



## **NURULIFE PRODUCTIONS BRAND GUIDELINES**

**Version 1.0**

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**Prepared For:**

**NuruLife Productions Team, Partners, and Collaborators.**

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# 1. Introduction

This document serves as a comprehensive guide for maintaining the consistent and powerful brand identity of NuruLife Productions. Adherence to these guidelines by all internal teams, external partners, and collaborators is crucial to ensure every visual and verbal representation aligns with NuruLife's mission, vision, and core values. By establishing a unified brand presence, we strengthen recognition, build trust, and amplify our message of "Shining Light, Transforming Lives" globally.

## 2. Brand Overview

NuruLife Productions is a Kenyan-based Christian media startup dedicated to creating transformative, high-quality content inspired by biblical principles. Founded by Grace Kanyiri and Brian Ingwee, NuruLife aims to bridge the gap in the Christian film industry by producing innovative, vibrant, and culturally relevant content that resonates globally.

### 2.1. Vision Statement

To be a leading global Christian media powerhouse, producing innovative and impactful content that transforms lives, nurtures talent, and shines the light through Biblically grounded, creatively excellent, and socially impactful storytelling.

### 2.2. Mission Statement

NuruLife Productions is committed to creating high-quality, biblically inspired content that educates, empowers, and unites communities. Through films, music, writings, and creative arts, we aim to inspire positive change, nurture emerging talent, and establish a legacy of excellence in storytelling that reflects God's truth and love in the media landscape.

### 2.3. Core Values

- ✓ **Faith:** Anchoring all content in the principles of the Word of God.
- ✓ **Excellence:** Pursuing the highest standards in creativity, production, and impact.
- ✓ **Creativity:** Innovating to tell stories that resonate with diverse audiences.
- ✓ **Community:** Fostering collaboration and unity among like-minded creatives.
- ✓ **Transformation:** Empowering individuals and societies through meaningful content.
- ✓ **Integrity:** Upholding honesty, authenticity, and accountability in all endeavours.

## 3. Brand Identity

### 3.1. Name & Tagline

- i. **Name:** NuruLife Productions
  - ✓ *Meaning:* "Nuru" is Swahili for "light," symbolizing the light of Christ and life-giving creativity.
- ii. **Tagline:** "Shining Light, Transforming Lives."

### 3.2. Logo

The NuruLife Productions logo is a powerful representation of our mission to radiate light and inspire life through storytelling. It features a stylized pen with radiating sunbeams/rays of light.

#### 3.2.1. Primary Logo

The primary logo, incorporating the full "NuruLife Productions" text and the pen-with-sunbeams icon, is the preferred representation for most applications.



#### 3.2.2. Logo Variations

- ✓ **Icon Only:** The pen with sunbeams, used for smaller applications (e.g., favicons, social media avatars).



- ✓ **Text Only:** "NuruLife Productions" wordmark, for formal documents or specific design contexts where the icon might be redundant.

**NURULIFE**  
PRODUCTIONS

### 3.2.3. Logo Usage Guidelines

- i. **Clear Space:** Maintain a minimum clear space around the logo. This space should be equivalent to at least 1/4 the height of the logo to ensure its prominence and legibility.
- ii. **Minimum Size:** The logo should not be reproduced at a size smaller than 1 inch (2.54 cm) in width for print or 100 pixels for digital use to ensure legibility.
- iii. **Do Not:**
  - ✓ Stretch, distort, or rotate the logo.
  - ✓ Alter the proportions or elements of the logo.
  - ✓ Change the colours of the logo outside the approved palette.
  - ✓ Place the logo on busy or low-contrast backgrounds that compromise its visibility.
  - ✓ Add effects (e.g., drop shadows, bevels) unless explicitly approved.

### 3.2.4. Logo Color Variations

The logo is available in color schemes based on the approved palette to ensure adaptability across various backgrounds. The primary version uses Maroon for the pen and Orange for the sunbeams, with Blue for "NURULIFE" and Maroon for "PRODUCTIONS".

- ✓ **Full Color:** (As shown above) For standard use on white or light backgrounds.
- ✓ **Monochrome (White):** For use on dark or image-heavy backgrounds.
- ✓ **Monochrome (Black):** For use on light backgrounds where full color is not feasible.

## 4. Visual Identity

### 4.1. Color Palette

The NuruLife Productions color palette reflects our dynamic, passionate, and inspiring identity.

#### 4.1.1. Primary Colors

- i. **Maroon (Deep Red/Maroon):** #730E20 (RGB: 115, 14, 32)
  - ✓ **Symbolism:** Depth, passion, sacrifice, groundedness, commitment.
  - ✓ **Usage:** Strong headings, background accents (footers, call-to-action banners), elements requiring gravitas and stability.



- ii. **Orange (Vibrant Orange):** #F27D16 (RGB: 242, 125, 22)
  - ✓ **Symbolism:** Creativity, warmth, enthusiasm, innovation, positivity.
  - ✓ **Usage:** Primary accent color; calls to action (buttons), interactive elements (hover

states, active navigation links), key highlights, important notifications. Designed to capture attention.



iii. **Blue (Calming Blue):** #032940 (RGB: 3, 41, 64)

- ✓ **Symbolism:** Trust, peace, divine inspiration, reliability, spiritual depth.
- ✓ **Usage:** Secondary accent color; secondary buttons ("Learn More"), subtle background patterns, informational icons, elements instilling calm and trust.



#### 4.1.2. Neutral Colors

i. **White:** #FFFFFF (RGB: 255, 255, 255)

- ✓ **Usage:** Primary background for text, clean spaces, and elements requiring high contrast.

ii. **Light Gray:** #F0F0F0 (RGB: 240, 240, 240)

- ✓ **Usage:** Subtle backgrounds, dividers, and secondary text elements.

iii. **Dark Gray:** #333333 (RGB: 51, 51, 51) / #555555 (RGB: 85, 85, 85)

- ✓ **Usage:** Body text, secondary headings, and elements requiring strong contrast against light backgrounds.

#### 4.1.3. Color Usage Guidelines

- i. **Primary Accent (Orange):** Should be dominant for interactive elements and key calls to action.
- ii. **Secondary Accent (Blue):** Supports the primary accent, offering visual variety and reinforcing themes of trust.
- iii. **Text/Background:** Use neutral colors for main text and backgrounds to ensure optimal readability.
- iv. **Contrast:** Always ensure sufficient contrast between text and background colors to meet WCAG AA accessibility standards.

## 4.2. Typography

Typography should be clean, modern, and professional, reflecting NuruLife's commitment to clarity, excellence, and contemporary storytelling.

### 4.2.1. Primary Typeface

- i. **Font:** Montserrat
- ii. **Weights:** Bold (for primary headings), Semi-Bold (for subheadings), Regular (for specific emphasis or short lines of text).
- iii. **Usage:** Montserrat will be used for all official headings across digital, print, and presentations due to its modern, geometric style that aligns with NuruLife's forward-thinking mission.

### 4.2.2. Secondary Typeface

- i. **Font:** Open Sans
- ii. **Weights:** Regular (for body text), Light (for captions or sub-text), Italic (for emphasis).
- iii. **Usage:** Open Sans will be used for all body text, longer content (e.g., articles, blogs, emails), and detailed descriptions to ensure high readability and comfort during extended reading.

### 4.2.3. Typography Guidelines

- i. **Headings:**
  - ✓ <h1>: Montserrat Black, e.g., 48px (digital), 24pt (print).
  - ✓ <h2>: Montserrat Bold, e.g., 36px (digital), 18pt (print).
  - ✓ <h3>: Montserrat Semi-Bold, e.g., 24px (digital), 14pt (print).
- ii. **Body Text:**
  - ✓ Open Sans Regular, e.g., 18px (digital), 12pt (print).
- iii. **Line Spacing:** 1.5x the font size for body text to ensure optimal readability.
- iv. **Color:** Body text should primarily be Dark Gray or Black on light backgrounds, and White on dark backgrounds. Primary brand colors (Maroon, Orange, Blue) can be used for headings or emphasis where appropriate.
- v. **Hierarchy:** Utilize different font weights and sizes to establish a clear visual hierarchy, making content scannable and digestible.
- vi. **Responsiveness:** Implement responsive font sizes using rem or em units to adjust for different screen sizes.

## 4.3. Imagery

Imagery should reflect NuruLife's mission of empowerment, communication, faith, and transformation. Authenticity, inspiration, and diversity are key.

### 4.3.1. Photography

- i. **Content:** Use high-quality, inspirational images and video content related to filmmaking, community, faith, and transformation. This includes behind-the-scenes photos, stills from productions, team photos, and images that evoke hope and creativity.
- ii. **Style:** Focus on authentic, candid moments. Avoid overly staged or generic stock photos. Prioritize custom photography or carefully curated, high-quality stock that perfectly aligns with the brand.
- iii. **Diversity:** Images should be diverse, reflecting the Kenyan context and its rich culture while appealing globally.
- iv. **Technical:** All images must be optimized for web performance to ensure fast loading times without compromising visual quality.

### 4.3.2. Icons & Graphics

- i. **Style:** Use simple, minimalist icons that align with the aesthetic of the logo (e.g., sunbeams, pens, film reels, spiritual symbols).
- ii. **Color:** Icons should primarily be in one of the primary brand colors (Orange, Blue, Maroon) with a consistent stroke weight.
- iii. **Consistency:** Maintain a consistent visual style across all graphic elements.

### 4.3.3. Backgrounds

- i. **Solid Color:** Use solid color backgrounds in Maroon, Orange, or Blue for high-impact designs or specific sections.
- ii. **Neutral:** For softer designs or main content areas, use White or Light Gray backgrounds.
- iii. **Gradients:** Subtle linear or radial gradients, utilizing the brand's color palette, can be incorporated into hero sections or call-to-action banners to enhance visual appeal.

## 5. Tone and Voice

NuruLife Productions' voice is **inspirational, empowering, and authentic**. We speak with purpose and clarity to motivate individuals to unlock their potential and lead lives transformed by faith.



## 5.1. Brand Voice

- i. **Inspirational:** Motivate and uplift audiences.
  - ✓ *Do Say:* "Your story has the power to shine light."
  - ✓ *Don't Say:* "We make great films."
- ii. **Empowering:** Use action-oriented and encouraging language.
  - ✓ *Do Say:* "Join us to transform lives through compelling narratives."
  - ✓ *Don't Say:* "We hope to make an impact."
- iii. **Authentic:** Be genuine, relatable, and transparent. Avoid jargon or overly formal language.
- iv. **Professional:** Maintain a polished, respectful, and credible tone suitable for a media production house.
- v. **Inclusive:** Ensure language welcomes and resonates with diverse audiences from all backgrounds.

## 5.2. Writing Style

- i. **Active Voice:** Use active voice for clarity and impact (e.g., "NuruLife Productions empowers creatives" instead of "Creatives are empowered by NuruLife Productions").
- ii. **Concise:** Keep sentences concise and impactful, especially for calls to action and key messages.
- iii. **Storytelling:** Embrace storytelling in all written content, reflecting the core of our mission.
- iv. **Biblically Grounded:** While accessible to all, content should subtly or explicitly reflect biblical principles where appropriate, aligning with our faith-based foundation.
- v. **Proofread:** All written content must be thoroughly proofread for grammar, spelling, and punctuation errors.

# 6. Applications

## 6.1. Digital Media

- i. **Website:**
  - ✓ **Primary Color:** Blue for overall design, with Orange for calls-to-action and interactive elements. Maroon can be used for strong headings or specific section backgrounds.
  - ✓ **Typography:** Montserrat for headings, Open Sans for body text.
  - ✓ **Logo:** Prominently displayed in the header, ensuring responsiveness.
  - ✓ **Imagery:** High-quality, authentic images and videos optimized for web.
- ii. **Social Media:**
  - ✓ Create consistent templates using the primary color palette.
  - ✓ **Instagram/Facebook:** Use vibrant Orange for event announcements or engaging visuals.
  - ✓ **LinkedIn/YouTube:** Use Blue or Maroon accents for professional updates, behind-the-

scenes content, or thought leadership.

- ✓ **Profile Pictures/Banners:** Utilize the icon-only logo or a clean version of the primary logo.

iii. **Email Newsletters:**

- ✓ Include the NuruLife Productions logo at the top.
- ✓ Use Montserrat for headings and Open Sans for body text.
- ✓ Feature a prominent orange call-to-action button.

## 6.2. Print Materials

i. **Posters & Flyers:**

- ✓ **Dominant Color:** Orange or Maroon to grab attention.
- ✓ **Accents:** Blue for details or Dark Gray/White for text.
- ✓ **Logo:** Prominently placed, ensuring minimum size guidelines are met.

ii. **Brochures:**

- ✓ **Background:** Clean White or Light Gray.
- ✓ **Headings:** Blue or Maroon.
- ✓ **Highlights:** Orange for key points or calls to action.

iii. **Business Cards:**

- ✓ **Design:** Clean and professional, incorporating the logo, name, title, and contact information.
- ✓ **Colors:** Primarily Blue or Maroon with White/Light Gray text.

## 6.3. Events & Presentations

i. **Banners & Signage:**

- ✓ **Primary Color:** Orange or Maroon as the dominant background color.
- ✓ **Logo:** White or Light Gray logo for contrast.
- ✓ **Text:** Clear and concise, using Montserrat Bold.

ii. **Name Tags:**

- ✓ **Color:** Blue background with White text for a professional look.
- ✓ **Logo:** NuruLife icon or full logo in the top corner.

iii. **Presentation Slides:**

- ✓ **Background:** Clean White, Light Gray, or Dark Gray.
- ✓ **Headings:** Blue or Maroon.
- ✓ **Emphasis:** Orange for key takeaways, statistics, or calls to action.
- ✓ **Imagery:** Use high-quality, relevant images that complement the content.

## 7. Brand Don'ts

To protect the integrity and consistency of the NuruLife Productions brand, avoid the following:

- i. Do not use unapproved colors outside the specified palette.
- ii. Do not alter the proportions, elements, or orientation of the logo.
- iii. Do not use fonts other than Montserrat or Open Sans for official communications.
- iv. Do not use imagery that feels inauthentic, generic, or misaligned with NuruLife's values (e.g., overly corporate stock photos).
- v. Do not use a tone that is overly casual, sarcastic, unprofessional, or boastful.
- vi. Do not stretch, distort, or apply unapproved effects to any brand assets.
- vii. Do not place the logo on backgrounds with insufficient contrast.

## 8. Contact Information

For questions regarding these brand guidelines, to request brand assets, or for approval of specific applications, please contact:

Ingweplex Business and Branding Consultancy  
Ingweplex@gmail.com  
Ingweplex.vercel.app

*"Let your light so shine before men..." – Matthew 5:16*

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