

# Net Plus Brand System

The significance of the logo mark  
lies in its design.



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# 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)**





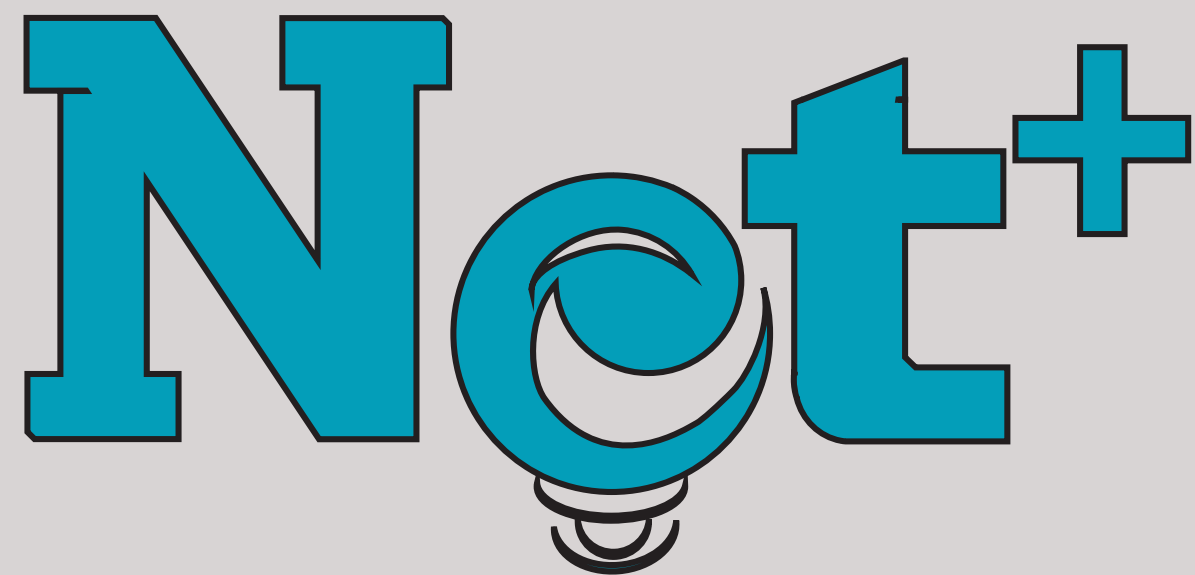
# Logo & Logo Type

- 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

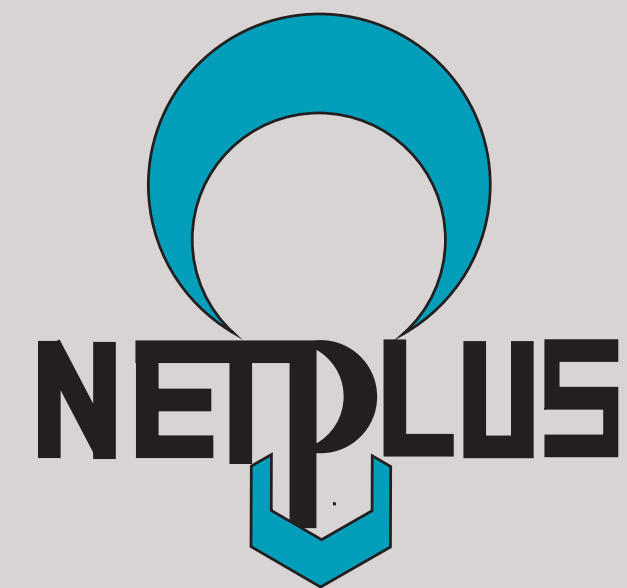


# Logo Variations

1<sup>st</sup> runner-up



2<sup>nd</sup> runner-up





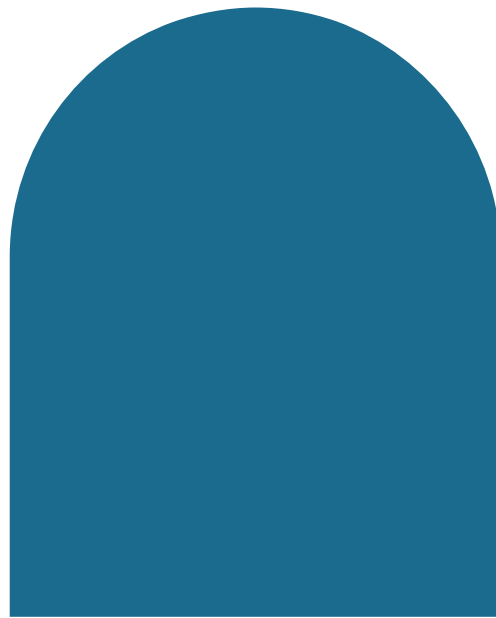
# Typography

- 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

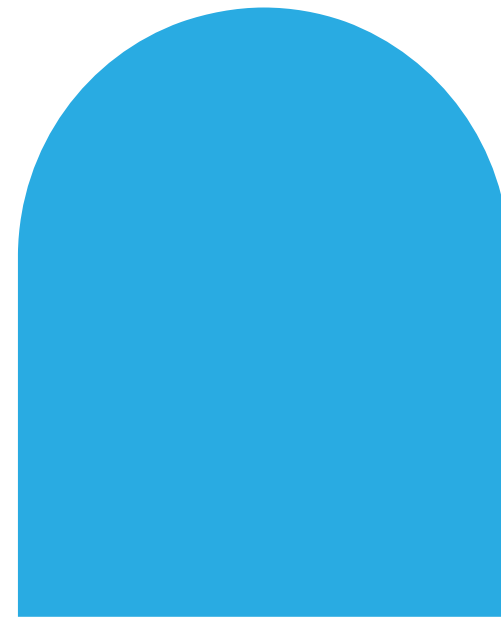
## *Font Hierarchy*

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

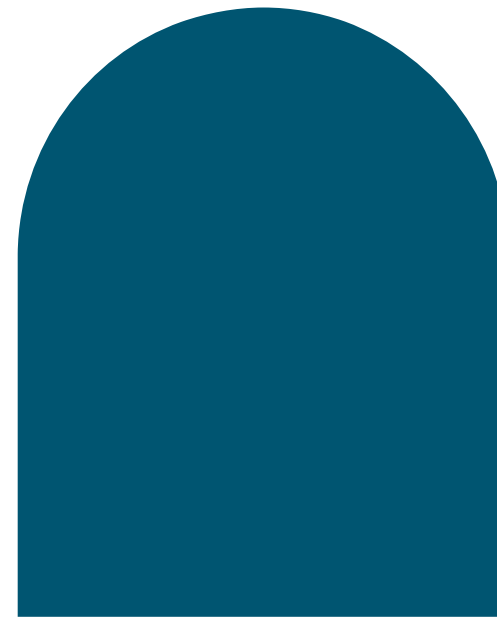
# Color Palette



#1A6B8D

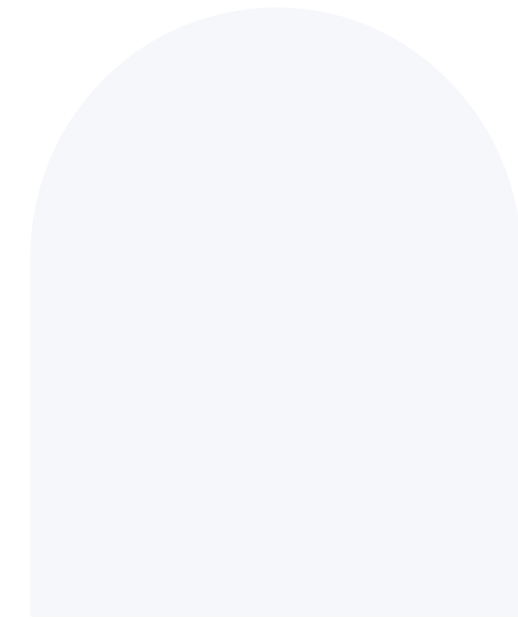


#29ABE2



#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