

Murang'a University of Technology Christian Union (MUTCU)



Brand Guidelines[©]

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Table of Contents

1. Introduction	3
2. Our Brand Essence	3
Our Motto:	3
Our Vision:	3
Our Mission:	3
Our Core Values:	3
3. Logo	4
Full Color Logo	4
Horizontal Logo	4
Icon	5
Logo Usage Guidelines	5
4. Color Palette	5
Primary Colors:	6
Secondary Colors	6
5. Typography	6
Primary Typeface	7
Secondary Typeface	7
6. Imagery	7
i. Photography:	7
ii. Graphics:	7
7. Voice and Tone	7
8. Application Examples	8
Social Media Post	8
Event Poster	8
Official Letterhead	8

1. Introduction

This document provides a detailed overview of the brand identity for the Murang'a University of Technology Christian Union (MUTCU). A strong and consistent brand is essential for communicating our purpose with clarity and impact. These guidelines are designed to ensure a consistent and professional representation of MUTCU across all communication platforms, both digital and print. By adhering to these standards, we can effectively communicate our mission, vision, and values to our members, the university community, and beyond, building recognition and trust.

2. Our Brand Essence

Our brand is built on the foundation of faith, community, and service in alignment to our vision and mission.

Our Motto:

To Inspire Love, Hope, and Godliness.

This motto is our guiding principle, a call to action that shapes our events, our fellowship, and our outreach.

Our Vision:

To be a model Christian Union cultivating Christ-centeredness among members in impacting the society.

Our Mission:

To raise a family well-equipped in all aspects of life, exemplary to Jesus Christ, by encouraging the existence of members as one body of Christ and reaching out to non-believers within and beyond.

Our Core Values:

- a) **Faith:** We are rooted in the teachings of the Bible and a personal relationship with Jesus Christ. This is expressed through our commitment to prayer, worship, and in-depth Bible study.
- b) **Love:** We strive to demonstrate God's unconditional love through genuine fellowship and a welcoming heart for all.

- c) **Hope:** In a world that is often uncertain, we aim to be a source of hope, inspiring our community through our positive words, encouraging actions, and unwavering faith.
- d) **Godliness:** We are committed to striving for lives that honor and glorify God in all that we do, both in our personal conduct and in our collective activities.
- e) **Community:** We are dedicated to building a strong sense of belonging and mutual support among our members, creating a "home away from home" where everyone feels valued and connected.
- f) **Service:** We believe in putting our faith into action by reaching out to serve the practical needs of others within the university and the wider community.

3. Logo

Our logo is the primary visual representation of our brand. It is a unique and memorable symbol that expresses our identity. The central cross signifies our Christ-centered foundation, while the four colorful quadrants represent the diversity of our members united as one body in Christ.

Full Color Logo

This is the primary version of our logo and should be used whenever possible, especially on light or white backgrounds to ensure its vibrancy and impact.



Horizontal Logo

This version is designed for use in situations where the full logo does not fit well, such as on website headers, banners, or in narrow spaces.



Icon

The icon can be used as a standalone element, such as on social media profile pictures, as a favicon for our website, or as a design element in publications and in watermarks.



Logo Usage Guidelines

- i. **Clear Space:** To ensure the logo's visibility and impact, always maintain a minimum clear space around it. This space should be free of any other text or graphics and should be equal to the height of one of the colored quadrants of the cross.
- ii. **Minimum Size:** The logo should never be reproduced at a size smaller than 1 inch in width for print or 100 pixels in width for digital applications to ensure its legibility.
- iii. **Incorrect Usage:** To maintain the integrity of our brand, never alter the logo in any of the following ways:
 - Do not stretch, condense, or distort the logo's proportions.
 - Do not change the colors of the logo or use it in a single color other than black or white.
 - Do not place the logo on a cluttered or visually competitive background that compromises its readability.
 - Do not add any effects, such as shadows, glows, bevels, or other filters.
 - Do not rotate the logo.
 - Do not use the logo as a watermark or alter its opacity unless with proper permissions from the relevant authority.

4. Color Palette

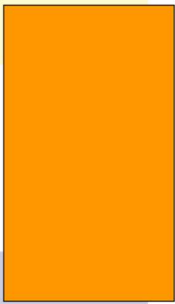
Our color palette is a key element of our brand identity. The colors have been carefully chosen to reflect our values and create a consistent, vibrant, and welcoming look and feel.

Color	HEX	RGB	Meaning
Navy Blue	#04003d	4, 0, 61	Represents stability, faith, and divine authority.
Orange	#ff9700	255, 151, 0	Represents energy, warmth, and the joy of fellowship.
Red	#ff1229	255, 18, 41	Represents the love of Christ, passion, and sacrifice.
Teal	#30d5c8	48, 213, 200	Represents hope, new life, and spiritual growth.

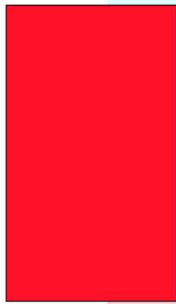
MUTCU COLOR PALETTE



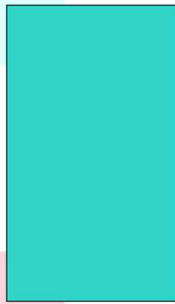
#04003d
rgb 4,0,61



#ff9700
rgb 255,151,0



#ff1229
rgb 255,18,41



#30d5c8
rgb 48,213,200

Primary Colors: Navy Blue and Orange should be the dominant colors in all our communications. Navy Blue is excellent for text and foundational elements, while Orange is perfect for calls-to-action and highlights.

Secondary Colors: Red and Teal can be used as accent colors to add visual interest, highlight key information, and create a dynamic visual hierarchy.

5. Typography

Typography plays a crucial role in communicating our brand's personality. We have selected a font pairing that is both professional and highly readable across both digital and print media.

Primary Typeface: Montserrat

Montserrat should be used for all headings and subheadings. It is a modern and versatile sans-serif font that conveys a sense of clarity, strength, and purpose. Its clean lines make it impactful and easy to read at a glance.

- **Headings:** Montserrat Bold, All Caps
- **Subheadings:** Montserrat SemiBold

Secondary Typeface: Lato

Lato should be used for all body text, including paragraphs, captions, and longer passages of text. It is a clean, friendly, and exceptionally readable sans-serif font that complements the strong presence of Montserrat.

- **Body Text:** Lato Regular

6. Imagery

The imagery we use should align with our brand values and create an emotional connection with our audience. It should tell the story of who we are and what we do.

- Photography:** Use high-quality, authentic, and well-lit photos of our members, events, and activities. The photos should feel warm, inviting, and reflect the diversity and energy of our community. Focus on capturing truthful moments of fellowship, worship, service, and learning. Avoid using blurry, low-resolution, overly staged, or generic stock photos.
- Graphics:** Use clean and simple graphics that complement our color palette and typography. Incorporate ample white space to create a modern and uncluttered feel. Geometric shapes and subtle textures can be used to add visual interest, but they should not overpower the main message.

7. Voice and Tone

Our voice and tone should be consistent across all our communications, from social media posts to official announcements. Our voice is who we are, and our tone is how we express that voice in different situations.

- Inspiring:** We want to inspire our audience with a message of hope and faith. Use active language and a positive perspective to uplift and motivate.

- ii. **Hopeful:** Our tone should be optimistic and encouraging, especially when addressing challenges. We are a union that looks forward with faith.
- iii. **Loving:** We should communicate with a sense of warmth, compassion, and inclusivity. Use welcoming language like "our community," "we," and "together" to build a sense of family.
- iv. **Christ-centered:** Our message should always be rooted in our faith and point people to Jesus Christ. While being accessible to all, we should be clear about the foundation of our beliefs and values.

8. Application Examples

Here are some examples of how our brand guidelines can be applied to different materials to create a cohesive and professional look.

Social Media Post

A typical post should feature a high-quality, authentic photograph from a MUTCU event. Text overlay should use Montserrat for the heading and Lato for any additional details. The MUTCU icon or horizontal logo can be placed in a corner. The brand colors should be used for text and graphic elements like borders or shapes.

Event Poster

An event poster must be eye-catching and easy to read from a distance. The event title should be prominent in Montserrat Bold. Key details (date, time, location) should be clearly laid out using a mix of Montserrat and Lato. The full MUTCU logo should be clearly visible at the bottom. The color palette should be used strategically to create visual interest and guide the viewer's eye.

Official Letterhead

For official communications, the letterhead should be clean and professional. The full MUTCU logo should be placed at the top, either centered or in the top-left corner. Contact information should be in Lato Regular at the bottom of the page, using the Navy Blue from our color palette.

9. Copyright and Usage

The content of these brand guidelines, including the MUTCU logo, color palette, typography, and all other brand elements, are the intellectual property of the Murang'a University of Technology Christian Union. These materials are intended for official use by MUTCU members and approved partners to ensure brand consistency. Reproduction or use of these brand elements without prior written permission from the MUTCU Executive Council is strictly prohibited.

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