

BRAND OVERVIEW

Net Plus Brand System

The significance of the logo mark lies in its design.



Table of Contents

Topics Covered

- Brand Mission,
Promise & Essence
- Logo &/ Logo Type
- Logo Variations
- Typography
- Colour Palette (with
the correct HEX
codes)
- Brand Applications





About Net Plus

Brand Mission

"To foster positive change by addressing sexual and reproductive health issues, promoting talent and skills development, and advocating for the rights of differently-abled individuals in Kenya."

(Directly adapted from the organisational profile to maintain authenticity while being concise for branding purposes)

Brand Mission

**"Empowering. Inclusive.
Transformative."**

(Captures the emotional core of
Netplus – the organization's spirit
as seen through its work with
vulnerable populations and
commitment to holistic
development)

Brand Mission

**"We connect communities with
essential resources, inspire growth
through education and
opportunity, and grow together
toward a more inclusive and
empowered future."**

**(Reflects the organization's
commitment to community
transformation as articulated in
their vision and mission)**





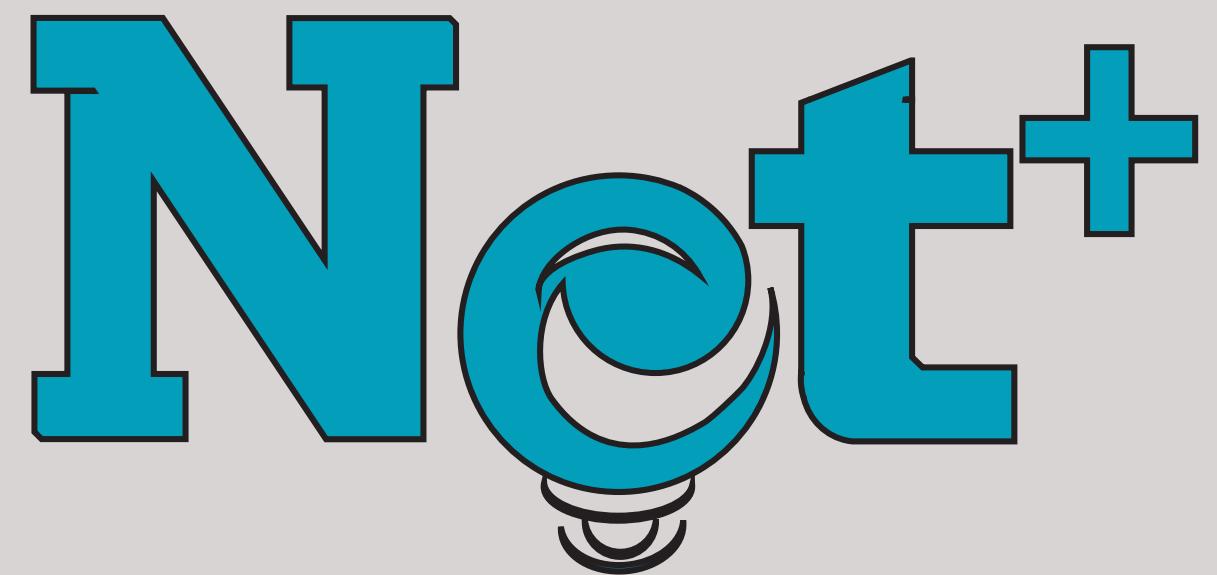
Logo & Logo Type

- Primary Logo: Combines a hand-drawn brushstroke lightbulb icon with "Net+" in geometric blue typography
- Icon Significance: The lightbulb represents ideas, innovation, and enlightenment - reflecting Netplus's role in bringing awareness and solutions
- Typography: Modern geometric sans-serif for "Net+" conveys structure, progress, and a forward-thinking approach
- Tagline: "CONNECT. INSPIRE. GROW" reinforces the organisation's core values and operational philosophy
- Design Elements: The brushstroke style adds human touch and creativity, while the geometric elements provide structure and professionalism

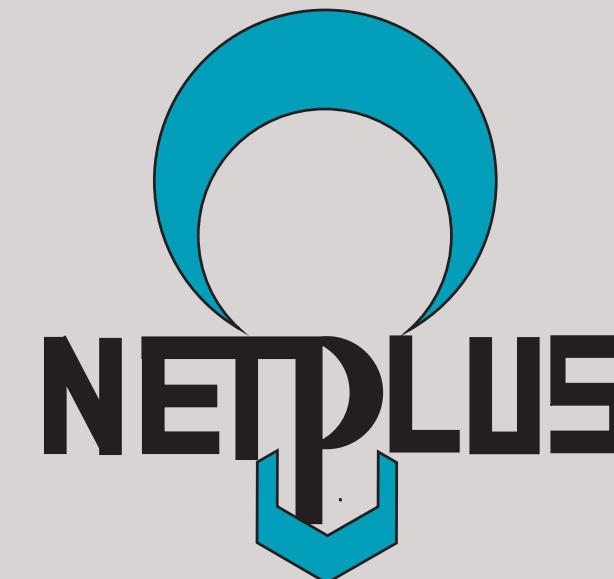


Logo Variations

1st runner-up



2nd runner-up



Typography

- Primary Font: Geometric sans-serif (e.g., Montserrat or similar) - for headlines and logo
- Secondary Font: Clean, readable sans-serif (e.g., Open Sans) - for body text

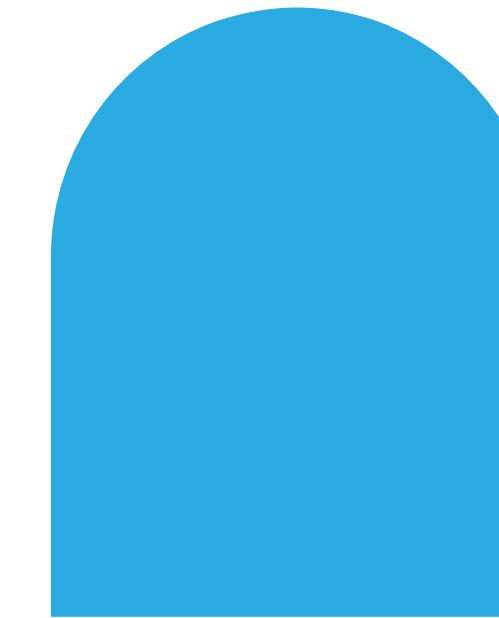
Font Hierarchy

- H1: 36pt, Bold
- H2: 28pt, Semi-bold
- H3: 22pt, Regular
- Body: 16pt, Regular
- Captions: 14pt, Light

Color Palette



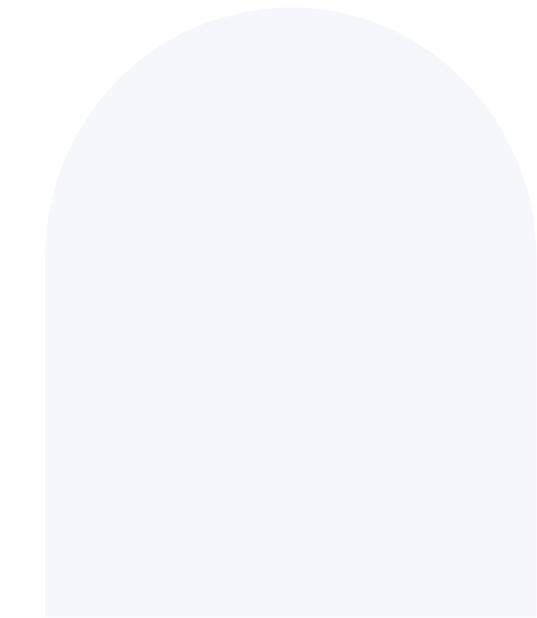
#1A6B8D



#29ABE2



#005571



#FFFFFF

#F5F7FA

- **Primary Blue:** #1A6B8D (rich teal-blue, used in "Net+" text)
- **Secondary Blue:** #29ABE2 (bright blue, used in brushstroke icon)
- **Accent Blue:** #005571 (dark blue, used in tagline)
- **Neutral:** #FFFFFF (white) for backgrounds
- **Secondary Neutral:** #F5F7FA (light gray) for subtle backgrounds



Mock-ups



THANK YOU