



# Brand Guidelines

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Brand Identity Manual

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## **Vision**

To be the leader in strengthening health markets, empowering Kenyans to make healthy choices.

## **Mission**

To improve the health of Kenyans by promoting functional and sustainable systems and increasing access to quality health solutions.

Population Services Kenya (PS Kenya) is the leading social & behavior change, social marketing & franchising organization in Kenya. PS Kenya has over 30 years' experience of measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) to address Public Health priorities in HIV & TB, Malaria, Reproductive Health, Maternal Health, Child Health, Water, Hygiene and Sanitation, Nutrition and Non-Communicable Diseases.

PS Kenya uses Private Sector techniques to make health markets work for consumers and encourage healthy behavior by putting into consideration human behavioral dynamics. Our focus is to serve Sara, The hero of our story.

We have learnt that viewing health areas as isolated silos ignores the fact that Sara and her family have cross - cutting needs in multiple health areas. This presents a vast opportunity for PS Kenya to expand and improve the quality of information and services Sara accesses from Private Sector providers.

We assist the Government of Kenya to: Address malaria prevention and treatment, increase access to reproductive health products and services, Improve HIV and AIDS prevention, care and treatment efforts, reduce child mortality through an integrated management of childhood diseases, reduce malnutrition in children, Increase access to early detection, screening and treatment of non-communicable diseases such as hypertension and cervical cancer.

## Primary Logo

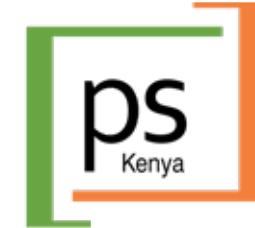


## Neutral Logo



- The overall shape of the logo represents a core fundamental of PS Kenya: strategic problem solving.
- The two interlocking, yet unconnected brackets depict partnership and an openness to engage.
- The brackets rest upon one another, demonstrating mutual support and care, internally and externally.
- The colors represent diversity and balance.
- A bold green was chosen as an attractive, contrasting color suggesting results and efficiency.
- A warm orange was chosen as an emotive color that symbolizing forward-thinking and caring.

## Tagline



### LOGO WITH TAGLINE

The PS Kenya logo is our unique signature, the foundation of our visual identity. It is essential that the logo be included consistently and prominently on all PS Kenya-related materials. The tagline – “Healthy lives. Measurable results” – works in unison with the logo to reinforce PS Kenya’s mission and message. It is strongly preferred that you use the logo with the tagline whenever possible.

### LOGO WITHOUT TAGLINE

There may be times when the tagline cannot be used, due to size or space limitations, for example. In those cases, the logo may be used alone without the tagline.

## Exclusion zone



### CLEAR SPACE

Always allow for clear space around the logo to help it stand out and maintain its legibility. Keep it as uncluttered as possible from other images and type.

## Minimum size



### MINIMUM SIZE

The PS Kenya logo should be displayed in a size that is in balance with your printed or electronic piece. It must be both readable and visually pleasing. Whenever the size is reduced, please pay careful attention, making sure that all elements will remain legible when printed. If the logo needs to be smaller than .75 inches (or 19.05 mm), you should use the logo without the tagline. At .75 inches (or 19.05 mm) or larger, you should use the logo with the tagline, as well as the country name as appropriate.

# Lockups & Partnership



PS Kenya's new brand identity system allows all affiliates and partners to work together to build the brand. These guidelines were developed to establish visual standards to assist you and ensure that we portray a consistent brand image and message across all media and communications.

Since a significant amount of our communication is done through printed materials in various forms, including the example shown at left, consistency in quality and appearance is essential to maintaining a strong image of PS Kenya around the Country.

When incorporating partner logos with PS Kenya logo make sure to maintain clear space.

If there is no pre-existing logo placement consideration, ensure the PS Kenya logo is on the left in partner IEC Materials

# Logo Color Variations

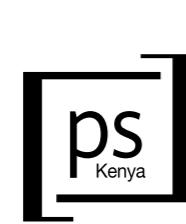


# Logo placement on Photographs



Place logo in less busy areas of any picture | Try to have maximum contrast | Do not use the white color variation of the logo. Use only the primary logo on photos

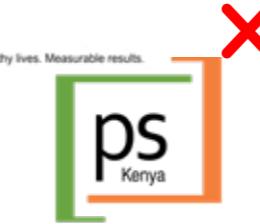
## Unacceptable Use of logo



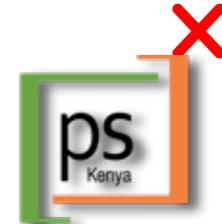
Do not use a black color variation of the logo light backgrounds. Use the primary logo.



Do not distort the logo in any way



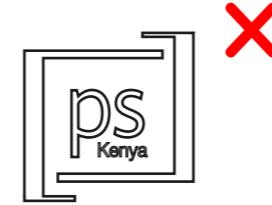
Do not change the location of the tagline



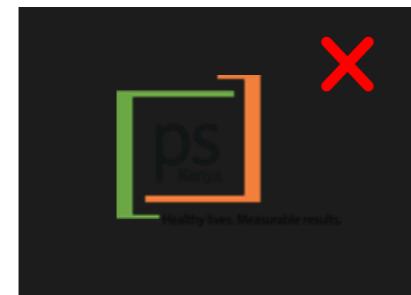
Do not add drop shadow



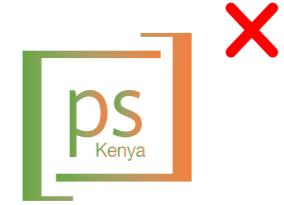
Do not change the original colors of the logo



Do not change the original solid colors with an outline



Do not use the primary logo on a dark background. Use the white color variation.



Do not use gradients on the logo

# Photography & Videography



## PHOTOGRAPHY

When selecting images, look for those that are positive, dynamic, and energetic, reflecting a sense of action. Close-ups are preferable, but group shots are acceptable when context is needed.

Whenever possible, images should underscore our:

- innovative and targeted health interventions
- work with external stakeholders
- products, services and behavior change communications
- work with the people we serve

On lead items and pages, make sure photos are full bleed. Ensure use of images are bright and have natural lighting as much as possible.

Colors should be clear with hues that reflect positivity  
Compose images of people in a candid and casual way utilizing extreme shots, close up shots, wide shots, full shots and medium shot.

- Do not use images that are poorly lit.
- Do not capture images with dull colors or plain backgrounds.
- Do not capture posed portraits unless the context is allowing.

## VIDEOPHOTOGRAPHY

For all video edits ensure to use:

- inclusion of Lower Thirds
- use of primary colors
- information text to include brand font and fade in/out
- credits

# Color Palette

## Primary Palette



**HEX** #F37F3B  
**RGB** 243, 127, 59  
**CMYK** 0, 48, 76, 5



**HEX** #6AA545  
**RGB** 106, 165, 69  
**CMYK** 36, 0, 58, 35

## Secondary Palette



**HEX** #33355F  
**RGB** 51, 53, 95  
**CMYK** 46, 44, 0, 63



**HEX** #3F4B00  
**RGB** 63, 75, 0  
**CMYK** 25, 0, 100, 80

## Neutral Palette



**HEX** #6B7073  
**RGB** 107, 112, 115  
**CMYK** 5, 0, 0, 70



**HEX** #1C1C1C  
**RGB** 28, 28, 28  
**CMYK** 0, 0, 0, 100



**HEX** #69321F  
**RGB** 105, 50, 31  
**CMYK** 50, 85, 100, 80



**HEX** #A99A6F  
**RGB** 169, 154, 111  
**CMYK** 30, 30, 60, 10

# Typography

## Primary Typeface

### Arial

#### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### *Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### ***Bold Italic***

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Secondary Typeface

### Corbel

#### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### *Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### ***Bold Italic***

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Berthold Akzidenz Grotesk

#### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### *Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

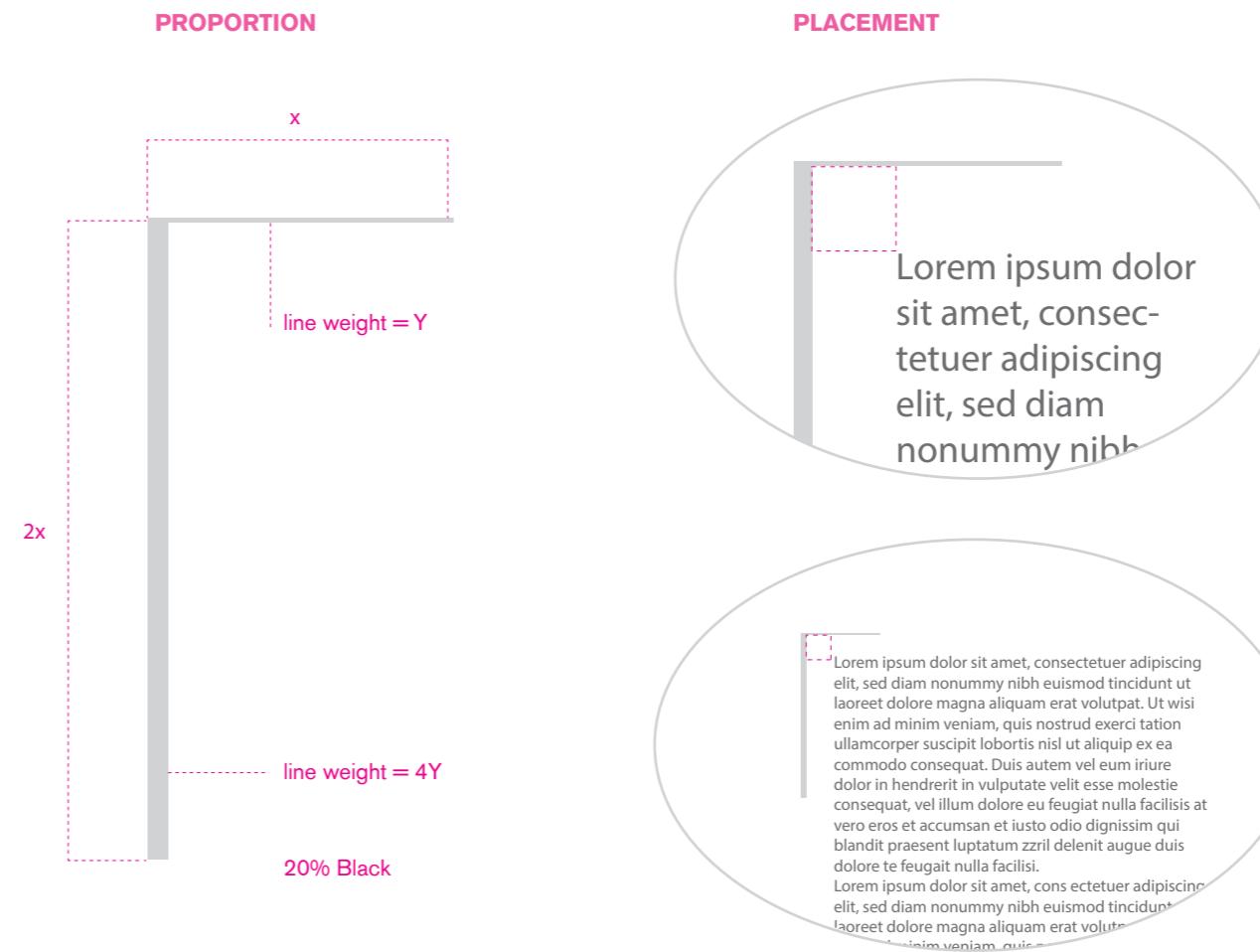
#### ***Bold Italic***

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Graphic Elements Bracket

The bracket is a graphic element that can be incorporated into your material to define a space, add depth, or simply create visual interest. It is an optional “extra” that can be used in a variety of ways – as an opening in place of quotation marks or an initial cap, to contain a folio/page number, wherever you like in your design. It should be used sparingly, exclusively as an accent. The thinner and thicker lines are similar to the bracket used in the logo and keep the look consistent.

The illustrations show proportions and color and an example of placement.



# Color Bar

The color bar is a graphic element to be used in page layout of documents, such as letterhead, brochures, report pages, and annual reports. It is designed to proportionally scale to accommodate various sized materials, including A4, U.S. letters, posters, and any piece horizontal or vertical. It represents a consistent use of the PS Kenya green (Pantone 377) and relates to the lines in the logo.

## FULL BLEED

Full bleed options – when the color bar extends to the edges of the page – are to be used with high quality offset printing. Examples are below.

## NO BLEED

No bleed options – when the color bar stops and leaves margins on both sides – are to be used with color laser printers and whenever the highest quality printing is not available. When high quality offset printing is available, you have the choice to use a full bleed or no bleed.

## GRID WITH COLOR BAR

The color bar is to be placed at the top of the page and must be in green (Pantone 377), except in PowerPoint where you have a second option. The examples below show how to organize and set up your page when using the bar in both horizontal and vertical layouts. By using the proportions shown here, you can ensure consistent and balanced space across all printed pieces.

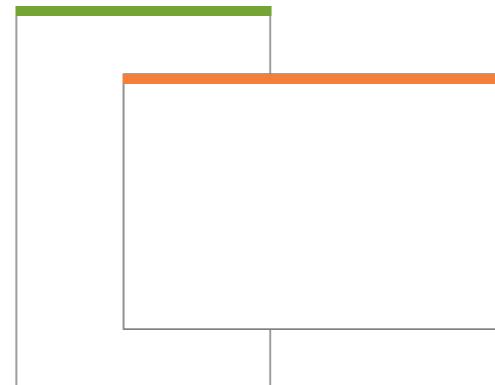
## FULL BLEED

When you are using a full bleed option, you must allow ample clear space below the bar. The examples at left show the minimum space you should allow between the bar and text at the top, as well as all other margins. Remember that full bleed can only be used with high quality offset printing.

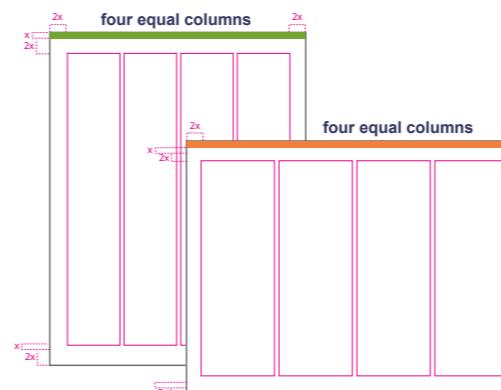
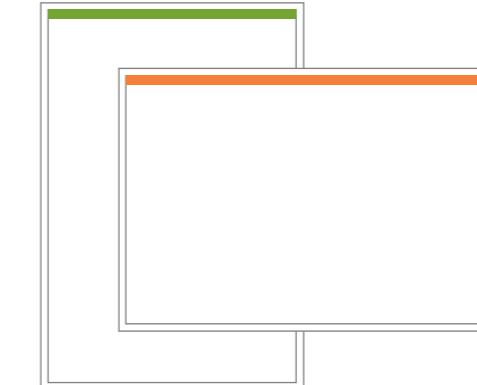
## NO BLEED

When you are using a no bleed option, you must allow equivalent clear space above and below the bar. The examples below show the minimum space you should allow between all elements on the page. No bleed is to be used with color laser printers and whenever the highest quality printing is not available.

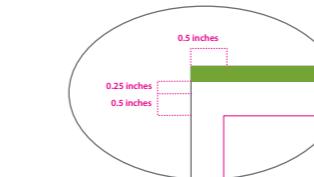
Full Bleed



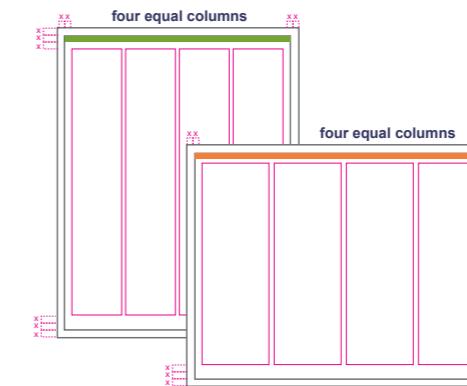
No Bleed



Example - Full bleed letter size document



0.25 inches = 6.35 mm  
0.5 inches = 12.7 mm

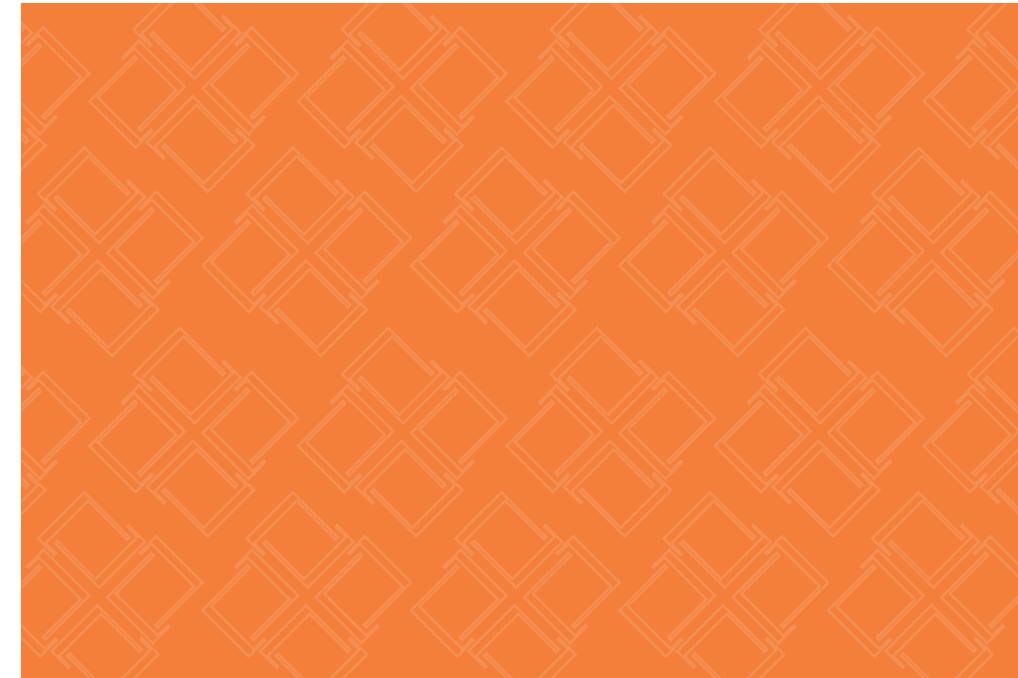


Example - No bleed letter size document



0.25 inches = 6.35 mm

## Pattern



- Patterns should be used without causing visual conflict. They should add visual impact to your layout and reinforce the brand in a subtle way by showcasing brand colors and recognizable elements in an interesting way
- Patterns when used should be reduced to an opacity of 25%
- Patterns can be used as backgrounds and on merchandise

## Stationery Letterhead



## Business Card



The front of the business card has a white background, featuring the PS Kenya logo at the top, followed by the name, title and contact information.

The back of the card is in the orange variation of the PS Kenya pattern with the logo in white.

# Powerpoint

There are additional guidelines to follow for PowerPoint presentations. In addition to using the logo and setting up text, you should also use a color bar. In PowerPoint, you have the option of using the bar in either green or orange. It must be green for all other uses.

The choice of color bars gives you the flexibility to separate sections of your presentation and clearly identify groupings by color.

## Title Slide

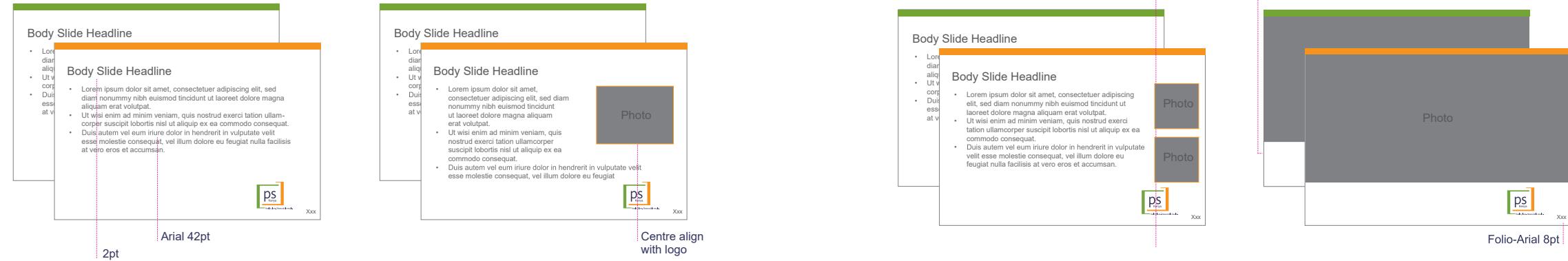
At the far left is a sample of placement and size for the title of your presentation.

## Divider Slide

At the near left is a sample of placement and size for your divider.



In PowerPoint presentations, some body slides will contain text only, while others will include one or more photographs.



## Text Slides

Examples above indicate placement and size for text on the page, both with and without photographs. They indicate comfortable and consistent margins.

## Photo Slides

These examples indicate placement and size for photographs, both with and without text. You should allow plenty of space around the photos and line breaks should be balanced.

# Digital Engagement

## Tone Descriptor

- Provoke others to act by being provocative.
- Optimism - We can accomplish more if we work together.
- Authoritarian - A reliable voice in healthcare.
- Getting involved - Collaborating with stakeholders

## Website



The PS Kenya website provides a unified platform for all programmes and projects. The website should have image updates of ongoing project activities and/or campaigns

## Social Media Profiles

### CONTENT

- All images should be consistent. They should be published simultaneously on all social media platforms.
- Cover Images should be updated every month and when possible use an image of an ongoing campaign.



### CORE MESSAGING

- Posts do not need to feature logo.
- Do not publish plain text posts on social media as the engagement performance is low.
- Posts should feature the hashtag (#) of the project name, and program name, location, project partners, activity, and a common/trending theme depending on the context.

### QUOTES

- Include 20% of text on a photo.
- Include speech marks, name and role of the person who provides a quote.
- In the post that will accompany the quote ensure to provide context such as event/activity name

### KILLER FACTS

- Use of various font sizes and weights is encouraged to show emphasis on statistics.
- For fundraising posts, use of plain text and color red sparingly to maximize on impact.

# Merchandise

- Text should be kept at a minimal and feature a call to action.
- Use of photographs with HD resolution.
- Include samples of office branding banners, posters, brochures, fact sheets.



T-shirts



Mugs



Keychains



Bottles



Pens



Umbrella



Leso



*All of PS Kenya's brand features are proprietary.  
Any questions about the use of any trademarks, logos, design, and/or other brand features  
can be addressed by sending an email to [communication@pskenya.org](mailto:communication@pskenya.org)*

Jumuia Place, 3rd Floor, Wing B, Lenana Road  
P.O. Box 22591- 00400, Nairobi

Telephone: 020 271 4346, 020 271 4354, 020 271 5096, 020 271 5104, 020 271 5098  
GSM: 0722 203 199/ 0733 363 630