayed and perceived by the society and endeavor to be responsive to public needs.

The Public Service in Kenya has gone through various reforms such as the Rapid Response Initiative (RRI), Result Based Management(RBM) which have positively changed the process orientation of the Public Service. Despite these changes the public still have a low level of awareness of the said changes and the benefits that these changes have brought in service delivery.

Below is an outline of the current perception of the public service compared to the expectations.

Perceptions;

- ◇ An old, slow and selfish character
- ◇ Resistance
- ◇ Stuck on old habits
- ◇ Inefficient & corrupt

Expectations;

- ◇ Modern and fast in service delivery
- ◇ A positive spirit reflecting our country's abundance
- ◇ Efficient service delivery
- ◇ Adaptable to change
- ◇ Transparency in service delivery

It is thus crucial to define and align the vision, culture and image of the Kenyan Public Service so as to meet the needs of stakeholders. By instituting a branding initiative, Public service institutions will be perceived as bodies that enable the public and other service receivers to achieve their goals.

Objectives

The following objectives guided the development of the Public Service branding guidelines:

- ◇ Supporting the foundations of Vision 2030 in the development of the Public Service
- ◇ Branding and positioning the Public Sector as a top corporate citizen
- ◇ Providing brand identity and branding guidelines for communication across state organs

Justification

From the diagnostics on the Public Service framework, it was identified that the look and feel of government is disjointed. A visual audit of state organs identified fundamental inconsistencies. For example, the use of basic communication tools and National Emblems is not monitored resulting in incorrect applications. From these results branding of the Public Sector is necessary for a number of reasons:

- i. To clearly articulate who the Public Service is and what it stands for
- ii. To redefine a poorly defined and undifferentiated Public Service brand
- iii. To meet the needs of an informed public who expect timely, efficient and fair access to information and service
- iv. To build employees' trust and pride, and encourage them to act as ambassadors for their country, its values, products and services



PUBLIC SERVICE VIS GUIDE

Why the VIS guide

The VIS is a Brand standard which provides a clear, reliable guidance on how to use brand elements and design within the Public Service and across all touch points.

Brand standards are essential for ongoing commitment to:

- i. Maintain authenticity and build brand equity
- ii. Ensure that the guidelines are adhered to by all stakeholders
- iii. Promote quality and consistency
- iv. Improve service delivery

This VIS is predominantly for use by technical people responsible for communication and branding within the public service.

In using the VIS guide due reference should be made to the diagnostics that informed this guide. To use brand standards effectively, you first need to understand how they fit into and affect all communication touch points. This VIS shows both aspects.

Note: The VIS is not intended to restrict you but to guide you.

VIS Framework

The design principles help to focus and clarify what is and is not the public service branding exercise.

These principles drive the design of all touch points for the public service branding exercise. Apply these principles whenever new executions are created.

The Public Service Design Principles

- i. **Bold Simplicity -** A return to clarity by, removing all extraneous noise and static around the brand to find the bold, simple essence of the brand.
- ii. **Real Authenticity -** Driven by self-determination, public service defines a unique path to a greater destiny in a style that is true to self.
- iii. **National Colours -** At every touch point, we should leverage the national colours and ensure consistency. We should integrate this into everything we do.
- iv. **Familiar Yet Surprising -** We do not follow category norms instead, we lead them. We introduce new strategic elements to create variety and freshness across the brand experience.

The VIS building Blocks

Brand Vision

This is the futuristic view of what the Brand wants to be taking cognizance of the current brand status and assets. Our brand vision is 'Balancing Kenya's ambition towards modernity, economic dynamism and growth of her consumer society, with the respect for her ancestral heritage and values, in order to chart the path for a unique African wealth creation model.' This balance between modernity and heritage must permeate public service branding and visual identity.

Brand positioning Statement

This is the competitive, relevant and differentiating place the Brand occupies in its market. For Kenya, the positioning statement is:

Surprising Familiar Exotic Destination with high economic potential, where people and nature live in harmony. This must be a common thread in the public service branding and visual identity.

Brand Values

Delivering a brand vision requires solid principles upon which to rely on in order to differentiate the right from the wrong. Brand values are powerful beacons that are conceived to support a unique brand proposition and are memorable. In this instance, they are limited to three:

MIND:

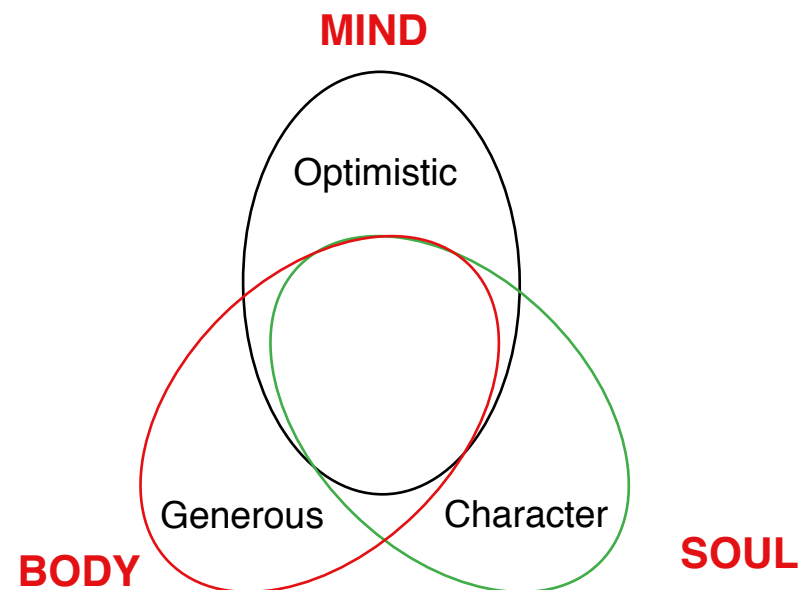
How you think, is the reason behind your actions

BODY:

How you behave, is the tangible demonstration of the brand vision

SOUL:

How you feel, should express the emotional dimension of the brand



Value rationale

BODY: How Kenya behaves - **Generous**



The word goes beyond the description of Kenyans' giving nature.

You find it in the energy they put in their hard work, it is in their entrepreneurial spirit, it describes their land that produces some of the world's most well-known exports. It is a promise of the potential returns on investment. This brand value is fundamentally African in its most buoyant and extravagant meaning. It also captures the citizen's spirit of service and selflessness.

MIND: How Kenya thinks - **Optimistic**



Kenya has a youthful spirit. Backed by a competitive nature and a strong belief in her inner capacities and enormous potential, Kenya has the courage to rub shoulders with some global leaders.

Optimism captures Kenya's unique ability to rebound after challenges and to face the future with pride and confidence in a belief that Kenya's best is yet to come.

SOUL: How Kenya feels - **Character**



To have character requires independence of mind and the ability to stand on your own. It describes Kenya's commitment to chart her own path to success and not to replicate models defined by other cultures.

It demonstrates the resilience and tenacity required to face the challenges ahead. It defines a proud country.

Brand Personality

Entrepreneurial:

Kenyans are self-driven and independent. They are known for their ability to spot opportunities and turn them into commercial operations regardless of the circumstances. This trait is partly demonstrated in the many small successful micro enterprises (SME) started by individual Kenyans.

Resilient:

This is the inherent nature to keep moving on. Kenyans are known for not giving up but optimistically look towards a better future.

Brave:

It is captured majestically by the warrior shield in our flag. Kenya is known for her ambition to be the leader in the region, whether in public service management, economy, or in the political arena. Kenya has bravely shouldered the responsibility of mediating between her warring neighbors and overseeing the signing of peace treaties. Kenya has provided peace keepers for UN missions and provided a safe haven for thousands of refugees. Kenya's sons and daughters have shown prowess and leadership in sports, environmental conservation and academics.

Open:

Kenyans are known for their willingness to accept and embrace new ideas and even cultures. This is evident in the advancements in ICT, adoption of modern business practices, innovative farming and mobile telecommunications. The openness in the country has provided a conducive environment for businesses to thrive. Kenyans are also known for their adventurous spirit found in the drive to experience expansive landscape and wildlife.

Respectful:

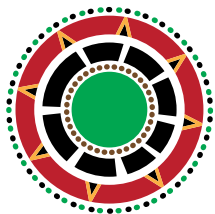
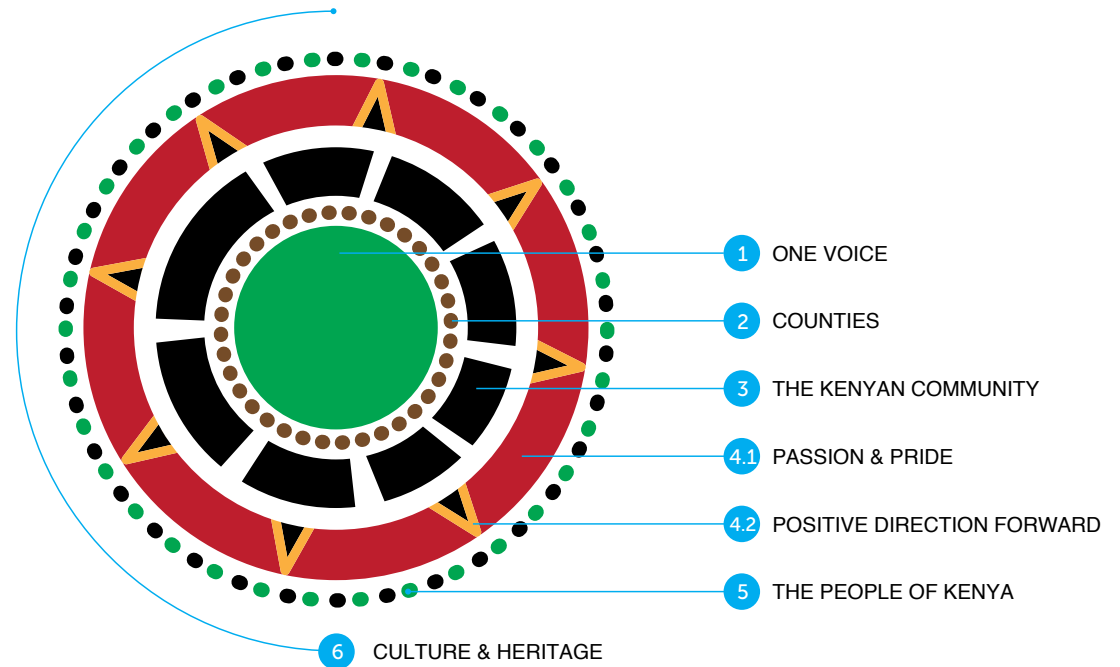
Kenyans respect each other's diverse opinions and also value respect for themselves. This trait is very well expressed in Kenya's reputation as hard working citizens who are committed to delivering quality. Our maturing democracy, respect for varied religions and cultural diversity is a demonstration of this characteristic.

Warm:

This relates to the warm comfortable climate as well as Kenya's hospitable and generous nature. When visitors come to Kenya, they are received and embraced with a warm welcome that leaves them with the desire to come back.

Development of the Brand Visual

- i. The big sphere in the Centre of the logo represents the unity of the Country that we all speak with One Voice.
- ii. The small brown dots around the central sphere stand for the land and represent all the 47 counties together.
- iii. The black bars represent the people of Kenya
- iv. The red circle stands for our passion and pride
 - *As we move in a positive direction*
 - *Communication with the world, through the gold arrows.*
- v. The small dots around the external sphere represent every Kenyan in the world - 2 colours for both male and female.
- vi. The complete unity logo represents the Kenyan culture and heritage through authentic inspiration.

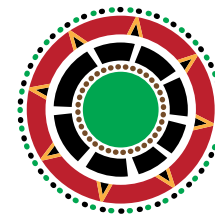


BRAND MARK

+

KENYA

=



KENYA

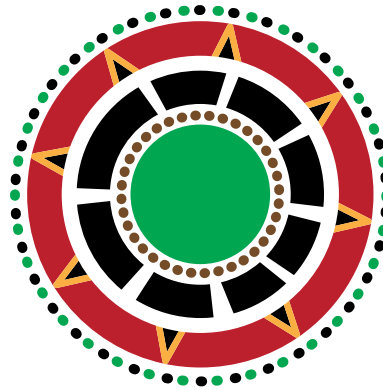
BRAND IDENTITY

The Brand Visual

This logo is for branding and marketing purposes, it does not replace the flag and coat of arms.

However with the aim to express the country's brand positioning, flags can be differentiated from country branding as the identity is freed up from the traditional boundaries of the flag.

Examples of differentiating between flag and branding can be seen in the cases of Spain, India and Brazil.



KENYA



Examples of countries where the country brand is differentiated from the flag

THE MAP OF KENYA

Kenyan counties map



THE NATIONAL SYMBOLS

The National Flag, Emblems and Names Act of 1963 identifies the national symbols of Kenya to be the following:

The Coat of Arms

The National Flag

The National Anthem and

The Public Seal

The Coat Of Arms Of Kenya

The Coat of Arms of Kenya is the formal symbol of Kenya that signifies the country's sovereignty, authority and ownership. The guideline for the use of Coat of Arms of Kenya is cited under the National Flag, Emblems and Names Act of 1965 wherein Act is referred to as the Armorial Ensigns.

Use of Coat of Arms is by a state agency or government body. In accordance with Section 9 [Cap 99 under National flag, Emblems and Names flying of the national flag and displaying of armorial ensigns) regulations, 1965] of the Act, no individual, organization or entity (aside from state agencies or government bodies) is permitted to use the Coat of Arms or Symbols without the Attorney-General's authority.



REPUBLIC OF KENYA

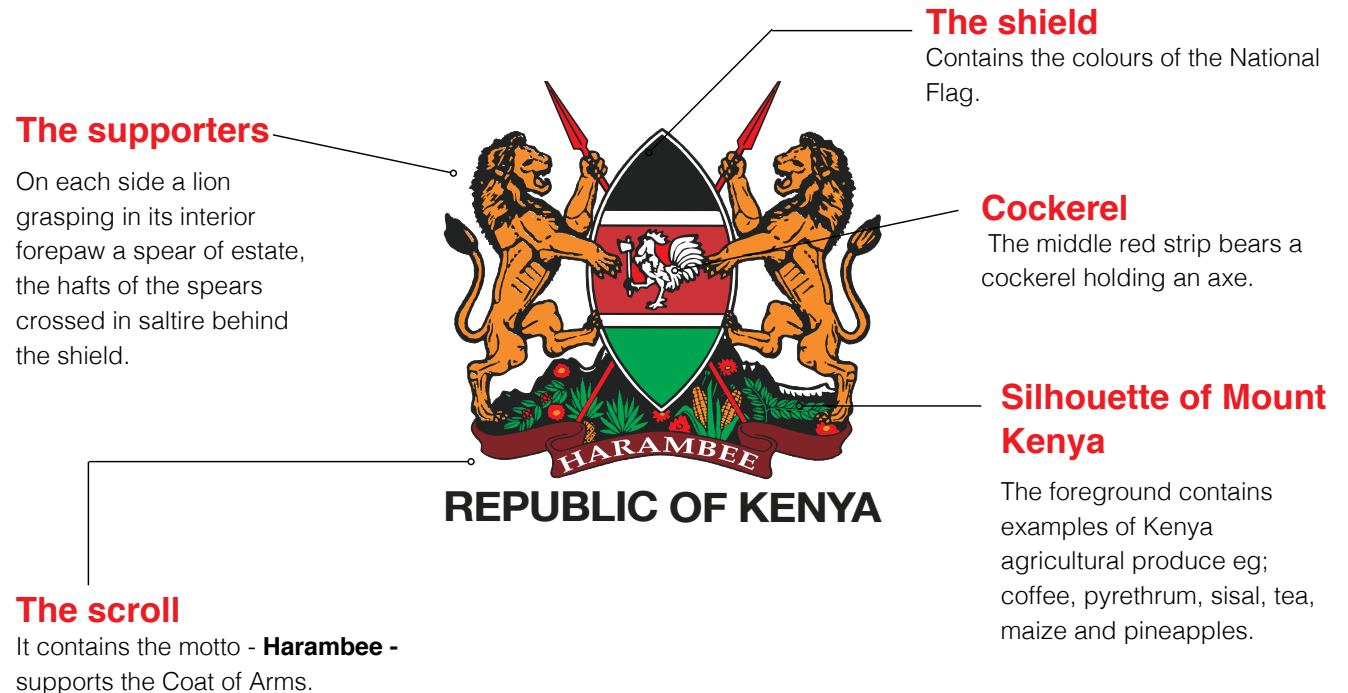
The Coat of Arms of Kenya Anatomy

The Coat of Arms features two lions, a symbol of protection, holding spears and a traditional Kenyan shield. The shield and spears symbolize unity and defense of freedom. The shield contains the colours of the national flag.

There is a cockerel holding an axe - which according to the African tradition, the rooster is the only domestic fowl that announces the dawn of a new day, much like the wakeup call of an alarm clock. That's why roosters are kept. At the rooster's crow, everyone wakes up and begins work before the dawn. The rooster is also one of the few animals that seldom moves backwards. The rooster holding an axe while moving forward portrays authority, the will to work, success, and the break of a new dawn.

The shield and lions stand on a silhouette of Mount Kenya which is the most predominant geographical feature of the country, containing in the foreground examples of Kenya agricultural produce - coffee, pyrethrum, sisal, tea, maize and pineapples.

The coat of arms is supported by a scroll upon which is written the word 'Harambee'. In Swahili, Harambee means "pulling together" or "all for one".



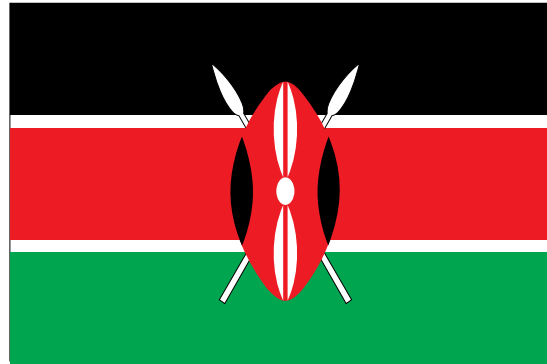
The National Flag

The flag is a key element of a country's identity. It has both political and historical significance and is often used as a symbol of national pride.

Three major strips of equal width coloured from top to bottom, black, red and green and separated by narrow white strips, with a symmetrical shield and white spears superimposed centrally.

Kenya's National Flag was adopted on December 12, 1963 and has the following symbolic elements:

- a. The black colour symbolizes the indigenous Kenyan people.
- b. The red colour symbolizes the blood that was shed in the fight for independence.
- c. The green colour symbolizes Kenya's rich agricultural land and natural resources.
- d. The white colour symbolizes peace.
- e. The shield and spears signify that all Kenyans are at all times ready to defend the independence they fought so hard for.



Pursuant to this law, the National Flag, Emblems and Names Act Chapter 99 - 2014(2012)

4A. Flying of national flag on a motor vehicle

1. A person shall not fly the national flag on any motor vehicle.
2. Notwithstanding subsection (1), the President, the Deputy-President, the Chief Justice, Cabinet Secretaries, the Speaker of the National Assembly, the Speaker of the Senate and Diplomats, while in foreign missions may fly the national flag on a motor vehicle.
3. A person who contravenes subsection (1) commits an offence and shall be liable, on conviction, to a fine not exceeding one million shillings or to imprisonment for a term not exceeding five years, or both.

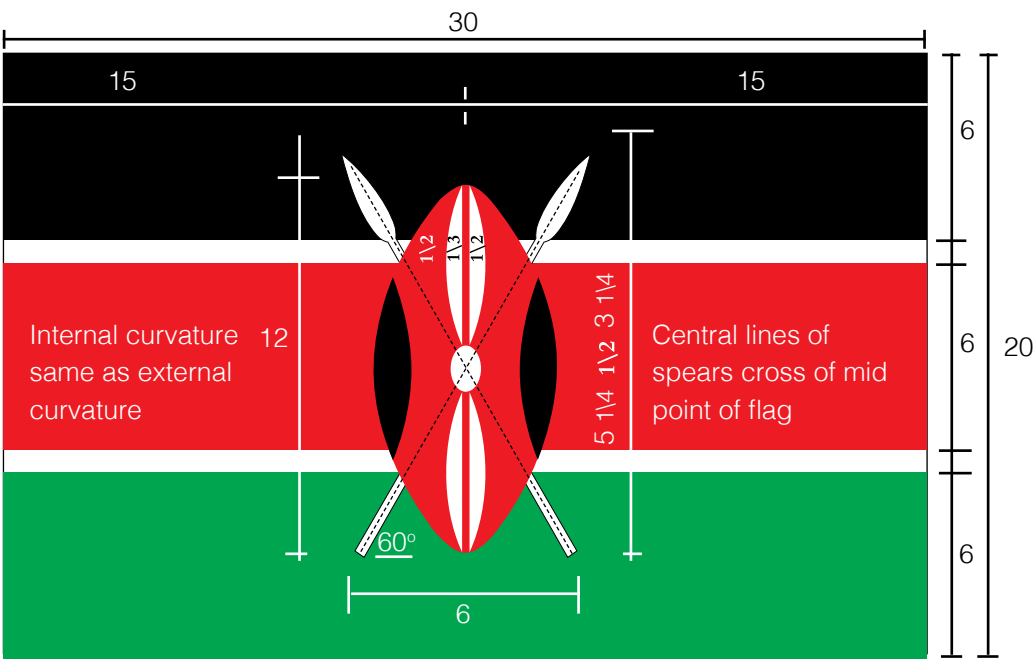
[Act No. 10 of 2014, s. 3.]







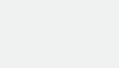

5. Prohibition of display of certain flags

1. No person shall display at any place or on any premises any flag or banner or permit any flag or banner to be so displayed, being in either case a flag or banner (other than a specified emblem) which is reputed to belong, or is held out by any authority as belonging, to the territory of Kenya or of any particular part thereof (other than the area of a local authority).
2. Any person who contravenes subsection (1) of this section shall be guilty of an offence and liable to a fine not exceeding five thousand shillings or to imprisonment for a term not exceeding six months, or to both such fine and such imprisonment.
3. This section shall bind the Government.

The National Flag Specifications

Note — All dimensions given do not necessarily represent any particular measurements and are merely proportional.
“British Standard Specification”



COLOUR	BS SYSTEM	BS TRANSLATION	CMYK	PANTONE
	Black		C= 0 M 0 Y= 0 K=100	Coated Black DS 49-1C Uncoated Black
	Red shade reference 0.006		C=0, M=100, Y=100, K=0	Solid Coated 1797C Uncoated Red DS 5-1U
	Green Shade reference 0.010		C=100, M=0, Y=100, K=0	Coated Black 355C Uncoated Green DS 302 -1U
			C=0, M=0, Y=0, K=0	White C

The National Anthem

One of the most important national symbols of Kenya is its national anthem. Prior to attaining independence, the government commissioned a five-member team: Thomas Kalume, Graham Hyslop, Peter Kibukosya, Washington Omondi and George W. Senoga-Zake to come up with a new anthem.

The team was to incorporate traditional Kenyan music in the anthem, while ensuring that a military band could perform the tune without distorting the original tone of the melody. The melody the team selected is based on a traditional folk song of the Pokomo, a small ethnic group in Kenya's Coast province. This Pokomo folk song was originally composed by Mzee Galana Meza.

The Kenya national anthem is a beautifully composed song with an authentic African melody. The anthem evokes a deep sense of patriotism among Kenyans. It is commonly played during international events, particularly during athletic events when Kenyan athletes excel. In Kenya, the national anthem is played during national holidays and during other important or historical events. In these occasions, a military band performs the national anthem, asserting the anthem's role as a symbol of Kenya's national unity.

English

O God of all creation
Bless this our land and nation
Justice be our shield and defender
May we dwell in unity
Peace and liberty
Plenty be found within our borders.

Let one and all arise
With hearts both strong and true
Service be our earnest endeavour
And our homeland of Kenya
Our Heritage of splendour
Firm may we stand to defend

Let all with one accord
In common bond united
Build this our nation together
And the glory of Kenya
The fruit of our labour
Fill every heart with thanksgiving

Kiswahili

Ee Mungu nguvu yetu
Ilete baraka kwetu
Haki iwe ngao na mlinzi
Natukae na undugu
Amani na uhuru
Raha tupate na ustawi.

Amkeni ndugu zetu
Tufanye sote bidii
Nasi tujitoe kwa nguvu
Nchi yetu ya Kenya
Tunayoipenda
Tuwe tayari kuilinda

Natujenge taifa letu
Eeh, ndio wajibu wetu
Kenya istahili heshima
Tuungane mikono
Pamoja kazini
Kila siku tuwe na shukrani

The East African Anthem

The 12th Ordinary Summit of the EAC Heads of State meeting in Arusha adopted the EAC Anthem, Wimbo wa Jumuiya Afrika Mashariki, on 3 December 2010. The adoption of the Anthem brought to an end a decade-long search for a song that East Africans would call their own.

Wimbo wa Jumuiya Afrika Mashariki is a melodic three-stanza composition written in Kiswahili. It exhorts East Africans to pursue the virtues of unity, patriotism and hard work, while cultivating a spirit of comradeship.

Kiswahili

Ee Mungu twaomba uilinde
Jumuiya Afrika Mashariki
Tuwezeshe kuishi kwa amani
Tutimize na malengo yetu.

*Jumuiya Yetu sote tuilinde
Tuwajibike tuimarike
Umoja wetu ni nguzo yetu
Idumu Jumuiya yetu.*

Uzalendo pia mshikamano
Viwe msingi wa Umoja wetu
Na tulinde Uhuru na Amani
Mila zetu na desturi zetu.

Viwandani na hata mashambani
Tufanye kazi sote kwa makini
Tujitoe kwa hali na mali
Tuijenge Jumuiya bora.



The Public Seal

The Attorney-General is the custodian of the public seal of The Republic of Kenya.

Source: Office of the Attorney-General Act: No 49 of 2012.



1. Master Logo
2. Colour variations
3. Overseas branding:
4. Make it Kenya Campaign
5. Logo don'ts
6. The Official Government Typeface
7. Writing and tone of voice
8. Ministry Logo
9. State Department Logo
10. Summary of Government Logo Usage

THE GOVERNMENT LOGO AND TYPEFACE

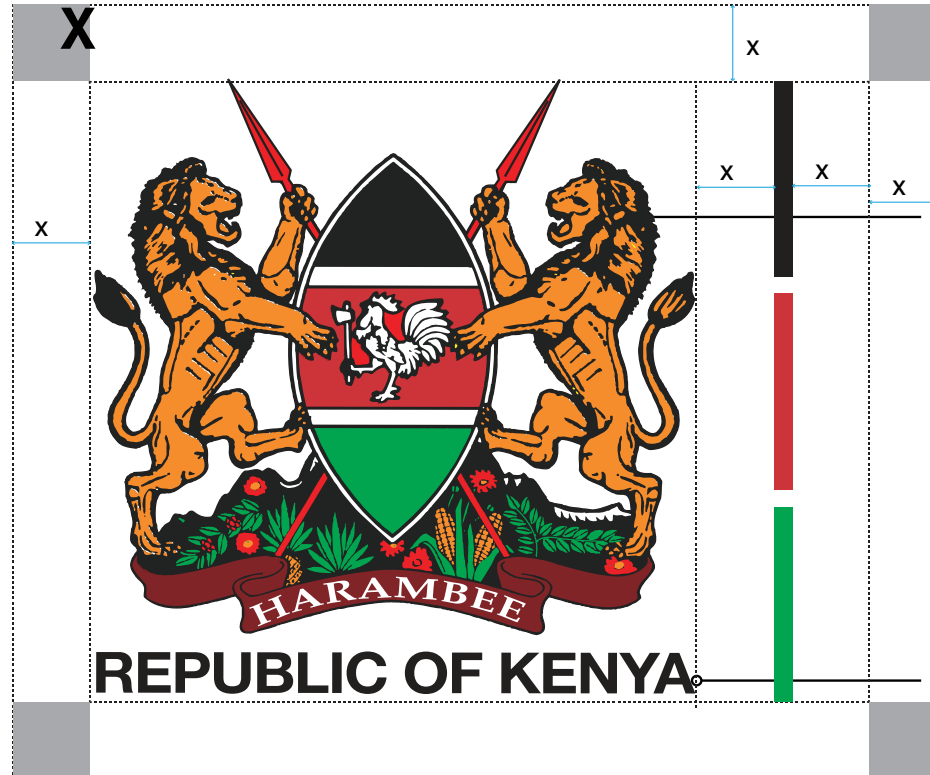
Master Logo

The Coat of Arms is the official logo and identity for the Government of The Republic of Kenya. When used on official Government communication and branding, the logo shall have two elements as shown below:

When using the logo with other elements, make sure to maintain clear space (The Grey squares) around it to ensure visual clarity.

The clear space around the logo is X, where X is equal to the 1/5 of the height of the shield on the coat of arms

The words "REPUBLIC OF KENYA" shall be in the Helvetica bold font type and shall at all times stay below the National Coat of Arms.



Colour Adaptations of the Coat of Arms (Master Logo)



REPUBLIC OF KENYA

In full color



REPUBLIC OF KENYA

In Greyscale

Colour Palette



Pantone - 17-8 U
C=0 M=46 Y=93
K=0



Pantone - 48-8 U
C=0 M=100 Y=100
K=0



Pantone - 54-16 U
C=30 M=100 Y=96
K=41



Pantone - 139-15 U
C=100 M=0 Y=100
K=0



Pantone - 179-16 U
C=0 M=0 Y=0 K=100

NB Printing shall be done in full color. In instances where it is not applicable, (being cost effective or otherwise) Grey scale of the master logo will be used.

Correct use for the Coat of Arms (Master Logo)

NOTE: This is viewed best in colour

It is intended that the Government identity be reproduced in full colour only.

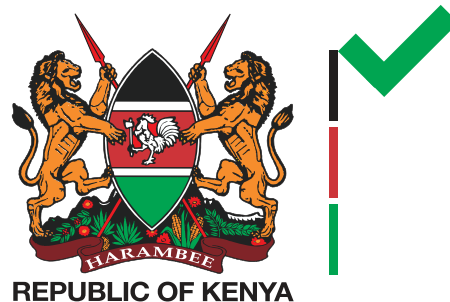
The choice of these colours is up to the Government entities; However, it is essential to ensure that the use of colour does not compromise the integrity of the identity.

Attention to contrast must be taken into careful consideration.

The logo must never appear in pastel or light colours, on a light background colour, or as a tint or stipple of any colour.

Note:

- The logo can be engraved in Gold or Silver colours.
- Silver colour on the logo is only used by the First Lady's Office.
- The Coat of Arms can be embossed in full colour or black and white.
- Gold colour on the logo is only used by the President's Office.



REPUBLIC OF KENYA

The Coat of Arms in full colour shall at all times be used on a white background.



REPUBLIC OF KENYA

The Coat of Arms in grayscale shall at all times be used on a white background except when used as a watermark.

The gray scale shall be used by state Agencies using the Coat of arms alongside their logo



THE
PRESIDENCY



REPUBLIC OF KENYA

THE
PRESIDENCY

Incorrect use/application of Coat of Arms

Consistency in application of the Government logo is critical to the intention of establishing and maintaining a single recognition device for the Government. For this reason, the integrity of the logo and its use must be maintained at all times. The examples below illustrate how the logo is NOT to be used.

NOTE: The examples below apply to every form of the logo and in all its applications. The Coat of Arms shall never go below 10 mm Squared in size.



The Coat of Arms shall not bear the dragons as shown above, the silhouette of Mt. Kenya where the agriculture produce lie shall at all times be in black. The cockerel used is also wrong.



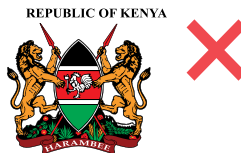
The Coat of Arms shall not bear the dragons as shown above, the shield shall also not be distorted as compared to its original form.



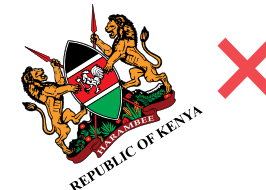
The two lions and agricultural produce bear the wrong colour shades.



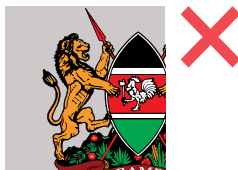
The Coat of Arms shall at all times bear the "Republic of Kenya" at the bottom and not as executed above.



Under no circumstances shall the Coat of Arms (Government Logo) be re-arranged.



Under no circumstances shall the Coat of Arms (Government Logo) tilt the design in any manner.



The Coat of Arms (Government Logo) shall not be enlarged or altered in any disproportionately.

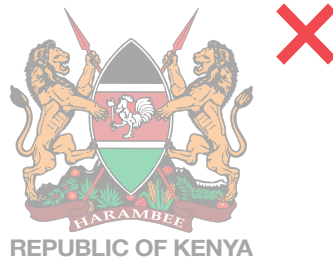


The size of the Coat of Arms (Government Logo) shall not go below the provided dimensions.

Incorrect use/application of Coat of Arms

Consistency in application of the Government logo is critical to the intention of establishing and maintaining a single recognition device for the Government. For this reason, the integrity of the logo and its use must be maintained at all times. The examples below illustrate how the logo is NOT to be used.

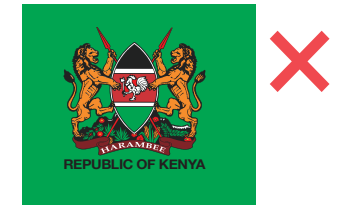
NOTE: The examples below apply to every form of the logo and in all its applications. The Coat of Arms shall never go below 10 mm Squared in size.



The Coat of Arms shall not be used when faded.



A red background interferes with the National flag colours in the Coat of Arms.



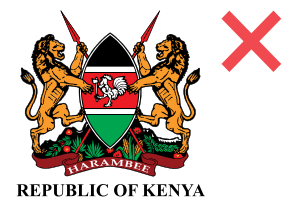
A green background interferes with the National flag colours in the Coat of Arms.



Don't place the logo on images where it may get lost Don't alter the color of the logo



A black background interferes with the National flag colours in the Coat of Arms.



The Coat of Arms (Government Logo) shall not be used in a low resolution.

Use of the Coat of Arms as a watermark in Official Government Documents

The special paper can be obtained from Government Press



Overseas Branding

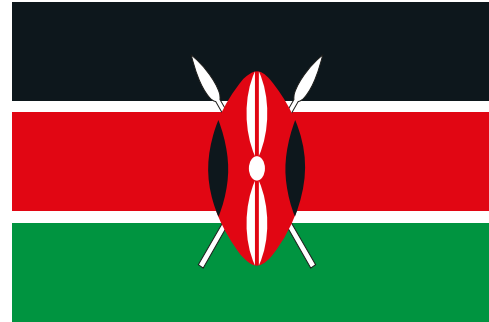
The Kenya Flag is for use on government communication projects outside Kenya, where logos from the government identity system would be inappropriate or unrecognized.

1. Wherever possible use the primary version of the logo.
2. Where there is limited space and it is not possible to use the primary version a secondary version is available. This has been designed to be more compact.

Always use the logo artwork provided.

See separate overseas branding guidance for further information.

1. Primary



**REPUBLIC
OF
KENYA**

2. Secondary



REPUBLIC OF KENYA

The Official Government Font (Official)

The official font for the Government of the Republic of Kenya are Arial as the primary font and Helvetica as the secondary font.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The Official Government Font (Secondary)

The official font for the Government of the Republic of Kenya are Arial as the primary font and Helvetica as the secondary font.

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

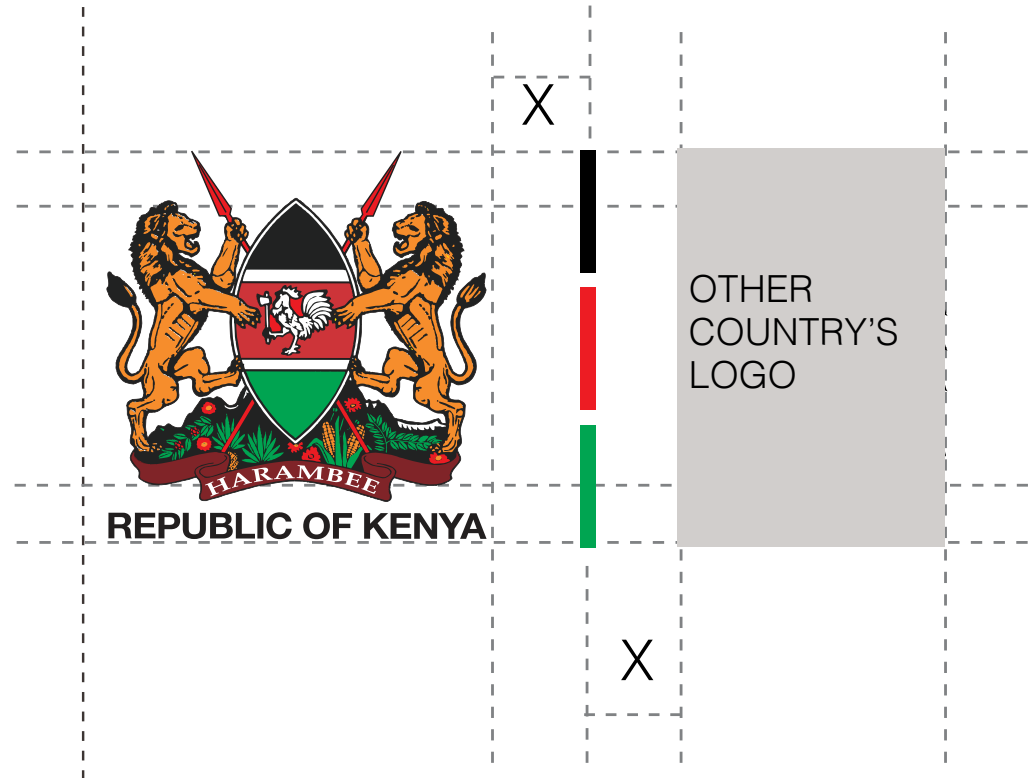
abcdefghijklmnopqrstuvwxyz

Helvetica Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

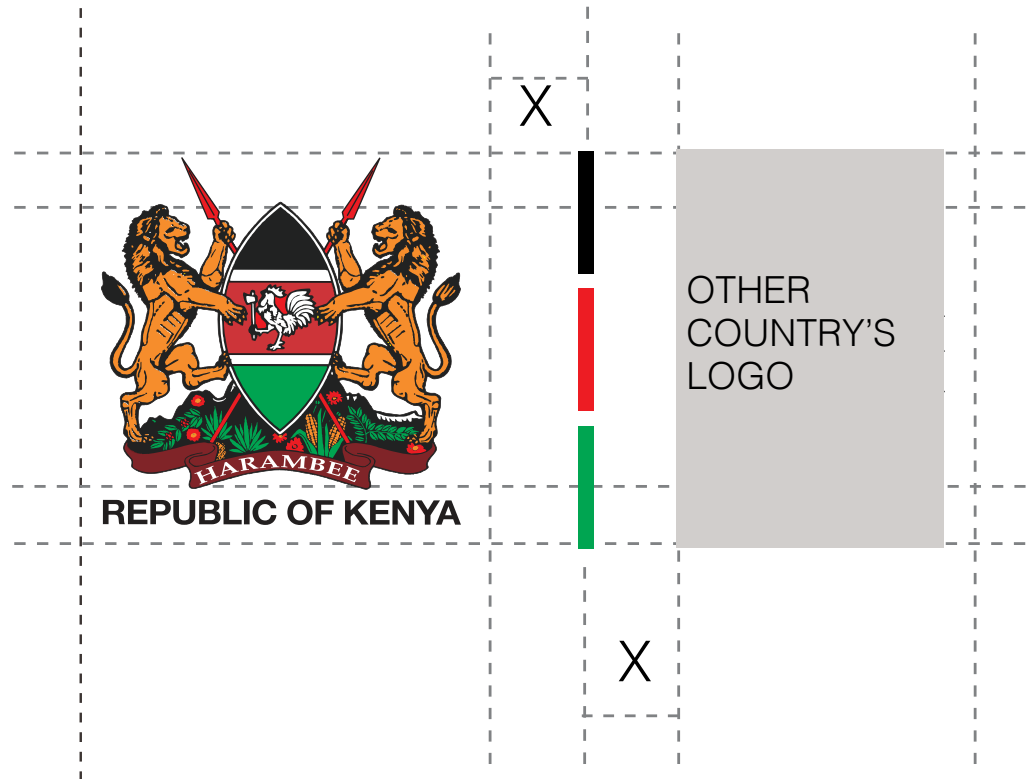
Government of Kenya Logo Co- Branding with other Countries



Please note that; The divider is a straight line that is the height of the Government logo and 2pts in thickness.
The space between the Coat of Arms and the divider line is X.

Government of Kenya Logo Co-Branding with other Countries Specifications

When applying the Government logo in co-branding with other countries, always maintain logo integrity and brand guidelines.



Please note that; The divider is a straight line that is the height of the Government logo and 2pts in thickness.
The space between the Coat of Arms and the divider line is X.

Writing and tone of voice

Tone of voice defines how the organization sounds. It isn't just about the words you use – though this is part of it – but it's the way you write or talk. Is it formal? Is it chatty? Reassuring or firm?

It's important that tone of voice is applied consistently and that everyone who writes or talks about Kenyan Government is clear about the three key principles behind its tone of voice.

These principles are set out here.

PROFESSIONAL

Formal

Avoid colloquialisms; be specific, informative and to the point

Accurate

Use facts and figures to support recommendations

Consistent

Ensure communications are fact checked and proofread

TRANSPARENT

Clear

Signpost important areas of the text e.g. calls to action

Open

Present both sides of an argument and don't be judgmental

Accessible

Cut out jargon and difficult words; break up longer sentences and paragraphs

AUTHORITATIVE

Direct

Use the active voice

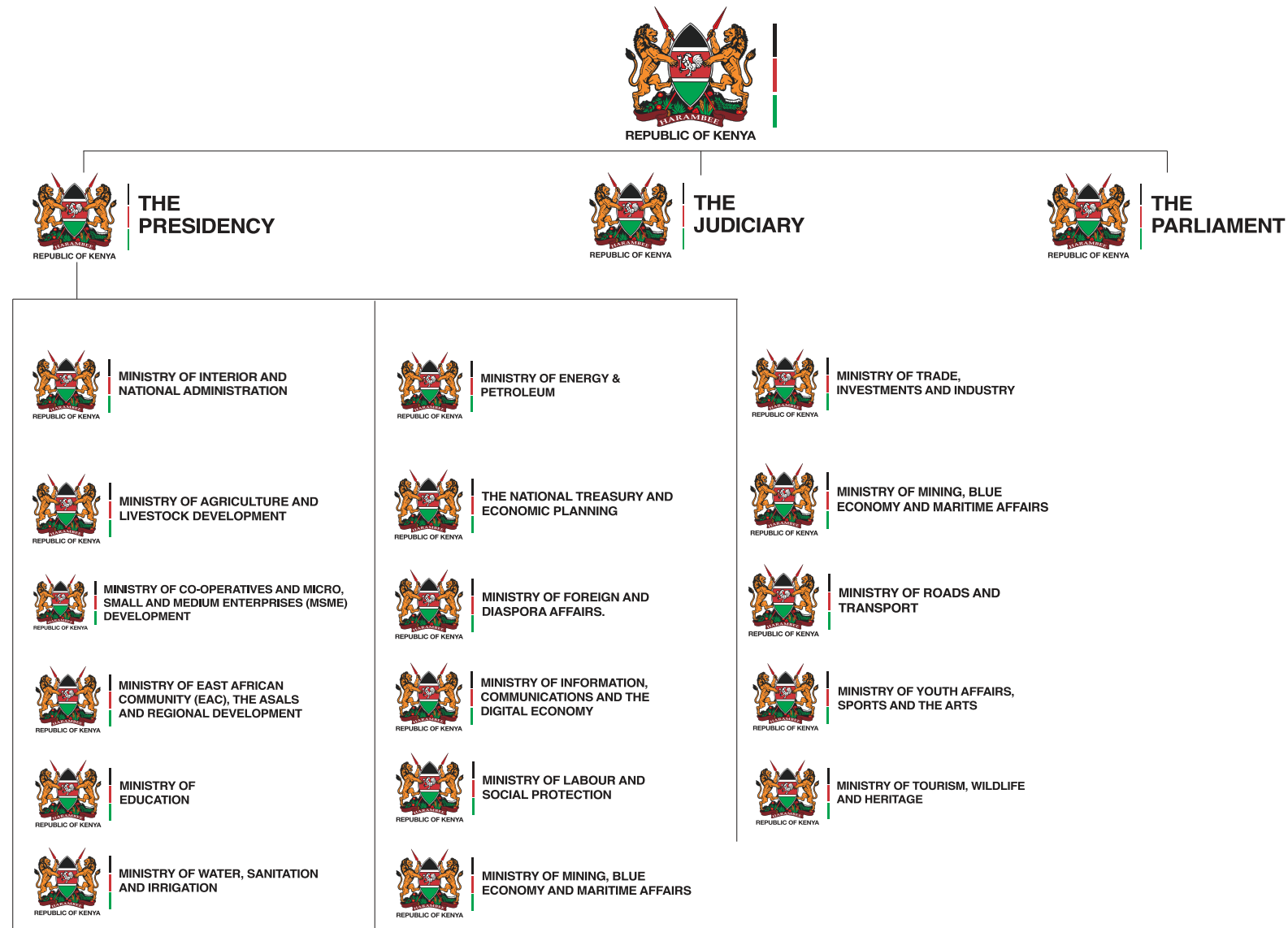
Unambiguous

Use definite rather than vague language

Confident

Limit the use of tentative words like can't, don't and maybe

The Republic of Kenya Arms Of Government



Ministry Logo

In all circumstances:

1. The logo shall at all times have prominence over and above other images and graphic elements.
2. The logo shall at all times be placed at the top and other logos, text or images shall not be placed above it.
3. No other text, logo or image should be placed to the left of the logo.
4. An individual logo shall at all times appear only once in a document.
5. The logo shall at all times not be used as decorative or artistic element.
6. The logo shall at all times not be overprinted with text or images.



**MINISTRY OF INDUSTRIALIZATION,
TRADE AND ENTERPRISE
DEVELOPMENT**

Statutory/ independent commissions

In all circumstances:

1. The logo shall at all times have prominence over and above other images and graphic elements.
2. The logo shall at all times be placed at the top and other logos, text or images shall not be placed above it.
3. No other text, logo or image should be placed to the left of the logo.
4. An individual logo shall at all times appear only once in a document.
5. The logo shall at all times not be used as decorative or artistic element.
6. The logo shall at all times not be overprinted with text or images.



REPUBLIC OF KENYA

**NATIONAL LAND
COMMISSION**

State Department Logo

In all circumstances:

1. The logo shall at all times have prominence over and above other images and graphic elements.
2. The logo shall at all times be placed at the top and other logos, text or images shall not be placed above it.
3. No other text, logo or image should be placed to the left of the logo.
4. An individual logo shall at all times appear only once in a document.
5. The logo shall at all times not be used as decorative or artistic element.
6. The logo shall at all times not be overprinted with text or images.
7. The MINISTRY TITLE font size should always be 1pt bigger than THE REPUBLIC OF KENYA and in Regular font so as to provide contrast. The MINISTRY TITLE font size should always be 1pt bigger than STATE DEPARTMENT TITLE as well as bold.



**MINISTRY OF INDUSTRIALIZATION,
TRADE AND ENTERPRISE DEVELOPMENT**
State Department for Trade

Ministry Logo Co-Branding with Donor Agencies and Development Partners

When Co-Branding with a number of non-governmental organisations, those logos can be placed in brand. Ensure equal sizing and spacing all of the partner logo/s used.



REPUBLIC OF KENYA

DONOR AGENCY



REPUBLIC OF KENYA

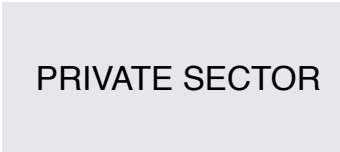
MINISTRY OF INDUSTRY
TRADE AND COOPERATIVES

STATE DEPARTMENT FOR
TRADE

OFFICE OF THE PRINCIPAL
SECRETARY

DONOR AGENCY

Ministry Logo Co-Branding
with Private Sector



Parliament & Judiciary Logos

The Parliament and Judiciary take the same look and feel as the Ministry logos and the names shall be in the Helvetica bold type and shall at all times stay below the National Coat of Arms, while the spacing between the letters (tracking) shall at all times be (-25).

Parliament



REPUBLIC OF KENYA

**PARLIAMENT
OF KENYA**

Judiciary



REPUBLIC OF KENYA

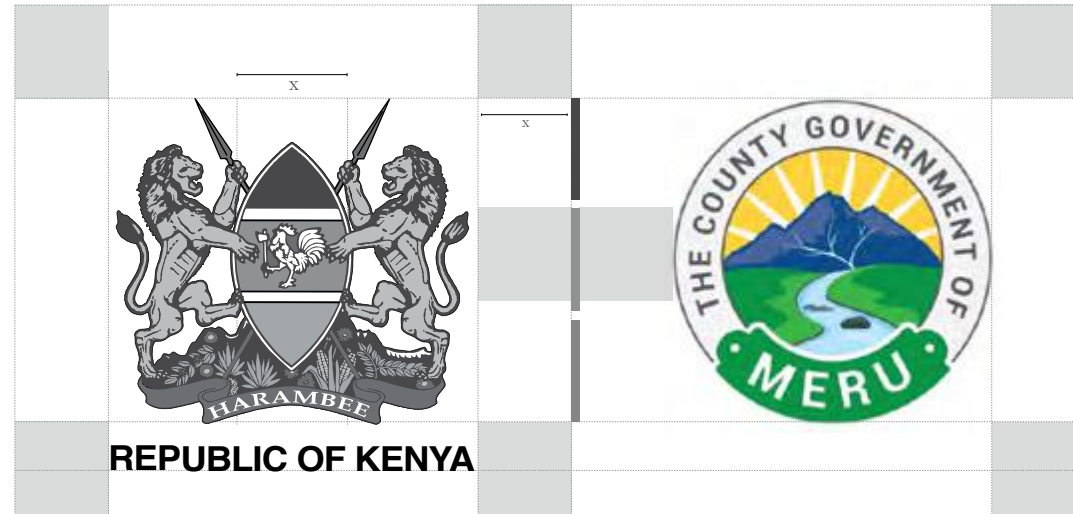
**THE
JUDICIARY**

County Governments Logos

County Governments have their own logos and branding guidelines in place. However, these logos and guidelines need to be aligned to the Public Service Branding Guidelines in order to create consistency and a strong association with the Government and avoid confusion of the role and mandate of the County Governments.

The space between the Coat of Arms and the divider line is X, where the width of X is equal to the width of the Coat of Arms's shield.

The height of the divider is equal to the height of the Government logo



REPUBLIC OF KENYA



Embassies and High Commissions Abroad

As representatives of the Republic of Kenya in Africa and abroad, Embassies and High Commissions need to adapt the look and feel of the Public Service Branding Guidelines.

The logos take two different approaches using the same typeface, Helvetica Bold.

The first execution adapts the same look and feel as the State Departments.

The name shall at all times stay below the Ministry name, while the spacing between the letters (tracking) shall at all times be (-25).

When applying the logo, make sure to maintain clear space (The grey squares) around it to ensure visual clarity.

The second execution takes a different look, using a Seal with the Coat of Arms in the middle surrounded by either “Embassy of the Republic of Kenya” or “High Commission of the Republic of Kenya”.

NOTE: The first execution follows the look of the Ministry the office operates under while maintaining the strong association with the Government logo

Embassy



MINISTRY OF WATER AND
IRRIGATION

High Commission



THE HIGH COMMISSION OF
THE REPUBLIC OF KENYA
LONDON

Embassy



THE EMBASSY OF THE
REPUBLIC OF KENYA
WASHINGTON DC

High Commission



THE HIGH COMMISSION OF
THE REPUBLIC OF KENYA
LONDON

1. Visual Identity
2. Letterheads
3. Business Cards
4. Complimentary Slips
5. Envelopes
6. Gift Bags
7. Report Covers
8. Folders
9. Staff Cards
10. CD and DVD Labels and Covers
11. Pen Designs
12. Notebook Designs
13. Mug Designs

GOVERNMENT STATIONERY BRANDING GUIDELINES

Visual Identity

Rationale

The Visual Identity helps keep a recognizable and distinct look through the Government branding. The National Flag colours inspire the identity; three significant strips of equal dimensions applied to create a visually appealing VI, whilst making sure it does not compete with any other element.

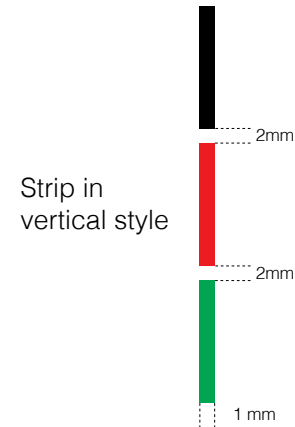
It is important to maintain one VI to be applied in all Government branding. The basis of the identity is a horizontal and vertical strip, coloured from left to right and top to bottom respectively (black, red and green), separated by a narrow white strip. It is important to note that its proportions i.e. thickness should be adaptable to every application.

The strips purpose is in two-fold:

1. To separate content from contacts where applicable e.g. letterheads
2. To provide a base balance where contacts are not present e.g. business cards, staff cards, envelopes, report covers, folders etc.

Vertical Style

The vertical strip line shall be used with all the national flag colours visible. The spacing and thickness shall not be less than the illustration as shown.



Letterheads

Letterhead typesetting sample

Letterhead Specifications

Size: A4 (210mm X 297mm)

Paper type: Laid textured paper

Grammage: 100gsm

Colour: White

Body Font: Helvetica

Body Font size: 9.5pt

Bleed size: 4mm all round



MINISTRY OF INDUSTRIALIZATION, TRADE AND ENTERPRISE DEVELOPMENT

Dear xxx

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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XXXXXXX

Teleposta Towers , P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531 | Fax: +254 20-2731511
Email: cs@industrialization.go.ke | Web: www.industrialization.go.ke

Letterhead third party endorsement

Letterhead Specifications

- Size:** A4 (210mm X 297mm)
- Paper type:** Laid textured paper
- Grammage:** 100gsm
- Colour:** White
- Body Font:** Helvetica
- Body Font size:** 9.5pt
- Bleed size:** 4mm all round

For clarity when using the master logo co-branding with a number of non governmental organizations, targeted messaging or private sector, those logos can be placed in the band on the bottom, just above the horizontal strip as shown here.

Please ensure equal sizing and spacing for all of the partner logos used.



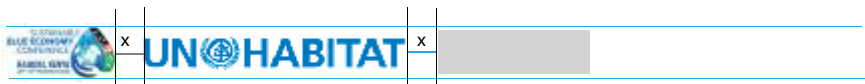
MINISTRY OF INDUSTRIALIZATION, TRADE AND ENTERPRISE DEVELOPMENT

Dear xxx

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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XXXXXXXX



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Tel: +254 20 - 2731531 | Fax: +254 20-2731511
Email: cs@industrialization.go.ke | Web: www.industrialization.go.ke

Letterhead third party endorsement B

Letterhead Specifications

- Size: A4 (210mm X 297mm)
- Paper type: Laid textured paper
- Grammage: 100gsm
- Colour: White
- Body Font: Helvetica
- Body Font size: 9.5pt
- Bleed size: 4mm all round

For clarity when using the master logo co-branding with a number of non governmental organizations, targeted messaging or private sector, you can add the relationship statement at the bottom of the page at the band shown here outlining the organisations involved.



KENYA REVENUE
AUTHORITY

Dear xxx

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Kenya Revenue Authority working with Ministry of Trade, Industry and Cooperation,
State Department for trade

Teleposta Towers , P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531 | Fax: +254 20-2731511
Email: cs@industrialization.go.ke | Web: www.industrialization.go.ke

Business Card Designs

Class of Business Card	Definition	Specifications
A	This card shall have all elements on the front side of the card engraved in full colour while the ones on the back side shall be digitally printed.	Corners: Rounded Size: 3.5"x 2.1" Paper type: Matte Board Grammage: 300 gsm Colour: White Finish: Smooth
B	This card shall have the GOK logo and the name of the Ministry & State Department engraved in full colour while the name and title of the cardholder shall be digitally printed in full colour. The Back side shall also be digitally printed.	Corners: Rounded Size: 3.5"x 2.1" Paper type: Matte Board Grammage: 300 gsm Colour: White Finish: Smooth
C	This card shall have both the front and the back digitally printed.	Corners: Rounded Size: 3.5"x 2.1" Paper type: Matte Board Grammage: 300 gsm Colour: Adapt to State Agency primary colour Finish: Smooth

Business Cards for Office of the Presidency, Ministries, Departments and Independent Offices

If you have special needs and variations, please contact us at

branding@KEPROBA

For Presidency, gold coating to be done on edges of the cards



Mkenya Daima


Position




Mkenya Daima

Chief Executive Officer


Teleposta Towers
P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531


 Ministry of Industry, Trade and Cooperatives

 @IndustryKenya

Web: www.website.go.ke

Teleposta Towers
P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531

 Ministry of Industry, Trade and Cooperatives

 @IndustryKenya

Web: www.website.go.ke

Complimentary Slip

Ministry Offices Complimentary Slips Layout & Print Specifications

- Size:** 210mm x 100mm
- Paper type:** Standard paper / laid texture paper
- Grammage:** Standard 100gsm | Heavy 120gsm
- Colour:** White
- Finish:** Smooth
- Logo and branding in full colour**



With Compliments


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With Compliments

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Envelopes




MINISTRY OF INDUSTRIALIZATION,
TRADE AND ENTERPRISE DEVELOPMENT

REPUBLIC OF KENYA

Insert Recipient
Address Here

Teleposta Towers , P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531 | Fax: +254 20-2731511 | Web: www.industrialization.go.ke




MINISTRY OF INDUSTRIALIZATION,
TRADE AND ENTERPRISE DEVELOPMENT

REPUBLIC OF KENYA

Insert Recipient
Address Here

Teleposta Towers , P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531 | Fax: +254 20-2731511 | Web: www.industrialization.go.ke



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Envelopes - brown

All offices shall use a generic envelope with the coat of arms and vertical strip placed on the front of the envelope.

Ministry and State Department Offices Envelope Specifications

Paper: Varies according to institution's preference

Print style: Digital, in single colour

Size: C6, DL, C5, C4, C2, C1

Logo in full colour



Insert Recipient
Address Here

Teleposta Towers , P.O. Box 30430-00100 GPO, Nairobi, Kenya
Tel: +254 20 - 2731531 | Fax: +254 20-2731511 | Web: www.industrialization.go.ke

Invitation to a Government Reception

These are invitation cards for National and Presidential events organized by the Office of the Government Reception. There are three types of cards issued for these events and which determine the access levels, the sitting and parking arrangements.

Ministry and State Department Offices Invitation Specifications

Used for invitations to key events only.

Paper: non-watermarked gold laid texture paper


Print style: Digital, in single colour

Size: 179mm by 127mm

Logo engraved in full colour

VVIP

SEATING PLACE "E"



THE
PRESIDENCY

ENTRANCE: MAIN GATE
EXIT: GATE "D"
E N°001

His Excellency the President of the Republic of Kenya
and Commander-in-Chief of the Defence Forces
Hon. Uhuru Kenyatta, C.G.H
and Her Excellency the First Lady
Margaret Kenyatta
request the pleasure of the company of

to a Garden Party
on the occasion of the
Jamhuri Day Celebrations
at the State House, Nairobi
on Monday 12th December, 2016 at 2.00 p.m. for 2.30p.m.


R.S.V.P.
Comptroller
State House
P.O. Box 40530 - 00100 Nairobi
Telephone: 2227436 Ext. 2397

(PLEASE BRING THIS CARD WITH YOU)
(NOT TRANSFERABLE, NO CHILDREN, NO PHOTOGRAPHY)

E N°001

VIP

SEATING PLACE "E"



THE
PRESIDENCY

ENTRANCE: MAIN GATE
EXIT: GATE "D"
E N°001

His Excellency the President of the Republic of Kenya
and Commander-in-Chief of the Defence Forces
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at the State House, Nairobi
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R.S.V.P.
Comptroller
State House
P.O. Box 40530 - 00100 Nairobi
Telephone: 2227436 Ext. 2397

(PLEASE BRING THIS CARD WITH YOU)
(NOT TRANSFERABLE, NO CHILDREN, NO PHOTOGRAPHY)

E N°001

Ordinary Guests

SEATING PLACE "E"



THE
PRESIDENCY

ENTRANCE: MAIN GATE
EXIT: GATE "D"
E N°001

His Excellency the President of the Republic of Kenya
and Commander-in-Chief of the Defence Forces
Hon. Uhuru Kenyatta, C.G.H
and Her Excellency the First Lady
Margaret Kenyatta
request the pleasure of the company of

to a Garden Party
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State House
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Telephone: 2227436 Ext. 2397

(PLEASE BRING THIS CARD WITH YOU)
(NOT TRANSFERABLE, NO CHILDREN, NO PHOTOGRAPHY)

E N°001

Government Reception Car Pass

Ministry and State Department Offices Car Pass Specifications

Used for invitations to key events only.

- Paper:** non-watermarked gold laid texture paper
- Print style:** Digital, in single colour
- Size:** A5 die-cut (triangular)
- Logo and engraved in full colour

VVIP



Front



Back

VIP



Front



Back

Guests



Front



Back

Report Covers

Option 1

The report cover specifications are as follows

Cover: Matte laminated cover board with grammage of 300gsm

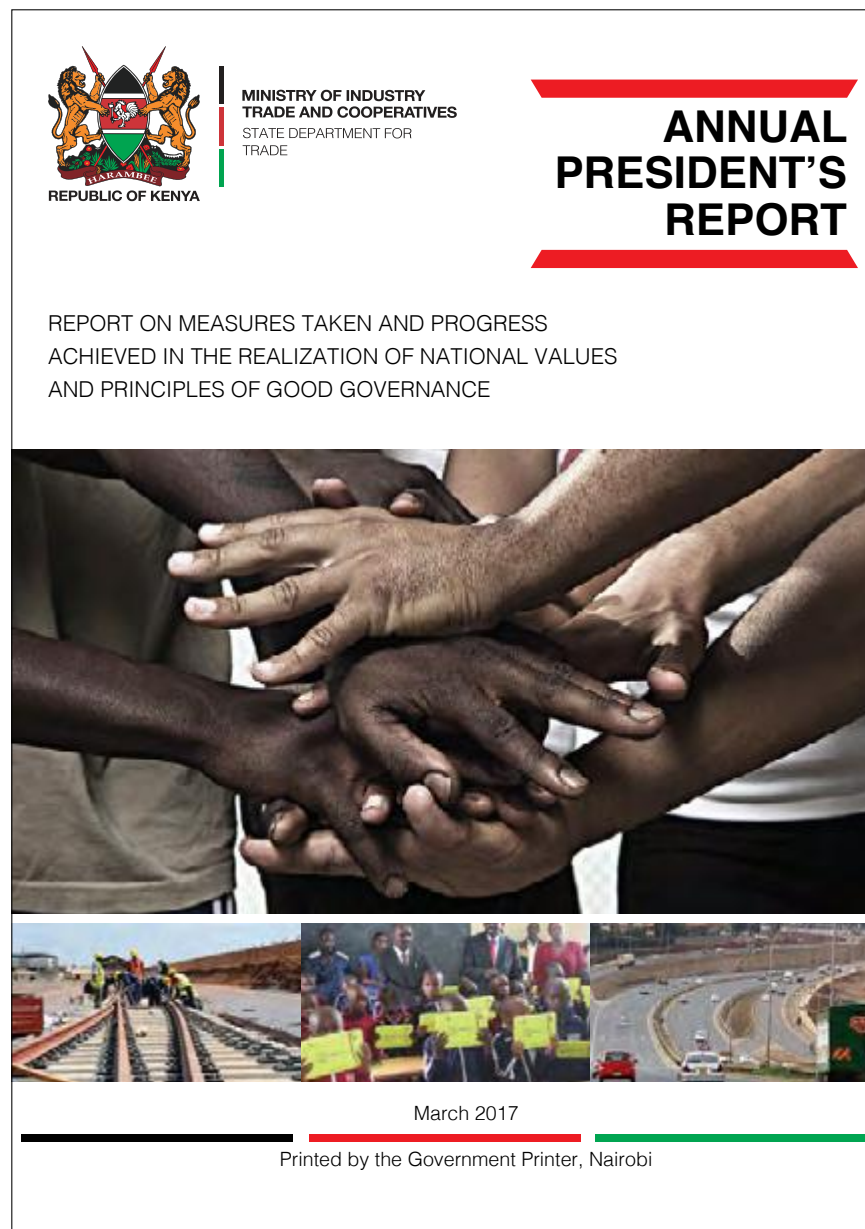
Inside page: Matte laminated with grammage of 130 gsm

Print style: As per requirements

Binding: As per requirements

Logo and branding in full colour

Note: Cover design: Institutions are at liberty to apply desired layouts and designs at the centre. However, the Government logo and agency logo (where applicable) shall at all times be at the top Right and the report details shall be at the bottom.



Report Covers (Option 2)



Report Covers (Option 3)



MINISTRY OF INDUSTRIALIZATION,
TRADE AND ENTERPRISE
DEVELOPMENT

THE EXECUTIVE OFFICE OF THE PRESIDENT

4TH ANNUAL REPORT 2016 ON MEASURES TAKEN AND PROGRESS ACHIEVED IN THE REALIZATION OF NATIONAL VALUES AND PRINCIPLES OF GOOD GOVERNANCE

H.E. HON. UHURU KENYATTA, CGH

PRESIDENT OF THE REPUBLIC OF KENYA AND COMMANDER IN CHIEF
OF THE DEFENCE FORCES

MARCH 2017

PRINTED BY THE GOVERNMENT PRINTER, NAIROBI



PUBLIC
SERVICE
BRANDING

Business Folders Ministry and State Departments

Ministry and State Department Offices Business Folders

Size: 228mm by 315mm

Paper type: Matte Artboard

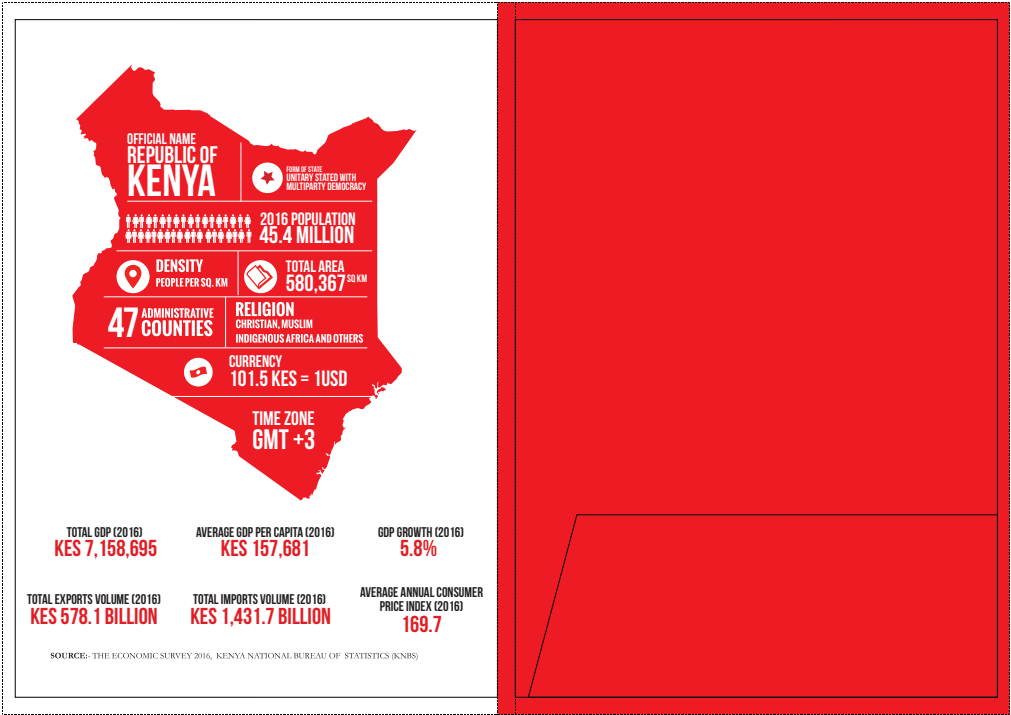
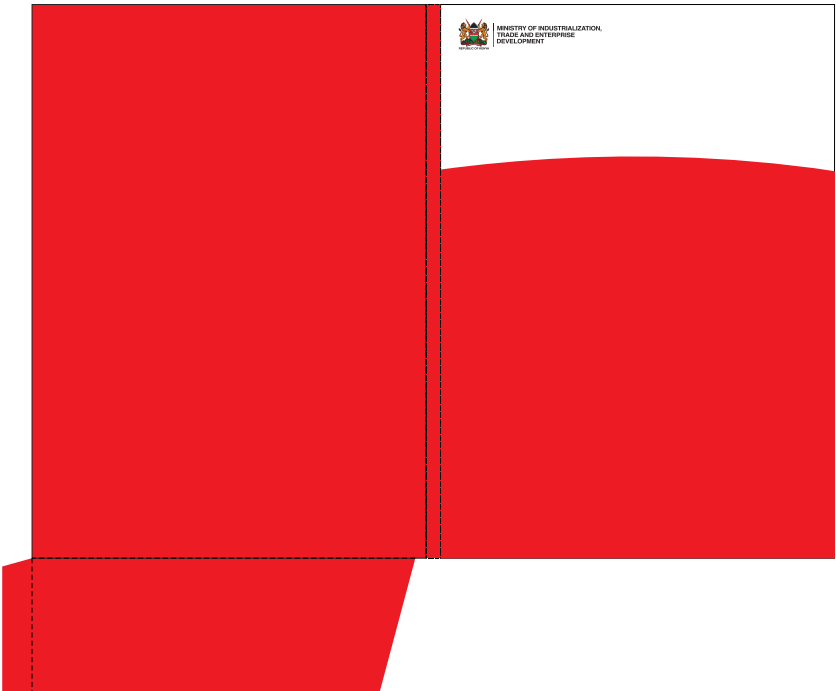
Grammage: 200gsm

Spine: 5mm

Finish: Matte finish, folded to shape
Logo and branding in full colour

Colours:

The Government logo shall be aligned at the top centre.



Notebook Designs



Ministry and State Department Offices and Independent Offices Notebook Design Specifications

Cover Size:

A4 size notebook: 215 x 300mm

A5 size notebook: 181 x 253mm

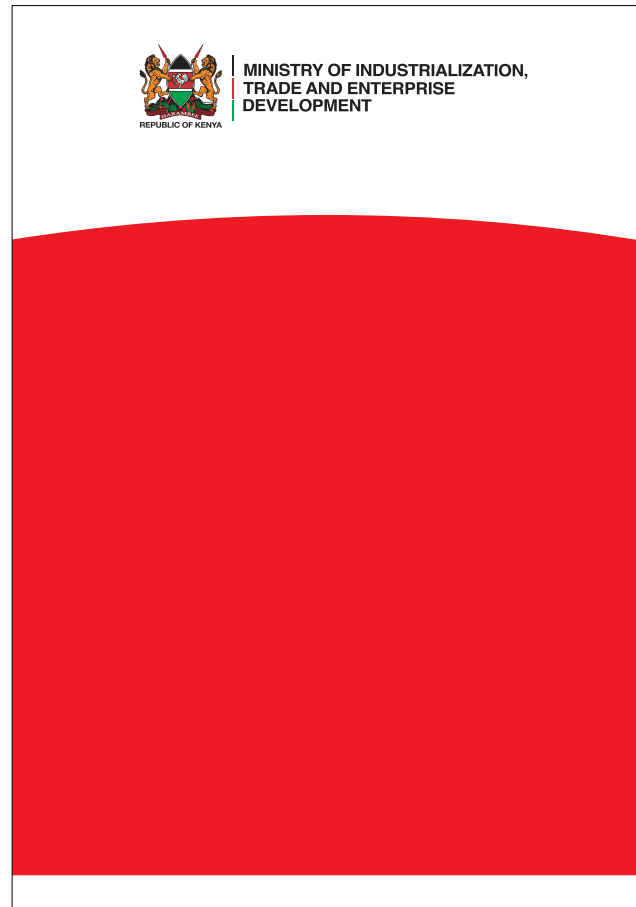
A6 size notebook: 110 x 151 mm

Cover: Laminated Cardboard

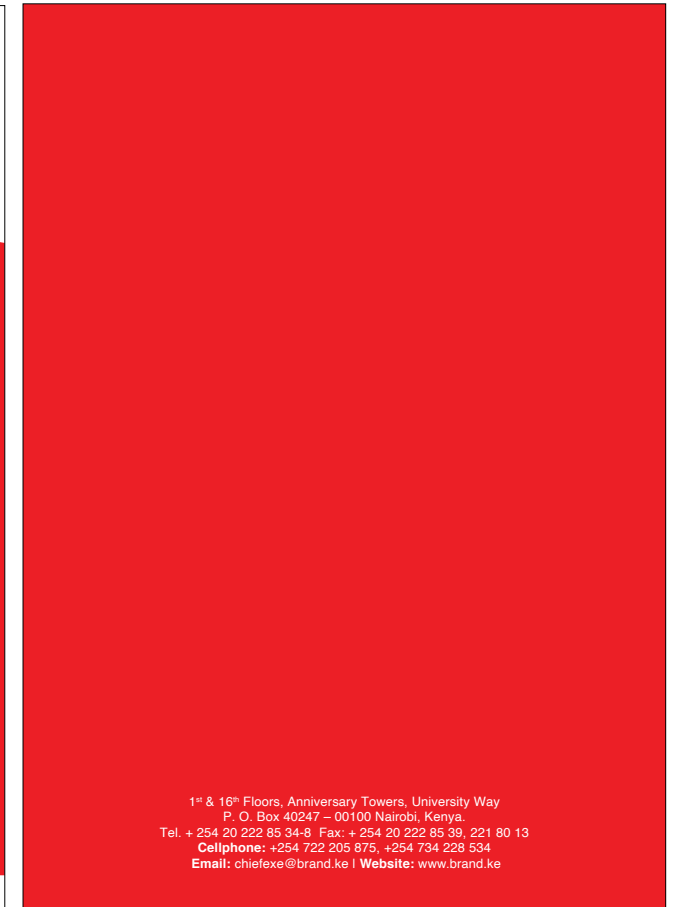
Binding: Wire-o-wire

Colour: Red

Front



Back Cover



1st & 16th Floors, Anniversary Towers, University Way
P. O. Box 40247 – 00100 Nairobi, Kenya
Tel. + 254 20 222 85 34-8 Fax: + 254 20 222 85 39, 221 80 13
Cellphone: +254 722 205 875, +254 734 228 534
Email: chiefexe@brand.ke | Website: www.brand.ke

Pen designs

Pen specifications are as follows:

Types of Pens: Fountain pen, marker, and ballpoint.

Type of Printing: Engraving and screen printing.

Color: Clear/transparent, white, red, black and green.



Staff Badges

Staff Identity badges Specifications

The Staff Card will have a case, in which the ID card will be placed, and a lanyard.

The Staff Badge shall be in a vertical design.

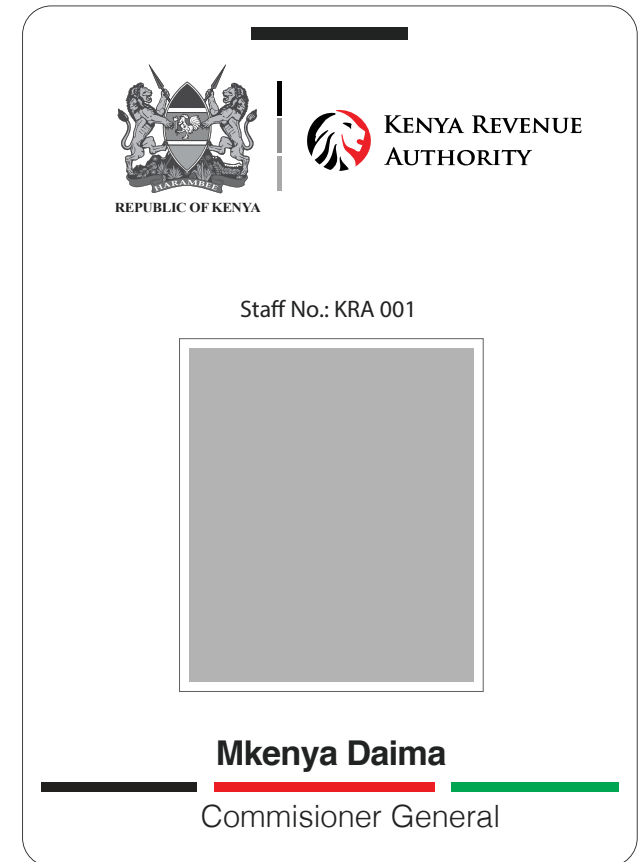
The Staff Card specification are as follows:

Size: a) 3.5" wide
b) 2.5" high
c) 1.18" thick

Material: Plastic with Radio Frequency Identification(for purposes of electronic door access, if any).

Colour: White

Logo and branding in full colour



Portrait Gift Bags

Portrait Gift Bags Specifications

Size: 9.5"x 4"x 12.5"

Material: Matte laminated paper with die-cut to shape, glued and with strings for handling.

Grammage: 250 gsm

Colour: White

Coat of arms size on the Ministry Bag:
10x10cm

Name of Ministry: 14x3.5cm

Logo and branding in full colour

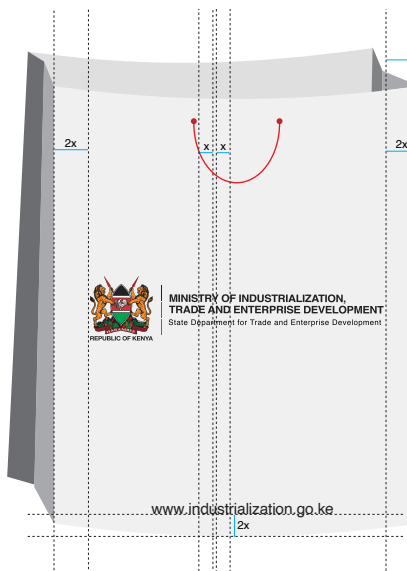
Front



Back



Specification



Lanyards for all Government of Kenya Identity Cards Specifications

a. Maasai Beaded Lanyard

Size: 1.5 cm thick

Material: Maasai beads with a swivel hook

Colour: Kenyan flag colours



b. Silk Lanyard

Size: 1.5 cm thick

Material: Silk with a swivel hook

Colour: White or Black

Printing: Screen Printing the logo to be full colour.



1. Press Banners
2. External and Internal Signage

BANNERS AND SIGNAGE

Ministry and State Department Press Banner Layout

Material: Vinyl with Art matte finish

Color: white

Print style: Digital printing

Logos: Not more than 12

Format: Retractable

Colour: Full colour



State Departments Banner Layout

Material: Vinyl with Art matte finish

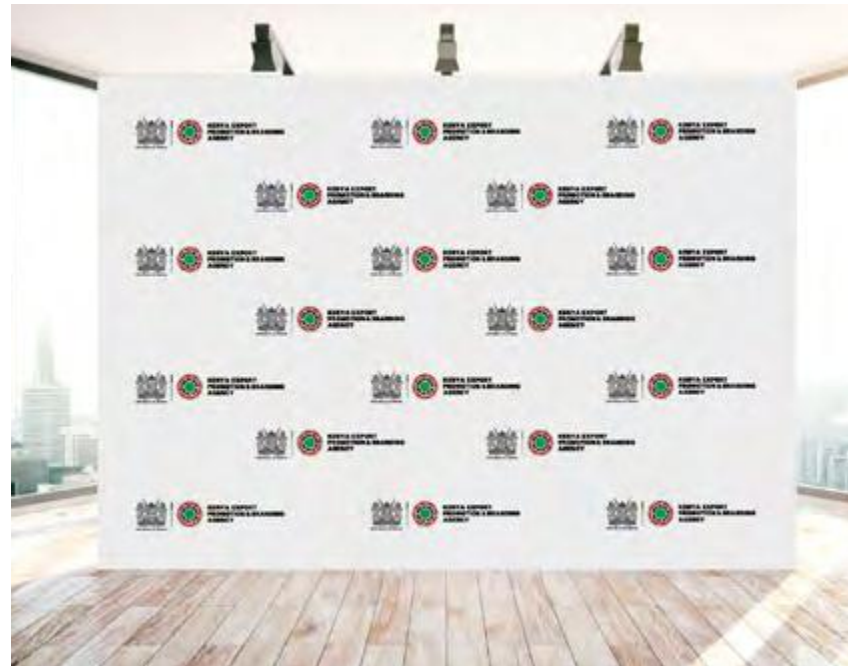
Color: white

Print style: Digital printing

Logos: Not more than 12

Format: Retractable

Colour: Full colour



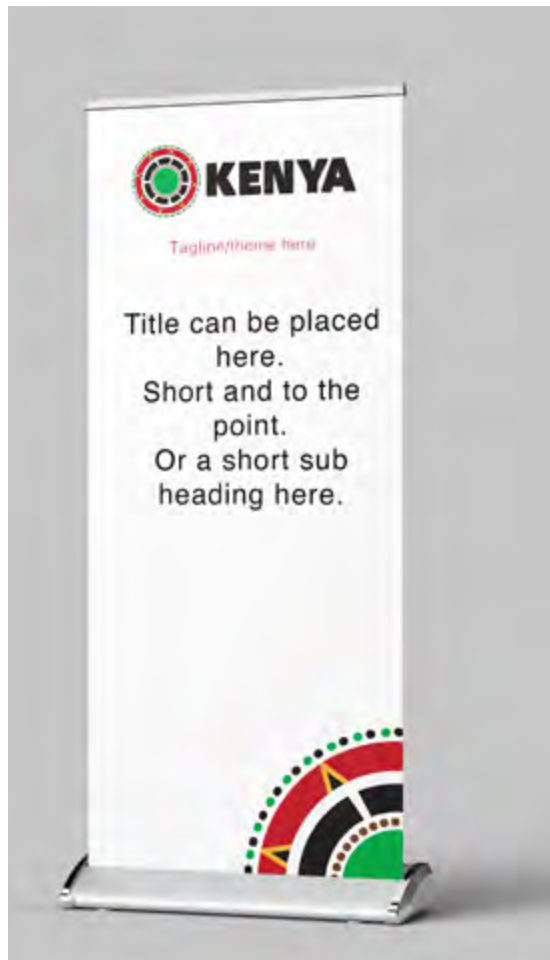
3m x 2.25m (medium)



4m x 2.25m (largest)

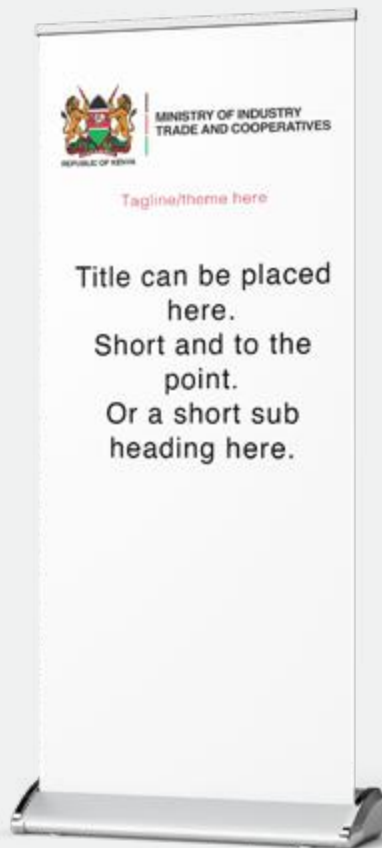
Public Service Branding: Application - Banners - For International Use

Used in branding for international expos where ministries and parastatals are exhibiting.



Public Service Branding: Application - Banners - For International Use

Used in branding for international expos where ministries and parastatals are exhibiting.



Internal Signage

Reception Branding 1

Material: Vinyl with Art matte finish

Print Style: Digital Printing

Colour: Full Colour



Reception Branding 2

Material: Celuka board

Print: 3D



Reception Branding 3

Material: Tempered Glass

Screws: Chrome Screws

Print Style: Digital Printing

Colour: Full colour



Internal Door Signage

Institutions may choose to use gold plaques, silver plaques, perspex, forex board or aluminium foil.



Internal Branding

The open office spaces should either carry relevant images, colours of the institution undergoing branding



Elevator Branding

The exterior of the elevator carry the national branding identity which will open up to an area of opportunity that can be adapted for use as per every ministry's / Institution's needs. The space can be used to visually represent institutional and or thematic identity. For example for tourism we can use wildlife as indicated.



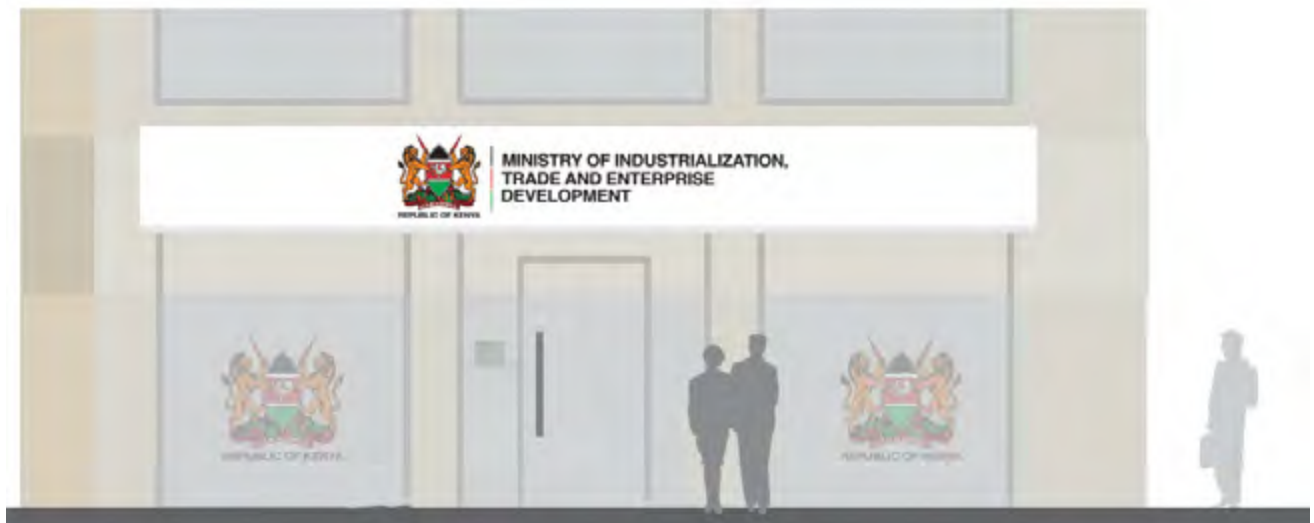
External Signage Specifications

Artwork: the Government logo and name of the High Commission where applicable

Material: Aluminium

Print: Full colour

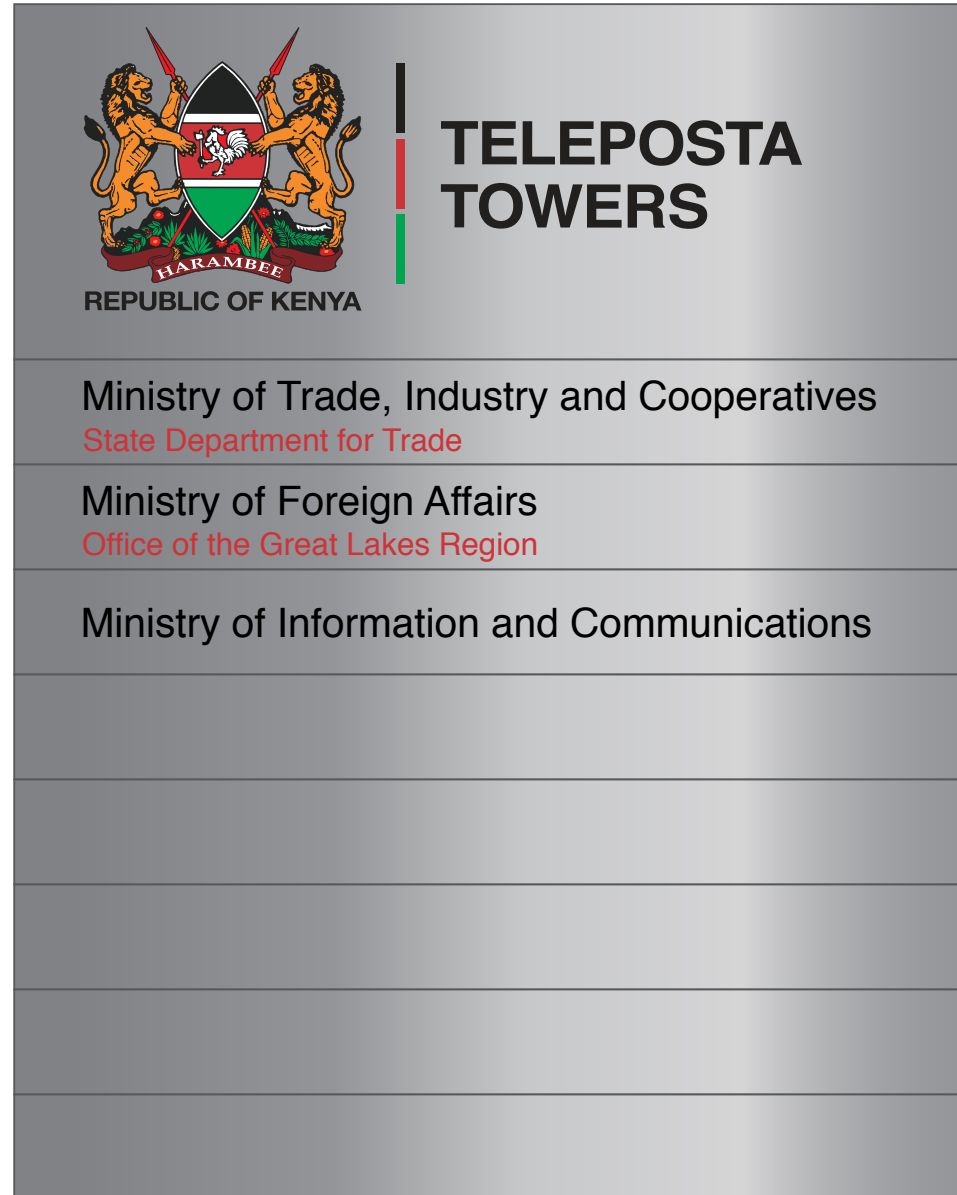
Print material: Self Adhesive Vinyl (SAV) and mounted on the aluminium



Building Signage

For Multi-occupancy buildings used by organizations from multiple departments:

- Republic of Kenya has the prominent position
- The organizations in the Building are listed beneath without the logos
- The order of institutions should be by floor number.



1. Official/Corporate uniforms
2. Polo Shirts
3. State vehicles branding

UNIFORMS AND VEHICLES

Formal Shirts White

Ministry and state departments and parastatals Pilot

Long sleeve shirt with Tab Fasteners (Men & Women)

Specifications:

Three options are available; one with epaulettes on the sleeve, one on the Shoulders and one without.

Material: 100% cotton.

Strip: Piping

Logo: Text and logo will be embroidered or screen printed.

Guidelines for Official Uniforms:

Type A - Logo embroidered in full colour.

Type B - Logo can be embossed/screen printed

MALE



FEMALE



Formal Shirts Black

Presidency, Ministry and state departments and parastatals Pilot Long sleeve shirt with Tab Fasteners (Men & Women) Specifications:

Three options are available; one with epaulettes on the sleeve, one on the Shoulders and one without

Material: 100% cotton.

Strip: Piping

Logo: Text and logo will be embroidered or screen printed.

Guidelines for Official Uniforms:

Type A - Logo embroidered in full colour.

Type B - Logo can be embossed/screen printed

MALE



FEMALE



Polo Shirts

Presidency, Ministry, state departments and State Agencies Polo shirts



Polo Shirts - International Branding

The logo unit should sit at the top left during embroidery or screen printing while the national tagline should sit at the back.

The **Identity** should be pre printed on the shirt material to ensure that it is bled at the bottom left side.

Creative application of the identity should be applied.

Front



Back



Application: National Sports Uniform Memorabilia

The designs below may be considered for our national team's uniforms for memorabilia or souvenir purposes.



Application: National Sports Uniform Memorabilia

The designs below may be considered for our national team's uniforms for memorabilia or souvenir purposes.



Application: National Parade Uniform

The designs below may be considered for our national team's parade uniforms for memorabilia or souvenir purposes.



Application: Regalia

To be used during celebrations e.g. sporting events.



Lapel Pins

Lapel Pins Specifications:

Material: Soft enamel die-cast pin

Size: 1.25"

Thickness: 2mm

Fastener: Magnetic clasp

Finish: Matte finish with protective layer - Flat cut edge



Pool Vehicles

Ministry and State Department Office Pool Vehicles - SUV

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



Vehicles - SUV

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



Lorries

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



State Agencies Office Pool Vehicles - Bus

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



State Agencies Office Pool Vehicles - SUV

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



State Agencies Office Pool Vehicles - Saloon Car

Sticker size: not below 50cm x 30cm.

White or silver colored vehicles: use a clear sticker.

Red, blue, black etc coloured vehicles: use a white sticker.

Logo: Printed in full color.

Material: Clear Vinyl



SECURITY FEATURES FOR PRINTED DOCUMENTS

This glossary is for informational purposes only and does not provide legal definitions. Inclusion or exclusion of any brand name product does not indicate endorsement by the **KENYA EXPORT PROMOTION AND BRANDING AGENCY**.

- 1. Active Security Feature:** A characteristic used to identify an original document by sight or touch.
- 2. Anti-copying Mark** A barely visible mark in a document that is “hidden” in a pattern and becomes very visible after the document has been copied.
- 3. Artificial Watermark** A printed simulated watermark applied by the paper manufacturer or by the form manufacturer as opposed to a true Fourdrinier watermark produced during paper manufacturing. An artificial watermark visually simulates a true watermark but is only visible on the side where the artificial mark is applied. See also Digital Watermark and Fourdrinier Watermark.
- 4. Biometric Identification Data** Individual identification information such as fingerprints, facial geometry, and/or geometry of the iris of the eye contained in a chip in the product (for example, in a passport.)
- 5. Bleed-through Ink** Ink that produces a red halo around serial numbers that penetrates through the document for easy verification. The reverse image of the serial numbers should appear on the back of the document.
- 6. Check Digit Numbering** An additional digit to the right of a number used to authenticate that number. It may be static, consecutive, or modular. See also Modular Check Digit Numbering.
- 7. Chemical Stain Protection** A means to treat paper that gives it extreme sensitivity to acids, alkalis, or oxidants that may be used to alter the paper or an image thereon.
- 8. Chemical Toner Anchorage** A means to bond the laser toner to the paper fiber surface to prevent its removal.
- 9. Chemically Reactive Paper** Paper that will turn colors such as brown, blue, pink or black when bleach or solvents are used on it in an attempt to wash the ink from its surface.
- 10. Color Shifting Ink** Ink that shifts from one color to another based on the angle that you are holding the paper.
- 11. Color Tint** An overall shade of ink used to prevent show-through, as for example, one type of printing on the inside of an envelope.
- 12. Cryptoglyph®** A trademarked security system from Alpvision SA using encrypted invisible marks. Often used for product packaging authentication.
- 13. Cryptography** The process of translating data into an unintelligible form to keep it secure and then retranslating back to an intelligible form by the desired end user.
- 14. Custom Barcode** The use of a non-standard system of bars and spaces to encode data.
- 15. Digital Watermark** A machine readable covert pattern in a digital image in either the digital or printed format. Often used to identify the copyright holder of a photograph. See also Fourdrinier Watermark
- 16. DNA Ink** Ink with a unique biological marker.
- 17. Duplex Registration** Precise alignment of the copy on both sides of a printed sheet.
- 18. EID Card Electronic Identification Card** See Smart Card.
- 19. Electronic Identification Card** See Smart Card.
- 20. Erasable Ink** Ink that will rub off when an attempt is made to erase information in the area that has been printed. The ink will also have an effect on the paper in the same manner as solvent/chemical reactive inks do, giving you two security features in one. Often used to print the background of a check.
- 21. Fugitive Ink** Ink that runs and stains the document when water or any aqueous type of solution is used to alter the document.

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22.Erasol Ink Ink in a pattern that causes any attempted erasure to distinctly mar the design and become apparent.

23.Fiber Security Any one of several means using visible or invisible threads in the paper. See also Visible Fiber and Fluorescent Fiber.

24.Fluorescent Ink Visible or invisible ink that glows under UV light.

25.Fluorescent Paper Fiber Visible or invisible paper fibers that glow under UV light.

26.Fluorescent Coating A visible or invisible coating such as varnish that glows under UV light.

27.Fourdrinier Watermark A translucent image created in paper on the paper making machine, with the use of a dandy roller. The image is generally the name of the paper or a company logo and can be viewed from both sides of the paper when it is held up to the light. A.k.a. a genuine watermark. See also Artificial Watermark

28.Geometric Lathe Work An ornamental pattern of two or more interlaced curved bands that produce a unique circular design, commonly seen on banknotes. Also known as a Rose Engine, or Guilloche.

29. Ghost Watermark An artificial watermark printed on the back of a sheet that will not appear on a scanned or copied document.

30.Guilloche See Geometric Lathe Work.

31.High Residue Labels Labels that when removed, leave a gummy surface behind to indicate that a seal has been removed.

32.High Resolution Image Fine line work too thin to reproduce by copier or scanner. When copied, detailed lines blend together and spaces fill in.

33.Hologram A seal, tape, or label containing two images that morph into each other according to the angle of view. Security holograms may contain stock or customized images.

34.ID Card Identification Card A document that certifies who the bearer is. For example a drivers license which uses a photograph. See also Smart Card.

35.Ilam A patented process of the Brite ID company to laminate an RFID chip into a document

36.Image Replacement The use of a digital image to replace an actual document, as in the recently established use of digital images for check clearing purposes.

37.Intaglio A printing process that uses an etched or engraved plate; the plate is smeared with ink and wiped clean, the remaining ink in the recesses makes the print. A printing technique that produces very sharp images that cannot be easily copied without filling in.

38.Invisible Barcode The placement of information typically in a visible bar code into an invisible nano polymer.

39.Invisible Fluorescent Fiber Fibers in paper that are invisible under normal viewing conditions, but can be checked for authenticity by viewing the document under ultraviolet (black) light.

40.Invisible Ink Ink that produces an image that is only visible under ultraviolet or black light.

41.IRD See Image Replacement Document

42.Laid Lines The closely spaced watermark lines in paper caused by wires during production.

43.Laser Treatment A procedure done to paper that makes it difficult to remove toner when the paper is used for laser printed documents.

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44.Laser-cut A series of laser produced micro cuts forming a secure pattern.

45. Magnetic Ink Character Recognition (MICR) A line or lines printed with magnetic ink that contain authenticating information. MICR is used for substitute check Image Replacement Documents (IRD).

46.MICR Print Band A removable MICR strip.

47.Microprint Signature Line The words “Authorized Signature” repeated in tiny, type, so small that the letters blur to a dotted line when copied or scanned. The distinct “MP” near the signature line alerts the recipient to look for legible little words.

48.Micro Printing Printing at a very fine line screen and resolution that provides text that is nearly visible and fills in when photocopied or scanned.

49.Micro-text See Micro Printing.

50.Modulus Check Digit Numbering Any one of several specific systems of non-consecutive, complex, check digit numbering.

51.Mould Watermark A watermark produced by a cylinder mould paper making process. These watermarks are full of detail, extraordinarily clear, and demonstrate the full range of shading from light to dark in a three dimensional impression.

52.OCR Line A line of machine readable copy printed in a special OCR (Optical Character Recognition) font.

53.Padlock Icon A printed symbol of a lock indicating that the document meets the voluntary security guidelines issued by the Financial Stationers Association.

54.Pantograph ® A safety paper technology patented by Document Security Systems that causes words such as “unauthorized copy” or “VOID” to appear when the document is scanned or photocopied.

55.Paper Toner Fusion Treating paper to bond with inks or laser toners in an effort to prevent alteration.

56.Passive Security Feature A security feature that requires an action such as scanning or photocopying to become visible. See also Active Security Feature.

57.Penetrating Ink Ink that contains a penetrating red dye that goes into the fibers of the paper and will show through to the back of the document. Penetrating inks are commonly used on the Arabic and MICR numbering of negotiable documents to deter forgers from trying to scrape the number off the document. If the number is scraped off, the red stain remains on the document.

58.Photochromic Ink Colored or colorless ink that when exposed to UV or sunlight, instantly changes color. Once the source of the UV light is removed, the ink will change back to its original color.

59.Printed Watermark See Artificial Watermark. See also Fourdrinier Watermark.

60.Prismatic Pattern The overprinting of two or more colored inks to create a blended color effect that is difficult to match on copiers. Prismatic color blending is visually similar to split fountain printing, but differences become apparent when the images are magnified.

61.Radio Frequency Identification Device (RFID) A tag such as a chip or adhesive sticker incorporated into a product to electronically store data about the product or bearer and allows remote retrieval of that data. RFID tags contain antennas to enable them to receive and respond to radio frequency queries from an RFID transceiver.

62.Rose Engine See Geometric Lathe Work.

63.Safety Background A type of security paper manufactured with a printed pattern to show evidence of any attempt made to alter the document by erasing or by chemical alteration.

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64.Safety Paper Paper with hidden words that appear in the duplicate when the document is copied or scanned.

65.Scratch-off A process to cover printed data with an opaque covering so it cannot be read until the final user removes the coating to read the data. Most often used for gaming or lottery tickets.

66.Scrip Safe® A brand of security paper from the Scrip Safe corporation.

67.Security Foil A patterned thin, metallic layer stamped onto a document. Can be flat or embossed to create a raised image. Foils scan poorly and are impossible to reproduce with printers or photocopiers.

68.Security Paper Paper manufactured with a printed pattern that will show evidence of document alteration by erasing or by chemical alteration.

69.Security Tapes and Seals Frangible tapes and seals that tear into multiple pieces when removed indicating tampering or opening.

70.Security Thread A thin strip of polymer film precisely embedded or windowed into the paper. The thread can be microprinted, demetalized, have UV features, and have optically variable characteristics.

71.Self Voiding Label A label that when removed, leaves a pattern or text (often "Void").

72.Serial Numbering or Bar-coding Sequential numbering to identify each document.

73.Simulated Watermark See Artificial Watermark.

74.Smart Card A credit card-sized plastic card with a special integrated circuit (IC) chip imbedded in the surface of the card which is used to store information in a secure electronic form. See also Identification Card.

75.Solvent-Reactant Inks Inks that react when a solvent is applied to its surface.

76.Split Ink Fountain Printing with more than one ink in a printing fountain to achieve a unique blended pattern that is difficult to reproduce. See also Prismatic Ink.

77.Taggents Tiny tracers in the inks or base materials that can be traced and used to authenticate the document with a reader.

78.Tamper Evident Label Labels that when removed show evidence of tampering by leaving a message on the base surface such as "VOID" or "OPENED." The label cannot be replaced without indication that it was tampered with.

79.Thermochromic Ink Ink that changes color when exposed to heat and then changes back to its original color when cooled.

80.TouchSafe™ Seal A trademarked interactive verification means that it will change color and show the hidden word "VALID" when rubbed or breathed upon.

81.Ultra Destructible Labels See Security Tapes and Seals.

82.UV Ink See Invisible Ink and Fluorescent Ink.

83.Visible Paper Fiber Easily seen, randomly placed fibers that are added to the paper when it is manufactured. Can also add invisible UV properties to make the fibers glow different colors in UV or black lights.

84.Void Pantograph The word "VOID" that appears when an attempt is made to copy a document.

85.Warning Band A disclaimer on the document stating the inclusion of security features.

This glossary is for informational purposes only and does not provide legal definitions. Inclusion or exclusion of any brand name product does not indicate endorsement by the **KENYA EXPORT PROMOTION AND BRANDING AGENCY.**

86.Warning Regulation A warning of the legal ramifications of altering or copying the document.

87.Watermark A translucent design, pattern or symbol created in paper by varying the distribution of fibers within an area of the paper to identify the manufacturer, brand, or customer. It is best seen when held up to a light. A watermark cannot be copied. Also known as Fourdrinier Watermark. See also Fourdrinier, Mould, and Artificial Watermark.

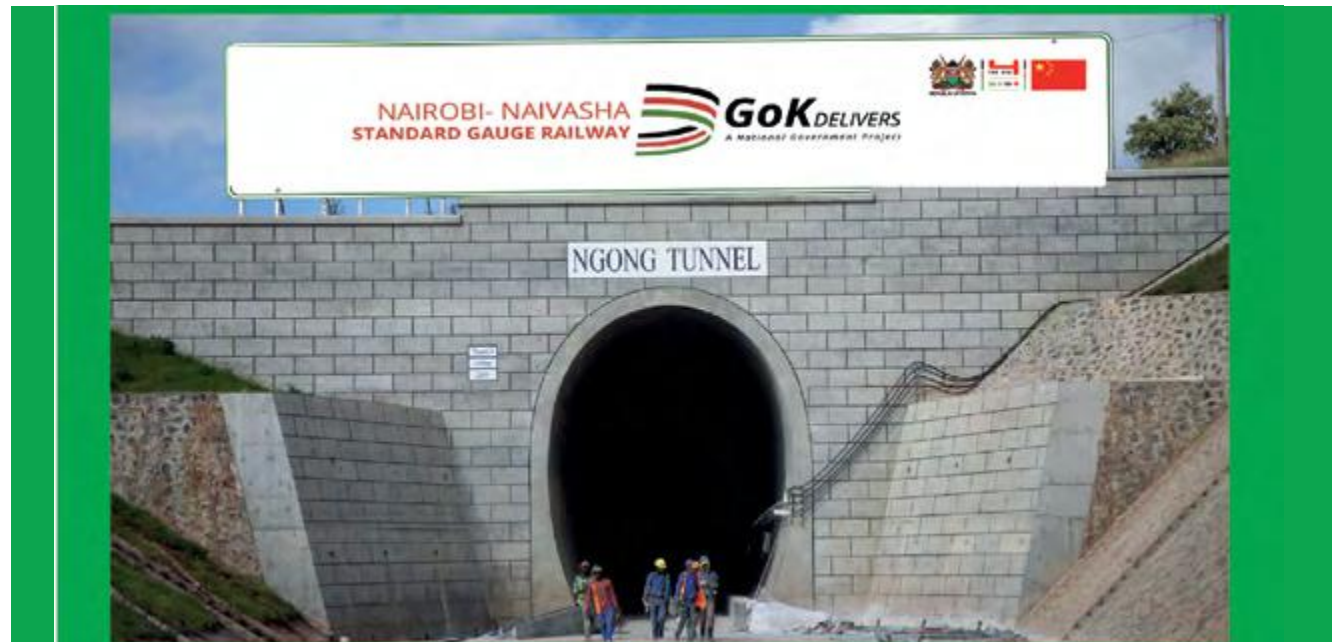
Co- Branding of government projects

1 2 3


NAIROBI- NAIVASHA
STANDARD GAUGE RAILWAY

4

- 1 coat of Arms (Govt.)
- 2 Big 4 Agenda
- 3 Partner Country
- 4 Donors/ other Stakeholders



Campaign Examples



REPUBLIC OF KENYA
MINISTRY OF TRANSPORT, HOUSING, URBAN DEVELOPMENT AND PUBLIC WORKS
THE BIG 4

BE SURE JENGA SMART

To ensure compliance with all laws related to building of residential, commercial, road and other structural works, every Architect, Engineer, Contractor, Supervisor or Fundi is required to register with the National Construction Authority. Every member of public is advised to deal with only duly registered members.

TO REGISTER DIAL *2254#

NCA
NATIONAL CONSTRUCTION
AUTHORITY
Building a Strong Kenya

KCB Plaza, 1st Floor, Kenya Road, P.O. Box 21644-20100, Nairobi Kenya. DL: 0700 031 0222. T: 0200 2712094/6/7 W: www.nca.go.ke

DIGITAL AND PRESENTATIONS GUIDELINE

Powerpoint Presentations

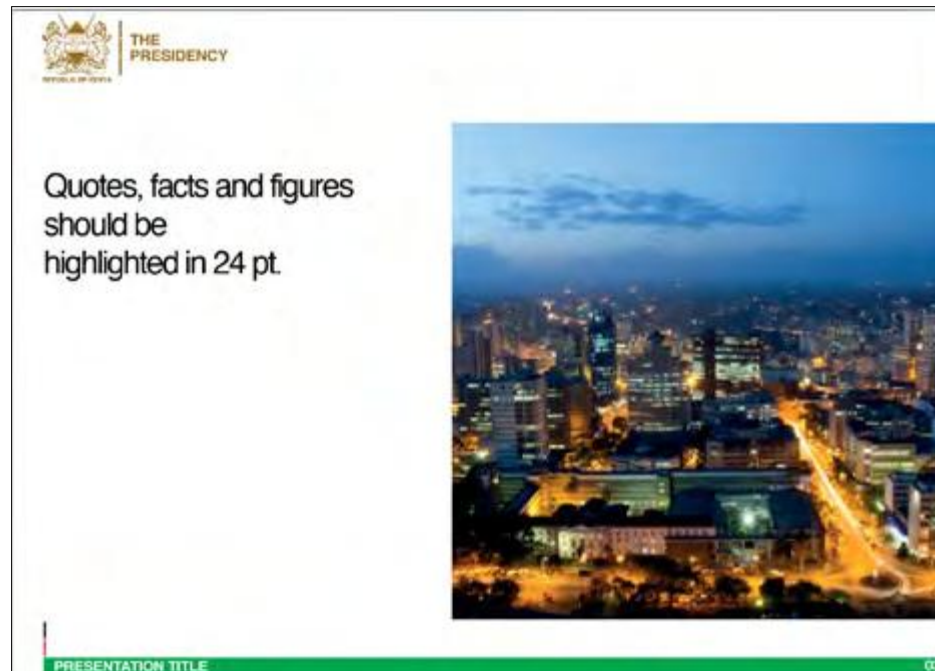
Presentations should be clear and easy to follow. This is to ensure that we all have consistent communication.

Texts and headlines should be aligned towards left.

Font: arial Font family



Powerpoint Presentations



Social Media Avatars

Facebook



Social Media Avatars

Twitter

The image shows a screenshot of the Twitter interface. On the left is the Twitter navigation sidebar with options: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. Below these is a blue 'Tweet' button. The main content area displays the profile of the 'Kenya Export Promotion and Branding Agency' (@MakeltKenya). The profile header includes the agency's name, a bio stating its mission to brand, export, and build Kenya, its location (16th Floor, Anniversary Towers), website (brand.ke), and join date (April 2015). It shows 1,653 following and 120.6K followers. Below the profile is a pinned tweet from the same account dated July 20, featuring a video of Mr. Meshack Odhiambo and the hashtag #KenyanOfTheWeek. The tweet text celebrates his innovative products and includes the hashtag #BuyKenyaToBuildKenya. To the right of the main content is a sidebar with 'You might like' recommendations (Huawei, Linda Ogotu, BusinessDaily) and a 'Trends for you' section listing trending topics in Kenya like Jayden, Murkomen, Ethiopia, #COVIDisRealKe, and #1Man1Vote1Shilling.

Kenya Export Promotion and Branding Agency
@MakeltKenya

Kenya Export Promotion and Branding Agency is a government agency whose mission is to Brand Kenya, Export Kenyan and Build Kenya.

16th Floor, Anniversary Towers brand.ke Joined April 2015

1,653 Following 120.6K Followers

Followed by Kenya Industrial Estates, Thornburg, and 58 others you follow

Kenya Export Promotion and Branding Agency @Mak... · Jul 20 ·
#KenyanOfTheWeek
This week we celebrate a Kenyan innovator - Mr. Meshack Odhiambo, who is applying his skills to create innovative products like hospital beds, sliding gates, among many others.
His message to all of us is simple, #BuyKenyaToBuildKenya DM us for his contacts.

1:17 780 views

18 34

You might like

- Huawei [Follow](#)
- Linda Ogotu [Follow](#)
- BusinessDaily [Follow](#)

Trends for you

- Trending in Kenya
Jayden
4,856 Tweets
- Trending in Kenya
Murkomen
2,135 Tweets
- Trending in Kenya
Ethiopia
12.3K Tweets
- Trending in Kenya
#COVIDisRealKe
2,746 Tweets
- Politics - Trending
#1Man1Vote1Shilling
6,143 Tweets

Social Media Avatars

Instagram



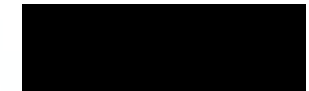
Websites

1. All MCDA should use the GOK domain as their primary online address i.e. go.ke or .gov.ke)
2. MCDA should adopt uniform Government Banner (containing the Kenya Government Coat of Arm or the adopted a uniform header and footer brand for their digital platform)
3. Have a uniform web font, standard across all Government Digital Assets.
4. Website should implement navigation features that include reasonable number of links, familiar and consistent placement of navigation, and allow users to know where they are on the website
5. The Internal Pages should maintain a uniform top and footer style. (as proposed in i above)
6. Use the Arial font type for the digital platform



Header

The header and footer color can be chosen from below colors.



#000000



#ed1c24



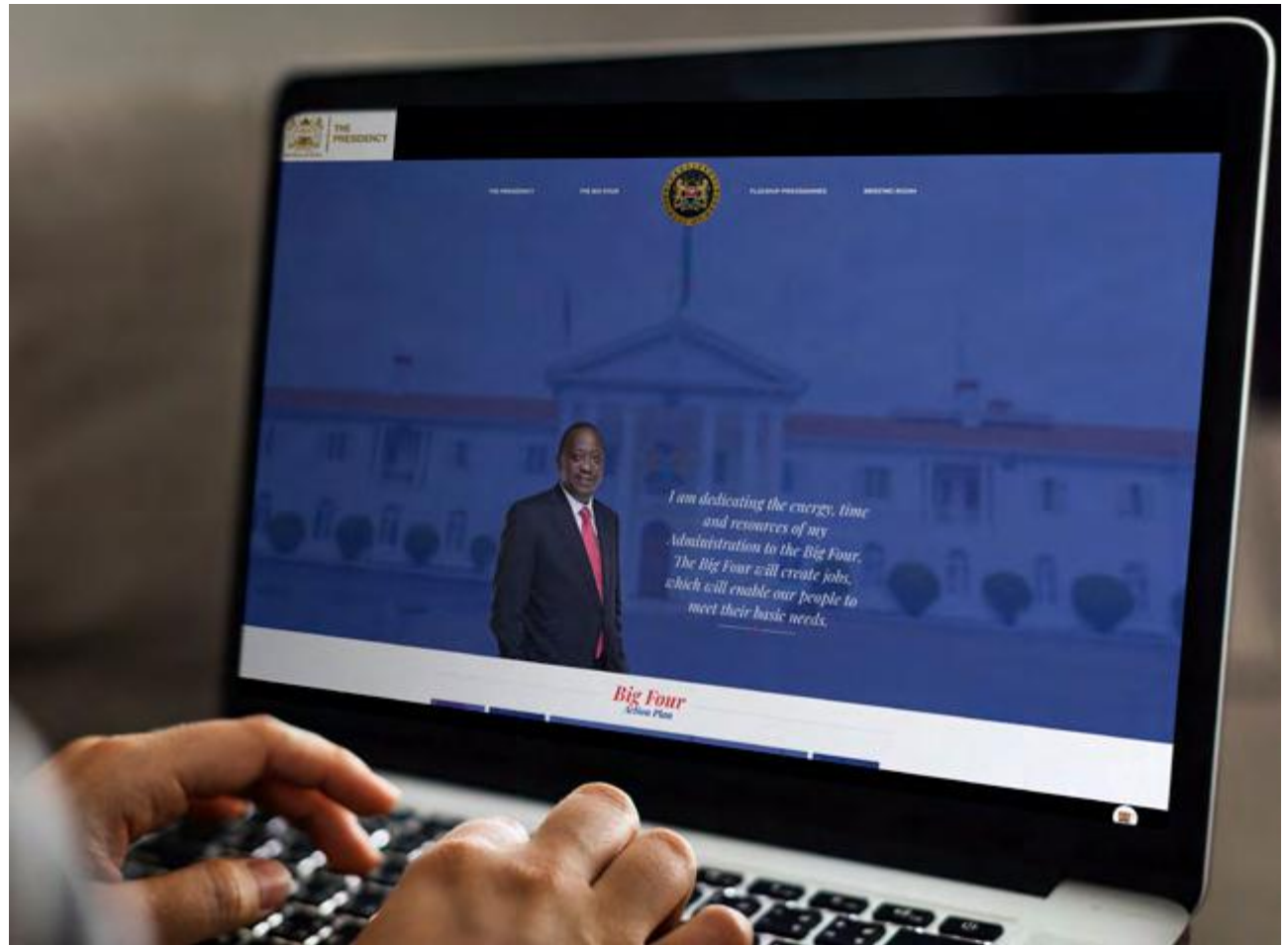
#00a64f



#f99b2c

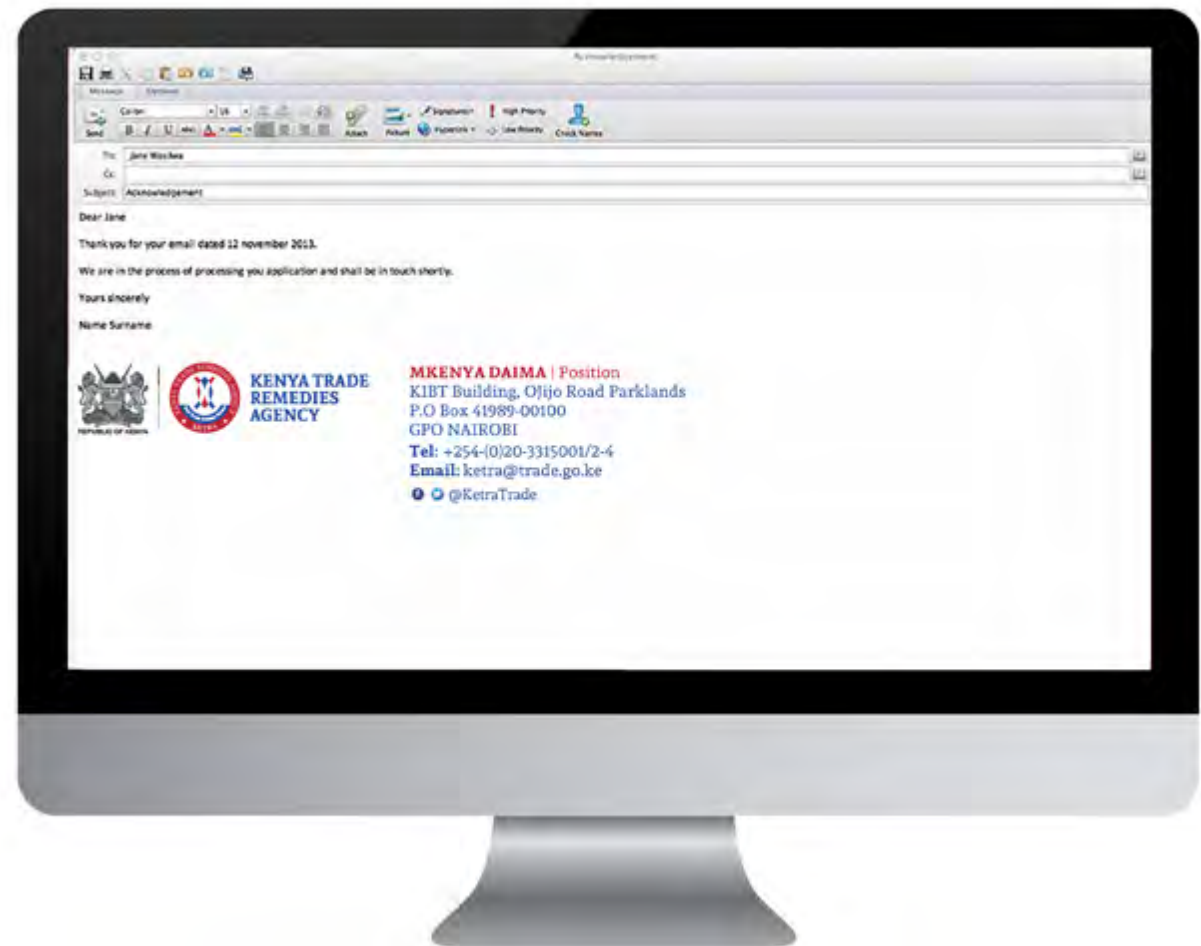
Footer

Websites Examples



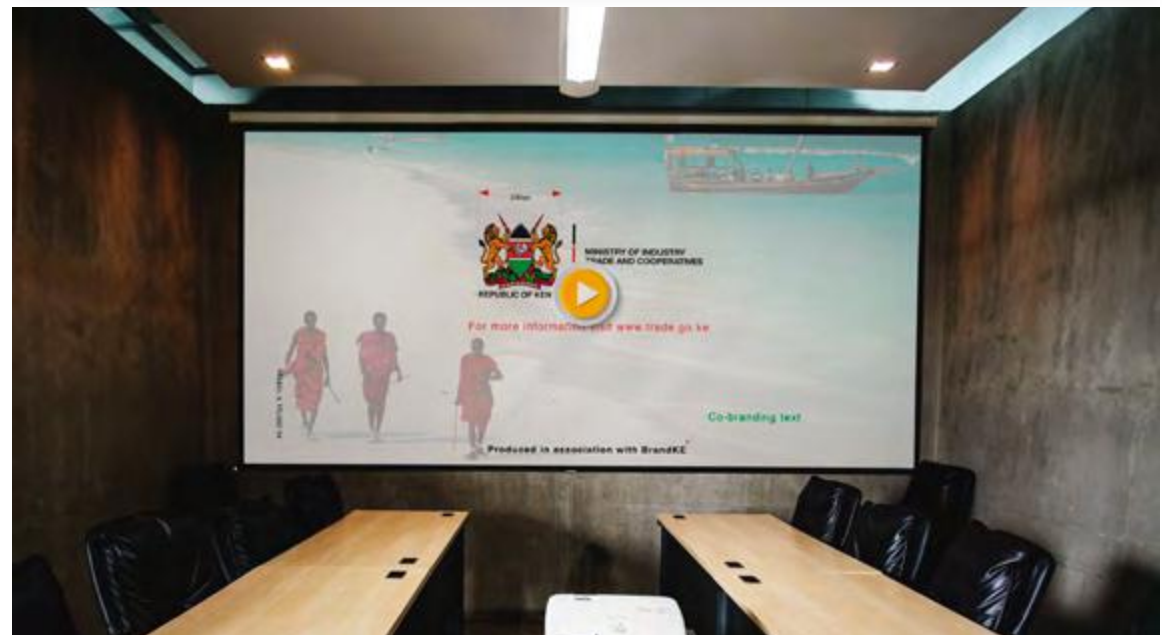
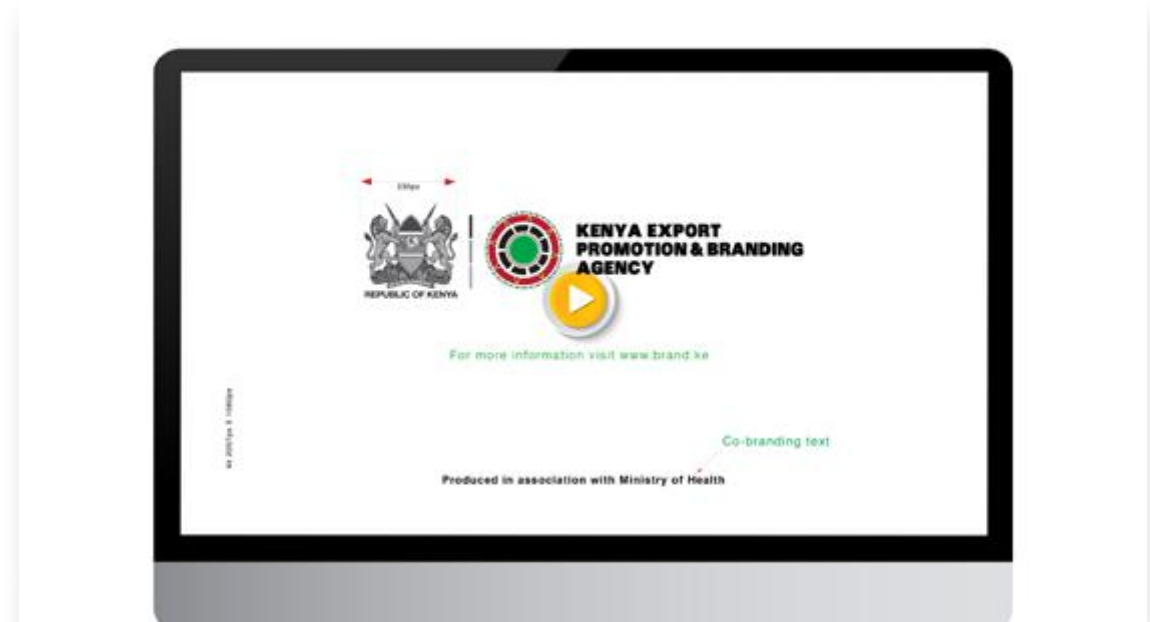
Email signature

1. The Email Signature falls below the bottom left of the contacts.
2. The public service logo units should always be placed as flat files - JPEGs, BMP or PNG. All visuals should adhere to the photography guide .
3. Arial font type should always be used.



Video and animation co-branding.

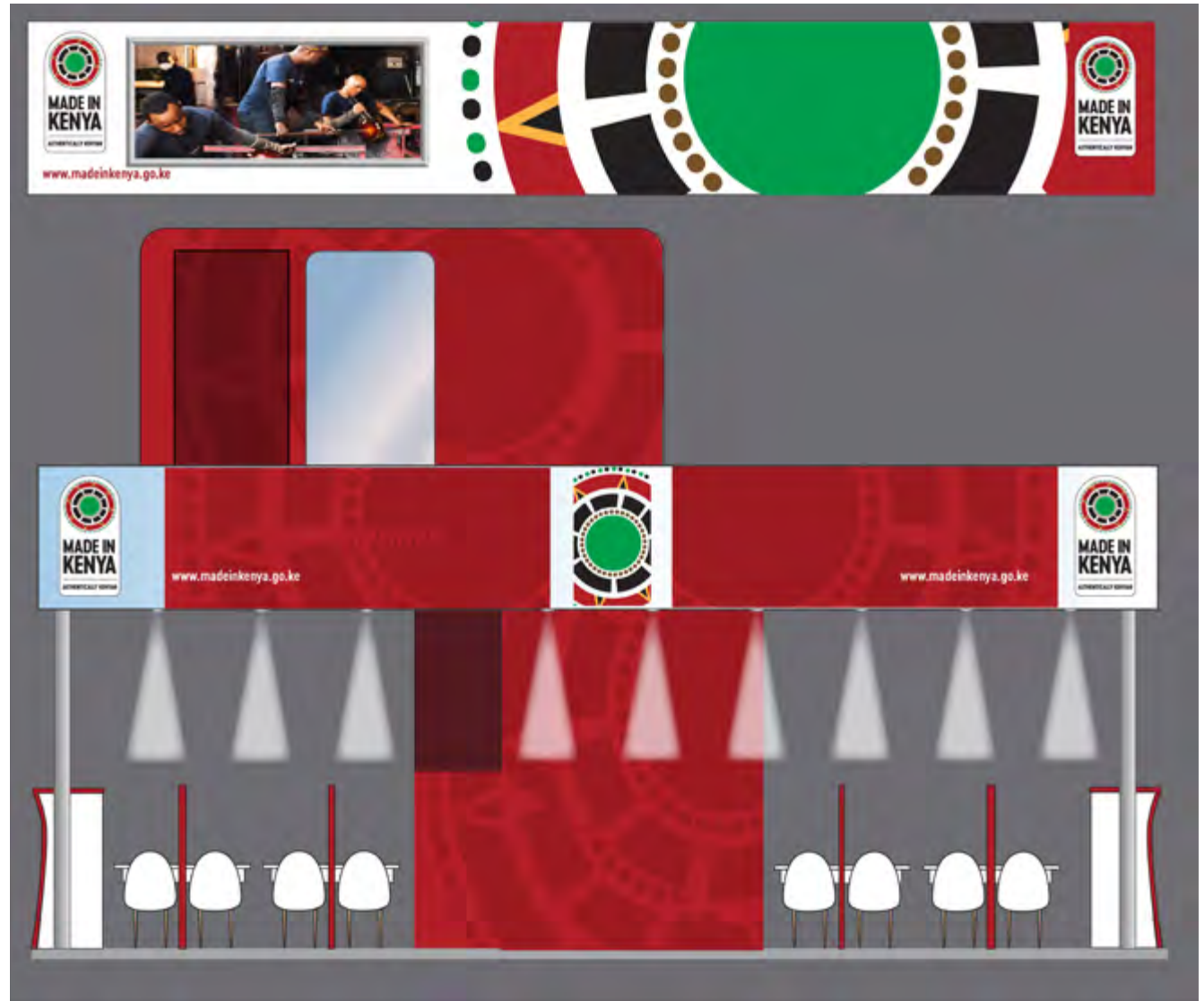
For videos and animations produced by more than one government department or agency/ donor or private sector, the secondary department/s should be added in text as shown here



EXHIBITION BOOTHS AND STANDS

For harmonised branding and country's messaging, the Make It Kenya messaging will be used on Kenya Pavilions.

These pavilions may house booths for institutions exhibiting inside the pavilion.



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EMBASSIES AND ABROAD MISSIONS BRANDING

Branding of embassies should clearly bring out the following but not limited to:

1. Rich Kenyan Heritage (Cultures, foods, arts, music, Sports Films among others)
2. Wildlife
3. Social Economic Developments and infrastructure
4. Service Charter
5. The Map of Kenya, its relation to Africa and the country the embassy/ high Commission is located.
6. A cabinet containing Kenyan Products such as curvings, Murals, arts, coffee, Tea, Jewelery among others.



MAKE IT KENYA CAMPAIGN

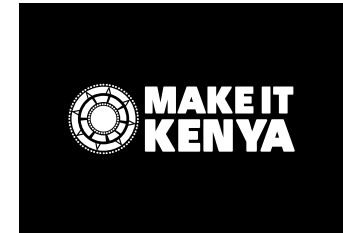
The Make It Kenya campaign showcases the very best our nation has to offer to encourage the world to visit, study and do business with the Kenya.

For more specific campaigns on trade and investment, Make It Kenya brand may be used.

For more information about appropriate usage of the brand please request use of the brand guidelines from:

makeitkenya@KEPROBA

or visit www.KEPROBA



Photography Principles
Photography Examples

PHOTOGRAPHY

Photography Principles

Photography is another key element of the Governments' Identity. It should be used to show the strength and unique aspects of our beautiful country. The images should be thought-provoking: to show warmth, strength and diversity while creating a sense of ownership.

The following factors should be considered by Ministries, State Departments and State Agencies to ensure that appropriate images are used for branding purposes.

1. Use only professionally taken images.
2. Use up-to-date images unless depicting historical events.
3. Do not significantly alter the appearance of a photograph. If manipulating an image, only do away with dust and blemishes.
4. Use authentic images. Avoid unnecessary manipulation.
5. Avoid use of black and white images, except for special application purposes e.g. brochures, books or in illustration of specific historic events.
6. Avoid busy imagery
7. If possible, always use natural light

NOTE: Customer portrait positioning is mainly for campaign usage. These images are for reference only and not to be used in Ministry adverts. Please ensure that you obtain the copyright for any images either purchased or photographed to be used in the Ministry collaterals. Government Press is mandated to produce the official portrait of the president. Institutions are advised to obtain the President portrait from The Government press



Corporate Portrait: Photography has to convey Authority, Trust and Strength.



Photography has to represent the Ministry, e.g relevant mandate of the user of Sport, Culture and Arts.



Customer Portrait positioning: Photography has to convey warmth, diversity, and openness.

Photography Examples



Photography Don'ts

- Always ask permission before taking a photo, unless it is of large groups of people in the distance. Especially avoiding using copyrighted clip or other photography that we don't have permission to use.
- If capturing photography in a location that is owned by a partner, such as a government building, airport, clinic or school, you must have the consent of the partner.
- Informed consent for images of children below 16 years of age is critical. The permission of a parent or other responsible adult must be obtained.
- Avoid using images that are unclear, such as silhouettes and also clip arts.
- Do not use or create photography that contravenes country's protection guidelines.
- Do not use pictures of sickly or emaciated people.
- Do not use photos that, in your judgment, have the potential to risk the security or confidentiality of the people, even if consent has been given.
- Do not capture or use photos that are culturally insensitive or stigmatise our people.
- Do not capture or use images that feature militia or armed people.
- Do not manipulate or alter photos, adding or removing elements.

NOTE: Always show the country in a positive light.



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Email: chiefexe@brand.ke

Web: www.makeitkenya.go.ke