



Brand Guidelines

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About Us

The Kenya Off-Grid Solar Access Project (KOSAP) is a flagship project of the Ministry of Energy, financed by the World Bank. The project will provide standalone solar systems and clean cooking solutions for households in 14 counties that are currently underserved by the national grid. It will serve as a critical lever for achieving inclusion, a higher standard of living for millions, and overall socio-economic development.



01

Visual Identity

► TOOLKIT OVERVIEW

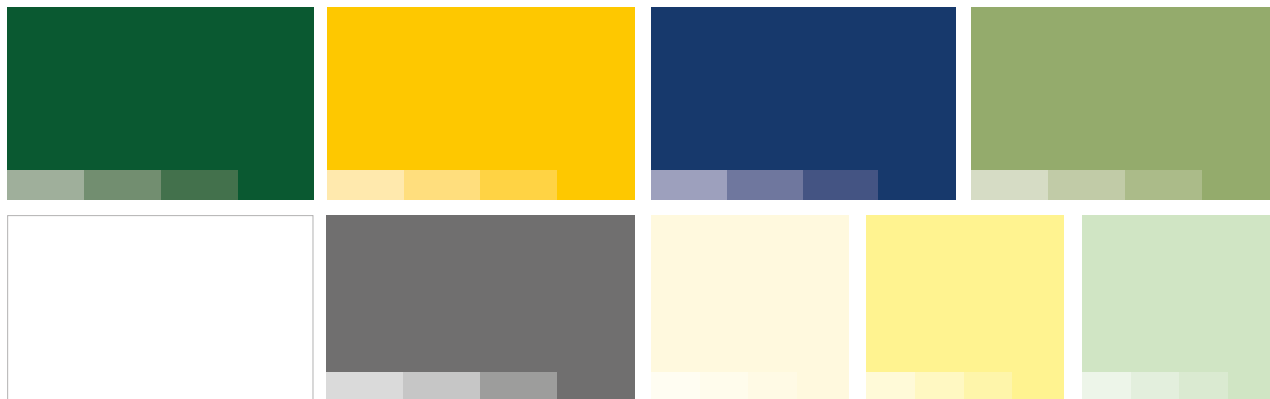
Logo



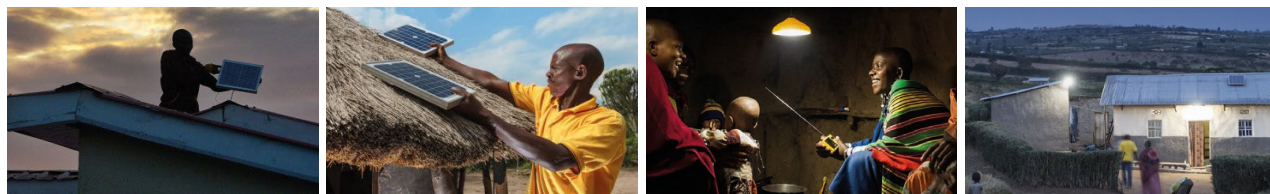
Typography

Proxima Nova
Arial

Main colours

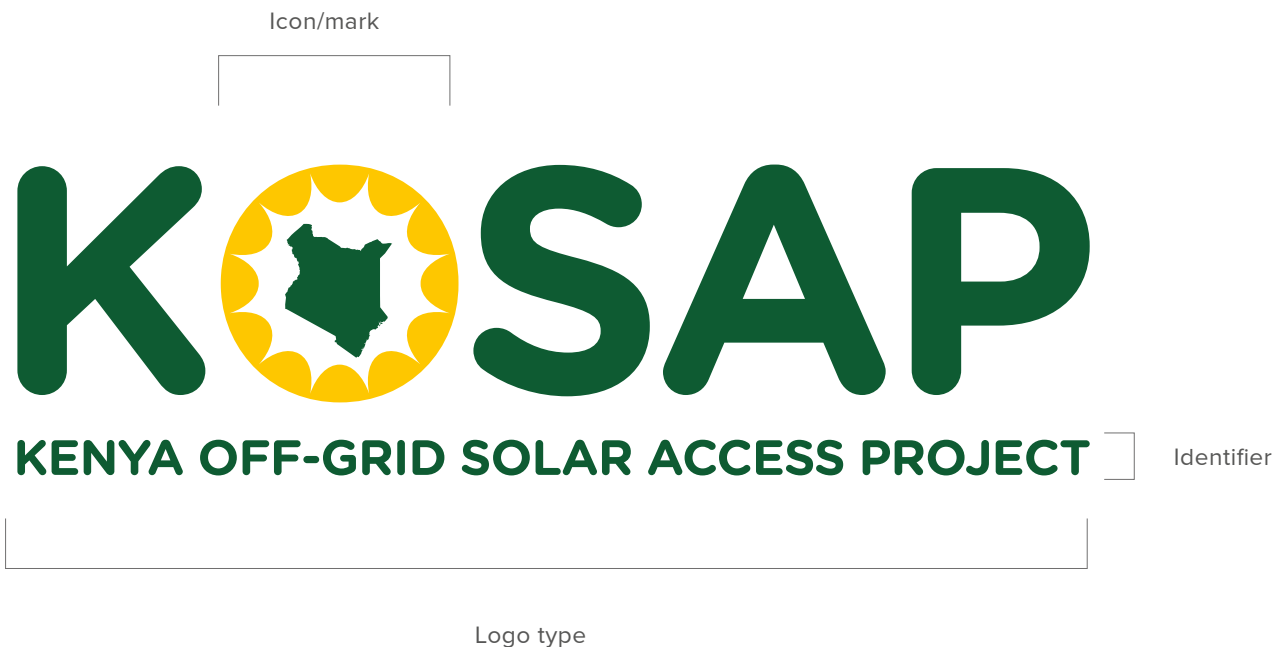


Photography



► OUR LOGO

The following pages guide you through the core elements. They will assist you in designing and producing compelling communications with a high degree of creative flexibility. The KOSAP identity brings together several elements; the full project name, its abbreviated moniker and the illustration of the Kenyan map wrapped in the sun's glow. These practical and thematic elements call back to the organization's goals and make the logo memorable and relevant. It is therefore crucial that branding elements ensure all communication assets are correct and consistent.

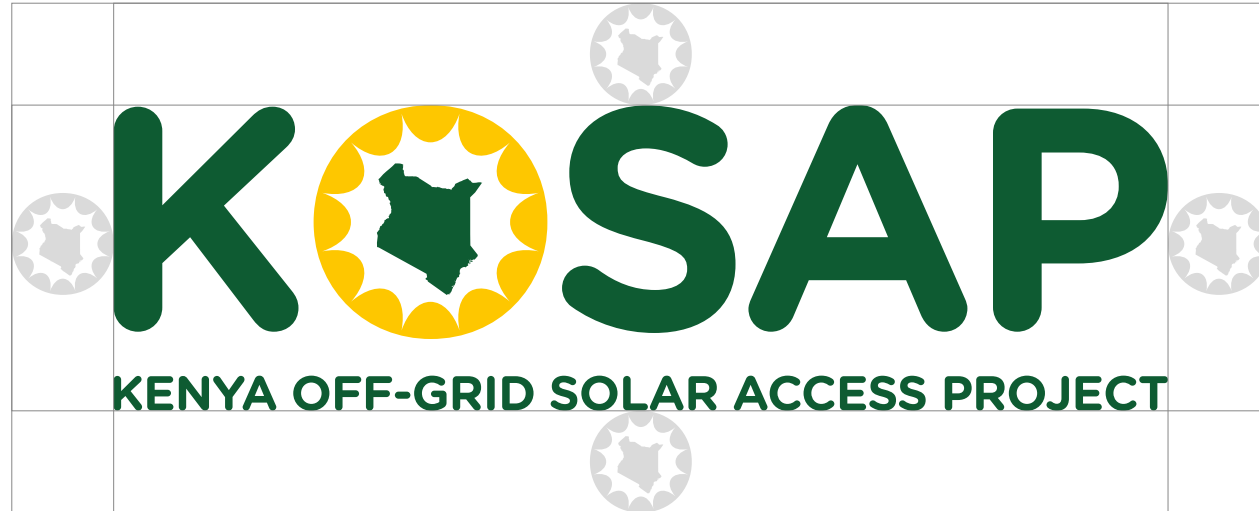


► AREA OF ISOLATION

A clear area around the Corporate Signature will ensure we have maximum visibility and impact on all communication. Avoid crowding the signatures with other graphic elements such as typography and imagery.

Logo Dimensions

The corporate signature may never be reduced to a size smaller than 30mm.

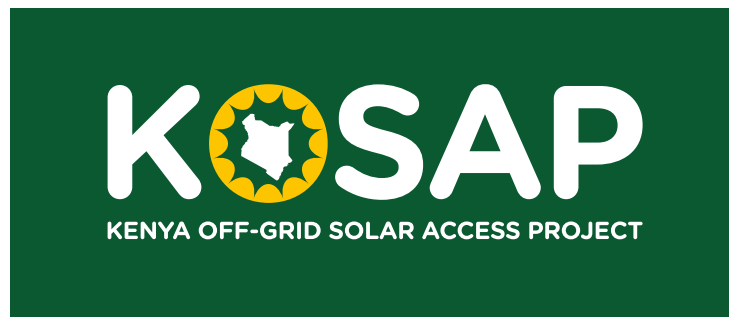
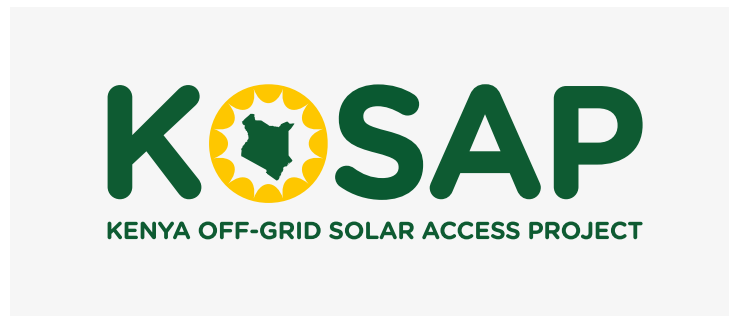


Unit of measure

The height of the KOSAP logo is the unit of measure (1).  $\frac{1}{5}$

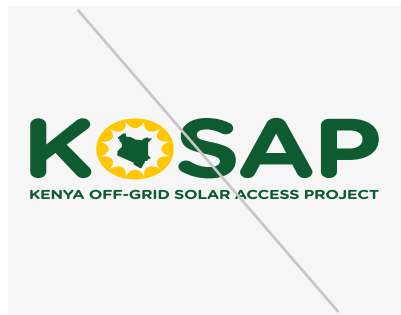
► LOGO VARIANTS

Our logo is available in four different colour variants. The full colour logos should be used whenever possible. The positive colour logos can be used on coloured and image backgrounds, but please make sure that legibility is clear. If the logo does not provide sufficient standout then use the white variant. The black version should only be used if you are printing in black and white.

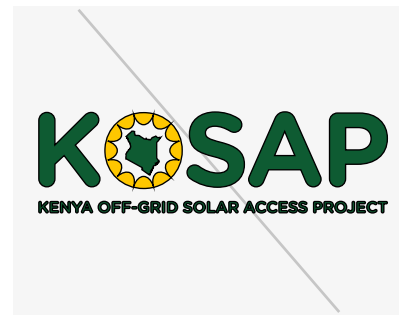


► LOGO DON'TS

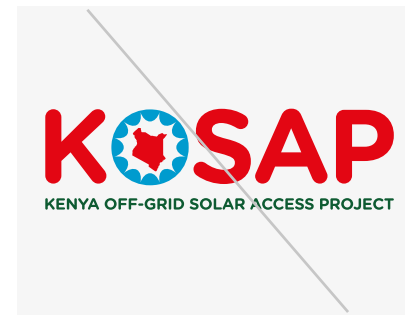
Always use the logo artwork available, which shouldn't be altered or adapted. The mark can also be placed upon a photograph, if the background colour can support the device with clarity. The mark should never be altered in appearance may it be in format or colour. This includes not using gradients or tints, stretching, rotating or moving the petal symbol.



Don't distort the logo



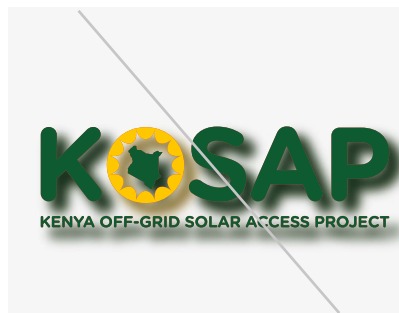
Don't outline the logo



Don't mix colors on the logo



Don't angle the logo



Don't place effects on the logo



Don't place in noisy background

► COLOUR PALETTE

Primary colours

Dark Green is the KOSAP primary colour and is the dominant colour across all brand collateral. Yellow is used for headings, body text, backgrounds and in tables, charts and diagrams. The 2 colours represent the essence of KOSAP style concept.

Neutrals

2 colours to supplement

Accent shades

2 colours to add variety

Neutrals

2 colours to supplement

PRIMARY COLORS		SECONDARY COLORS		ACCENT SHADES		NEUTRALS
						
C89 M34 Y91 K40	C0 M22 Y100 K0	C100 M80 Y25 K20	C50 M20 Y68 K0	C24 M0 Y30 K0	C3 M0 Y55 K0	C0 M0 Y0 K70
RGB 8 / 73 / 39	RGB 255 /200 / 11	RGB 41 / 62 / 107	RGB 122 / 156 / 97	RGB 197 / 227 /192	RGB 252 / 243 / 144	RGB 90 / 91 / 94
PANTONE 7483C	PANTONE 123C	PANTONE 534C	PANTONE 7494C	PANTONE 7485C	PANTONE 602C	PANTONE 424C
WEB #084927	WEB #00469A	WEB #102F5E	WEB #7A9C61	WEB #C5E3C0	WEB #FCF390	WEB #5A5B5E
						

► TYPOGRAPHY

The primary KOSAP typefaces are Proxima Nova Bold for headlines, Proxima Nova Semi Bold for sub heads, Regular for body text and Heavy to highlight certain information such as in pull quotes. These fonts have been chosen for their modern appearance and high legibility at all sizes. The weights shown are the most commonly used, they are available in light, regular and bold weights along with italics.

Web and on-screen applications

For internal applications such as PowerPoint (Microsoft Suite) the system font Trebuchet MS is used in place of Proxima Nova. Trebuchet MS is a system font installed on most PCs and Macs. It is highly legible on-screen and retains good legibility at small sizes. The weights shown are the most commonly used, they are available in regular and bold weights along with italics.

Proxima Nova
Header

CORPORATE FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Trebuchet MS Bold
Header

WEB / SYSTEM FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Trebuchet MS Regular
Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

► IMAGERY

When choosing images or taking photos, candid expressions are best. Imagery that captures life in the moment and presents a realistic (though stylized) snapshot of life is the ideal. People and remote communal life are at the very center of the brand's messaging and so they should take center stage in all photography. Products should be shown in use, providing the intended benefits.

The images should be colour-corrected to tie back to brand while appearing as natural as possible at the same time. Image size can vary from 1920 to 1080 pixels.



02

Brand Expression



► BRAND ADVERTISING CAMPAIGN





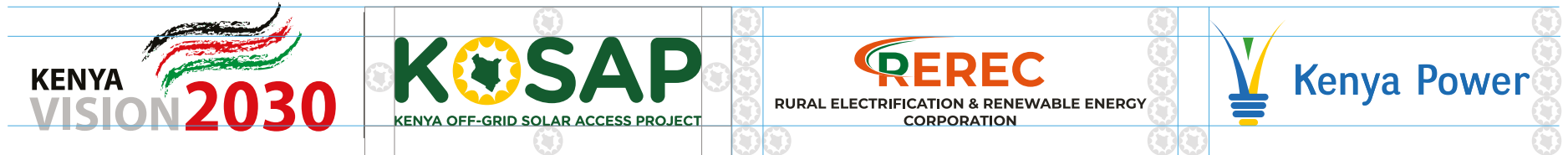
► SIGNATURE AND CO-BRANDING RELATIONSHIP

Once the size of the MOE & Partner logos have been determined on a specific layout, the KOSAP logo is sized using 5 X 1/5 units of measure as in the illustration on this page.



Unit of measure

The height of the KOSAP logo is the unit of measure (1).



► **CO-BRANDING**

The placement of logos communicates brand hierarchy of relationship informed by the nature of running the project, which in this case (MOE) and KOSAP are main implementers. (MOE) should always be on the far bottom left or at the top centre, subordinate/ partner logos should always be on the right on the bottom.

Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).



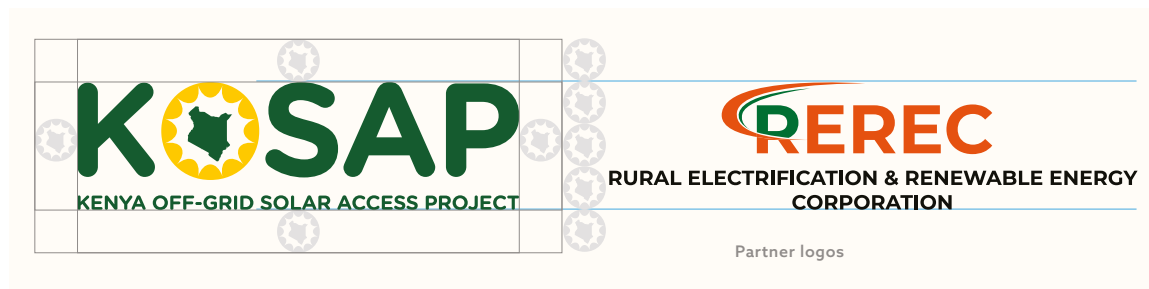
► SIGNATURE AND PARTNER RELATIONSHIP

Once the size of the signature has been determined on a specific layout, the co-branding logo is sized using $3 \times 1/5$ units of measure as in the illustration on this page.

The dominant brand, KOSAP in this case, is always on the far left or on top, subordinate/partner logo is always on the right or on the bottom.

Unit of measure

The height of the KOSAP logo is the unit of measure (1).



It is a long established fact that a reader will be distracted by the readable content of a page when looking at the layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).



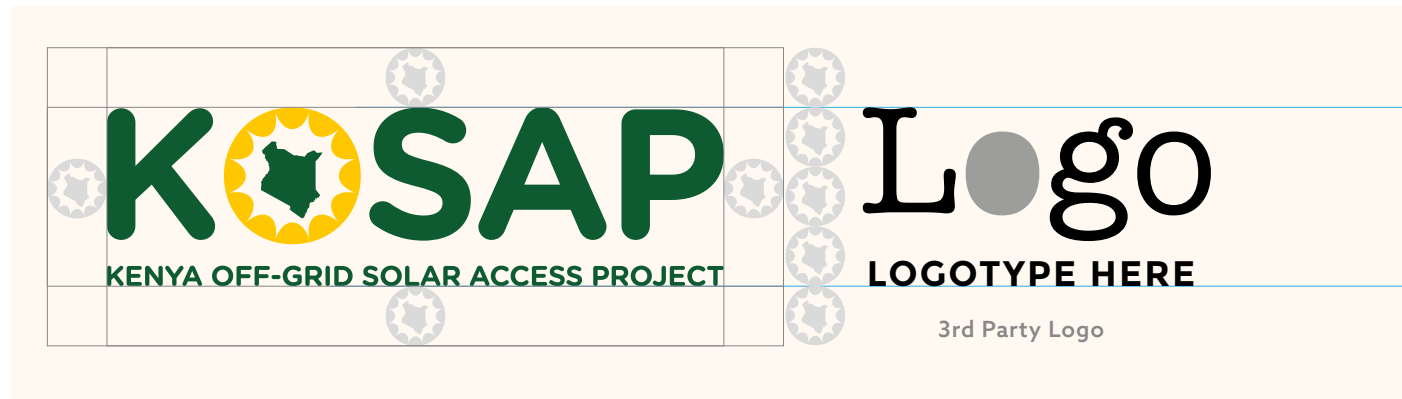
► SIGNATURE AND KEY CONSULTANTS RELATIONSHIP

Once the size of the signature has been determined on a specific layout, the loan recipient logo is sized using $2\frac{1}{2} \times 1/5$ units of measure as in the illustration on this page.

Unit of measure

The height of the KOSAP logo is the unit of measure (1).

 1/5



03

Stationery



► BUSINESS CARDS

Production Specifications

- Printing: 4-colors, 2mm bleed
- Trim: 3.5" x 2"
- Paper: Ivory Stock 300gsm



▶ LETTERHEAD

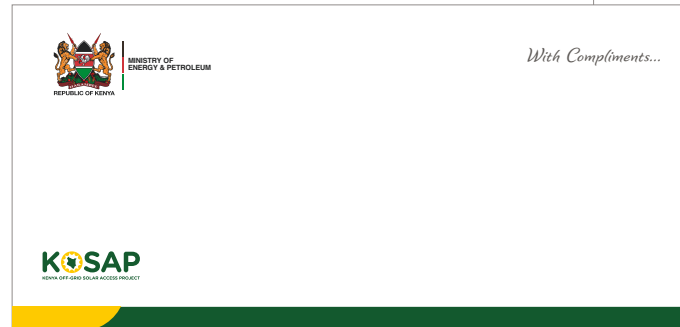
Production Specifications

Letterhead

- Printing: 4-colors. 3mm bleed
- Size: A4
- Paper: Bond - 100gsm / white

Comp Slip

- Printing: 4-colors. 3mm bleed
- Size: DL
- Paper: Bond - 100gsm / white



MEMO

Production Specifications

- Printing: 4-colors. 3mm bleed
- Size: A4
- Paper: Bond - 100gsm / white



info@energy.go.ke
Tel: +254 (0) 20 3310112
25th Floor, Nyayo House
Kenyatta Avenue
P.O. Box 30582-00100
Nairobi Kenya

MEMORANDUM

To:

From:

Date

Re:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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KENYA

► EMAIL SIGNATURE

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Sincerely

SIGNATURE

Font: Arial Regular
Size: 10pt / Leading: 16pt
Color: Black

MINISTRY OF ENERGY & BRAND LOGO

CONTACT INFORMATION

Font: Arial Regular
Size: 9pt / Leading: 16pt
Color: 70% Black



► STAFF ID

Production Specifications

Staff Id

- Printing: 4-colors. 3mm bleed
- Size: 85x55mm
- Material: Acrylic



► REPORTS

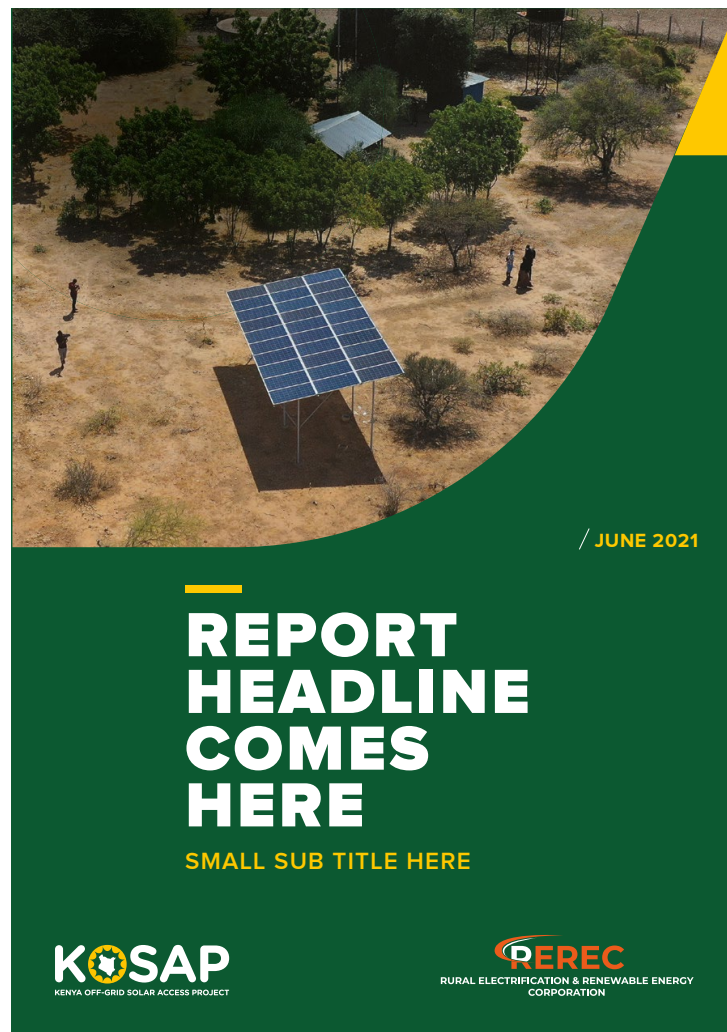
Production Specifications

Cover Page

- Printing: 4-colors. 3mm bleed
- Size: A4
- Material: 300 gsm matte
- Finish: Cold lamination

Inside

- Printing: 4-colors. 3mm bleed
- Size: A4
- Material: 150 gsm matte



► REPORTS

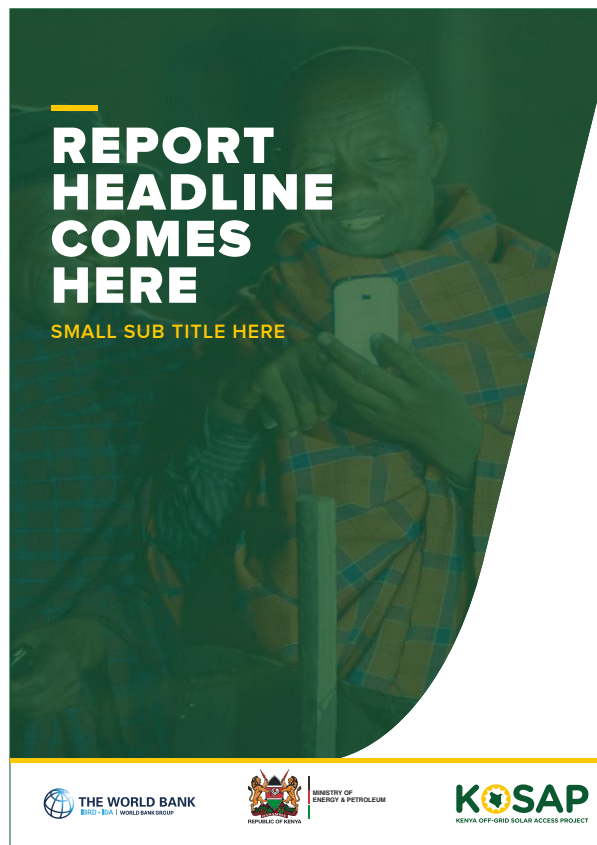
Production Specifications

Cover Page

- Printing: 4-colors. 3mm bleed
- Size: A4
- Material: 300 gsm matte
- Finish: Cold lamination

Inside

- Printing: 4-colors. 3mm bleed
- Size: A4
- Material: 150 gsm matte

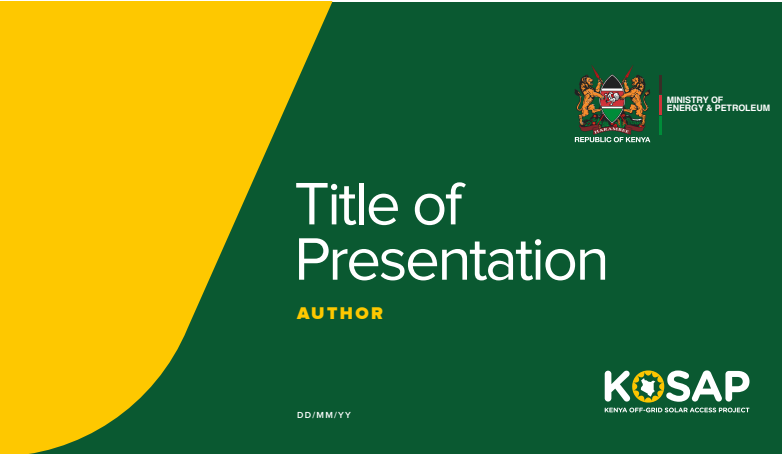


► BROCHURE

Production Specifications

- Printing: 4-colors. 3mm bleed
- Size: A4 / 3 fold
- Material: 200 gsm matte





Title of Presentation

AUTHOR



About KOSAP

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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Breaker Page



Project Delivery Methods

- **Steering Committee**
Lorem Ipsum is simply dummy text of the printing and typesetting industry.
- **County Working Group**
Lorem Ipsum is simply dummy text of the printing and typesetting industry.
- **Technical Working**
Lorem Ipsum is simply dummy text of the printing and typesetting industry.
- **Project Coordination Unit**
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

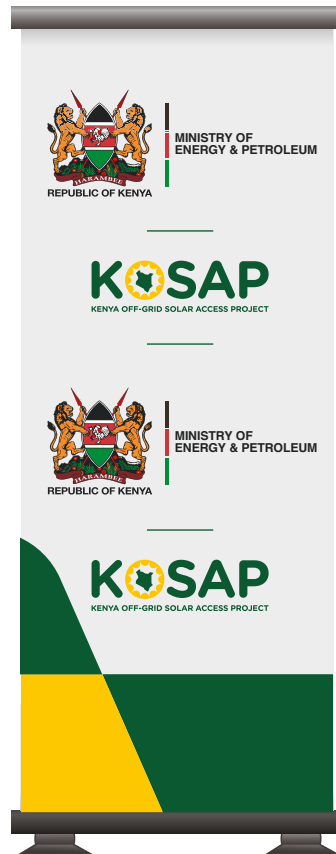
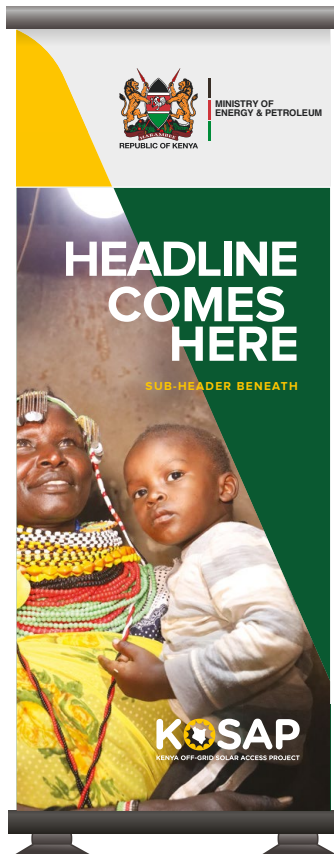


04

Brand Collateral



► BANNERS



► BANNERS



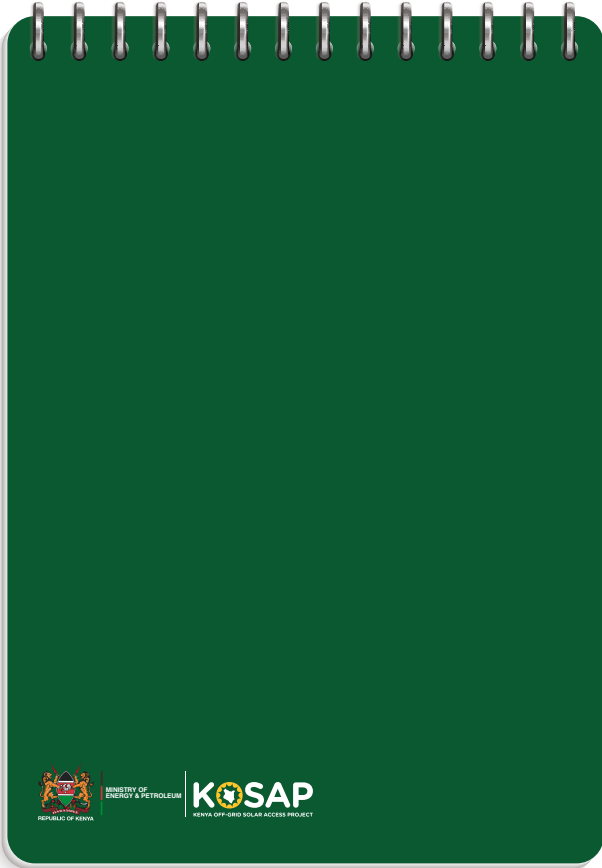
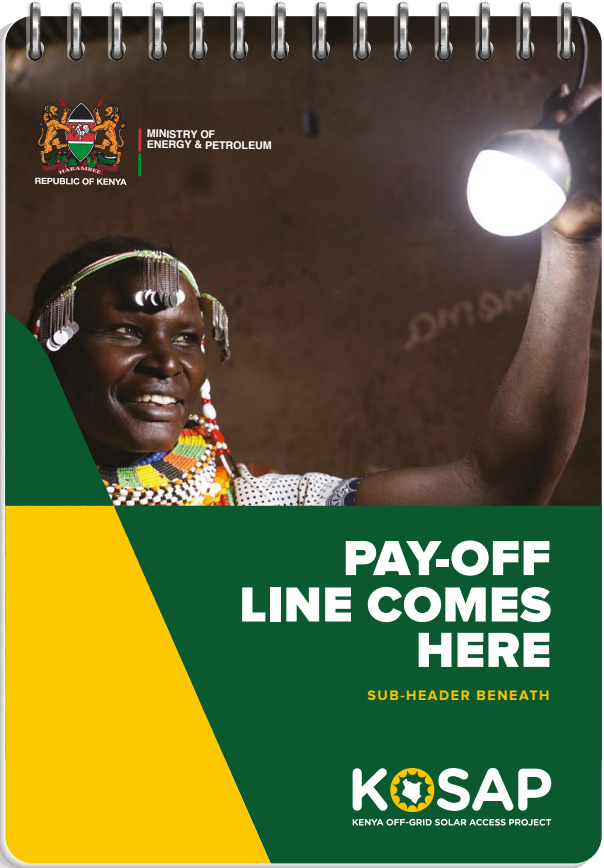
► MERCHANDISE



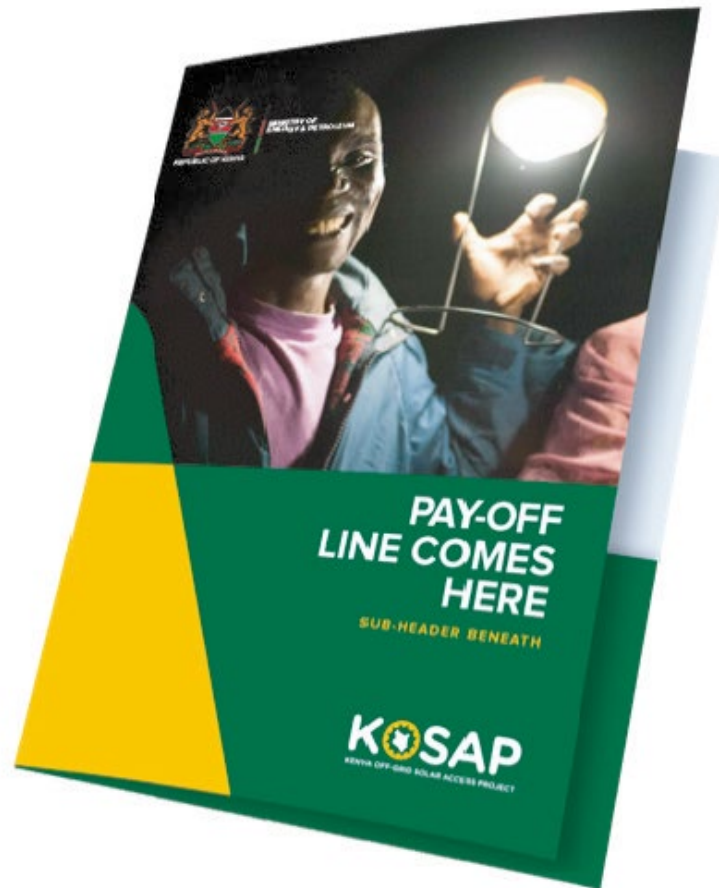
► PARASOLS



► NOTEBOOKS



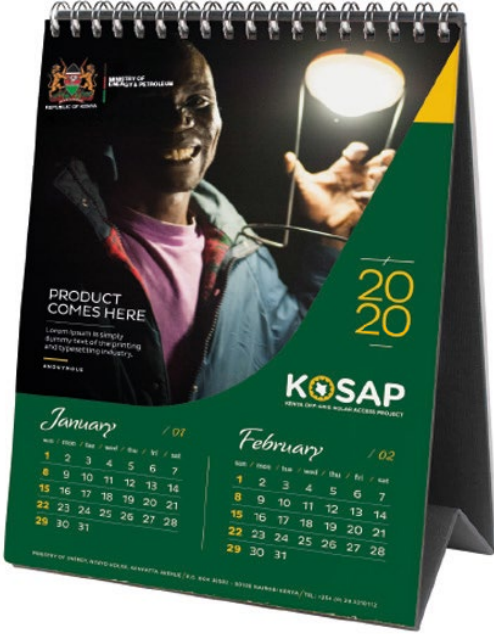
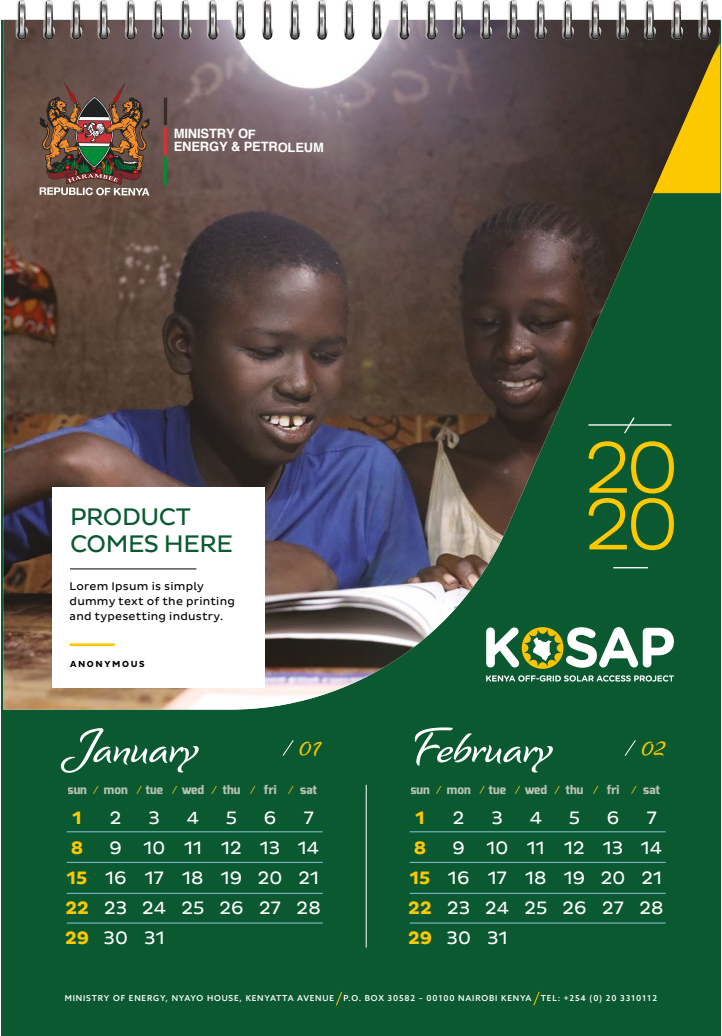
► SALES KIT FOLDERS



► BRANDED GIVEAWAYS



► CALENDAR





► EXECUTIVE SHIRT



► POLO T-SHIRTS



05

Branding

► BRANDED VEHICLES



► BRANDED VAN



► WALL BRANDING



► MINI GRID BRANDING



► FACILITIES BRANDING



► FACILITIES BRANDING



06

Digital & Interactive

► SOCIAL HEADER & CARD



► SOCIAL HEADER & CARD



► DISPLAY ADS CO-BRANDING



KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

HEADLINE

BENEFIT

TAGLINE GOES HERE

Call to action

In partnership with Fund Recipients Logo Goes Here Fund Recipients Logo Goes Here

+254 020 331 0112 info@energy.go.ke www.energy.go.ke

SAMPLE: CO-BRANDING



Logo Goes Here

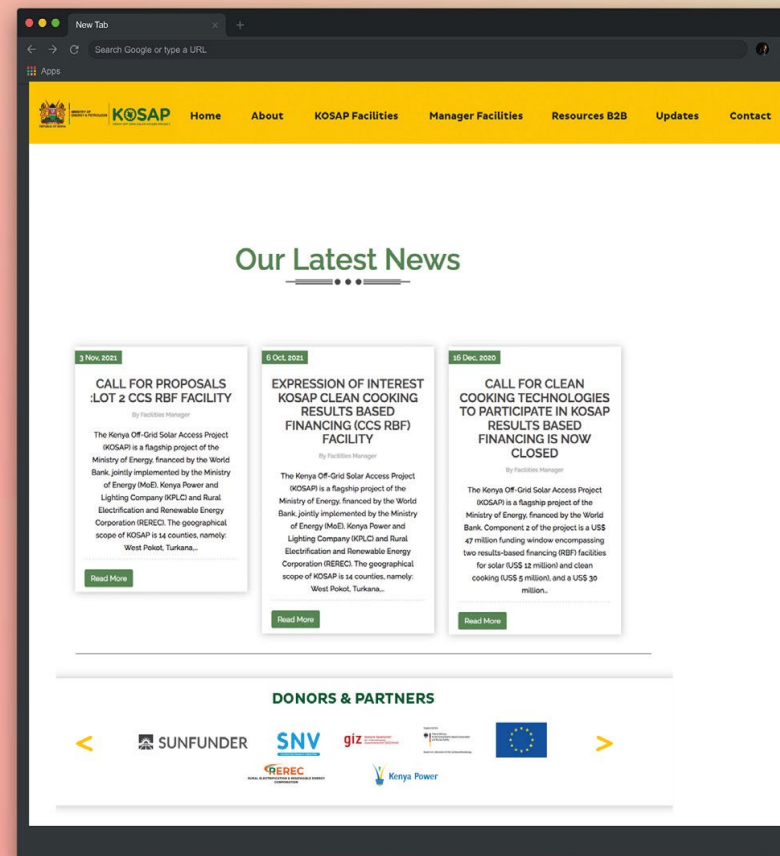
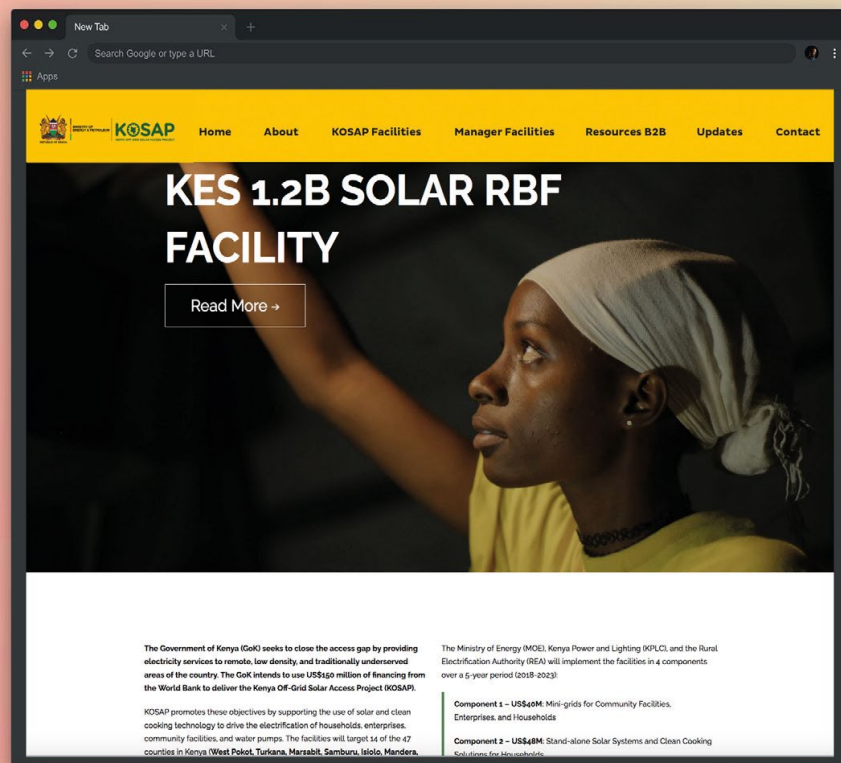
100 MILLION INVESTMENTS

Light up your home with d.light D150

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

SAMPLE: VENDOR-KOSAP LEVERAGE

► CO-BRANDING ON THE WEBSITE LANDING PAGE



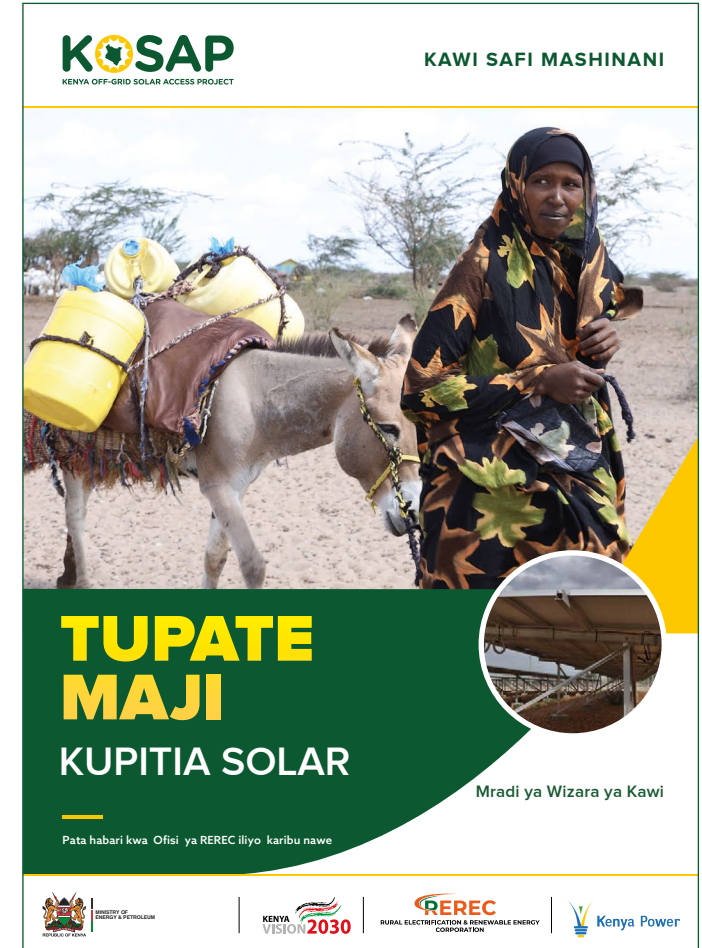
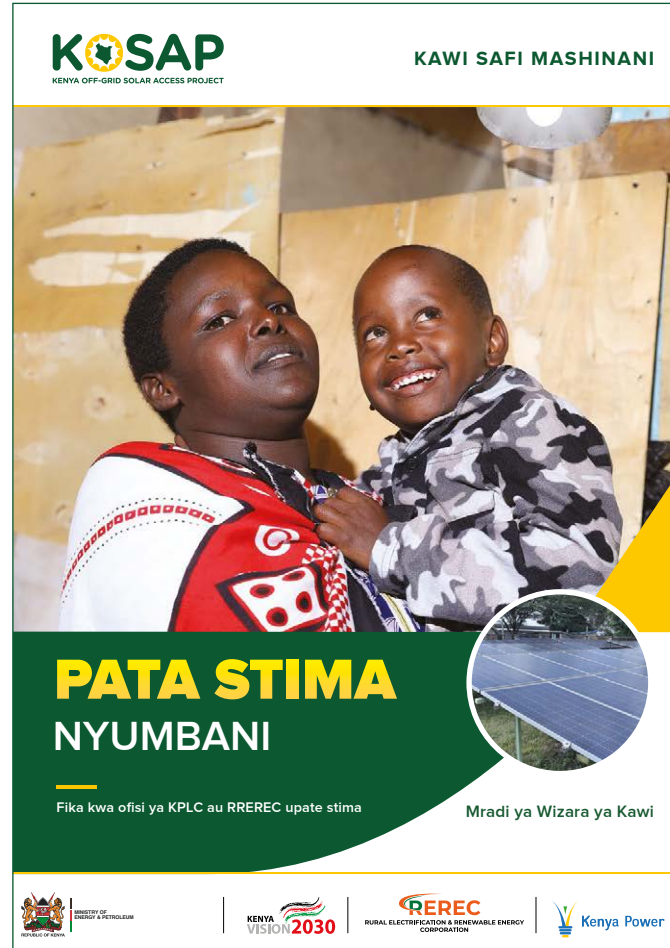


07

Compliances to Circular Public Communications

► COMPLIANCES TO CIRCULAR PUBLIC COMMUNICATIONS

The hierarchy of the partner logos shall be placed as illustrated by the artwork on the right. This is informed by the government circular on compliance towards synergized & coordinated communication towards big 4 agenda and Vision 2030.



► COMPLIANCES TO CIRCULAR PUBLIC COMMUNICATIONS





08

Acceptable Branding

(APPLICATION FOR PRODUCTS UNDER KOSAP)

► DO'S & DON'TS ON ACCEPTABLE BRANDING AND APPLICATION FOR PRODUCTS UNDER KOSAP

ACCEPTABLE BRANDING UNDER KOSAP

All recipients under the Kenya Off-Grid Solar Access Project (KOSAP) are encouraged to acknowledge this support in their communications materials such as websites, brochures, flyers, reports, posters or banners.

The acknowledgement will be in form of using KOSAP logo and having a key message associates the product supported under the Project.



KAWI SAFI MASHINANI

KEY MESSAGE

Solar Products

This product is part of the Kenya Off-Grid Solar Access Project (KOSAP). (**Mojawapo ya bidhaa kutoka KOSAP**)

Cook Stoves

This product is part of the Kenya Off-Grid Solar Access Project (KOSAP). (**Mojawapo ya bidhaa kutoka KOSAP**)

APPLICATION

Fliers, Poster, Brochures

- Companies can use the KOSAP logo alongside their own products as shown below:



- The logos and any reference to KOSAP can be used in marketing and advertising or sales materials after notifying KOSAP Communications Office.

MEDIA

Recipient Companies can include wordings that the product is part of KOSAP and include the key message (either for Solar or Cook stove where appropriate)

Same can apply to media releases.

However, care should be taken not to misrepresent companies as spokesperson's of KOSAP. Further wording should be carefully selected and avoid statements such as "**endorsed by KOSAP**"; "**approved by KOSAP**"; "**recommended by KOSAP**" or "**certified by KOSAP**";

WEBSITES

Websites of recipient companies should create a link to <https://kosap-fm.org/partners>

09

Fund Recipients

(BRANDING APPLICATION)



► FUND RECIPIENTS POSTERS/FLYERS

Whenever communication is for Solar / Clean Cooking fund recipient companies the application is as illustrated on the images on the right. The key statements appear at the bottom right below the image of the product.



► FUND RECIPIENTS REPORTS

COVER



INNER PAGES

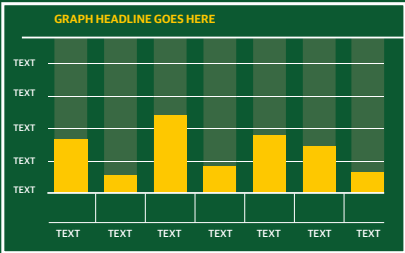
HEADLINE COMES HERE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Lorem Ipsum is simply dummy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Lorem Ipsum is simply dummy

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when.

1.

WEBSITE, NAME OF THE REPORT GOES HERE

► FUND RECIPIENTS REPORTS – KOSAP LEVERAGE

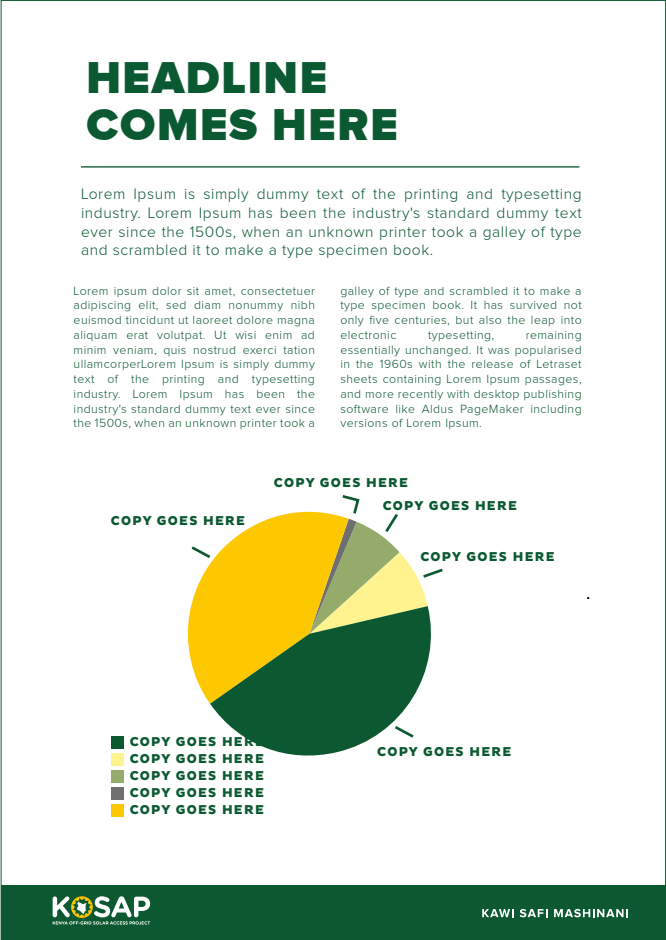
All recipients under the Kenya Off-Grid Solar Access Project (KOSAP) while undertaking reporting on their various progress should acknowledge KOSAP in their communications.

The acknowledgement will be in form of using KOSAP logo on the bottom left and having a key message associates the product supported under the Project on the bottom right as illustrated on the images on the right.

COVER



INNER PAGES



► FUND RECIPIENTS BANNERS – KOSAP LEVERAGE

All recipients under the Kenya Off-Grid Solar Access Project (KOSAP) while undertaking co-branding, should adhere to the below guidelines.

The acknowledgement will be in form of using KOSAP logo on the bottom left and having a key message associates the product supported under the Project on the bottom right as illustrated on the images on the right.





10

Facility Managers

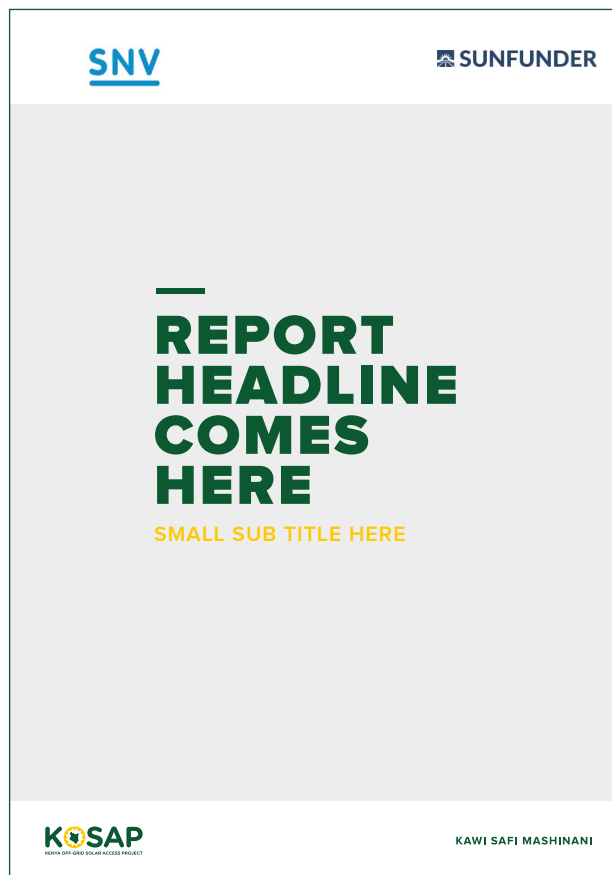
(BRANDING APPLICATION)

► FACILITY MANAGERS REPORTS – KOSAP LEVERAGE

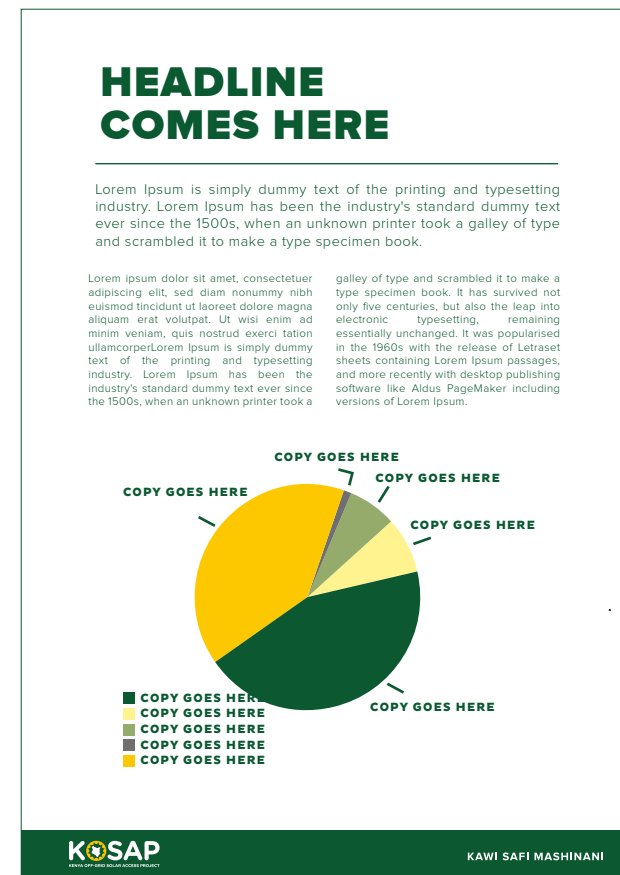
Facility Managers under the Kenya Off-Grid Solar Access Project (KOSAP) while undertaking co-branding, should adhere to the below guidelines.

The acknowledgement will be in form of using KOSAP logo on the bottom left and having a key message associates the product supported under the Project on the bottom right as illustrated on the images on the right.

COVER



INNER PAGES



► FACILITY MANAGERS BANNERS – KOSAP LEVERAGE BANNERS

Facility Managers under the Kenya Off-Grid Solar Access Project (KOSAP) should acknowledge the support in their communications materials.

The acknowledgement will be in form of using KOSAP logo on the bottom left and having a key message associates the product supported under the Project on the bottom right as illustrated on the images on the right.



► FACILITY MANAGERS POWERPOINT



11

Consultants

(BRANDING APPLICATION)



► CONSULTANTS POWERPOINT

Title of Presentation

AUTHOR

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KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

01 Breaker Page

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About KOSAP

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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Project Delivery Methods



Steering Committee

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County Working Group

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Technical Working

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Brand Guidelines

Kenya Off-Grid Solar Access Project / v1.0

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The acknowledgement will be in form of using KOSAP logo on the bottom left and having a key message associates the product supported under the Project on the bottom right as illustrated on the images on the right.



Thank You

