

TANZANIA INVESTMENT AND SPECIAL ECONOMIC ZONES AUTHORITY (TISEZA)

LOGO AND SLOGAN PRESENTATION

BY

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Nembo hii ni zaidi ya picha tu; ni hadithi. Inasimulia hadithi ya nchi ambayo inaunganisha wawekezaji (***daraja***), inaendesha maendeleo ya viwanda (***gurudumu***), na inafanya hivyo kwenye msingi imara, wa kitaifa (***Mlima Kilimanjaro***).

Ubunifu wa jumla ni safi, kitaalamu, na rahisi kukumbukwa. Unafanya kazi vizuri katika rangi na nyeusi na nyeupe, kuhakikisha inaweza kutumika kwa ufanisi katika vyombo vyote vya habari, kutoka hati rasmi na tovuti hadi mabango na bidhaa za matangazo.

Tunaamini nembo hii inakamata kikamilifu moyo na matarajio ya TISEZA na itatumika kama utambulisho imara wa taswira kwa shirika kwa miaka ijayo

“UWEKEZAJI ENDELEVU, MUSTAKABALI WA TANZANIA”

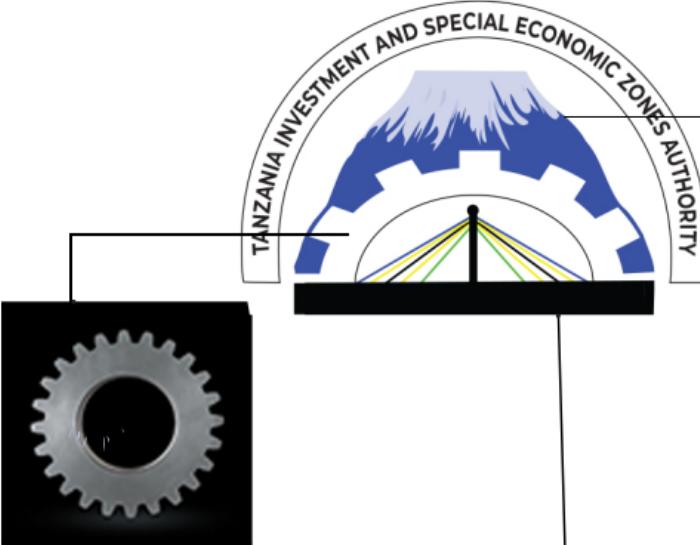
Kauli mbiu hii inaakisi dhamira ya TISEZA katika kuongoza maendeleo ya taifa kuitia uwekezaji wenye tija na unaodumu kwa muda mrefu.

“Uwekezaji Endelevu” linamaanisha kuweka rasilimali katika miradi na shughuli ambazo haziishii tu kwenye faida za muda mfupi, bali pia zinahakikisha ukuaji wa uchumi, uhifadhi wa mazingira, na ustawi wa kijamii kwa vizazi vijavyo.

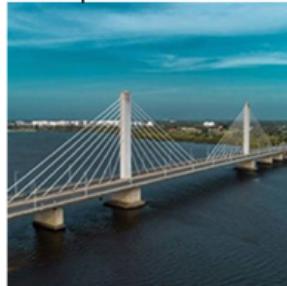
“Mustakabali wa Tanzania”, inaonyesha kuwa malengo ya uwekezaji huu ni kuchangia katika kujenga taifa imara, lenye nafasi bora za ajira, huduma bora kwa wananchi, na maendeleo yanayowagusa Watanzania wote.

Kwa ujumla, kauli mbiu hii ni wito na dira ya kuhakikisha kila uwekezaji unaofanywa na TISEZA unakuwa na mchango wa moja kwa moja katika kuunda mustakabali bora wa Tanzania.

UCHAMBUZI WA NEMBO



Gurudumu (Gear): Elementi hii inawakilisha moja kwa moja viwanda, uzalishaji, na maendeleo ya uchumi. Inaganisha jukumu la TISEA la kuwezesha uwekezaji na ukuaji wa viwanda ndani ya maeneo na alium ya kiuchumi.



Mlima Kilimanjaro: Hiki ni ishara imara na inayotambulika kitaifa. Inawakilisha utambulisho wa Tanzania, nguvu, na alama maarufu, ikitoa hisia ya uzalendo na msingi imara kwa nembo.

Daraja: Daraja lenye nguzo za bendera ya taifa la TANZANIA linaashiria uunganisho, miundombinu, na kiungo kati ya uwekezaji na fursa. Inaonyesha kwamba TISEZA inafanya kazi kama daraja, linalounganisha wawekezaji na rasilimali na fursa zinazopatikana nchini TANZANIA.

UWASILISHAJI WA NEMBO

NEMBO KUU (PRIMARY LOGO)

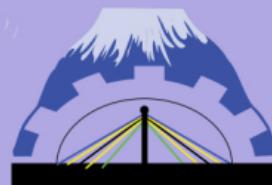
Hili ni toleo kuu la nembo. Linajumuisha ishara kuu (*Mlima Kilimanjaro, Gurudumu(Gear), na Daraja*), pamoja na maandishi kamili ya jina la mamlaka na kauli mbiu.



Matumizi: Hili ndilo toleo la kutumia kwenye machapisho rasmi kama barua, mabango, au kwenye tovuti, ambapo unataka kutoa taarifa kamili na wazi kwa mtazamaji.

TOLEO RAHISI (SIMPLIFIED MARK)

Hili ni toleo lililorahisishwa, linaishia kwenye ishara kuu peke yake, bila maandishi.



Matumizi: Linafaa kwa matumizi ya kidijitali au sehemu zenyе nafasi ndogo, kama vile kwenye wasifu (profile) wa mitandao ya kijamii, ikoni ya programu (App icon), au hata kwenye nembo ndogo za vitu mbalimbali. Urahisi wake unahakikisha linaonekana vizuri hata likiwa dogo sana.

TOLEO LA RANGI MOJA (MONOCHROME)

Hili ni toleo la nembo kwa rangi moja (nyeusi na nyeupe). Linawakilisha toleo la msingi lakini katika muundo usio na rangi.



Matumizi: Ni muhimu kwa kuchapisha kwenye karatasi zisizo za rangi (kama faksi au gazeti), uchapishaji wa gharama nafuu, au hata kwa kuchonga kwenye vitu kama vile kalamu au kadi. Hili linaonyesha ubora wa nembo, kwamba inaonekana vizuri hata bila rangi.

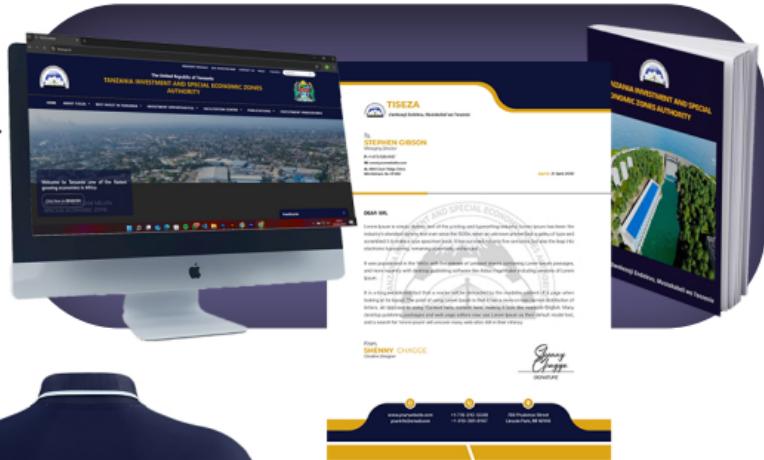
MATUMIZI YA NEMBO

MATUMIZI YA KIOFISI NA KIELEKTRONIKI

Tovuti: Nembo inaonekana wazi na inatoa utambulisho thabiti wa tovuti. Huu ni muhimu kwa sababu tovuti ndio uso wa kwanza wa taasisi kwa watu wengi.

Barua Rasmi (Letterhead): Kuweka nembo kwenye barua rasmi kunaongeza weledi na mamlaka. In-athibitisha uhalali wa mawasiliano.

Kitabu/Ripoti: Nembo kwenye jalada la kitabu au ripoti inakifanya kiweze kutambulika kwa urahisi na kuonyesha kuwa maudhui yamo ndani ya shirika



MATUMIZI KWENYE MAVAZI

T-shirt/Shati: Nembo kwenye mavazi inasaidia kujenga utambulisho wa timu na umaja. Pia ni njia nzuri ya kutangaza taasisi kwa umma.

Kofia: Hii huongeza uwezekano wa nembo kuonekana sehemu mbalimbali na hutoa mwonekano wa kitalamu kwa wafanyakazi.

**MUONEKANO WA NEMBO
KATIKA SEHEMU TOFAUTI**

Uwekezaji Endelevu, Mustakabali wa Tanzania





TISEZA

Uwekezaji Endelevu, Mustakabali wa Tanzania

To,
STEPHEN GIBSON
Managing Director

P: +1-973-538-9187
W: www.yourwebsite.com
A: 4961 Deer Ridge Drive
Morristown, NJ 07960

DEAR SIR,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the electronic typesetting, remaining essentially unchanged.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

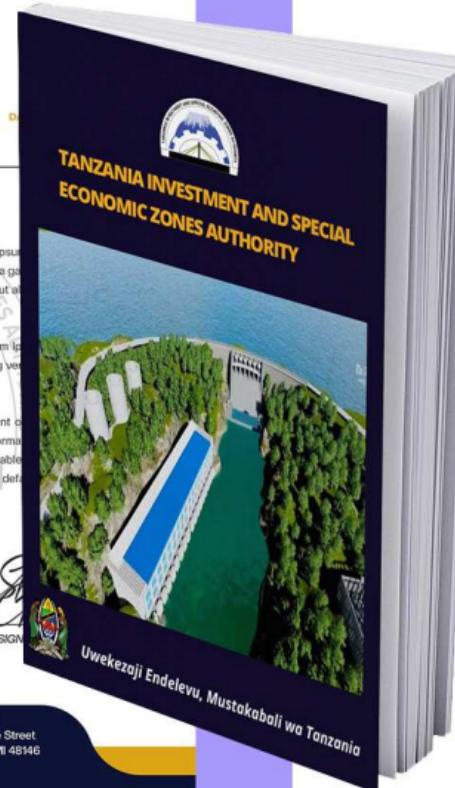
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default font, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

From,
SHENNY CHAGGE
Creative Designer

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769 Prudential Street
Lincoln Park, MI 48146



TISEZA

Uwekezaji Endelevu, Mustakabali wa Tanzania

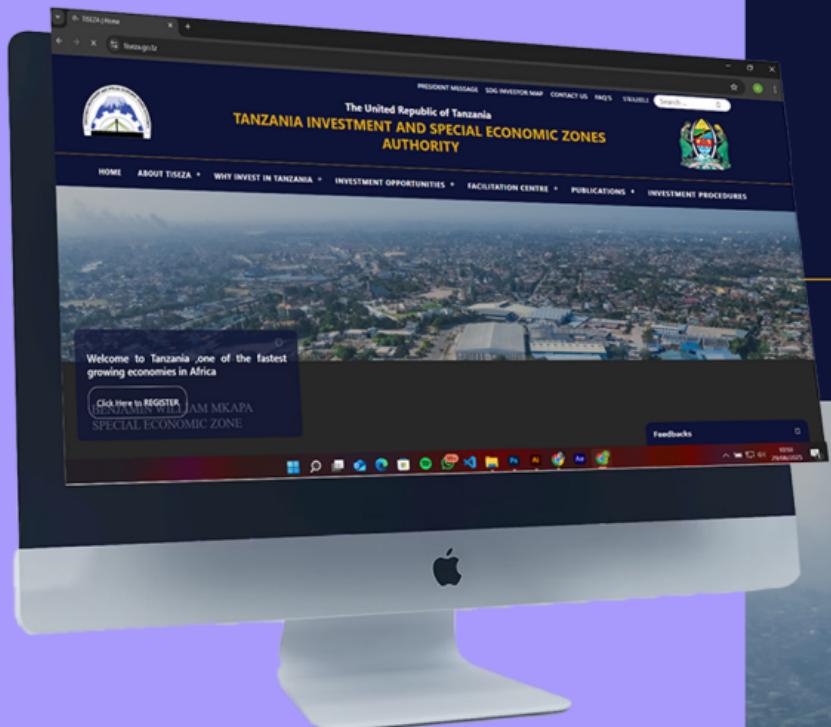
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MWISHO