



Brand Guide



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Introduction



These branding guidelines define the branding philosophy and provide the rules that should be applied when using the Talanta HR Identity to be approved by the partners. Where conflict of philosophy emerges, a common parameter will need to be negotiated across the partners for standard application, subject to amended approvals agreed by partners on a case by case basis.



Primary Logo



Secondary Logo

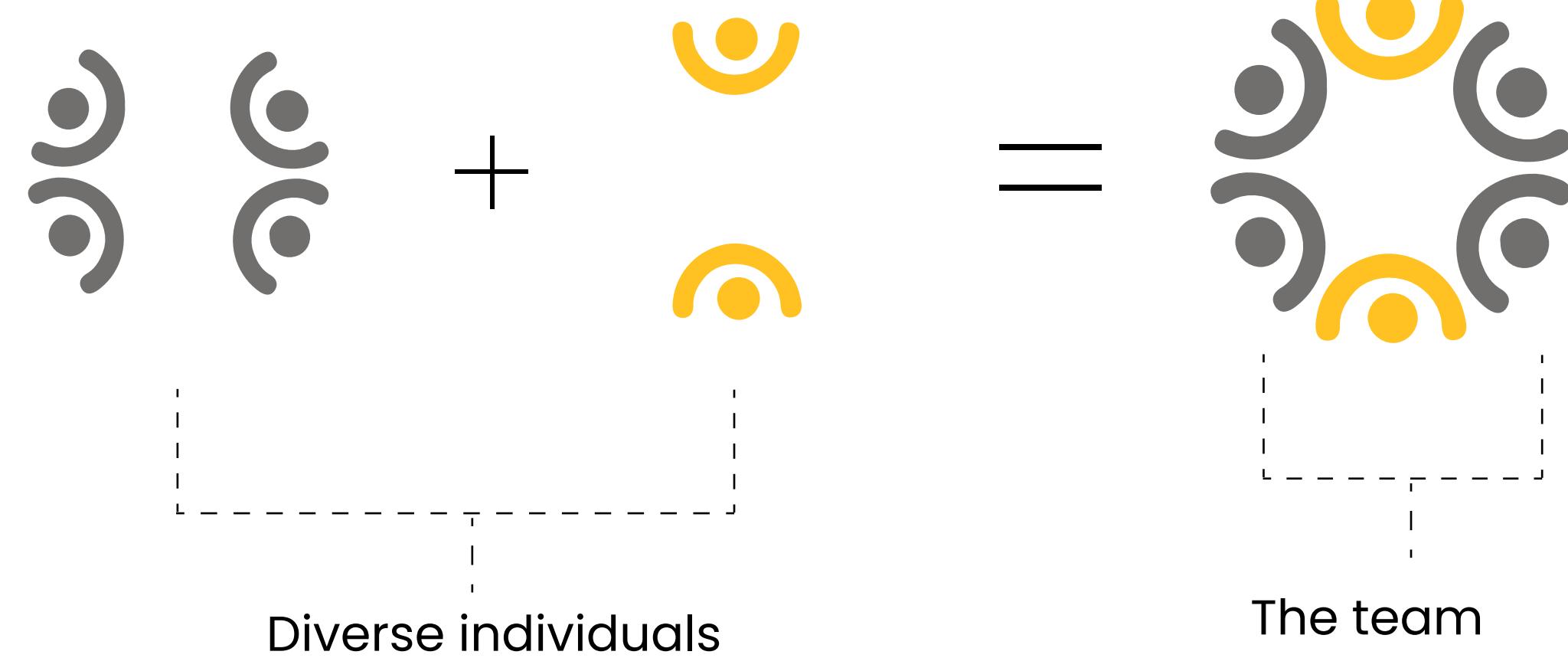
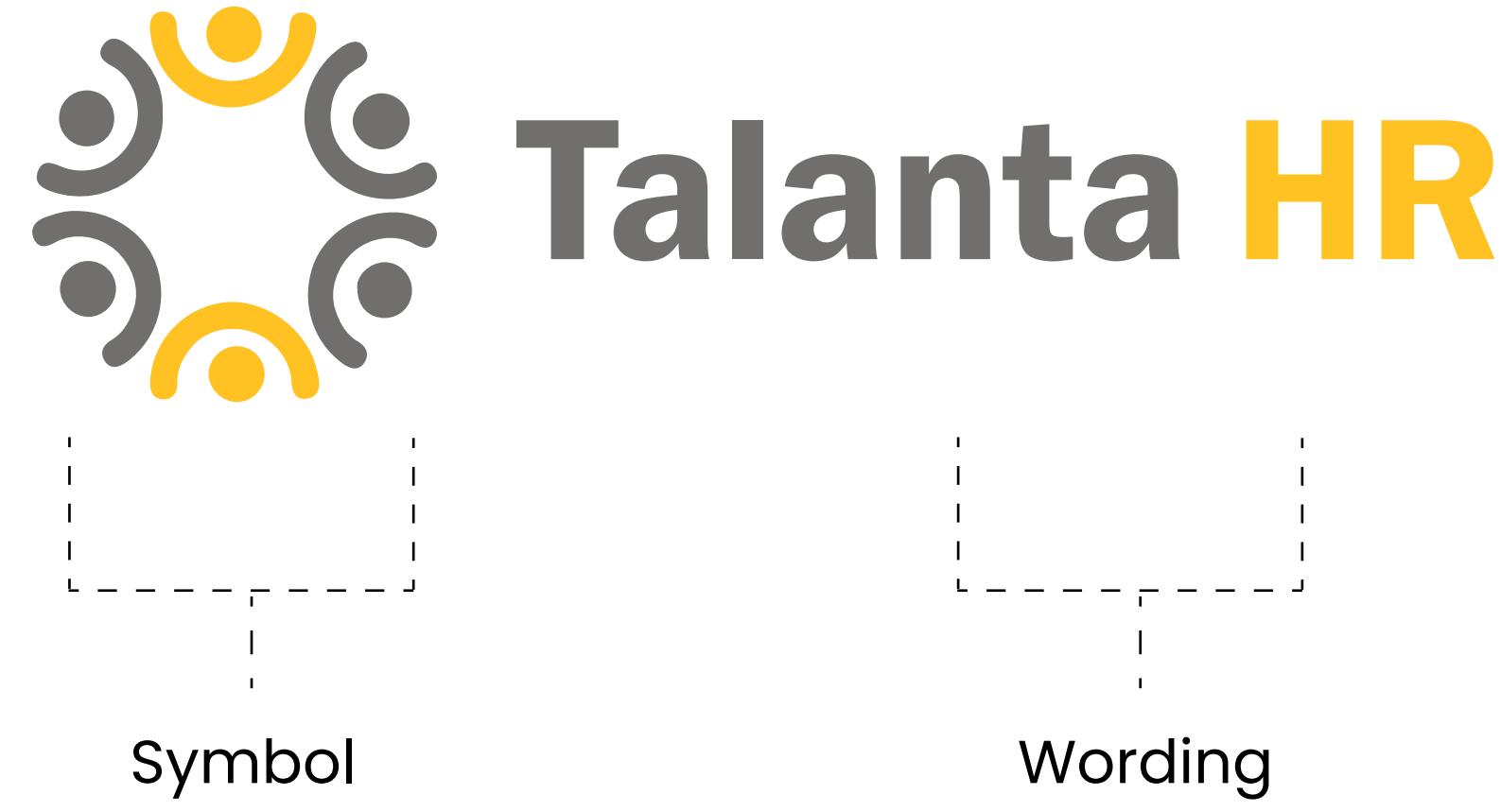


Talanta HR

Please note: Only approved digital files of the Partners logos may be used. The logos shall not be recreated, regardless of the situation.

Please refer to the colour palette for the correct colour specifications. Always use the correct specified colour to ensure visual consistency.

Logos and Elements



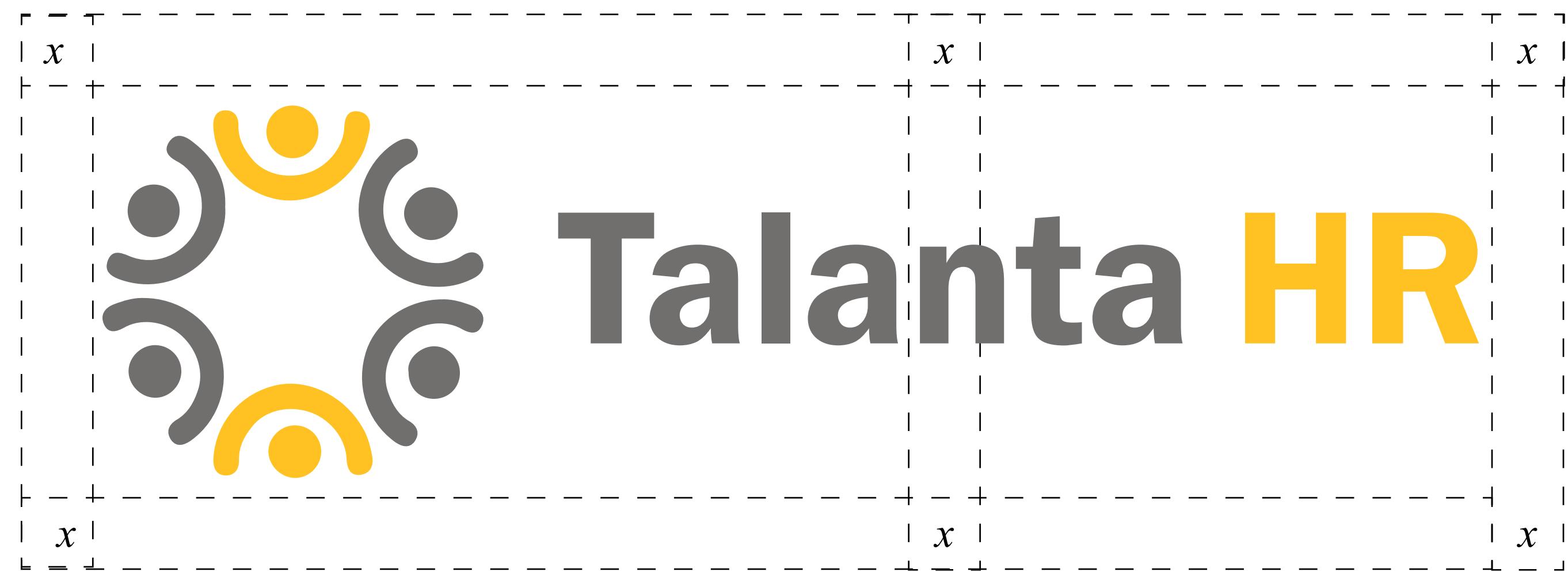
Rationale

Inspired by what we do, the logo encompasses various elements: The people-like shapes represent different individuals from different departments, ethnic groups and cultures who come to work together in unity. The full-circled part of the logo symbolises teamwork, unity and togetherness despite the difference in the individuals' background and roles in a work place while exploring their skills (talanta).

The relationship between the elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions, placement of any of the signature elements independently or attempt to create the logo for reproduction.

A specific area of non-interference, or clear space, and minimum size requirements have been established to protect the Talanta HR brand. Adhering to these clear space, height and minimum size requirements will ensure that the identity is always represented consistently and correctly. For high visibility and an uncluttered presentation, a specific area of noninterference must be maintained around the whole logo.

Determine the minimum amount of clear space for the logo by measuring the height of the Logotype in the Talanta HR mark (x). An area equal to same height (x in the diagram) should be kept clear on all sides of the logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the Talanta HR brand word mark measures smaller than 0.894". There are no maximum size restrictions as long as the clear space requirements are met.



Colour Palette

The color palette includes colors that are an integral part of the identity system. Colors, carefully applied, will impart a consistent look and feel to Talanta HR brand communications at all touch points.

When selecting a color from the palette, the primary colors should be predominant in design elements and type. The accent color should be used sparingly for emphasis only-to add value or cast subtle spotlight on a phrase or visual

Primary Colour



C M Y K

56 49 48 15

R G B

113 110 110 #716E6E

Secondary Colour



C M Y K

0 25 94 0

R G B

255 194 34 #FFC222

Typography

Franklin Gothic Demi - Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold - Header

Roboto Regular - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular-Regular

Roboto Bold - Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium-Subtitle

The font families should have an ample range of respectable weights which enables it to express a diverse range of emotional tones – from subtle paragraphs to loud headlines.

Wrong Application



Contact us

Location

Maple Court,
Westlands close off Westlands road

Get in touch

hello@sepia.co.ke
+2547 29776 649
<https://talantahr.co.ke/>

Follow us

Connect with us on LinkedIn.

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