TEENDOM AWARDS

LOGO GUIDELINES

2025
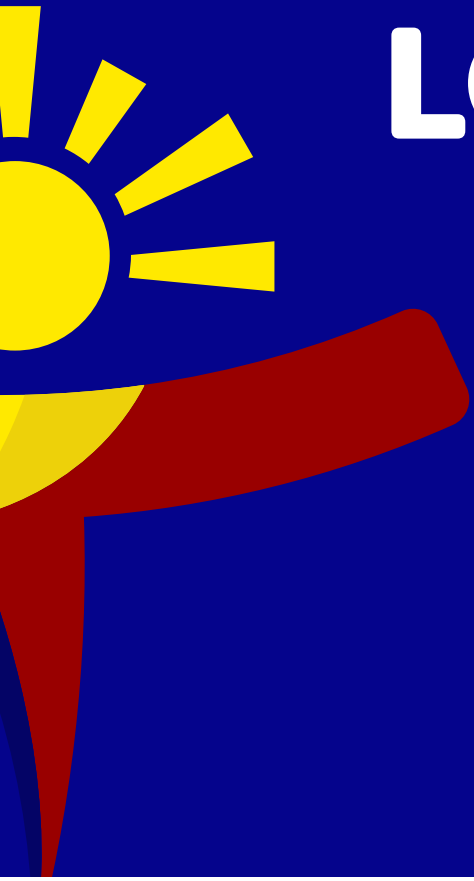
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Welcome

The purpose of this document is to help our partners, consultants, to understand and ensure our brand
That their assets align with our brand vision, mission and visual identity.

This document is intended to be a compilation of all rules and conditions
To use our brand correctly.

Please read these instructions and make sure
You are only using our resources .

logo characteristics

sun : Youth symbolism

lettre T

kenyan teenager

We have used a clean and clear font without complications

Simple and clear slogan

TEENDOM AWARDS
celebrating teen excellence

Design Balance

Logo Variations

Primary Logo

Secondary Logo

Logo Variations

Submark

Favicon

Rules of Use

The corect logo

Use an off-chart color	Change logo composition
Use another gardient	use another typography

Colors

Phthalo Blue	Crimson Red	Aureolin	Dark Royal Blue	Citrine
innovation	joy	passion	shadow	shadow
HexCode	HexCode	HexCode	HexCode	HexCode
#05048C	#990000	#FFE900	#040466	#EDD10A
%90	%90	%90	%90	%90
%70	%70	%70	%70	%70
%50	%50	%50	%50	%50
%30	%30	%30	%30	%30
%10	%10	%10	%10	%10

Color black and white

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ? ! @ # % ^ & * ( ) / -

Pattern

Clear Space

The minimum space to be left between the contents of the logo and surrounding artwork should be equal to the width of 'T' letterform extending out of the logoform in each direction.

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celebrating teen excellence

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