

building brands that stand out

BRAND GUIDELINES 2025

brand guidelines

These guidelines were developed to define and inform Konteh Graphics' brand – **how we look, sound, and feel to our audience**. This document outlines usage for our logos, typefaces, color palettes, patterns, and so on. It also includes key positioning that informs how we communicate with our audience.

Why are brand guidelines necessary?

From our proprietary logos to the words we choose, each of these guidelines comprises one piece of our full brand identity. Adhering to guidelines helps preserve our visual identity, build recognition, protect our logo assets, and craft powerful and resonant messaging across channels.

Need approved fonts, logos, graphic elements, or additional information?

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Introduction

positioning statement

KontehGraphics is redefining creative solutions for **modern brands**. Empowering businesses to design without limits, connect deeply with their audiences, and stand out with purpose – we're building the next generation of visual identity and digital storytelling.

Create, brand, grow, and inspire:

KontehGraphics: Building brands that stands out

brand voice

KontehGraphics' voice is creative, confident, purposeful, and inspiring.

Our voice is reflected in everything we design, write, and share, even when words aren't present.

Creative

We see beyond visuals, creativity is our language. Every idea, design, and story we craft is rooted in originality and imagination, helping brands express who they are in ways that stand out and connect.

Confident

We are experts in our craft; skilled, forward-thinking, and reliable. Our confidence comes from experience and a deep understanding of design and strategy. We communicate boldly, but never arrogantly.

Purposeful

Every project we take on has meaning. From concept to completion, our work is guided by clarity, intention, and impactful design that not only looks good but also drives results.

Inspiring

We believe in the power of creativity to transform brands and communities. Through our work, we aim to spark ideas, motivate growth, and inspire others to see possibility in every pixel.

brand personality

KontehGraphics' brand personality is creative and confident.

Identity: Innovative, Purpose-Driven

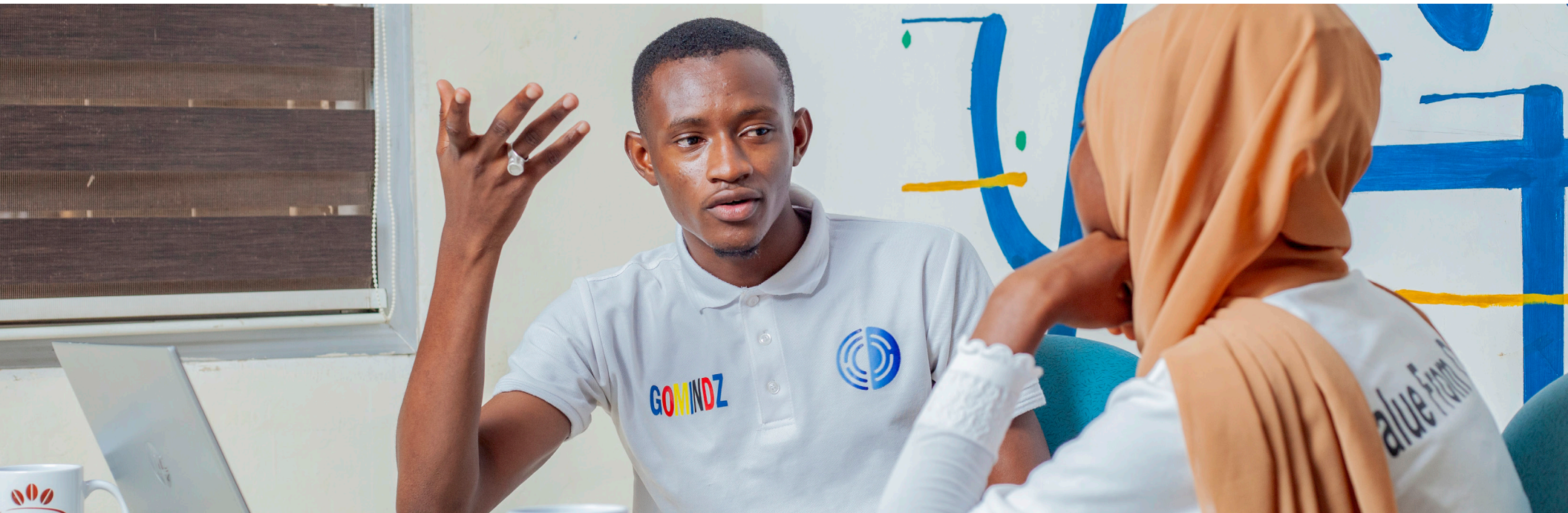
Language: Authentic, Accessible

Voice: Creative, Confident, Purposeful, Inspiring

Characteristics: Genuine, Imaginative, Collaborative, Impactful

Motivation: Empowerment, Growth

Fear: Stagnation, Irrelevance



brand basics

The “who we are” and “why we’re here.” Our core principles — purpose, mission, vision, and values

Why does KontehGraphics exist?

KontehGraphics exists to help brands express their identity through creativity, clarity, and strategy.

We empower businesses especially small and growing ones to design without limits, communicate with purpose, and connect meaningfully with their audiences across digital and physical spaces.

What does our future look like?

Our Vision is to become a leading creative solutions agency in Africa; building brands that inspire, connect, and stand out globally

How will we create that future?

We collaborate closely with clients to develop purposeful creative strategies blending design, branding, and digital innovation.

What principles guide our behaviors?

At KontehGraphics, we value creativity, integrity, excellence, collaboration, and innovation, principles that guide every design and partnership we create.

Who is our target customer?

Our clients are businesses, brands, and organizations seeking to elevate their presence through creative storytelling and visual identity. We serve small and medium enterprises, startups, NGOs, and institutions that value design, branding, and digital visibility.

What makes KontehGraphics different?

We don’t just design, we build creative experiences that tell stories and create results.

KontehGraphics simplifies the creative process by blending strategy, artistry, and technology into one seamless service.

We focus on impactful, accessible, and purposeful design helping brands stand out in a crowded digital world.





Our Logo

Primary Logotypes

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Switcher brand.

It is essential that the logo is always applied with care and respect.

1



Konteh Graphics

2



**Konteh
Graphics**

3



Alternative Lockups

The Switcher brand also has a typographic-only mark (1) and an icon mark (2). These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The Konteh Graphics information lockup (3) should be standard when information needs to be listed on any type of form, email, or printed piece.

1



2



3

Konteh Graphics

13 Kairaba Avenue, Kanifing
Kanifing Municipality, The Gambia
www.kontehgraphics.com

Alternate Logotypes

When using the Switcher logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

Black Version

1



Konteh Graphics

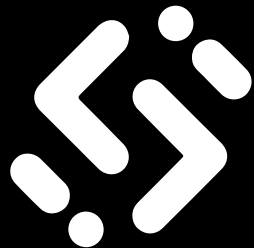
2



3



White Version



Konteh Graphics



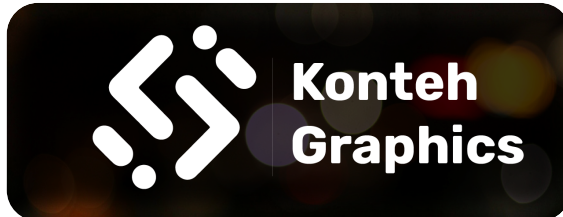
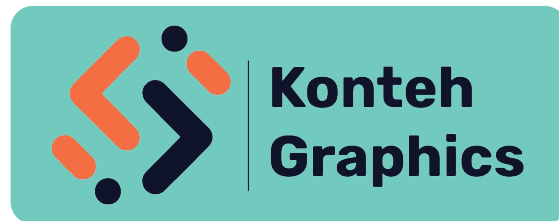
**Konteh
Graphics**



Correct Logo Usage

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery except when the background is bright enough for the type to be rendered in color.



Correct Logo Usage

The Switcher logo should not be adjusted or edited in any way. Here are some examples of what not to do:

1. Don't change the colors of the logo.
2. Don't place elements in the logo clear space.
3. Don't condense, expand, or distort the logo disproportionately.
4. Don't add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Don't adjust the placement of the logo icon.
6. Don't place the logo on top of an image with poor contrast and readability.
7. Don't resize any individual elements of the logo.
8. Don't rotate the logo.
9. Don't crop the logo.
10. Don't add outline to the icon mark.





Our Typefaces

Primary Typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The typeface Rubik was selected to complement the voice and tone of KontehGraphics brand. This typeface is a Google font with flexibility built in there are a range of styles within the font family.

Rubik

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Our primary typeface, Rubik, comes in nine weights from Light to Black. We most commonly use Regular, Medium, and Semibold. ExtraLight and Bold should be left for special instances. Rubik includes a full set of italics that can be (tastefully) used to add emphasis. Do not set in all-caps.

Light
Light Italic

Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic

ExtraBold
ExtraBold Italic
Black
Black Italic

Primary Typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Commissioner was selected to complement the voice and tone of Switcher's brand. This typeface is a websafe font with flexibility built in there are a range of styles within the font family. Montserrat is a supporting font to Omnes, acting as the body copy or alternate subhead styles.

Commissioner

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789**

Our primary typeface, Commissioner, comes in seven weights from Thin to Black. We most commonly use Regular, Medium, and Semibold. ExtraLight and Bold should be left for special instances. Do not set in all-caps.

Thin
ExtraLight
Light

Regular
Medium

SemiBold
Bold

**ExtraBold
Black**

Secondary Typeface

Aref

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aref Ruqaa is konteh Graphics secondary typeface. It can also be used sparingly to add fun to short (2-4 word) headlines all in lowercase. It comes in two weights, Regular and Medium. We most commonly use Medium as seen in our logo wordmark. It should not be set in caps, lowercase only.

Regular **Bold**

Commissioner

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Smooch is Konteh Graphics secondary typeface. It can also be used sparingly to add fun to short one word in headlines in all lowercase. It should not be set in caps, lowercase only.



Color Usage

brand color

Our core colors are how we express ourselves in the most direct, Konteh Graphics way possible.

Lean heavily on Konteh Graphics orange, but use secondary sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors

KontehGraphics Orange

PMS Pantone 1655C
CMYK 0 | 71 | 80 | 0
RGB 242 | 110 | 65
HEX #F26241

Light Orange

CMYK 7 | 55 | 100 | 0
RGB 231 | 135 | 35
HEX #E78723

KontehGraphics Navy Blue

CMYK 7 | 55 | 100 | 0
RGB 231 | 135 | 35
HEX #E78723

Blue

CMYK 93 | 72 | 46 | 39
RGB 231 | 135 | 35
HEX #193950

brand color

Secondary Palette

Secondary colors are for when we activate turbo mode. They're like our ultimate move. Our robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

CMYK 7 | 5 | 5 | 0
RGB 233 | 233 | 234
HEX #E9E9EA

CMYK 0 | 4 | 4 | 0
RGB 254 | 243 | 237
HEX #FEF3ED

CMYK 0 | 12 | 29 | 0
RGB 254 | 255 | 185
HEX #FEE1B9

CMYK 0 | 24 | 200 | 0
RGB 253 | 195 | 14
HEX #FDC30E

CMYK 24 | 0 | 12 | 0
RGB 191 | 227 | 225
HEX #BFE3E1

CMYK 73 | 0 | 46 | 0
RGB 36 | 386 | 163
HEX #24BAA3

CMYK 80 | 3 | 75 | 0
RGB 0 | 174 | 115
HEX #00AE73

CMYK 83 | 44 | 85 | 48
RGB 30 | 73 | 46
HEX #1E492E

CMYK 0 | 69 | 53 | 0
RGB 242 | 115 | 106
HEX #F2736A

CMYK 27 | 32 | 1 | 0
RGB 184 | 169 | 208
HEX #B8A9D0

CMYK 62 | 73 | 1 | 0
RGB 118 | 92 | 166
HEX #765CA6

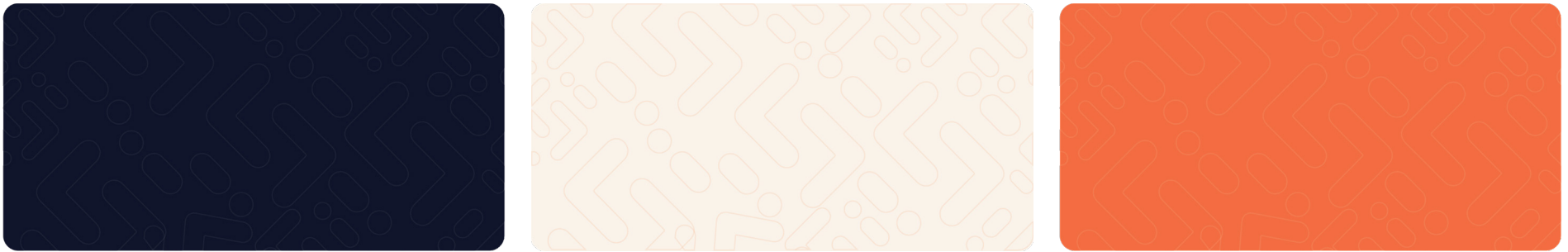
CMYK 78 | 53 | 0 | 0
RGB 67 | 116 | 186
HEX #4374BA



brand visuals

graphics pattern

KontehGraphics icon pattern can be used on a variety of different collateral. The patterns can even be used with type or imagery placed on top.



Konteh Graphics Gradients



photography

Photography helps carry KontehGraphics' brand and voice. In general, photography should convey a feeling of authenticity to viewers. Avoid being too flashy or excessively staged. Use the camera and light with purpose.



Candid

Candid images generally feel more genuine than posed photos and should be the go-to style of imagery



Upbeat

Our images are energetic, enthusiastic, and a little bit playful (because video should be fun, even when it's your business).



User-focused

People using and interacting with our product reflect Switcher's user-first mentality.



Positive

The energy should always be positive. Images with people smiling and looking content are preferred.



In the moment

Capture users in the moment, showing engagement and collaboration.



Screenshots

Real-life mockups of screenshots help showcase our product, new features, and releases.

