FKP
FORWARD KENYA PARTY

Brand Guidelines
Created 15/07/2024

INTENT

FKP Political brand guidelines have been established to guide a new approach to visual communication in printed and digital branded content.This guide is a reference for everyone who is authorized to work with FKP brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We strive for a distinctive and consistent brand presence in everything that will be created in the name/image of FKP.

We want to ensure every single thing that is designed is clear to every single person it represents the FKP brand.

USING OUR ASSETS

When it comes to our brand and our reputation, we maintain strict control over it. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources within this guide and its files. Simply being in possession of these materials does not imply permission in any way.

Please contact an authorized representative (usually your point of contact) with questions. We reserve the right to disapprove or deny any use of our logo, brand visuals, or other brand elements at any time, for any reason.

BRAND LOGO

Our logo is the single most visible element of our brand and its consistent use is key to gaining recognition.

Primary Logo

Our logo is the single most distinctive part of our brand. Use it carefully. It goes on every form of communication-both ours and our partners. Our primary logo should be used whevenever possible, especially on cover images and in primary applications.

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Secondary Logo

Our secondary logo (brandmark) should be used when space is limited and the primary wordmark would become illegible. Use this logo for favicon, as profile pics on social media, and whenever our primary logo can't be used.

Logo Safe Area

To make sure our logo always looks in the proper way it was designed, it's important to give it plenty of space.Clear space around the logo is equal to the size of the "Fist".

Follow these diagrams to make sure our logo is always bold and distinctive-not obscured by words, images, or anything else crowding it.This applies to all color variations and versions of the logo.

Logo Colors

There are three primary colors in our palette that will ideally be used 80% of the time.

Our primary brand color is a particular shade of Green intended to add a welcoming and serene feeling with the brand.

Charcoal Black is an important secondary color that is unique to FKP and should be used sparingly to add an upscale and luxurious touch (e.g. CTA's, buttons). The rest are accent colors.

Use the swatches so your colors are correct and consistent every time.

TYPOGRAPHY

Our typography compliments the logo and serves as a key
brand asset to maximize recognition and ownability

Typeface

Our typography is as unique as we are and easy to use. The FKP typeface is a key element in our brand and should be used for bold headlines. This makes it easy to read while making it look distinctive. This also creates trust in our brand.

Always use Gotham for header fonts and Inter for the body copy. This helps create uniformity with our brand which will then in turn establish FKP' authority as a trusted political party.

Primary Font - Gotham

primary typeface

primary typeface

primary typeface

primary typeface

Secondary Font - Inter

primary typeface

primary typeface

primary typeface

primary typeface

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